



National Marine Manufacturers Association

# 2012

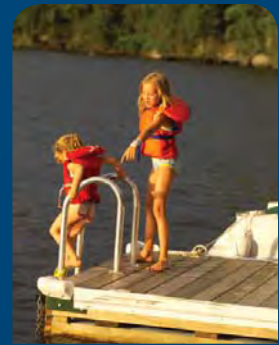
TOGETHER, MAKING BOATING THE  
PREFERRED CHOICE IN RECREATION

# RECREATIONAL BOATING

## ECONOMIC STUDY



In 2013 NMMA's Center of Knowledge contracted with the Recreational Marine Research Center at Michigan State University to update the 2008 Economic Value of Recreational Boating at the State and Congressional District Level. Each state and district datasheet includes the “total annual economic value of recreational boating”, the number of recreational boating industry businesses, total jobs and annual recreational boating-related spending. The major work and analysis for this study was done by Drs. Edward Mahoney and Yue Cui of the Research Center.



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**About NMMA:** National Marine Manufacturers Association (NMMA) is the leading association representing the recreational boating industry in North America. NMMA member companies produce more than 80 percent of the boats, engines, trailers, accessories and gear used by boaters and anglers throughout the U.S. and Canada. The association is dedicated to industry growth through programs in public policy advocacy, market statistics and research, product quality assurance and promotion of the boating lifestyle. For more information visit [www.nmma.org](http://www.nmma.org).

## ○ TOTAL UNITED STATES

4

## ○ GREAT LAKES

6

Illinois 7  
Indiana 20  
Michigan 28

Minnesota 38  
Ohio 47  
Wisconsin 59

## ○ GULF COAST

68

Alabama 69  
Louisiana 74

Mississippi 79  
Texas 84

## ○ INLAND

94

Arizona 95  
Arkansas 99  
Colorado 103  
Idaho 107  
Iowa 108  
Kansas 110  
Kentucky 113  
Missouri 116  
Montana 123  
Nebraska 124

Nevada 125  
New Mexico 126  
North Dakota 127  
Oklahoma 128  
South Dakota 131  
Tennessee 132  
Utah 141  
Vermont 142  
West Virginia 143  
Wyoming 145

