



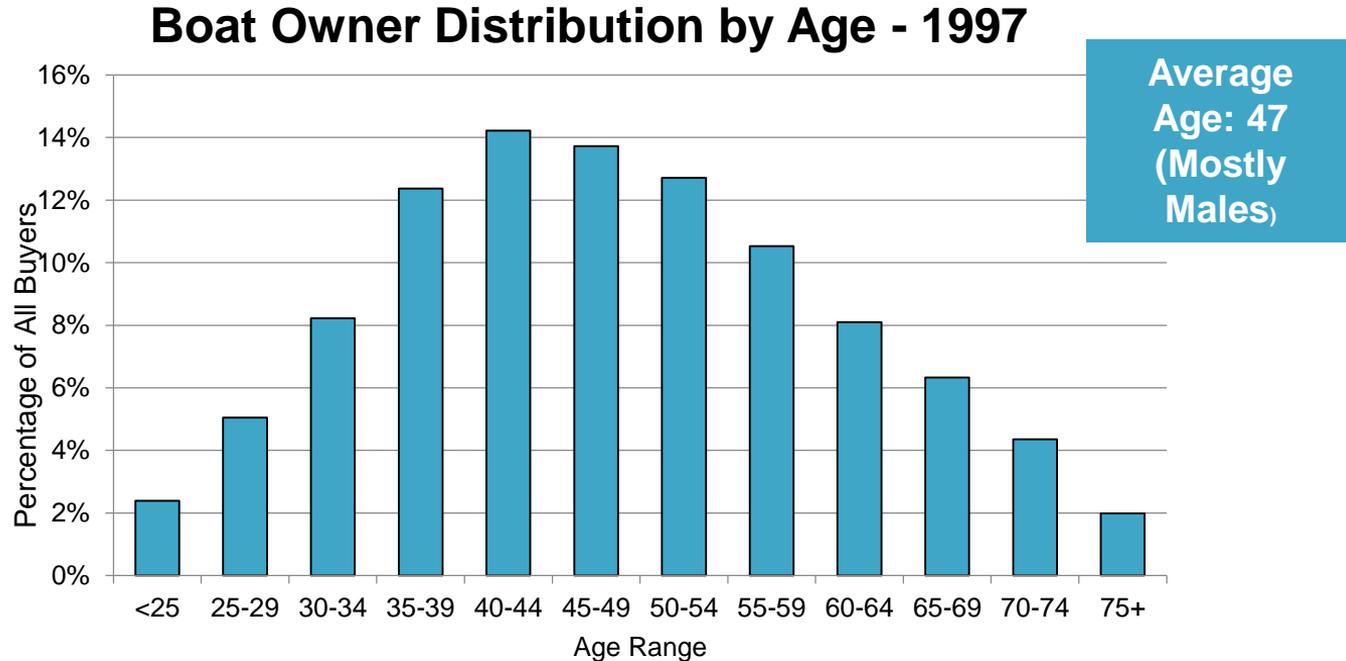


To introduce new people to boating and to advance their exploration of ownership.

