

DISCOVER BOATING™

Spring 2024 Update Industry Webinar

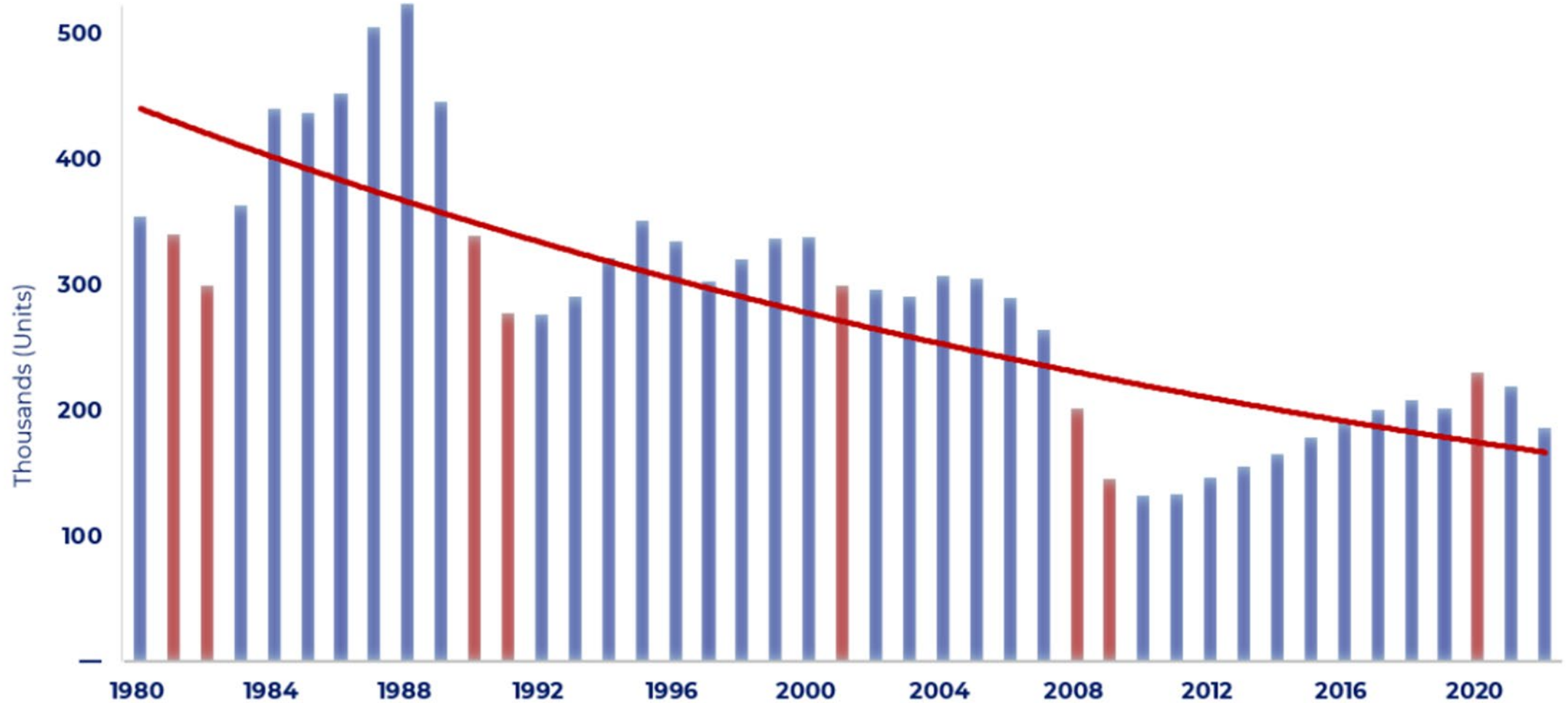




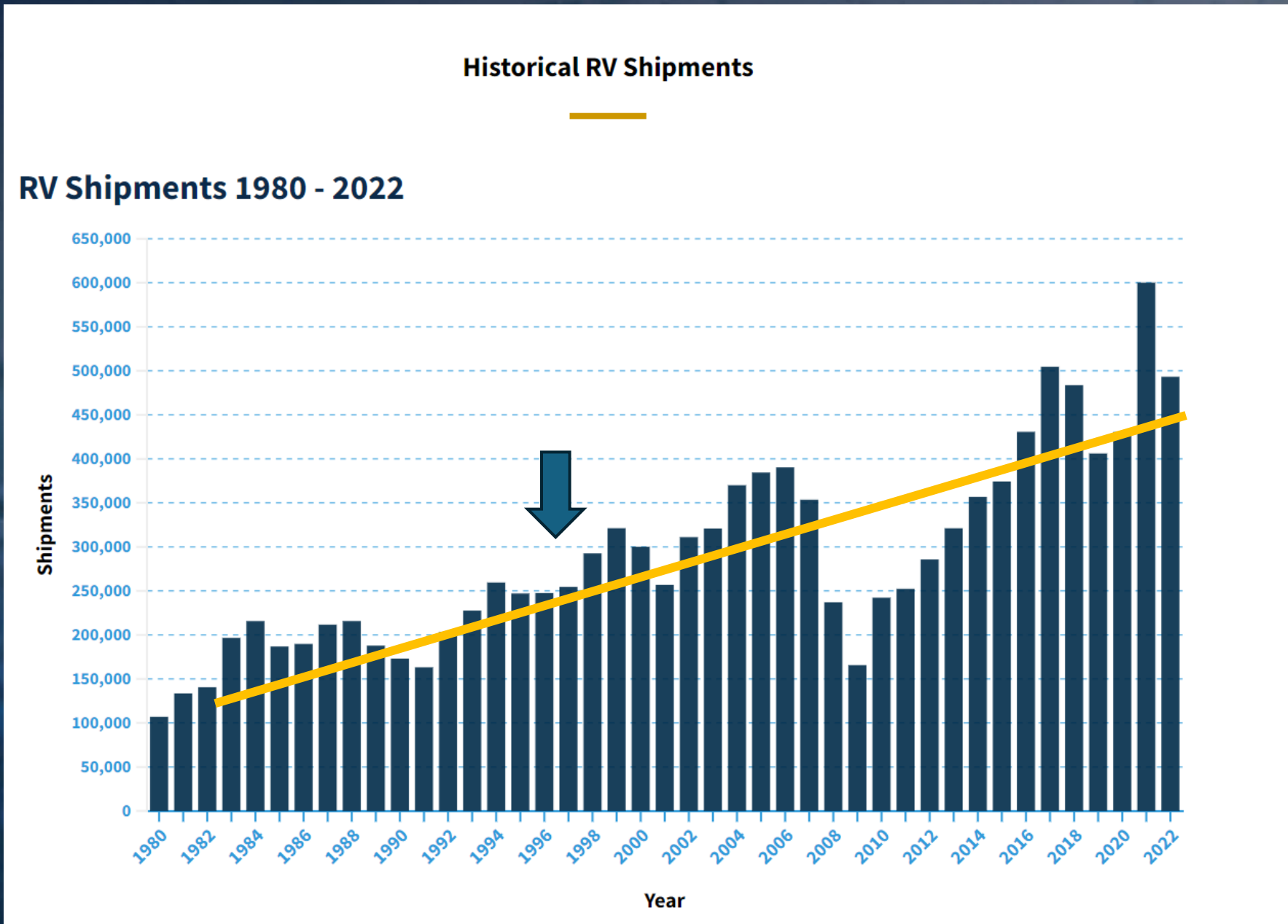
History of Discover Boating

THE CASE FOR CHANGE

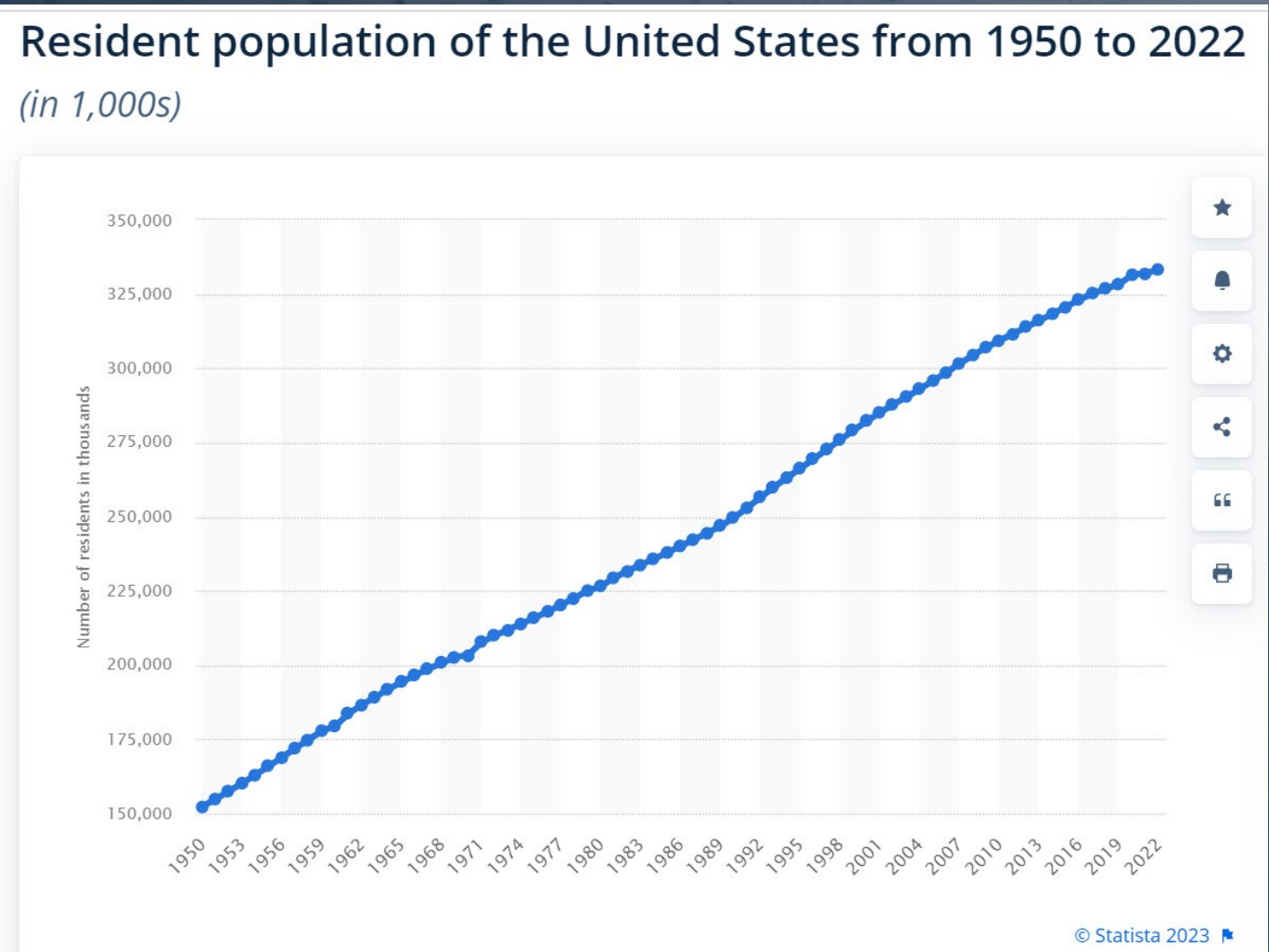
New Traditional Powerboat Sales



THE CASE FOR CHANGE



BOATING NOT KEEPING PACE WITH POPULATION GROWTH



ACCOMPLISH TOGETHER WHAT ONE COMPANY IS UNABLE TO ACHIEVE ON ITS OWN:

- **RECRUIT THE NEXT GENERATION OF BOATERS TO EXPAND THE MARKET AND GROW BOATING.**
- **BE THE INDUSTRY'S COLLECTIVE VOICE WITH THE CONSUMER TO PROMOTE THE BOATING LIFESTYLE AND GROW OUR MARKET SHARE.**

***DISCOVER BOATING IS A LONG-TERM GROWTH STRATEGY, NOT A
SHORT-TERM SALES SOLUTION.***



Why We Need Discover Boating

A CHANGING POPULATION

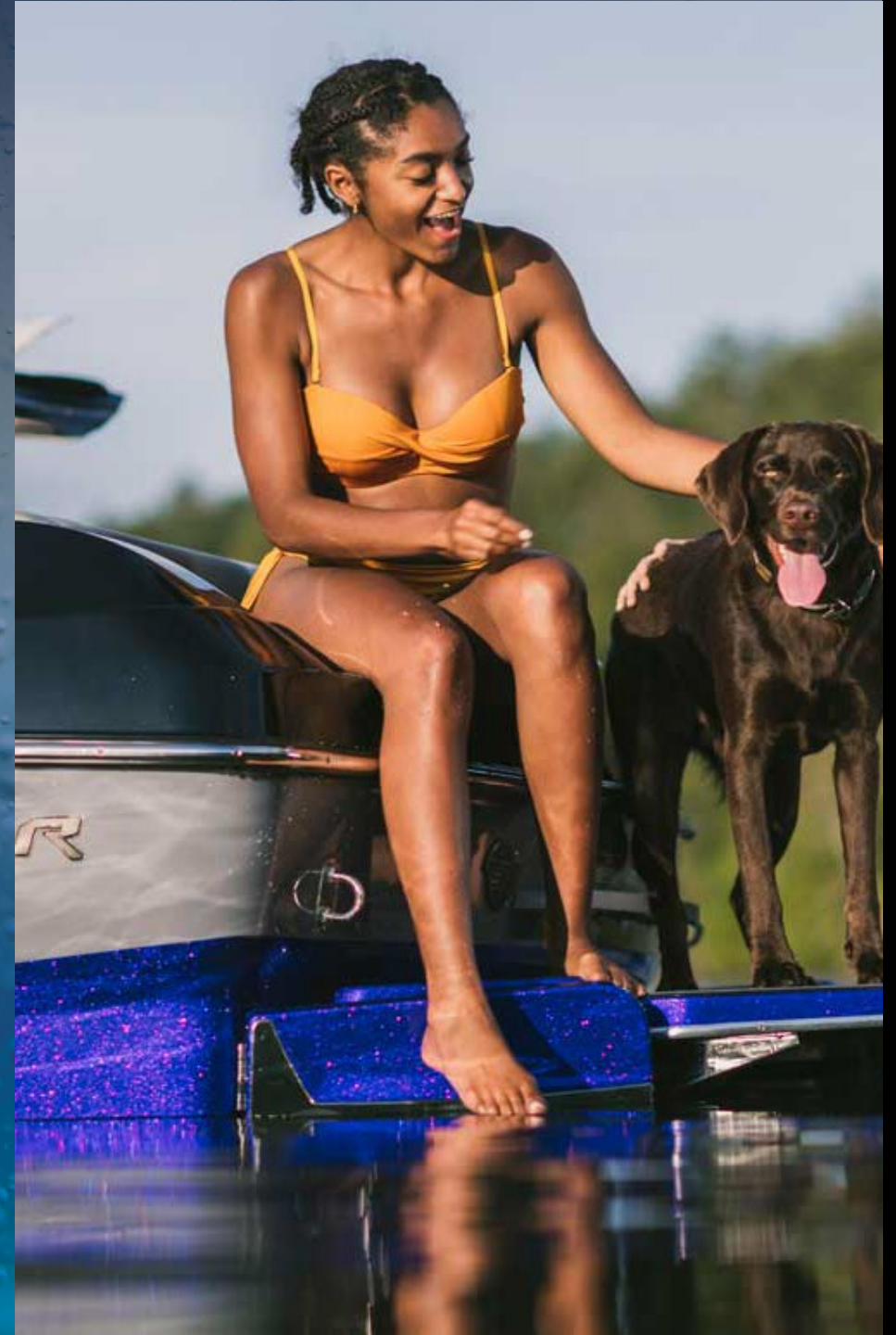
40%

of Americans identify as ethnic minority

16%

of first-time boat buyers identify as ethnic minority

Source: 2020 U.S. Census and NMMA and Info-Link 2021 Data



2020 U.S. Population More Racially and Ethnically Diverse Than Measured in 2010

In 2019, for the first time more than half of the nation's population under age 16 identified as a racial or ethnic minority and among this group, Hispanic and Black residents comprise nearly 40% of the population, putting the U.S. on track to be minority white by 2045.





