



## PRESS RELEASE

# ICOMIA LAUNCHES 'GROW BOATING GUIDE'

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*Safeguard the future of our industry: Ideas for creating new, life-long boaters*

The International Council of Marine Industry Associations (ICOMIA) has launched the first ever 'Grow Boating Guide' – a collection of strategies and tactics to increase participation in recreational boating globally.

The Guide is aimed at both new and established trade associations, as well at special interest groups wishing to start a national trade association and/or develop a unified campaign to attract new boaters. It is also a key resource for marina operators, dealers and business such as charter companies, wanting innovative new ideas on how to grow demand in their services/products and in the long run – safeguard the future of the industry by attracting **new** boaters.

The Guide explores funding ideas; How to form alliances and gain industry commitment; How research can provide insights into perceived barriers to boating; Ideas for consumer campaigns, such as harnessing the power of the 'Mummy Blogger'; Utilising boatshows and events; Measuring and monitoring marketing and campaign results and how to communicate these within the industry and to the consumer.

The Guide also features a directory of ICOMIA member 'Grow Boating' campaigns – which are dedicated to promoting watersports and supporting, nurturing and growing the industry globally.

Available for all industry, the Guide is **FREE** - To download your copy please click [here](#)

**8 January 2018**



The International Council of Marine Industry Associations - ICOMIA - is the international trade association representing the global marine industry since 1966. ICOMIA brings together national boating federations in one global organisation and represents them at an international level, presenting a strong and united voice when dealing with issues challenging the industry. For further information, visit [www.icomia.org](http://www.icomia.org)