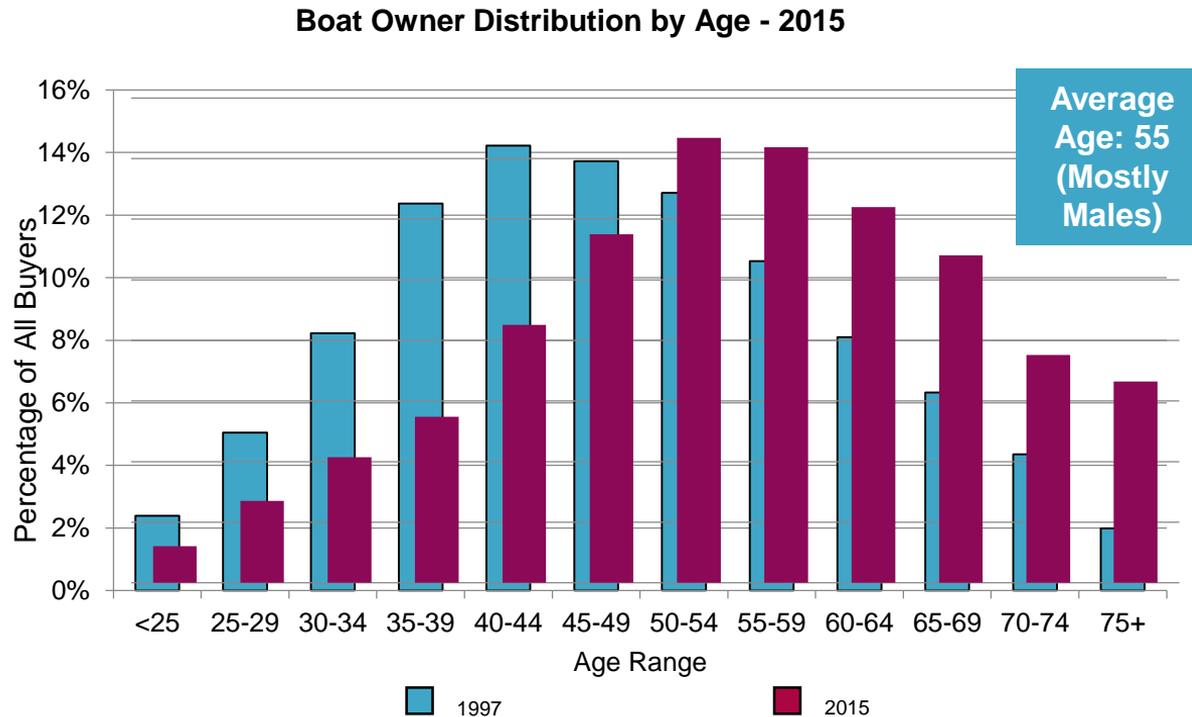
INDUSTRY HEADWINDS



The core of the boating market is aging.



The core of the boating market is aging.



The number of first time buyers has been declining...

First-Time Buyers				
Year	New Boats	Pre-owned Boats	Total	% of All Boat Buyers
2000	175,000	458,000	633,000	42%
2005	149,000	415,000	564,000	40%
2010	55,000	364,000	419,000	37%
2015	69,000	328,000	397,000	33%

Lifetime Value of a Boater

10,000
First Time
Boat Buyers

Lifetime Value
of a Boater =
\$138,000 (US)

\$1.38 Billion



Tomorrow's boat owners

Findings from landmark research
on first-time boat buyers

We spent the last 18 months
in the shoes of the
first-time boat buyer.





They have a fundamentally different experience than veteran boaters.





Gear Guys (17%)



Merry Mates (16%)



Luxurious Leisurers (18%)



Water Weekenders (23%)



Seclusion Seekers (12%)



Nautical Natives (14%)



There are **five stages**
people go through
to become boat owners.



DEVELOP

Life experiences form an affinity for boating.

DESIRE

A spark ignites the desire for boat ownership.

DREAM

They start to imagine their life on the water.

DECIDE

They navigate the realities of buying and owning.

DO

They experience the joy of ownership.

On average, this takes a year or less.