What Our Research Shows

GROUND EVERYTHING IN RESEARCH & DATA



**WHO'S THE
LIKELY
BUYER**



**WHAT
MESSAGES
RESONATE**



**WHERE DO WE
REACH THEM**

RIGOROUS RESEARCH AND TESTING



THE MEDIAN AGE OF THE GROWTH BOATING CONSUMER IS 39 YRS OF AGE

WE'RE FISHING WHERE THE NEXT GEN FISH ARE!

Core Segment



45-53 yrs

Older, male and rural

Least active, less exercise

Heavy hunting/fishing

Least College Educated

Domestic travelers



Growth Segment



39 yrs

Active and outdoorsy - hiking, cycling, climbing, skiing

Most likely to have kids at home

Tech savvy/Heavy Social Media

Environmentally aware

More diverse than Core



Emerging Segment



47 yrs

Highest Net Worth/Luxury Buyers

Most diverse

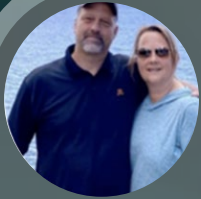
Global and Adventure travelers

Least likely to hunt/fish

Most environmentally conscious



ANCHORING POTENTIAL: ASSESSING OUR BOATING AUDIENCES



CORE SEGMENT

34 MM Americans

61.5 MM Americans



GROWTH SEGMENT

37 MM Americans

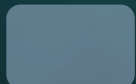
56.4 MM Americans



EMERGING SEGMENT

19 MM Americans

34.3 MM Americans



Already aspire to
own a boat

Total size of prize:
90 MM Americans

AUDIENCE SPENDING POWER

DIFFERENT SEGMENTS HAVE DIFFERENT FINANCIAL ABILITY TO AFFORD A NEW BOAT



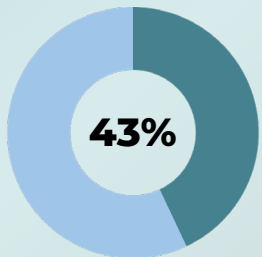
CORE SEGMENTS

Ave Net Worth:
\$430K

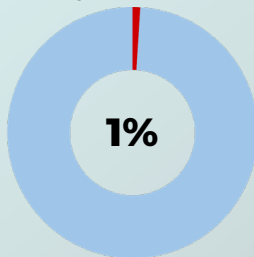
Average
HH
income

72K

Save monthly for
big purchases



Believe they can
afford a boat
today:



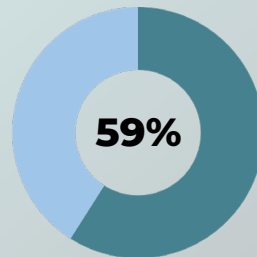
GROWTH SEGMENTS

Ave Net Worth:
\$720K

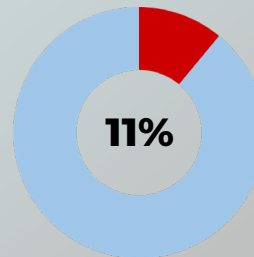
Average
HH
income

152K

Save monthly for
big purchases



Believe they can
afford a boat
today:



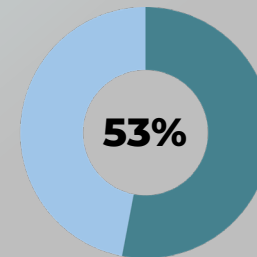
EMERGING SEGMENT

Ave Net Worth:
\$1.15M

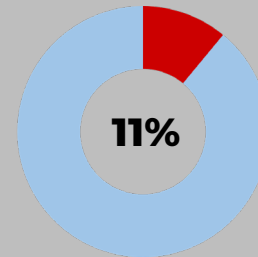
Average
HH
income

210K

Save monthly for
big purchases



Say they can
afford a boat
today:

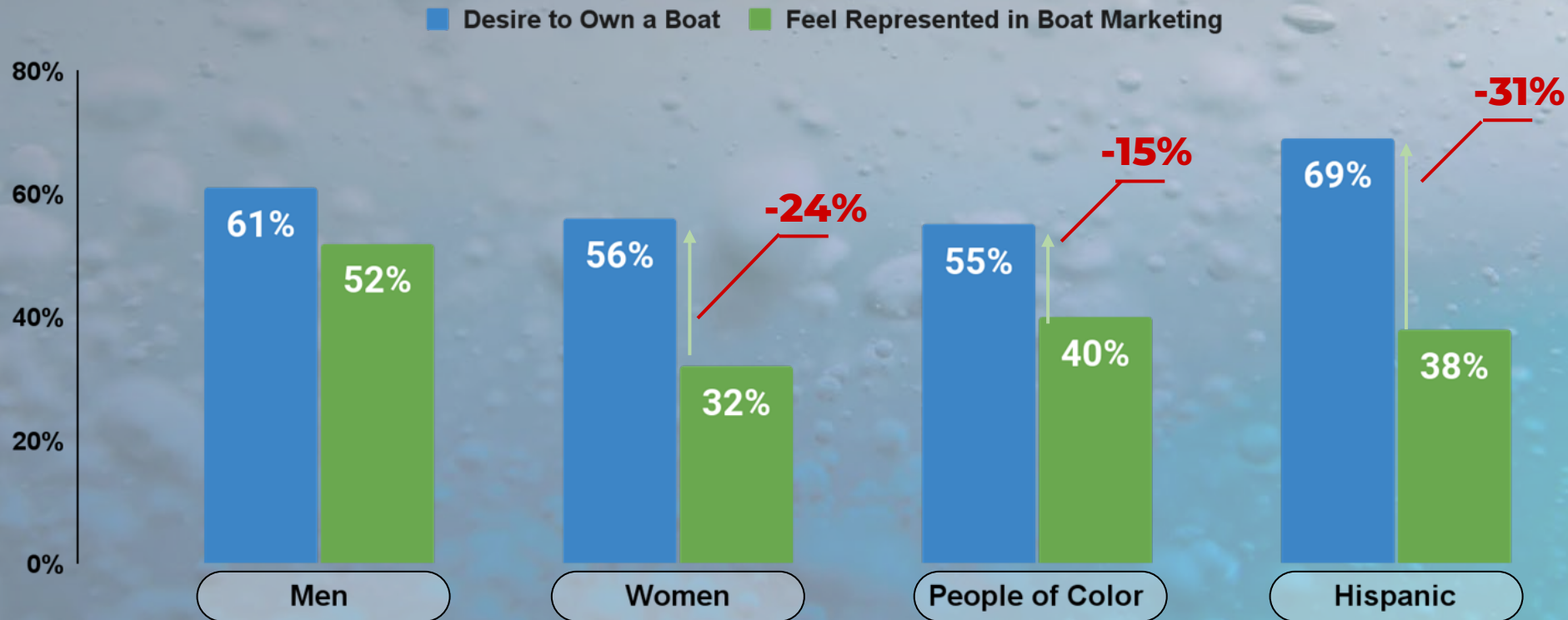


Most price sensitive

Least price sensitive

REPRESENTATION IS A BARRIER WE CAN OVERCOME

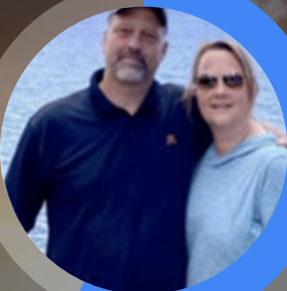
MARKETING REPRESENTATION GAP



NEXT GEN AUDIENCES ARE NEWER TO BOATING AND LACK FOUNDATION IN THE BASICS OF BOAT OWNERSHIP

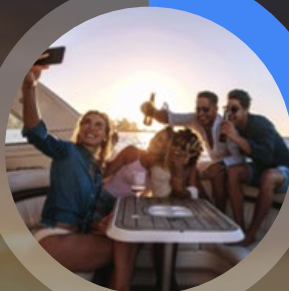
Owners who were boating before age 12

57%



**CORE
SEGMENT**

25%



**GROWTH
SEGMENT**

24%



**EMERGING
SEGMENT**

Boat Owners

GROWTH & EMERGING SEGMENTS ARE PARTICULARLY CONCERNED ABOUT THE E-ROI - THE EMOTIONAL RETURN ON THEIR INVESTMENT

83%



PRIORITIZE SPENDING ON EXPERIENCES/MEMORIES OVER THINGS

1 in 3



ARE CONCERNED THEY WON'T GET ENOUGH ENJOYMENT FROM OWNING A BOAT

RAISING AWARENESS OF FINANCING OPTIONS CAN PROMPT PURCHASE CONSIDERATION

40%

**Need financing
to buy a boat**

60%

**Not aware 15
yr financing is
available**

 **\$1 in 3**

**See boat ownership
as more attainable
after hearing about
15 yr financing**

Base: Growth and Emerging Non Boat Owners



The Strategy



OUR MISSION REMAINS TRUE TO THE ORIGINAL:

RECRUIT THE NEXT GENERATION TO EXPAND THE MARKET AND GROW BOAT OWNERSHIP WHILE RETAINING CURRENT OWNERS.

**DISCOVER BOATING IS A LONG-TERM GROWTH STRATEGY,
NOT A SHORT-TERM SALES SOLUTION.**

STRATEGIC OBJECTIVES

1. WELCOME THE NEXT GENERATION
2. RETAIN NEW BOATERS
3. MAINTAIN ENGAGEMENT WITH
LEGACY BOAT OWNERS



TRENDS WE'RE FOLLOWING

Economic Pressures on Boating Consumers

America's middle class, a core boating customer, is being squeezed by rising costs. **Middle class household income in U.S. is \$72K.**

Travel

50% of Americans to travel MORE in 2024 than 2023. Approx. 40% of air travelers in 2024 are Gen Z and Millennial. In less than 5 years that will jump to 70%.