## ● MID ATLANTIC

146

Delaware 147  
District of Columbia 148  
Maryland 149

Pennsylvania 154  
Virginia 161

## ● NORTH ATLANTIC

167

Connecticut 168  
Maine 173  
Massachusetts 174  
New Hampshire 178

New Jersey 179  
New York 186  
Rhode Island 193

## ○ PACIFIC

194

Alaska 195  
California 196  
Hawaii 214

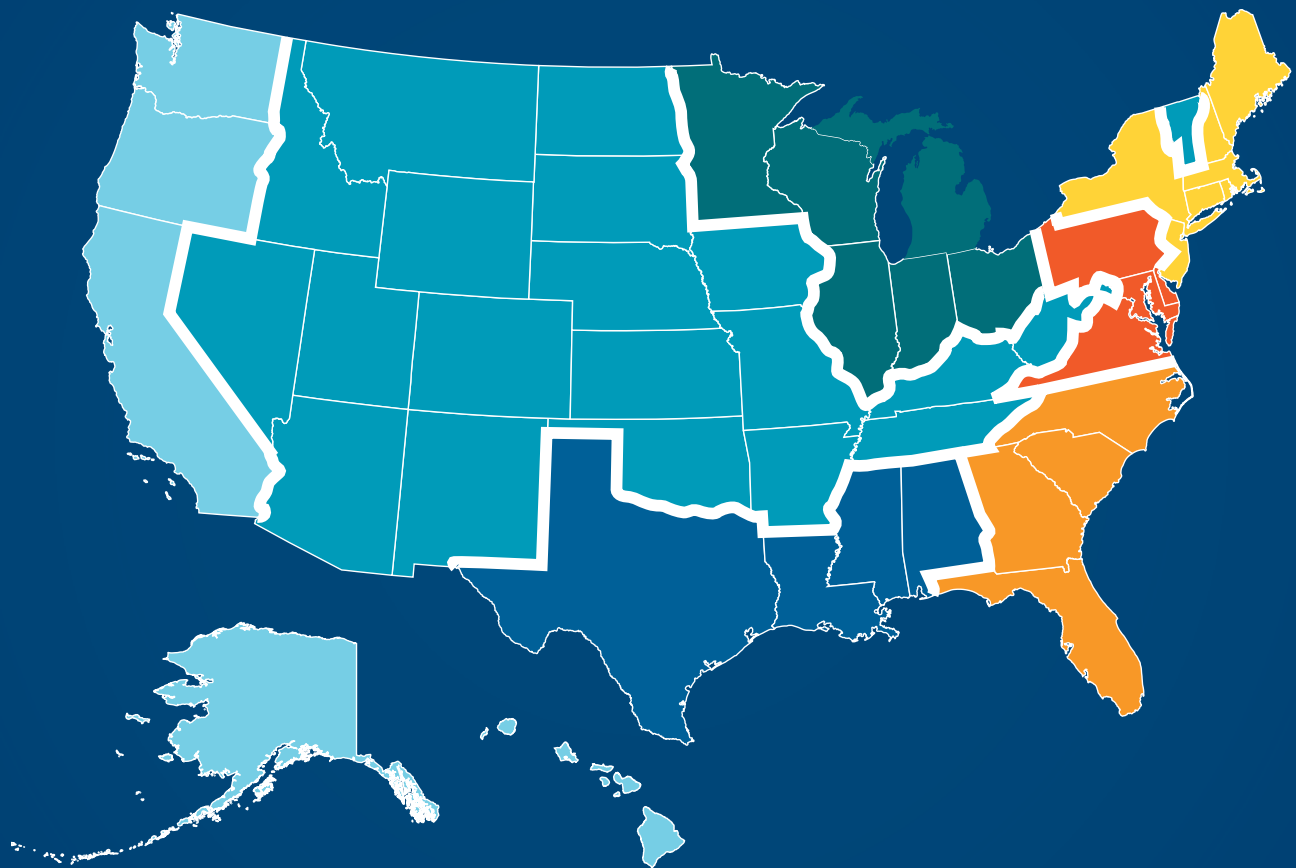
Oregon 215  
Washington 219

## ● SOUTH ATLANTIC

226

Florida 227  
Georgia 255

North Carolina 263  
South Carolina 276



ALL STATES

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National Marine Manufacturers Association

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# ECONOMIC SIGNIFICANCE OF RECREATIONAL BOATING IN THE UNITED STATES



**TOTAL ANNUAL  
ECONOMIC IMPACT  
OF RECREATIONAL BOATING:**

**\$121.5** BILLION

|  |                |
|--|----------------|
| Number of Recreational Boats*                | 12,182,157     |
| Recreational Boating Industry Businesses     | 34,833         |
| Total Jobs                                   | 963,818        |
| Annual Recreational Boating-Related Spending | \$51.4 BILLION |

## RECREATIONAL BOATS IN THE USA

**TOTAL BOATS\*** ▶ 12,182,157

**REGISTERED BOATS** 12,182,157

|             |           |
|-------------|-----------|
| Power boats | 9,926,221 |
| PWCs        | 1,268,624 |
| Sailboats   | 249,803   |
| Other Boats | 737,509   |

**HOUSEHOLDS PER BOAT** 9.4



**POWER BOATS**  
**82%**



**PWCs**  
**10%**



**SAILBOATS**  
**2%**



**OTHER BOATS**  
**6%**

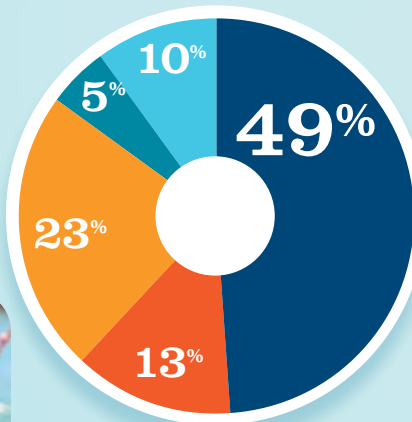


\* Total boats are registered boats as reported by states to the USCG.

