

STATE OF THE U.S. RECREATIONAL BOATING INDUSTRY

Thom Dammrich, President, NMMA

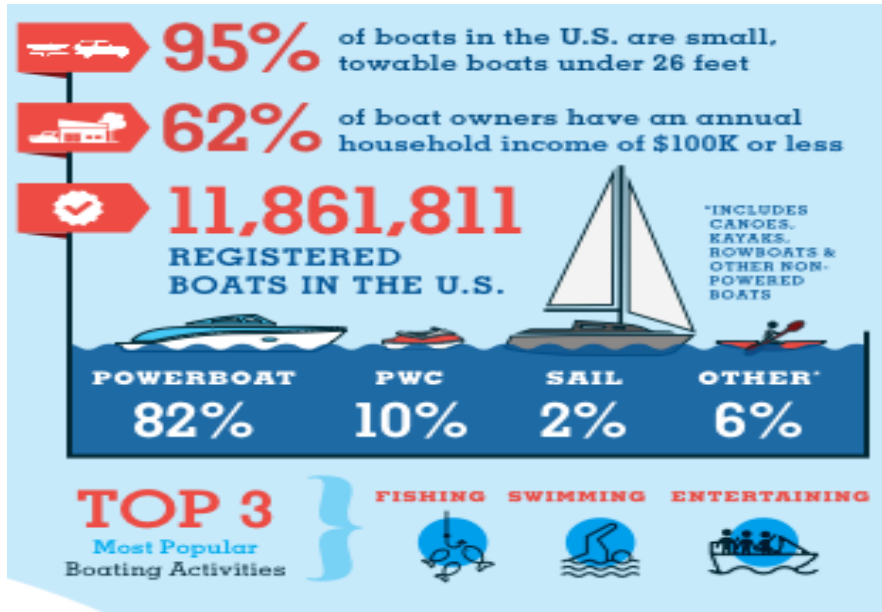


National Marine
Manufacturers Association

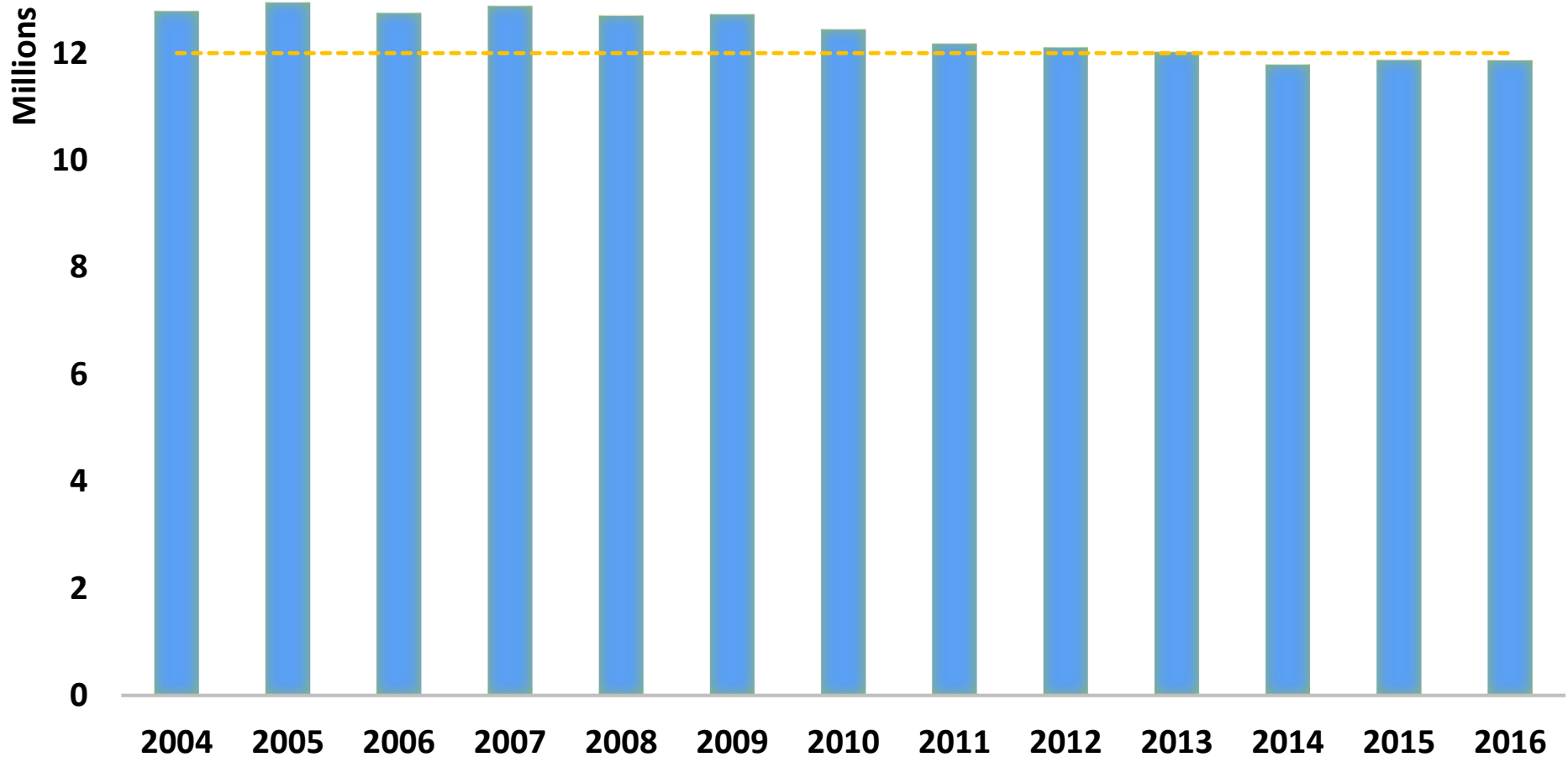
ECONOMIC IMPACT



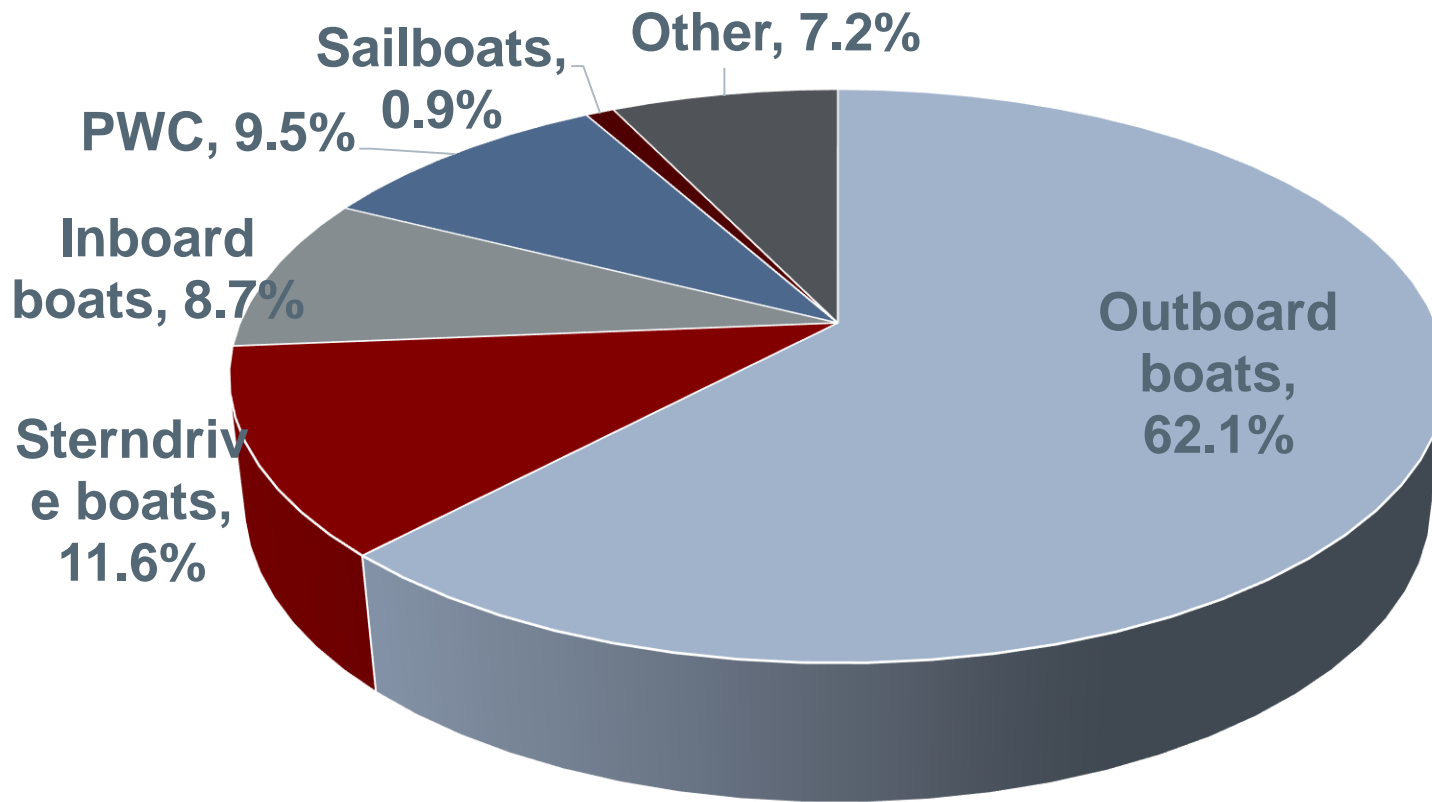