Health & Wellness

Global wellness economy valued at **\$5.6 trillion in 2022** and **growing by 12% since 2020.** Projected to reach **\$8.5 trillion by 2027.**

Real Estate

Millennials represent largest percent of first-time home buyers but are oldest in 4 decades (35) and there are fewer of them.

Social Media's Rising Dominance

Meta on track to overtake global linear TV ad spending in 2025.

AI in Marketing

Quality brand story telling and creative needed to break through.



HELPING MORE PEOPLE GET ON THE WATER, IN MORE WAYS

Boatsetter Reports 80% Growth in Instant Book Reservations, as New Work-and-Play Travel Trends Heat Up Nationwide

The go-to app for boat rentals expands its flexible booking options to accommodate 'bleisure,' 'workcation' and 'staycation' trends; multiple markets see an increase in demand for boats.



CONSUMERS ACTIVELY SEEKING RENTAL AND CHARTER INFORMATION ON DB.COM

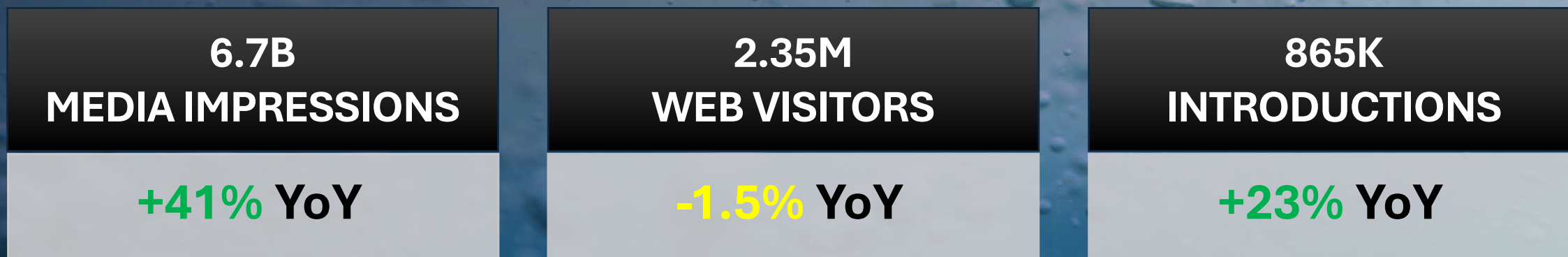
- Last 12 Months Go Boating Today has had **111k views and 77k users**.
- Direct Traffic is up **110% YoY**, Organic Social is up **131%**.

HOW DISCOVER BOATING IS ADDRESSING THESE TRENDS

- Enhanced Omni Channel Strategy
- Digital-First Campaign with Focus on Social
- DB Summer Safety Campaign – Keep Boaters Boating
- Balance of Emotional & Rational Content
- Community Growth – First Party Data & Engagement
- Awareness-Driving PR and Influencer Partnerships



FY24 NORTH AMERICA PERFORMANCE SNAPSHOT



PERFORMANCE SNAPSHOT

DISCOVER BOATING IN NORTH AMERICA

- 10 major market shows attracted **300K attendees**
- Email cadence **+100% YoY** with few unsubscribes; new subscribers **+18% YoY**
- Drove 1.69M people to DB.com/.ca **+7% YoY**
- 530K Introductions from DB.com/.ca **+47% YoY**
- 1M social followers **+6% YoY** DB.com/.ca/shows with **145% more posts**
- \$3.2M PR value **+15% YoY**
- Boat Loan Calculator remains top 5 visited page
 - Avg Price of \$95k, \$818 monthly payment
 - Over half of users choosing financing **15+ years**

DISCOVER BOATING IS THE LEADING VOICE FOR BOATING LIFESTYLE & HOW-TO INFO

Discover Boating reaches current and future boaters, guiding them through their boating journey and introducing them to the many ways they can get on the water.

Lifestyle Content Keyword Overlap



- Discover Boating: 65K
- Boat Brand A: 7.4K
- Boat Brand B: 6K
- Boat Brand C: 7.7K
- Boat Brand D: 1.7K

PR Impressions/Earned Media



- Discover Boating: 5B
- Boat Brand A: 322M
- Boat Brand B: 390M
- Boat Brand C: 453M
- Boat Brand D: 526M

Find a Boat Dealer

Ready to buy a boat? Boat dealerships make it easy to find a boat that's right for you—especially if you're buying your first boat. At a dealership you can shop a variety of boats. Compare models and features. Ask questions. Even schedule a test ride. Many dealerships also make it easy to take care of your boat—offering routine maintenance, service, and warranty work, as well as parts and accessories for your boat.


One more thing to keep in mind—the boat dealer you choose to buy from will also impact your ownership experience. How do you find a dealer you can trust? Look for a [Marine Industry Certified Dealer](#). You can be confident a Certified Dealer will deliver service you can count on—before, during, and after the sale.

Enter your **city** or **zip code** to find a boat dealer near you.

