

Recreational Boating

NATIONAL



AN AMERICAN PASTIME & ECONOMIC ENGINE

The U.S. recreational boating industry has an annual economic impact of more than

\$121.5 BILLION

(INCLUDES DIRECT, INDIRECT AND INDUCED SPENDING)

SUPPORTING

650,000

DIRECT & INDIRECT AMERICAN JOBS

34,833

BUSINESSES

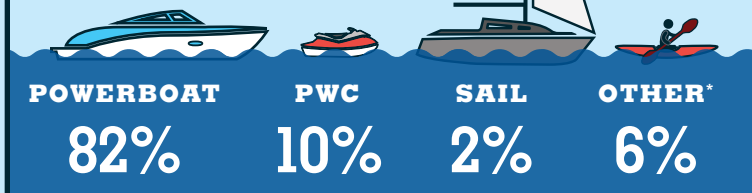


95% of boats in the U.S. are small, towable boats under 26 feet

62% of boat owners have an annual household income of \$100K or less

11,861,811 REGISTERED BOATS IN THE U.S.

*INCLUDES CANOES, KAYAKS, ROWBOATS & OTHER NON-POWERED BOATS



TOP 3

Most Popular Boating Activities

FISHING SWIMMING ENTERTAINING



IN 2016

ANNUAL U.S. SALES OF BOATS, MARINE PRODUCTS AND SERVICES

\$36 BILLION

INCLUDING MAINTENANCE, STORAGE, FUEL, INSURANCE, TAXES & INTEREST



ANNUAL RETAIL SALES OF NEW BOATS, ENGINES & MARINE ACCESSORIES IN THE U.S.

\$17.9 BILLION



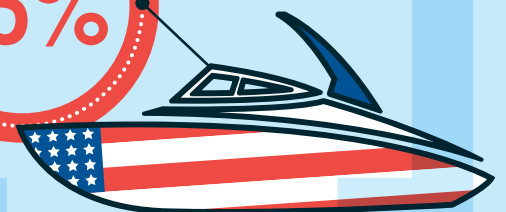
NUMBER OF PEOPLE WHO WENT BOATING

141.6 MILLION AMERICANS

71.1 MILLION ADULTS & 70.5 MILLION CHILDREN UNDER THE AGE OF 18

OF BOATS SOLD IN THE U.S. ARE MADE IN THE U.S.

95%



DATA SOURCES

Unless otherwise noted, data is from the NMMA 2016 Recreational Boating Statistical Abstract. Data for Economic impact, jobs and businesses is taken from the NMMA 2012 Boating Economic Impact Study. Boating activity and demographic data is taken from NMMA's 2016 Recreational Boating Participation Study.

nmma.org

NMMA
National Marine Manufacturers Association