INDUSTRY MAKE UP



U.S. BOAT REGISTRATIONS



2016 U.S. BOAT REGISTRATIONS



2016 BOATING PARTICIPATION

NUMBER OF PEOPLE WHO
WENT BOATING

**141.6 MILLION
AMERICANS**

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

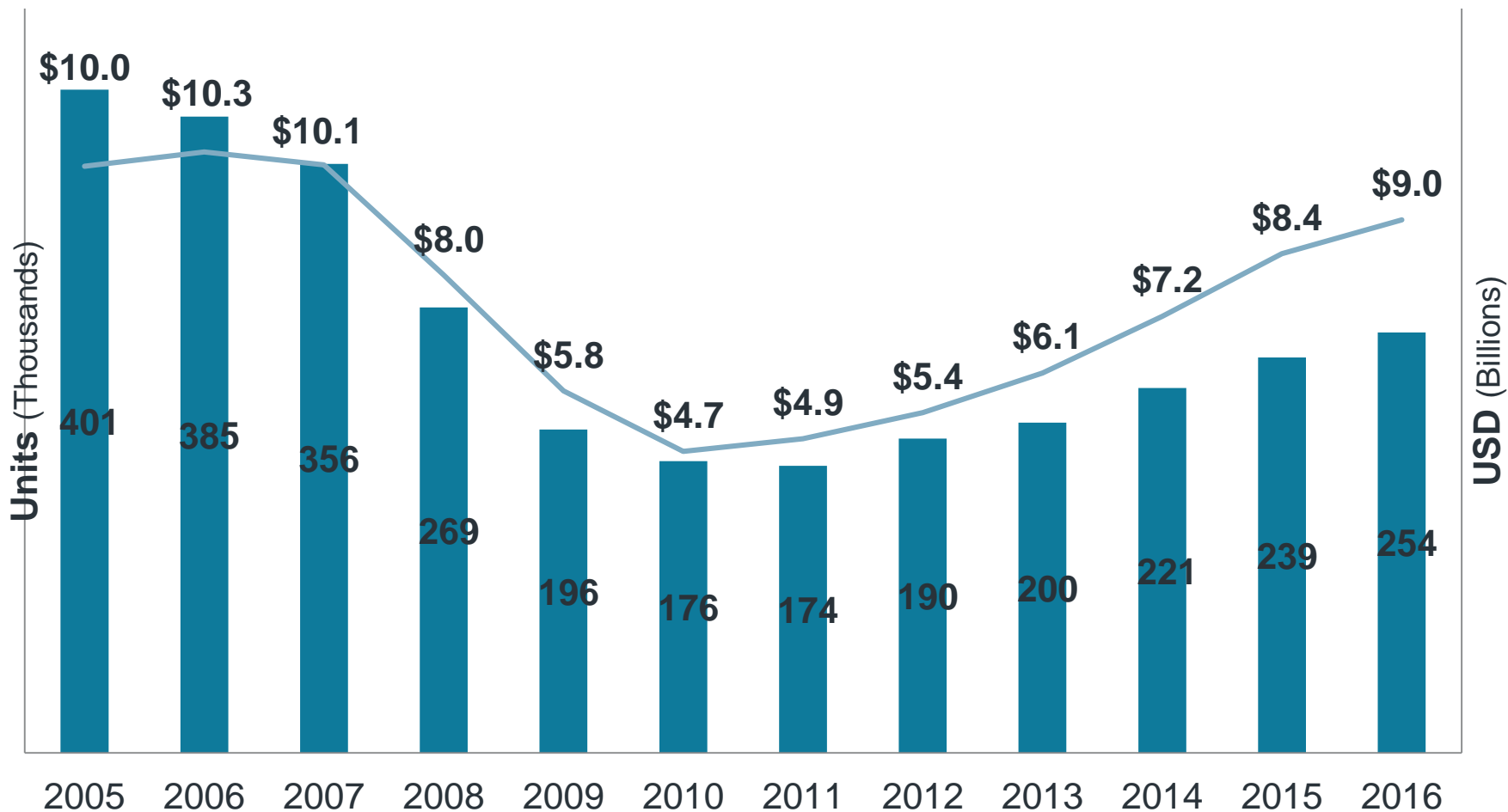