[1-10] of 4104 Results


3A Marine Service Inc.
316 Lincoln St.,
Hingham, MA 02043-1722

Call Website




918 Boats
12301 CrossTimbers
Marina Dr., Sperry, OK 74073

Call Website




Action Water Sports - Hudsonville
4155 32nd Ave.,
Hudsonville, MI 49426

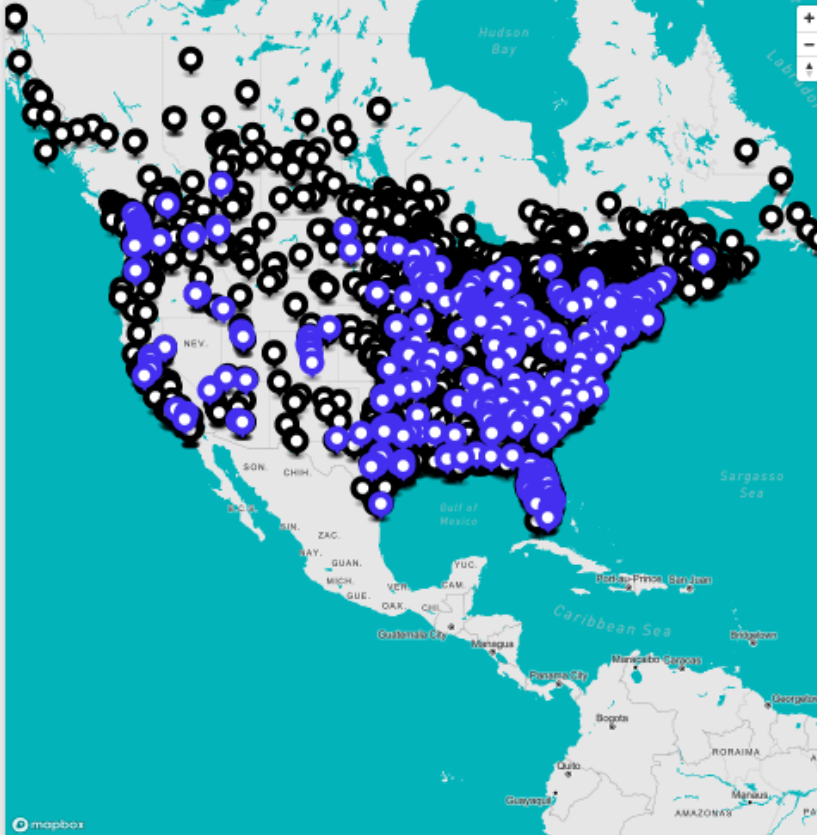
Call Website



Action WaterSports Arizona
1320 W Broadway Rd,
Mesa, AZ 85234

Call Website

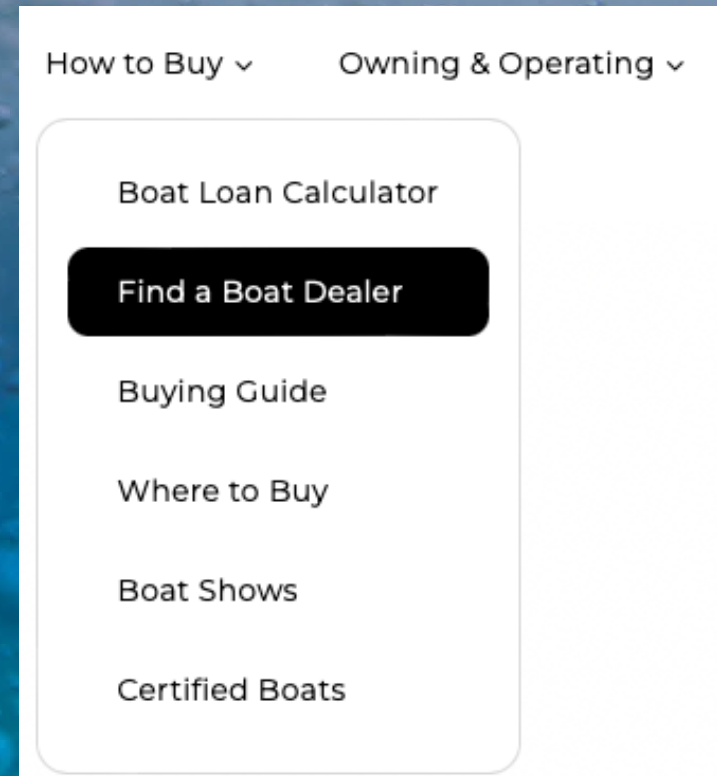




FIND A BOAT DEALER

- Launched Summer 2022
- Prominently featured on DiscoverBoating.com
- Continue to improve look and functionality
- Prioritized listing of Certified Dealers
- Connects Discover Boating visitors directly with dealers in their geographical area

If you aren't listed, reach out!