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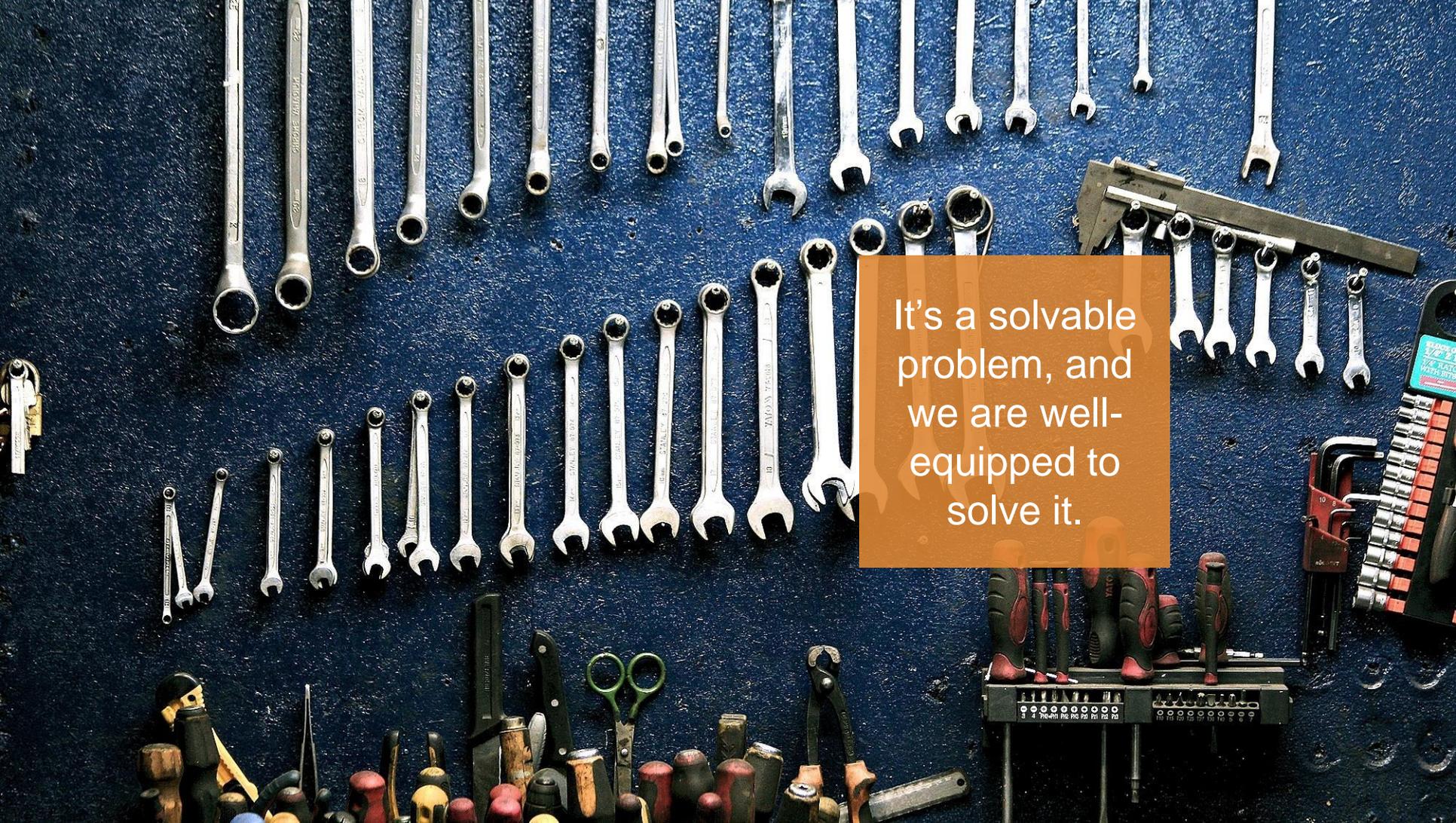
DECIDE

They navigate the realities of buying and owning.

DO

They experience the joy of ownership.

While this can be tough to hear, it's actually **good** news.



It's a solvable problem, and we are well-equipped to solve it.

Here's what stopped them from buying a boat.

What stopped you from buying a boat?	%
Surprise costs that I didn't anticipate when I initially set out to buy a boat	42%
I couldn't find a boat in my price range	35%
An event, or series of events, in my life that made me re-evaluate my priorities	33%
I felt like I didn't know enough about boat ownership to own one	21%
Other	13%
A close family member/friend purchased a boat that I could use frequently	12%
Learning about how to buy a boat was too overwhelming	10%
I was intimidated by the boat dealer(s)	7%
The shopping process was too difficult	5%
I moved to a place where it isn't easy to go boating/store a boat	4%
I decided to purchase another vehicle for recreational use instead	3%
I signed up for a boat club instead	0%

Ultimately, these are are factors our industry can influence.

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Let's dig into those “surprise costs.”

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“The prices! The price doesn’t always reflect the trailer, tires, flotation devices, etc. ... don’t look at just the cost of the boat.”

- Lapsed Shopper

“Know the hidden
cost of transporting,
insurance, licenses,
storage and
maintenance.”

- Lapsed Shopper

“[I wish the dealer had a] more comprehensive breakdown of ownership costs, like maintenance, fuel, insurance, depreciation, etc.”

- Lapsed Shopper

The costs associated with owning a boat aren't surprising when you know boating.

What role does the dealer play?

77%

Of the lapsed shoppers surveyed said they visited a boat dealership.

34%

Of the lapsed shoppers who visited a dealer said they had a “helpful” experience.

7%

Of the lapsed shoppers said they stopped shopping for a boat because they were intimidated by the boat dealer(s).

They are much more hesitant when giving out contact details.

How comfortable are you giving away your contact details?	% Agree <i>Lapped shopper</i>	% Agree <i>Recent owner</i>
I would happily share my contact details with dealers I was just browsing.	22%	41%
I would happily share my contact details with websites I was just browsing.	13%	38%



Here's
what's
slowing
them
down.



