

The logo for the National Marine Manufacturers Association (NIMMA) is displayed in a bold, italicized, white sans-serif font. A registered trademark symbol (®) is located at the top right of the logo.

National Marine  
Manufacturers Association

# STATE OF THE RECREATIONAL BOATING INDUSTRY

Frank Hugelmeyer  
President & CEO





# **HEADWINDS & OPPORTUNITIES**





**MEMBER OWNED.  
MEMBER DRIVEN.  
MEMBER BUILT.**



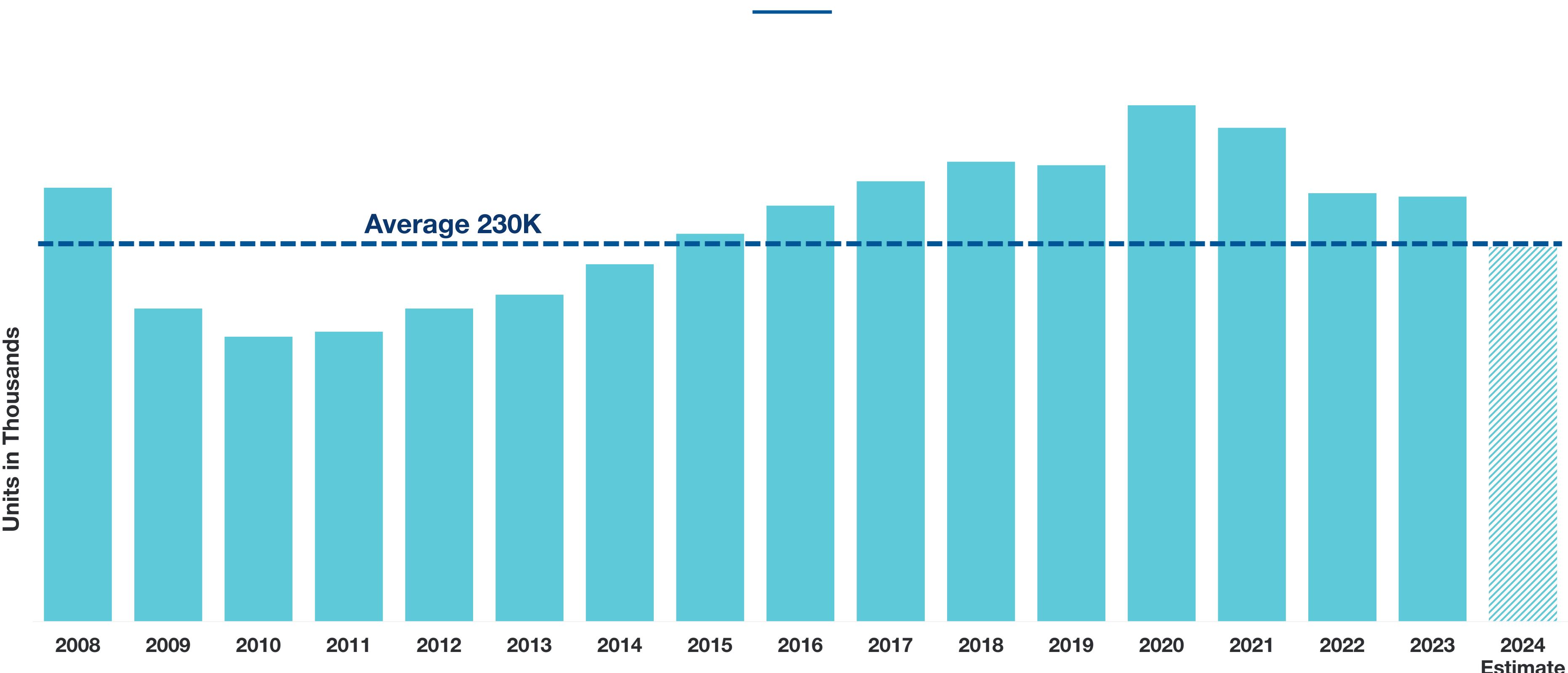
# WHAT TO WATCH

	GOOD	CAUTION	TROUBLE
Interest Rates			
New Private Housing Starts			
Fuel Prices			
Fuel Availability			
Consumer Sentiment			
Wholesale & Retail Credit Availability			
Wages & Employment			
SUV & Light Truck Series			
Marine Dealer Inventories			
Consumer Net Worth/Debt			
RV Inventories			

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# NEW POWERBOAT RETAIL UNIT SALES



Source: NMMA Business Intelligence Abstract





# **MARKET EXPANSION**



# SEEK YOU OUT HERE







# YEAR-ROUND ENGAGEMENT

**BUYING &  
OWNERSHIP  
EXPERIENCE**



**SPRING /  
SUMMER  
AWARENESS  
CAMPAIGNS**



**YEAR-ROUND  
BRANDING EXPERIENCE**



**FALL / WINTER /  
SPRING BOAT  
SHOWS**

**YEAR-ROUND  
DIGITAL  
COMMUNITY**



**BRAND  
PARTNERS**





# DISCOVER BOATING™ **MARKETING LEADERSHIP SUMMIT**







**ADVOCACY**



# BIPARTISAN FOCUS

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- 1 Welcoming 100% of potential consumers
- 2 Focused on issues—not the person or politics
- 3 Effective in Washington, D.C. and every state