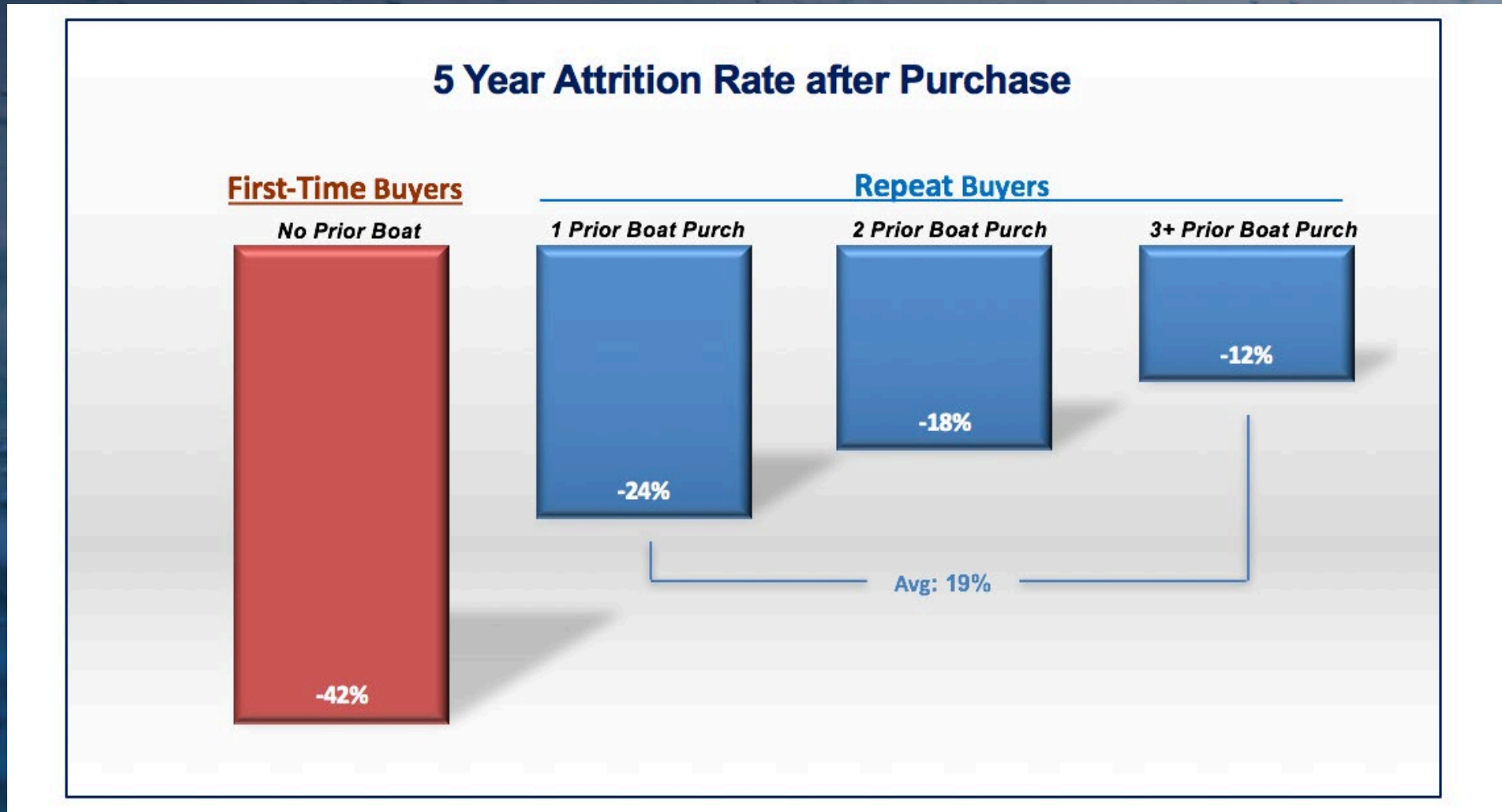
BOAT DEALER PERFORMANCE SNAPSHOT

- There are currently **4,104 dealers** displaying in the U.S. and **565 dealers** displaying on the Canadian version.
- Since Oct. 1, there have been **30,000 dealer referrals** or clicks over to dealer websites/phone numbers.
- We continue to promote the Dealer Finder tool through paid media opportunities and content/social posts to ensure we are **showing up where people are** searching for dealers

CUSTOMER EXPERIENCE: RETAILERS TIME TO SHINE

- Through MRAA, retailers have a voice in Discover Boating
- Always feel free to reach out with thoughts and questions
- MRAA's primary focus is on customer retention
- We believe retention starts with a great customer experience
- Discover Boating drives potential customers to dealers
- A great experience keeps them on the water

THE THREAT TO NEW BOATERS: ATTRITION





IMPORTANCE OF A GREAT CUSTOMER EXPERIENCE

- Whether a customer would “recommend a dealer” is highly correlated to their overall boat satisfaction.
- A lot goes into the customer experience: the initial contact, the purchase process, the delivery experience, services after purchase.
- MRAA has tools and resources to ensure that your business isn’t missing opportunities during any part of the process.



RESOURCES CREATED FOR DEALERS



SAMPLE TOPICS COVERED

- How to Navigate Difficult Customer Conversations
- Make Customer Service Your Competitive Advantage
- Marketing the Boating Lifestyle
- Use Digital to Personalize the Customer Experience



ON THE HORIZON

- SHIFTING ECONOMIC ENVIRONMENT
- CHANGING CONSUMER DEMOGRAPHICS AND MINDSET
- INCREASED COMPETITION FOR TIME; BOATING AT RISK OF LOSING MARKET SHARE
- RETENTION IS KEY: KEEP BOATERS BOATING



WHAT TO EXPECT THIS SPRING/SUMMER

- Aggressive North American digital ad campaign
- Safety video series with Progressive Insurance
- On-water events with media and influencers
- Weekly content launches across social, web, email
 - See You Out Here stories
 - Wellness
 - Accessibility
 - How-to and safety
- Heavy media relations/PR outreach
- American Century Golf/NBC partnership
- Customer experience resources
- Boat Finder & Dealer Finder

Working together we can improve our industry's collective ability to retain current boaters and grow boating's market share.







QUESTIONS?



THANK YOU
& WE'LL
SEE YOU
OUT HERE
ON THE WATER