They feel intimidated and unprepared to go into dealerships.



They discover surprise costs of boat ownership along the way.



They find out there's a lot more to boat ownership than they thought.



Remember where they're coming from.



Balance the need to sell with the need to serve.



Be transparent about the total costs and responsibilities.



Here's how
we can
help them.

We all must work together to reverse this decline.

The first-time boat buyer's journey to purchase



Discover Boating

Support and grow boating participation nationally.

Success Measure:

Participation outcomes
Search

Discover Boating

Connect them to the boat type that is right for them.

Success Measure:

Manufacturer referrals
Website traffic

Dealers/Brand

Close the sale by making it easier for them to buy.

Success Measure:

FTBB sales
Satisfaction scores

Dealers/Brand

Provide meaningful support through their first year of ownership.

Success Measure:

CRM
Repeat boat sales

Work has already started!

go boating today

City, State, Zip Code

Use my location

search

FILTER BY Boat Rentals Charter a Boat

1. Moran Boat Rentals - Orcas Adventures

3786 Olga Road, Olga

[Directions](#) | [Website](#)

2. Island Boat Rentals, LLC

★★★★★

248 Reuben Memorial Drive, B Dock, Roche Harbor

[Directions](#) | [Website](#)

3. Orcas Boat Rentals

★★★★★

5964 Deer Harbor Road, Deer Harbor

[Directions](#) | [Website](#)

4. Outer Island Excursions

★★★★★

Sucia Drive, Eastsound

[Directions](#) | [Website](#)

5. Crystal Seas Kayaking

★★★★★

40 Spring Street, Friday Harbor

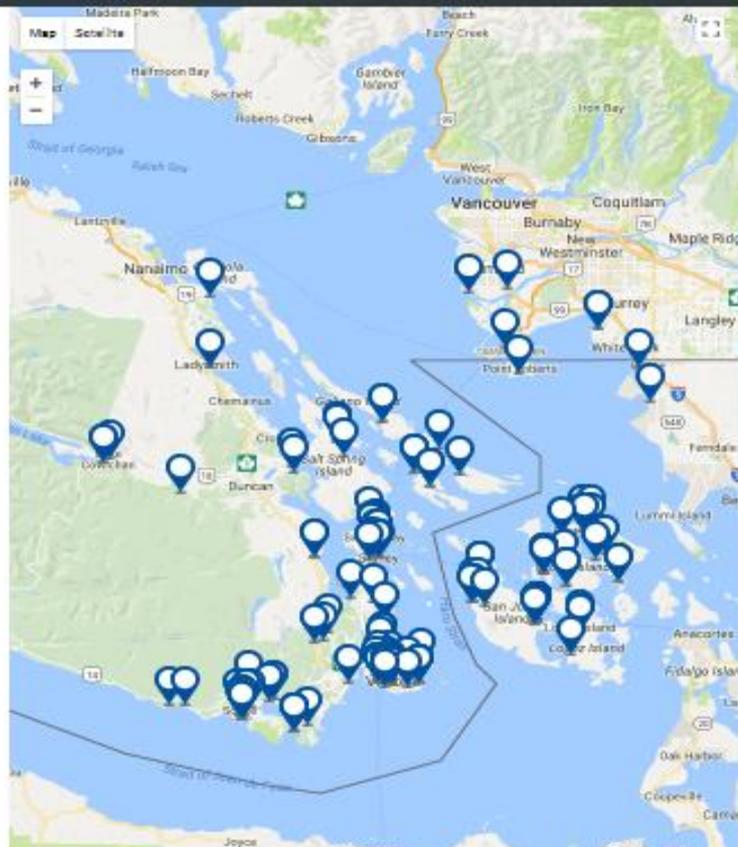
[Directions](#) | [Website](#)

6. San Juan sail charter

685 Spring Street, Friday Harbor

[Directions](#) | [Website](#)