## RECREATIONAL BOATING CREATES JOBS IN THE USA

**TOTAL BOATING JOBS** ▶ 338,526

|                           |         |
|---------------------------|---------|
| Boat Building             | 32,485  |
| Motor / Engine Mfr.       | 17,880  |
| Accessory / Supplies Mfr. | 78,472  |
| Dealers / Wholesalers     | 45,351  |
| Boat Services             | 164,338 |



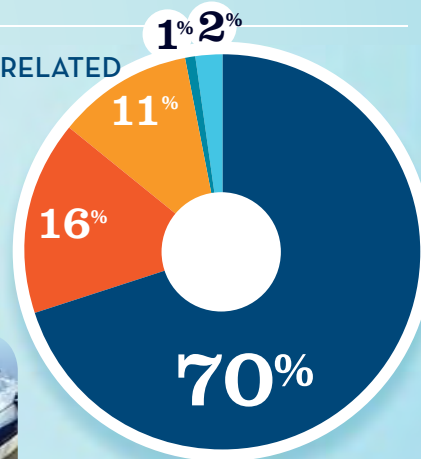
BOAT BUILDING  
MOTOR/ENG. MFR.  
ACC./SUPPLIES MFR.  
DLRS/WHOLESALERS  
BOAT SERVICES



## RECREATIONAL BOATING-RELATED BUSINESSES IN THE USA

**TOTAL BUSINESSES** 34,833

|                           |        |
|---------------------------|--------|
| Boat Building             | 830    |
| Motor / Engine Mfr.       | 241    |
| Accessory / Supplies Mfr. | 3,854  |
| Dealers / Wholesalers     | 5,463  |
| Boat Services             | 24,445 |



BOAT BUILDING  
MOTOR/ENG. MFR.  
ACC./SUPPLIES MFR.  
DLRS/WHOLESALERS  
BOAT SERVICES



## ESTIMATED JOBS IMPACT OF RECREATIONAL BOATING-RELATED SPENDING IN THE USA

**EST. TOTAL JOBS** ▶ 963,818

**EST. TOTAL LABOR INCOME** \$39.9 BILLIONS

|                      |        |
|----------------------|--------|
| Est. Direct Income   | \$16.3 |
| Est. Indirect Income | \$9.9  |
| Est. Induced Income  | \$13.7 |

**313,803**

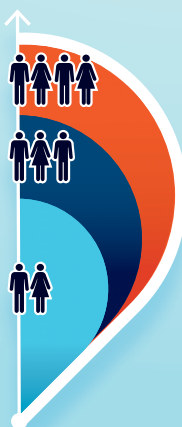
**INDUCED JOBS**

**177,421**

**INDIRECT JOBS**

**472,594**

**DIRECT JOBS**

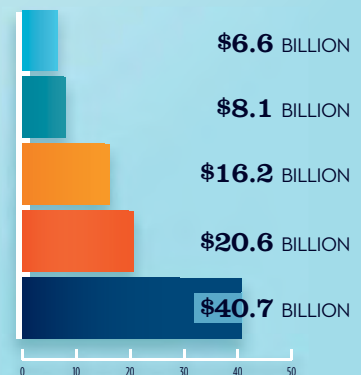


## RECREATIONAL BOATING INDUSTRY SALES IN THE USA

|                           |               |
|---------------------------|---------------|
| Boat Building             | \$6.6         |
| Motor / Engine Mfr.       | \$8.1         |
| Accessory / Supplies Mfr. | \$16.2        |
| <b>TOTAL MFR. SALES</b>   | <b>\$30.9</b> |

|  |               |
|--|---------------|
| Dealers / Wholesalers                    | \$20.6        |
| Boat Services                            | \$40.7        |
| <b>TOTAL RETAIL &amp; SERVICES SALES</b> | <b>\$61.3</b> |

BOAT BUILDING  
MOTOR/ENG. MFR.  
ACC./SUPPLIES MFR.  
DLRS/WHOLESALERS  
BOAT SERVICES



Source: NMMA's Center of Knowledge; Recreational Marine Research Center at Michigan State University



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# ECONOMIC SIGNIFICANCE OF RECREATIONAL BOATING IN COLORADO



|  |                 |
|--|-----------------|
| Number of Recreational Boats*                | 95,092          |
| Recreational Boating Industry Businesses     | 493             |
| Total Jobs                                   | 6,743           |
| Annual Recreational Boating-Related Spending | \$360.5 MILLION |

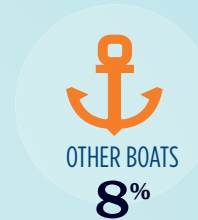
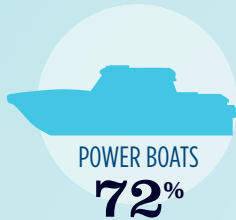
## RECREATIONAL BOATS IN COLORADO

**TOTAL BOATS\*** ▶ 95,092

**REGISTERED BOATS** 95,092

|             |        |
|-------------|--------|
| Power boats | 68,816 |
| PWCs        | 14,521 |
| Sailboats   | 4,318  |
| Other Boats | 7,437  |