71.5 boating hours per season

17 million first-time boating participants

32% of first-time boaters were **Hispanic**

8.5 million first-time participants were children

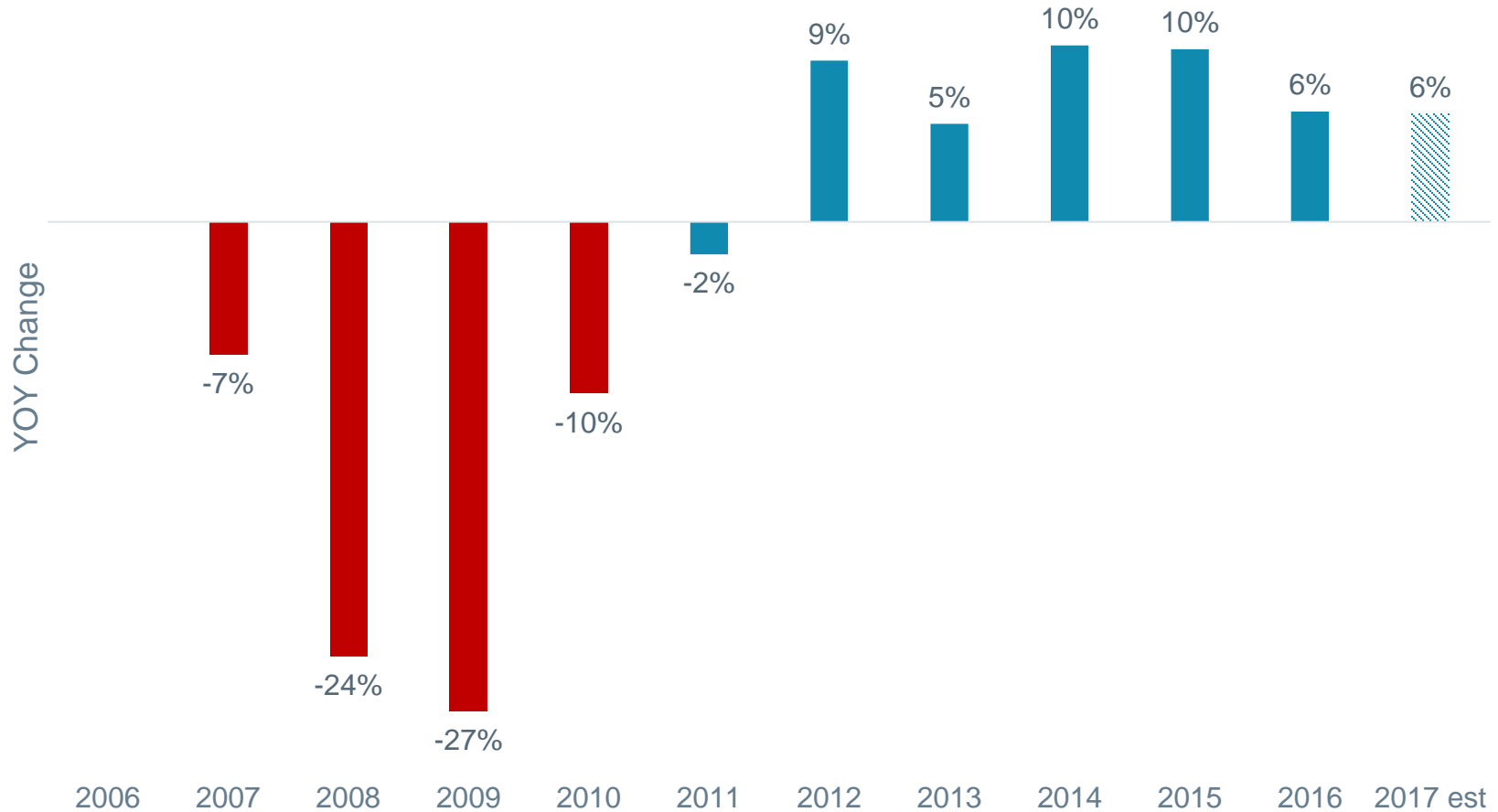
U.S. RETAIL SALES: POWERBOATS, PWCS & SAILBOATS