1 2 3 4 5 ▶



Une escapade de tous les jours

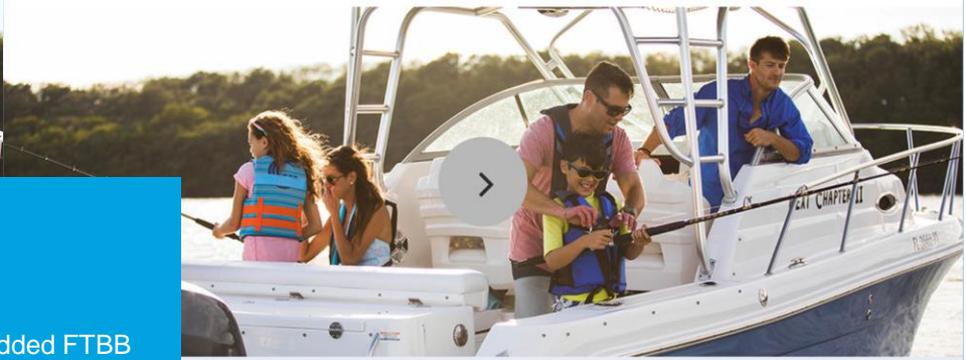
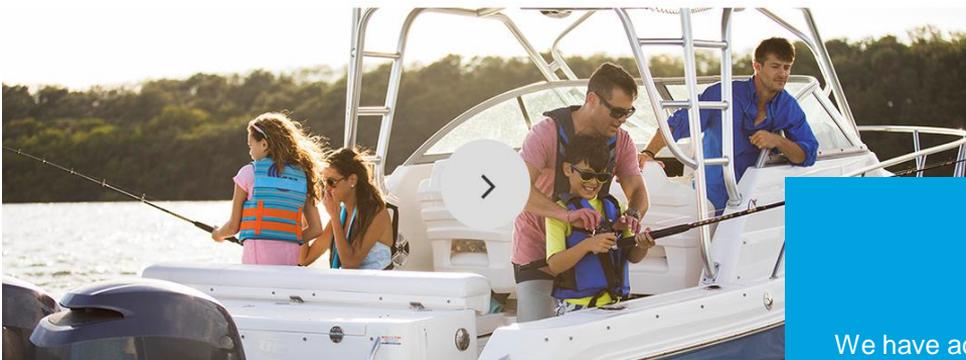
Avoir un bateau, c'est plus qu'avoir un bon sujet de conversation... C'est avoir des possibilités infinies de vacances. À tout moment. Prenez un après-midi pour aller explorer la nature, prévoyez un rassemblement d'amis à la plage... Avec un bateau, vos possibilités sont infinies. Chaque fois que vous allez sur l'eau, vous choisissez comment passer de bons moments.

C'est plus qu'un bateau : c'est un billet annuel pour avoir accès à des vacances sur demande.

An Everyday Getaway.

Owning a boat means you get more than a conversation piece—you get a vacation with endless possibilities. Anytime you need it. Take an afternoon to explore nature one day, host a beachside get-together, with a boat you have unlimited possibilities. Every time you get on the water, you decide how to enjoy yourself.

It's not just a boat—it's a year-round ticket to a Vacation on Demand.



We have added FTBB segment-specific content.

How do you Vacation?



Weekends on the water

[Refresh your relationships >](#)



Connect with nature

[Get away and relax >](#)



Reconnect with your Roots

[Go back to boating >](#)

Vacation?



Family Field Day

[Make lasting memories >](#)



Elegant Escape

[Live the good life >](#)



High Speed Holiday

[Get hooked on horsepower >](#)

There is so much to love, and learn, about boating. That's why we created this library of articles, videos and blog posts to help you throughout your adventures.

Like 440 Follow

view by topic:



Tips for First-Year Boat Maintenance

You bought a boat. Now how do you maintain it? Just keep the following three points in mind, and the first year with a new boat should be smooth sailing.

[read more](#)

[share](#)



Finding The Right Boat Dealer

While you're comparing boats, don't forget that the dealer you decide to do business with will have a huge impact on your boat-buying and ownership experience.

[read more](#)

[share](#)



Fishing Boat Accessories: Fish Finders

Fish finders, also called fishing sonars or echo sounders, display a representation of what is under your boat—the bottom, vegetation, structures, and fish. Systems come in single and double frequency.

[read more](#)

[share](#)



Costs to Expect as a Used Boat Owner

The regular costs associated with owning a used boat are similar to those of a new one except when it comes to purchase price. Here are a few things you need to know.

[read more](#)

[share](#)



Why Choosy Parents Choose Boating

Take advantage of time you spend on the water with family and friends. Here are some of the reasons we recommend boating lifestyle to any family.

[read more](#)

spotlight article



Winterize Your Boat

When the boating season is winding down, it's time to start thinking about protecting your valuable recreational asset.