**HOUSEHOLDS PER BOAT** 21.0

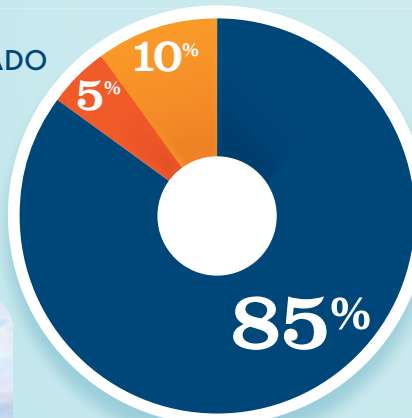


\* Total boats are registered boats as reported by states to the USCG.

## RECREATIONAL BOATING CREATES JOBS IN COLORADO

**TOTAL BOATING JOBS** ▶ 4,915

|                           |       |
|---------------------------|-------|
| Boat Building             | 5     |
| Motor / Engine Mfr.       | 12    |
| Accessory / Supplies Mfr. | 476   |
| Dealers / Wholesalers     | 244   |
| Boat Services             | 4,178 |



● BOAT BUILDING<sup>†</sup>
● DLRS/WHOLESALERS
 ● MOTOR/ENG. MFR.<sup>†</sup>
● BOAT SERVICES

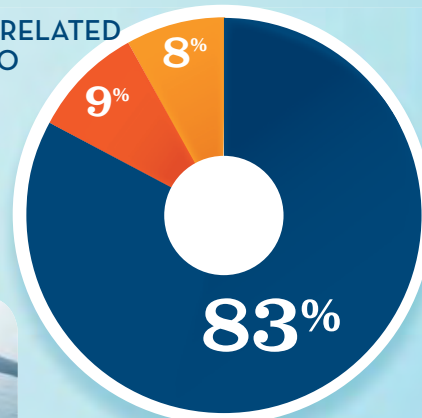
† 0%



## RECREATIONAL BOATING-RELATED BUSINESSES IN COLORADO

**TOTAL BUSINESSES** ▶ 493

|                           |     |
|---------------------------|-----|
| Boat Building             | 1   |
| Motor / Engine Mfr.       | 2   |
| Accessory / Supplies Mfr. | 37  |
| Dealers / Wholesalers     | 45  |
| Boat Services             | 408 |



● BOAT BUILDING<sup>†</sup>
● DLRS/WHOLESALERS
 ● MOTOR/ENG. MFR.<sup>†</sup>
● BOAT SERVICES

† 0%

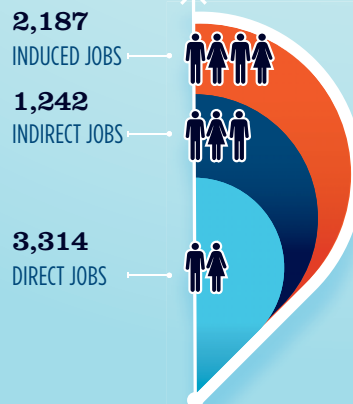


## ESTIMATED JOBS IMPACT OF RECREATIONAL BOATING-RELATED SPENDING IN COLORADO

**EST. TOTAL JOBS** ▶ 6,743

**EST. TOTAL LABOR INCOME** MILLIONS \$278.0

|                      |         |
|----------------------|---------|
| Est. Direct Income   | \$113.0 |
| Est. Indirect Income | \$69.3  |
| Est. Induced Income  | \$95.7  |

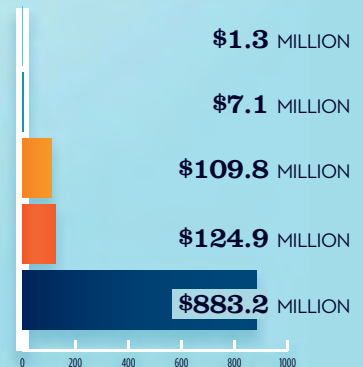


## RECREATIONAL BOATING INDUSTRY SALES IN COLORADO

|                           |                |
|---------------------------|----------------|
| Boat Building             | \$1.3          |
| Motor / Engine Mfr.       | \$7.1          |
| Accessory / Supplies Mfr. | \$109.8        |
| <b>TOTAL MFR. SALES</b>   | <b>\$118.2</b> |

|  |                  |
|--|------------------|
| Dealers / Wholesalers                    | \$124.9          |
| Boat Services                            | \$883.2          |
| <b>TOTAL RETAIL &amp; SERVICES SALES</b> | <b>\$1,008.1</b> |