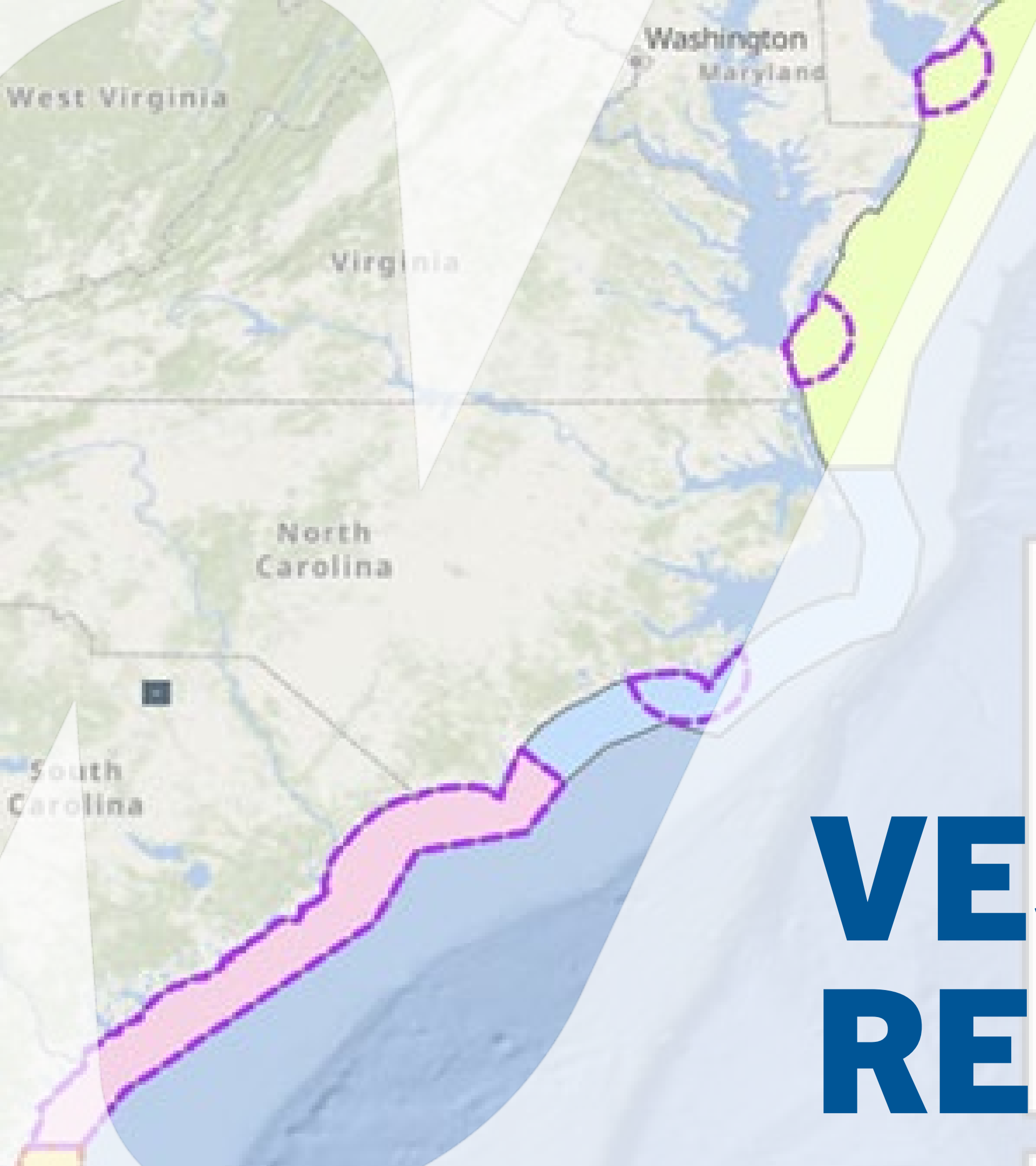
**PROACTIVE  
ON POLICIES**





**FEDERAL  
AND STATE  
PUBLIC POLICY**





# VESSEL SPEED RESTRICTIONS





**TRADE.  
ACCESS.  
INFRASTRUCTURE.**





*PROPELLING*  
**OUR FUTURE**





THE AMERICAN  
BOATING  
CONGRESS

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**MAY 12-14, 2025**

**Washington, D.C.**





**\$230+ BILLION**

**ANNUAL ECONOMIC IMPACT**

**812,550+**

**JOBS SUPPORTED**

**36,100+**

**BUSINESSES SUPPORTED**















***NMMA***®

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