AMERICAN RETAIL SPENDING ON BOATING



NEW POWERBOAT RETAIL UNIT SALES



source: Info-Link

TOP 5 STATES



leading the nation in sales of new powerboat,
engine, trailer and accessories in 2016

1. Florida: \$2.5 billion

2. Texas: \$1.4 billion

3. Michigan: \$868 million

4. Minnesota: \$710 million

5. North Carolina: \$689 million

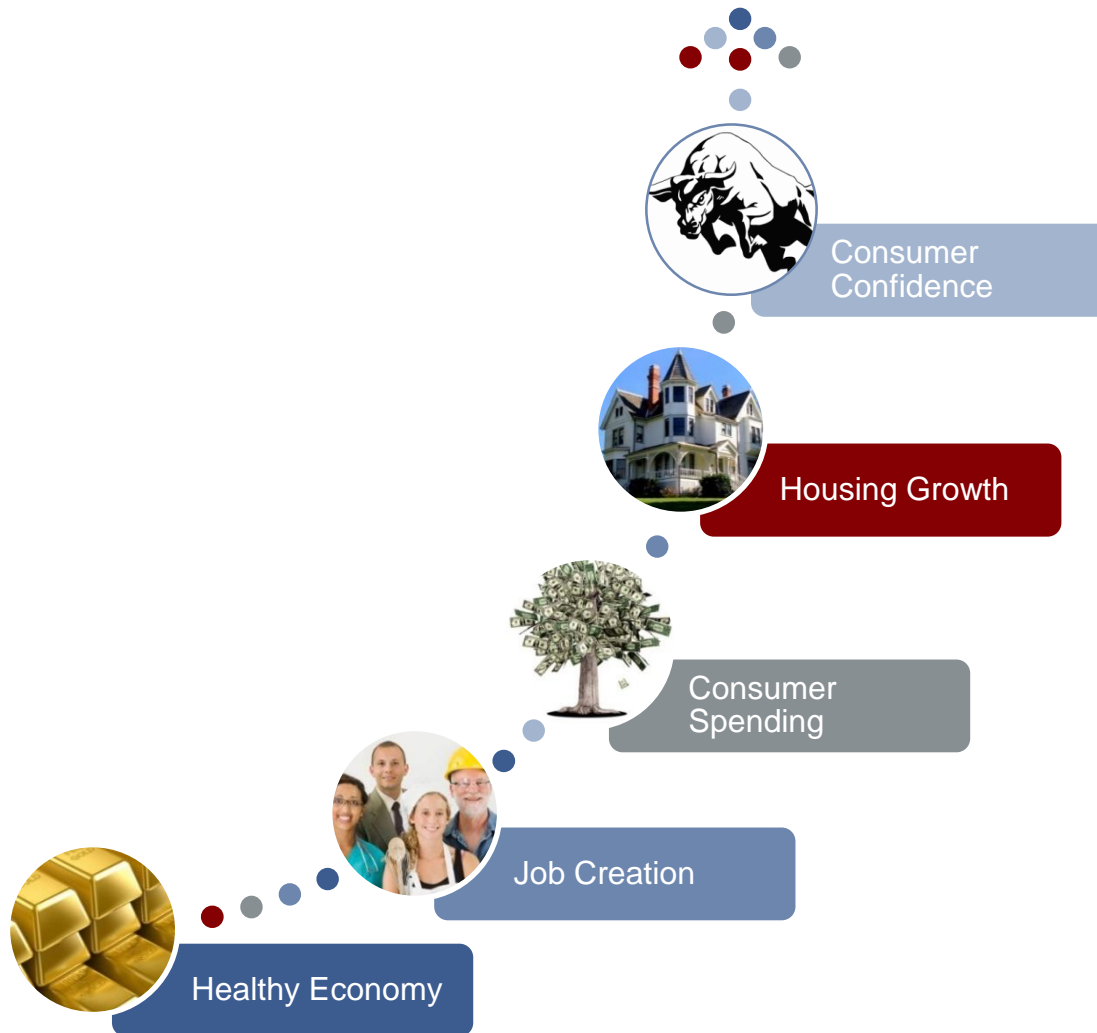
www.nmma.org

TRENDS TO WATCH IN 2018

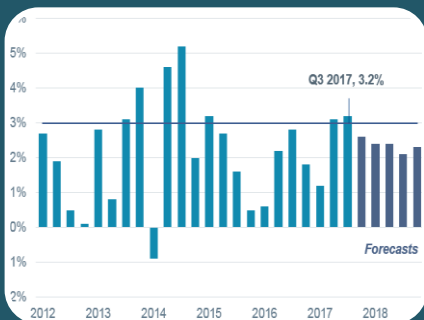
1. Versatile family fun boats
2. Fishing Boats – 4% increase for saltwater, 2% for freshwater
3. Cruisers – Boats between 22-32 feet estimate gains of 9-10% in 2017
4. More boating experiences for new boaters