● BOAT BUILDING
 ● DLRS/WHOLESALERS
 ● MOTOR/ENG. MFR.
 ● BOAT SERVICES



Source: NMMA's Center of Knowledge; Recreational Marine Research Center at Michigan State University





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# ECONOMIC SIGNIFICANCE OF RECREATIONAL BOATING IN COLORADO

## CONGRESSIONAL DISTRICT 1

|  |                |
|--|----------------|
| Number of Recreational Boats*                | 5,531          |
| Recreational Boating Industry Businesses     | 30             |
| Total Jobs                                   | 418            |
| Annual Recreational Boating-Related Spending | \$22.2 MILLION |

## TOTAL ANNUAL ECONOMIC IMPACT OF RECREATIONAL BOATING:

**\$52.5** MILLION

## RECREATIONAL BOATS IN CO-1

**TOTAL BOATS\*** ▶ 5,531

### REGISTERED BOATS

|             |       |
|-------------|-------|
| Power boats | 4,088 |
| PWCs        | 970   |
| Sailboats   | 449   |
| Other Boats | 24    |

### HOUSEHOLDS PER BOAT

57.3



POWER BOATS  
**74%**



PWCs  
**18%**



SAILBOATS  
**8%**



OTHER BOATS  
**0%**

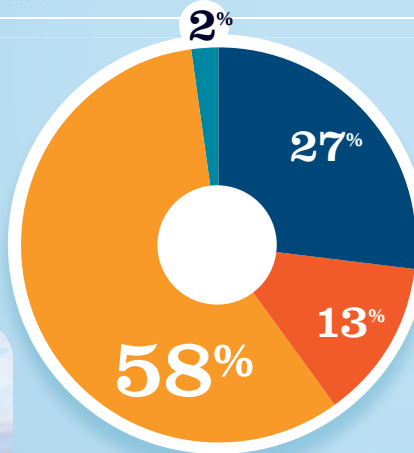


\* Total boats are registered boats as reported by states to the USCG.

## RECREATIONAL BOATING CREATES JOBS IN CO-1

**TOTAL BOATING JOBS** ▶ 402

|                           |     |
|---------------------------|-----|
| Boat Building             | -   |
| Motor / Engine Mfr.       | 9   |
| Accessory / Supplies Mfr. | 233 |
| Dealers / Wholesalers     | 53  |
| Boat Services             | 107 |



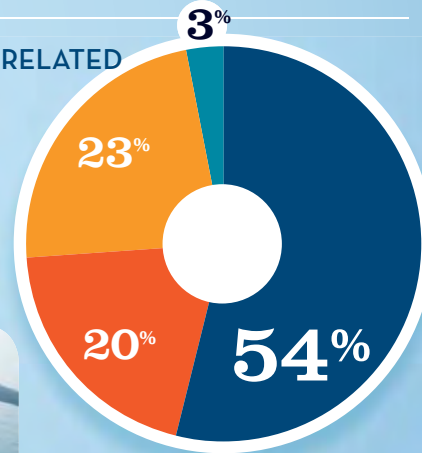
BOAT BUILDING †  
MOTOR/ENG. MFR.  
ACC./SUPPLIES MFR.  
DLRS/WHOLESALERS  
BOAT SERVICES  
† 0%



## RECREATIONAL BOATING-RELATED BUSINESSES IN CO-1

**TOTAL BUSINESSES** ▶ 30

|                           |    |
|---------------------------|----|
| Boat Building             | -  |
| Motor / Engine Mfr.       | 1  |
| Accessory / Supplies Mfr. | 7  |
| Dealers / Wholesalers     | 6  |
| Boat Services             | 16 |



BOAT BUILDING †  
MOTOR/ENG. MFR.  
ACC./SUPPLIES MFR.  
DLRS/WHOLESALERS  
BOAT SERVICES  
† 0%



## ESTIMATED JOBS IMPACT OF RECREATIONAL BOATING-RELATED SPENDING IN CO-1

**EST. TOTAL JOBS** ▶ 418

MILLIONS

### EST. TOTAL LABOR INCOME

|                      |       |
|----------------------|-------|
| Est. Direct Income   | \$7.0 |
| Est. Indirect Income | \$4.3 |
| Est. Induced Income  | \$5.9 |

