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# BUSINESS DIRECTORY

## YOUR GUIDE TO LOCAL PROFESSIONALS

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**BOATING GUIDE | STATISTICS**



# Boating by the Numbers

Recreational boating in the United States is a booming industry that shows no signs of slowing down. In fact, the National Marine Manufacturing Association trade association reports that sales of new powerboats were up about four percent in 2018, at about 280,000 units.

It also says the industry contributes about \$170.3 billion to the United States economy.

Check out these other fascinating stats from the NMMA:

- Sales of freshwater fishing boats were up about four percent in 2018, at 750,000 units.
- The top three states for recreational boating economic activity are Florida, California and New York.

- Ninety-five percent of recreational boats sold in the United States are made there.

- Boating supports an estimated 35,000 marine businesses and 691,000 direct and indirect American jobs.
- One of the busiest selling seasons is during cooler temperatures as boating manufacturers and dealers hold winter boat shows to showcase new models.

- Sales of new boats, marine products and services were estimated at \$41 billion in 2018, an increase of five percent from 2017.

- There were an estimated 998,000 preowned boats sold in 2018.
- Ninety-five percent of boats on the water in the United States are less than 26 feet in length and can be pulled by passenger vehicles. The versatility of modern pontoon boats led

to an increase of about six percent in sales, adding up to 58,000 units sold.

- Estimates for 2019 expect an increase of three to four percent in new powerboat retail sales.
- Wake-sport boats saw an increase of an estimated eleven percent in sales, to 10,000 in 2018.
- There were an estimated 12 million registered boats in the United States in 2018.