WHAT BOATING REQUIRES TO GROW



U.S. MARKET OUTLOOK

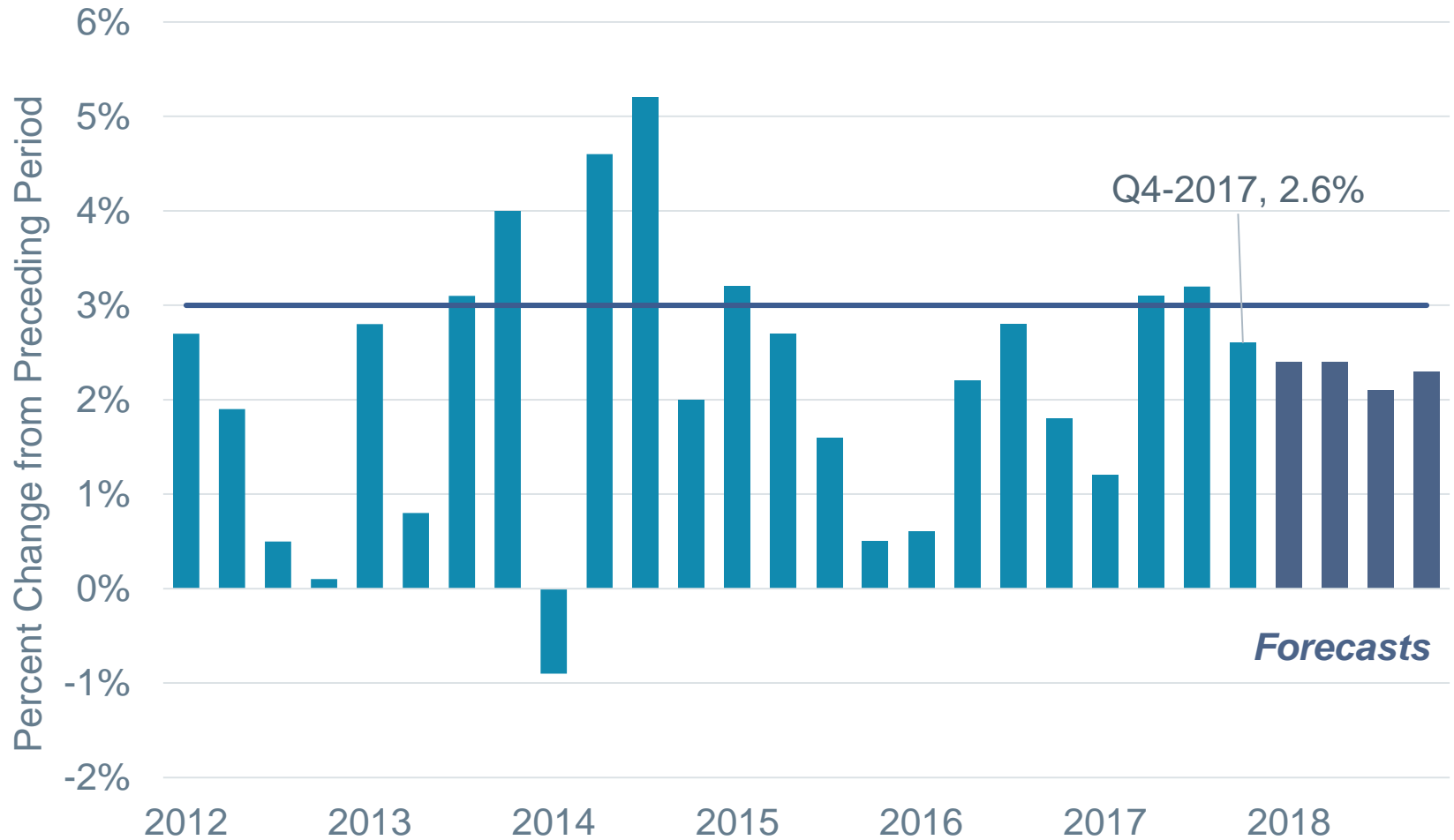


U.S. GDP
expected to
grow 2-2.5%
through
2020

6% growth
in new
powerboat
sales in
2018

Gas prices
remain at
historical
lows

REAL GDP



source: BEA, Philadelphia Fed

UNEMPLOYMENT RATE: 4.1% - DEC 2017



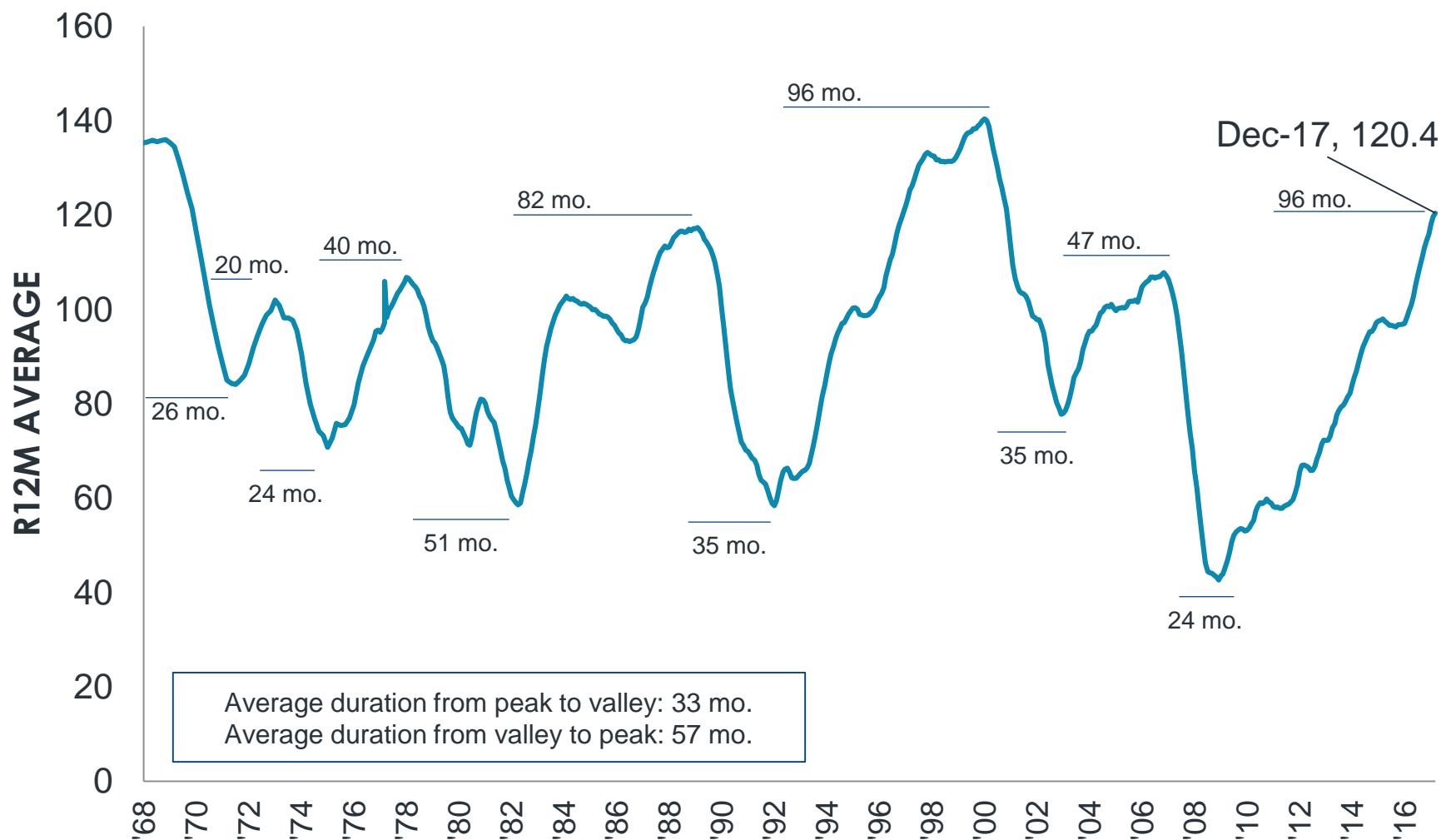
U.S. Job Creation

Source: BLS

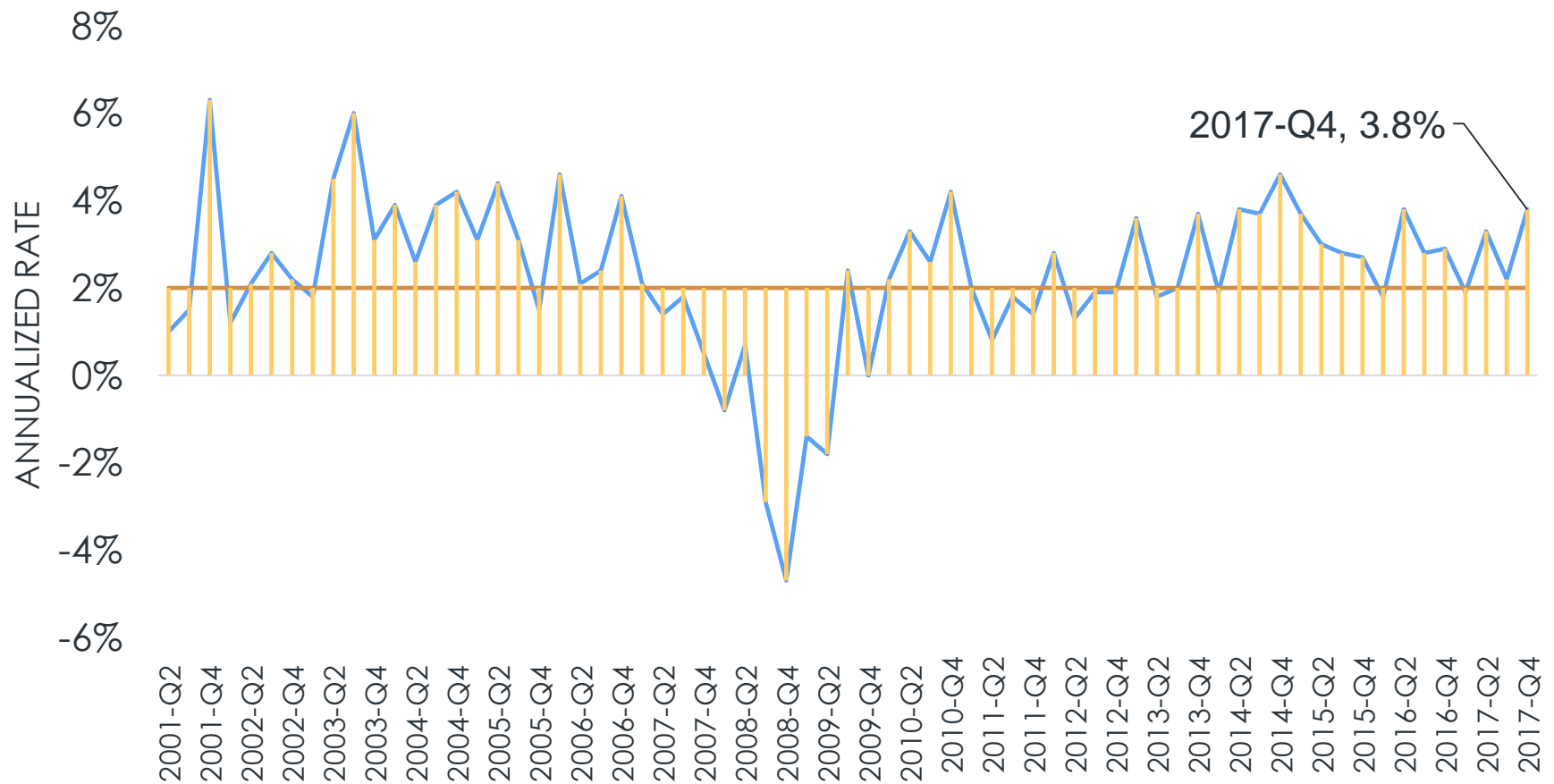
REAL DISPOSABLE INCOME



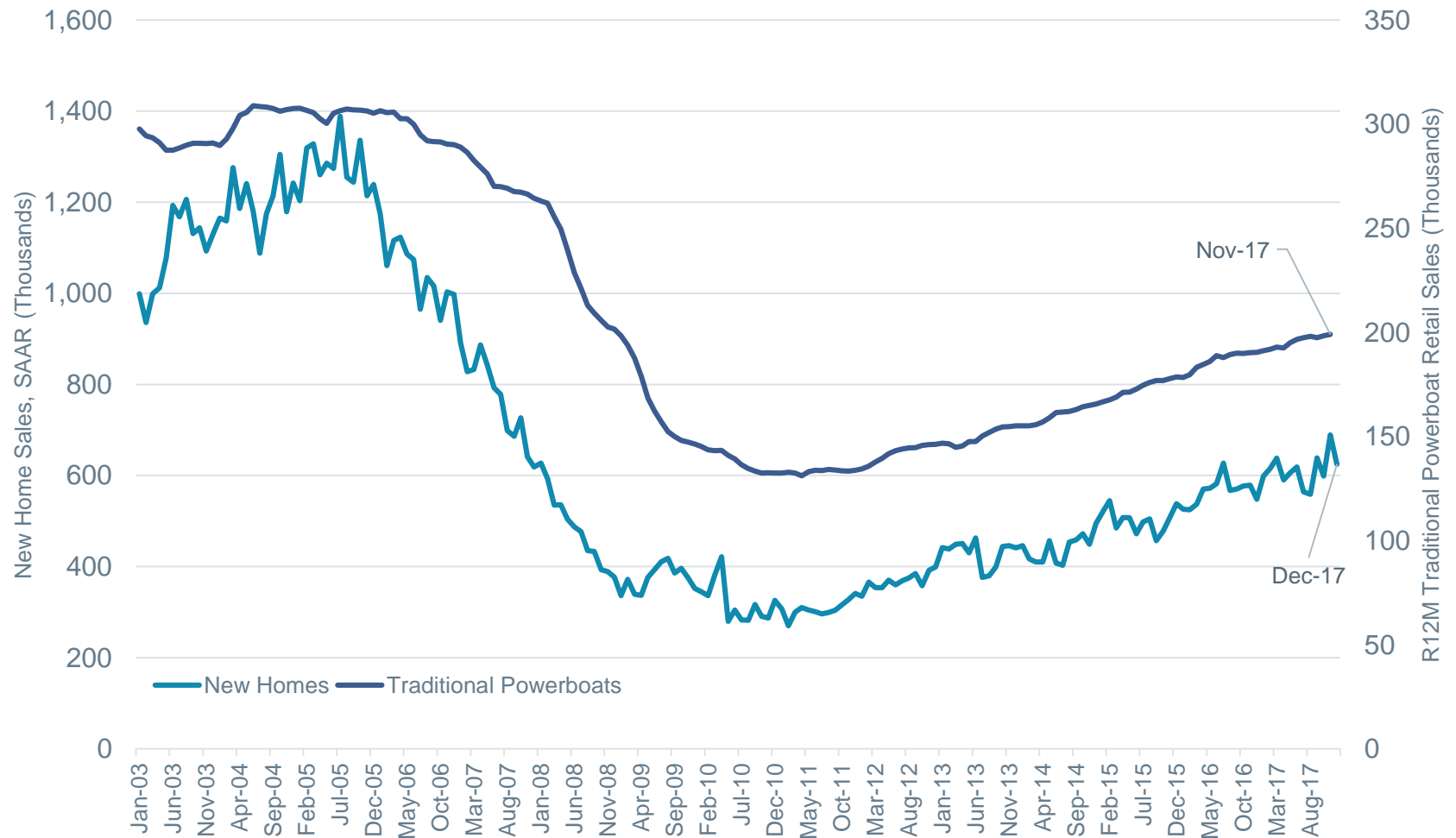
CONSUMER CONFIDENCE INDEX



CONSUMER SPENDING



U.S. NEW HOME SALES VS. BOATS



U.S. CITY RETAIL GAS PRICES