**135**

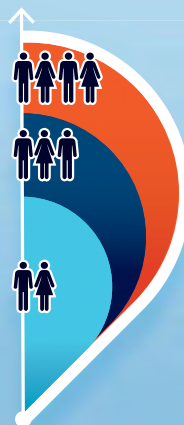
INDUCED JOBS

**77**

INDIRECT JOBS

**206**

DIRECT JOBS

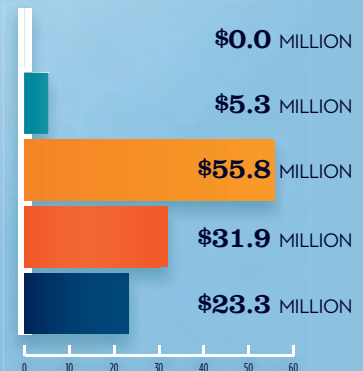


## RECREATIONAL BOATING INDUSTRY SALES IN CO-1

|                           |               |
|---------------------------|---------------|
| Boat Building             | \$0.0         |
| Motor / Engine Mfr.       | \$5.3         |
| Accessory / Supplies Mfr. | \$55.8        |
| <b>TOTAL MFR. SALES</b>   | <b>\$61.1</b> |

|  |               |
|--|---------------|
| Dealers / Wholesalers                    | \$31.9        |
| Boat Services                            | \$23.3        |
| <b>TOTAL RETAIL &amp; SERVICES SALES</b> | <b>\$55.2</b> |

BOAT BUILDING  
MOTOR/ENG. MFR.  
ACC./SUPPLIES MFR.  
DLRS/WHOLESALERS  
BOAT SERVICES



Source: NMMA's Center of Knowledge; Recreational Marine Research Center at Michigan State University



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# ECONOMIC SIGNIFICANCE OF RECREATIONAL BOATING IN COLORADO

## CONGRESSIONAL DISTRICT 2

|  |                |
|--|----------------|
| Number of Recreational Boats*                | 14,995         |
| Recreational Boating Industry Businesses     | 177            |
| Total Jobs                                   | 1,215          |
| Annual Recreational Boating-Related Spending | \$64.2 MILLION |

TOTAL ANNUAL  
ECONOMIC IMPACT  
OF RECREATIONAL BOATING:

**\$152.0** MILLION

### RECREATIONAL BOATS IN CO-2

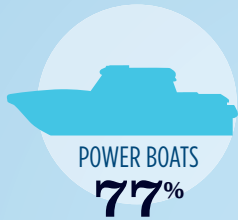
TOTAL BOATS\* 14,995

REGISTERED BOATS 14,995

|             |        |
|-------------|--------|
| Power boats | 11,562 |
| PWCs        | 2,086  |
| Sailboats   | 1,268  |
| Other Boats | 79     |

HOUSEHOLDS PER BOAT 19.9

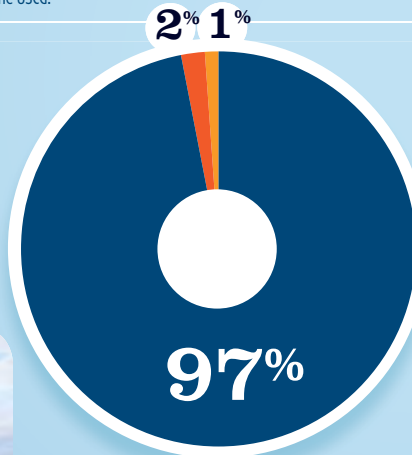
\* Total boats are registered boats as reported by states to the USCG.



### RECREATIONAL BOATING CREATES JOBS IN CO-2

TOTAL BOATING JOBS 1,923

|                           |       |
|---------------------------|-------|
| Boat Building             | 5     |
| Motor / Engine Mfr.       | -     |
| Accessory / Supplies Mfr. | 22    |
| Dealers / Wholesalers     | 38    |
| Boat Services             | 1,858 |



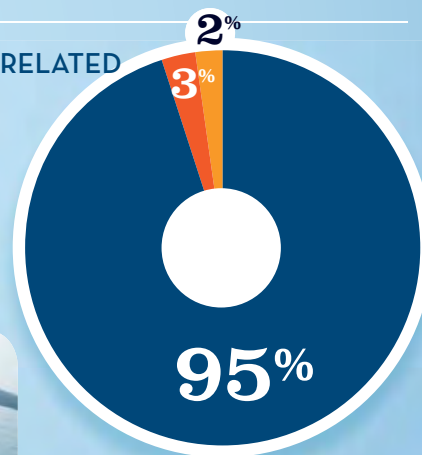
BOAT BUILDING † DLRS/WHOLESALERS  
MOTOR/ENG. MFR. † BOAT SERVICES  
ACC./SUPPLIES MFR. † 0%



### RECREATIONAL BOATING-RELATED BUSINESSES IN CO-2

TOTAL BUSINESSES 177

|                           |     |
|---------------------------|-----|
| Boat Building             | 1   |
| Motor / Engine Mfr.       | -   |
| Accessory / Supplies Mfr. | 3   |
| Dealers / Wholesalers     | 5   |
| Boat Services             | 168 |



BOAT BUILDING † DLRS/WHOLESALERS  
MOTOR/ENG. MFR. † BOAT SERVICES  
ACC./SUPPLIES MFR. † 0%

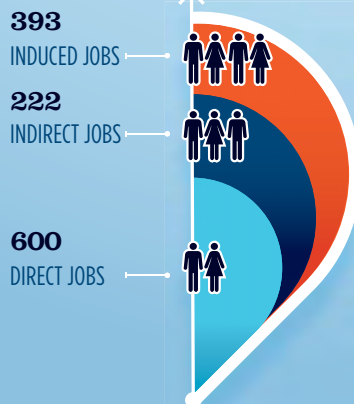


### ESTIMATED JOBS IMPACT OF RECREATIONAL BOATING-RELATED SPENDING IN CO-2

EST. TOTAL JOBS 1,215

EST. TOTAL LABOR INCOME \$50.0 MILLIONS

|                      |        |
|----------------------|--------|
| Est. Direct Income   | \$20.4 |
| Est. Indirect Income | \$12.4 |
| Est. Induced Income  | \$17.2 |

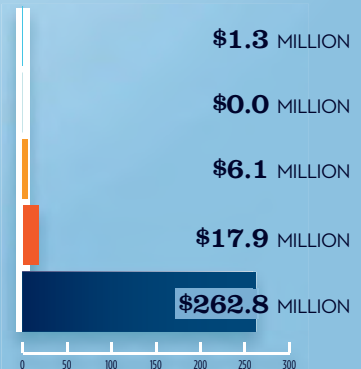


### RECREATIONAL BOATING INDUSTRY SALES IN CO-2

|                           |       |
|---------------------------|-------|
| Boat Building             | \$1.3 |
| Motor / Engine Mfr.       | \$0.0 |
| Accessory / Supplies Mfr. | \$6.1 |
| TOTAL MFR. SALES          | \$7.4 |

|                               |         |
|-------------------------------|---------|
| Dealers / Wholesalers         | \$17.9  |
| Boat Services                 | \$262.8 |
| TOTAL RETAIL & SERVICES SALES | \$280.7 |

BOAT BUILDING DLRS/WHOLESALERS  
MOTOR/ENG. MFR. BOAT SERVICES  
ACC./SUPPLIES MFR.



Source: NMMA's Center of Knowledge; Recreational Marine Research Center at Michigan State University





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# ECONOMIC SIGNIFICANCE OF RECREATIONAL BOATING IN COLORADO

## CONGRESSIONAL DISTRICT 3

|  |                 |
|--|-----------------|
| Number of Recreational Boats*                | 22,784          |
| Recreational Boating Industry Businesses     | 167             |
| Total Jobs                                   | 1,894           |
| Annual Recreational Boating-Related Spending | \$100.6 MILLION |

TOTAL ANNUAL  
ECONOMIC IMPACT  
OF RECREATIONAL BOATING:

**\$238.1** MILLION

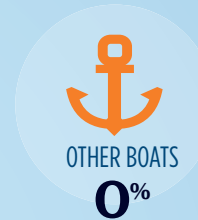
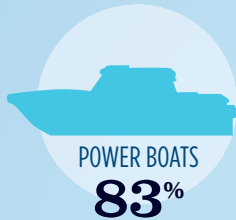
### RECREATIONAL BOATS IN CO-3

TOTAL BOATS\* ► 22,784

REGISTERED BOATS 22,784

|             |        |
|-------------|--------|
| Power boats | 18,832 |
| PWCs        | 2,949  |
| Sailboats   | 942    |
| Other Boats | 61     |

HOUSEHOLDS PER BOAT 12.8

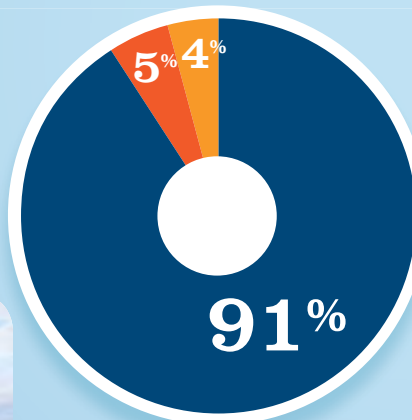


\* Total boats are registered boats as reported by states to the USCG.