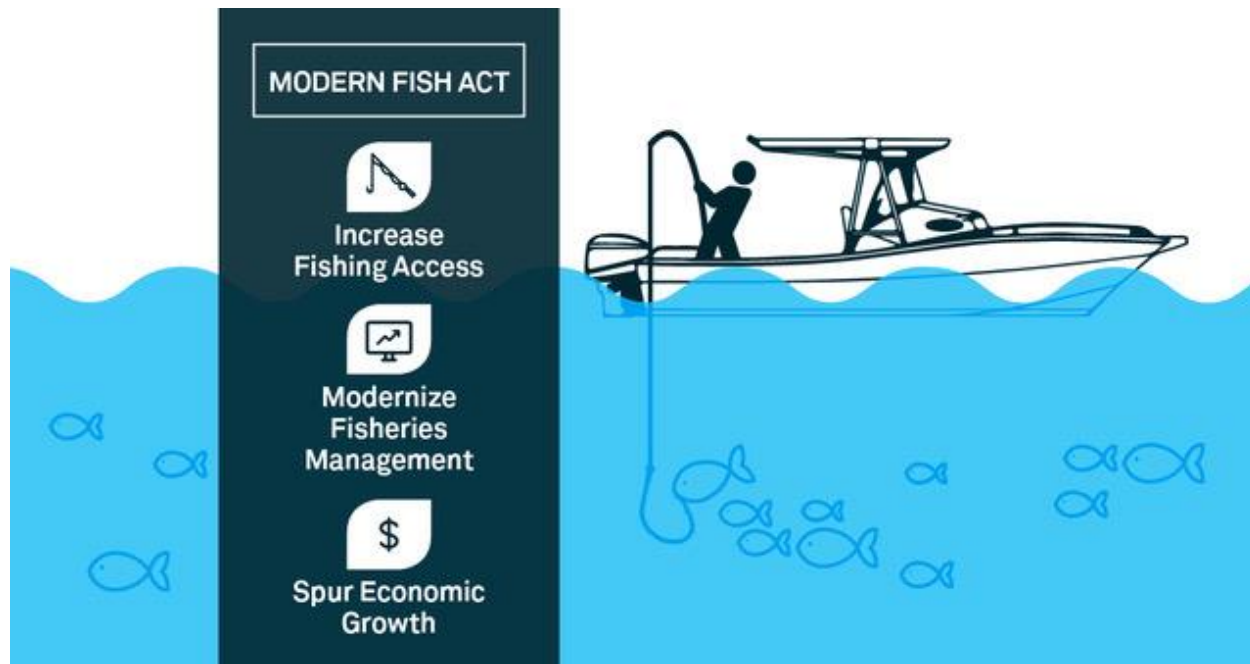
2018 POLICY PRIORITIES

- 1. Recreation Saltwater Fishing: Modern Fish**
- 2. Trade: NAFTA 2.0 and Aluminum Imports**
- 3. Infrastructure and WRDA**
- 4. Boating Safety: USCG Authorization**
- 5. Workforce Development**

THE MODERN FISH ACT

Introduced Bills:

- H.R. 2023 (incorporated into H.R. 200)
- S. 1520
- Thanks to our BIPARTISAN co-sponsors (13 Senators and 24 Representatives)



WHAT DOES MFA DO?

- Allows for recreational fisheries to be managed using more appropriate management tools
- Modifies the annual catch limit requirement to allow for more adaptive approaches
- Requires managers in the southeastern U.S. to perform long-overdue examinations of fisheries allocations
- Limits the spread of catch share programs that have negatively impacted anglers
- Modernizes data collection methods that could improve fisheries management and conservation
- Ensures exempted fishing permits help fisheries management and conservation – rather than the status quo

MFA NEXT STEPS

- Floor vote in the House
- Senate committee markup
- Senate passage
- President's signature



TRADE: ALUMINUM SHEET IMPORTS

- On November 28, 2017, Secretary of Commerce Wilbur Ross announced the “self-initiation” of an AD/CVD case against Common Alloy Aluminum Sheet from China
- 1xxx, 3xxx, 5xxx aluminum sheet
- Could see import duties of 60% + as early as April



ALUMINUM BOATING STATISTICS

- Used for pontoon boats, engines, components, trailers and more
- \$3 billion segment and growing
- 22,000 direct jobs
- 111,000 aluminum powerboats sold in 2016
 - Average length 19 feet, 43% market
 - Pontoon Boats: 35,000 units sold, 14% market
- Boat trailers: 205,000 units, \$351 million in sales



THANK YOU!