### RECREATIONAL BOATING CREATES JOBS IN CO-3

TOTAL BOATING JOBS ► 1,509

|                           |       |
|---------------------------|-------|
| Boat Building             | -     |
| Motor / Engine Mfr.       | -     |
| Accessory / Supplies Mfr. | 55    |
| Dealers / Wholesalers     | 73    |
| Boat Services             | 1,381 |



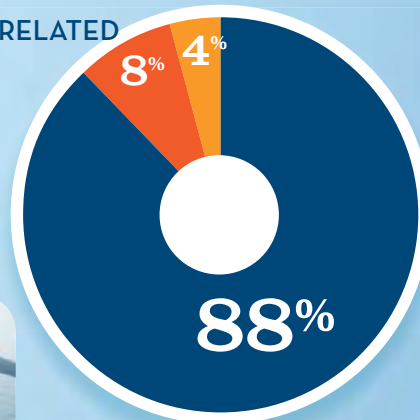
BOAT BUILDING † 0%  
MOTOR/ENG. MFR. † 0%  
ACC./SUPPLIES MFR. 5%  
DLRS/WHOLESALERS 4%  
BOAT SERVICES 91%



### RECREATIONAL BOATING-RELATED BUSINESSES IN CO-3

TOTAL BUSINESSES ► 167

|                           |     |
|---------------------------|-----|
| Boat Building             | -   |
| Motor / Engine Mfr.       | -   |
| Accessory / Supplies Mfr. | 7   |
| Dealers / Wholesalers     | 14  |
| Boat Services             | 146 |



BOAT BUILDING † 0%  
MOTOR/ENG. MFR. † 0%  
ACC./SUPPLIES MFR. 8%  
DLRS/WHOLESALERS 4%  
BOAT SERVICES 88%

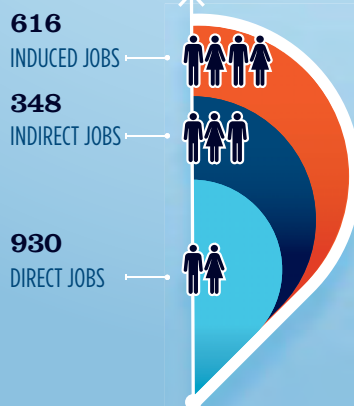


### ESTIMATED JOBS IMPACT OF RECREATIONAL BOATING-RELATED SPENDING IN CO-3

EST. TOTAL JOBS ► 1,894

EST. TOTAL LABOR INCOME \$78.4 MILLIONS

|                      |        |
|----------------------|--------|
| Est. Direct Income   | \$32.0 |
| Est. Indirect Income | \$19.4 |
| Est. Induced Income  | \$27.0 |



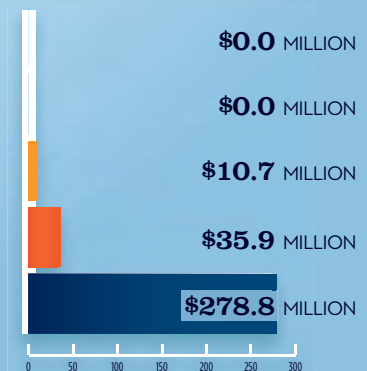
### RECREATIONAL BOATING INDUSTRY SALES IN CO-3

|                           |          |
|---------------------------|----------|
| Boat Building             | \$0.0    |
| Motor / Engine Mfr.       | \$0.0    |
| Accessory / Supplies Mfr. | \$10.7   |
| TOTAL MFR. SALES          | ► \$10.7 |

|                       |         |
|-----------------------|---------|
| Dealers / Wholesalers | \$35.9  |
| Boat Services         | \$278.8 |

TOTAL RETAIL & SERVICES SALES ► \$314.7

BOAT BUILDING 0%  
MOTOR/ENG. MFR. 0%  
ACC./SUPPLIES MFR. 3%  
DLRS/WHOLESALERS 11%  
BOAT SERVICES 86%



Source: NMMMA's Center of Knowledge; Recreational Marine Research Center at Michigan State University