[read more](#)

[share](#)



Costs to Expect as a New Boat Owner

Boat ownership is surprisingly affordable. Yes, there are additional costs beyond the purchase price, but that's true of any similar recreational vehicle. Here's what to expect.

[read more](#)

[share](#)

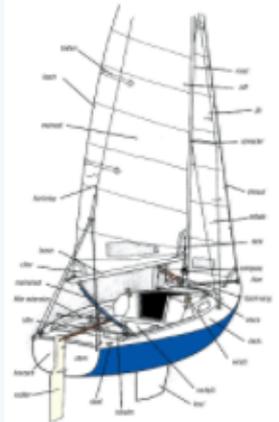


More Ways to Have Fun Boating

No matter whether you bought new or pre-owned, your first months with your boat are sure to be filled with lots of excitement. There's always more places to explore & activities to enjoy with a boat.

[read more](#)

[share](#)



Parts of a Sailboat

Here's a list of all of the sailing terms you will need to get out on the water!

[read more](#)

[share](#)



Considering a Pre-Owned Boat? These Tips will Start you on the Right Path

Statistically speaking, more than 75% of first-time boat buyers will start with a pre-owned craft. Learn our tips to get started.

[read more](#)

[share](#)



Four Questions to Answer as you Start Shopping for a New Boat

Buying a boat may be as simple as walking into the dealership with cash or an approved loan, but making the best long-term investment for you and your family takes considerably more time and research.

[read more](#)

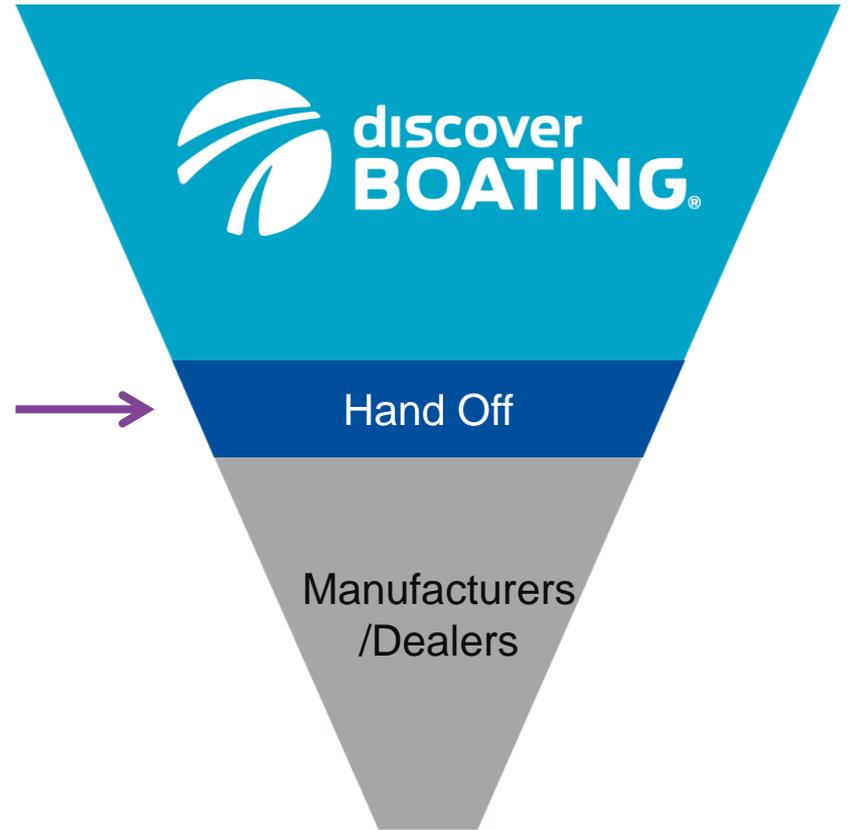
[share](#)



Nine ways to make your kids fall in love with boating

They say if your child hasn't been bitten by the bug to fish or boat by the time they are 13, they likely never will take up either sport.

But as we move down the funnel, **we took a hard look at leads** as the point of hand off to manufacturers and dealers



find your boat

compare boats 



activities



passengers



boat length



propulsion



trailerable

What activities are you interested in



Freshwater Fishing



Saltwater Fishing



Watersports



Sailing



Overnight Cruising



PWCs



Day Cruising



All-Purpose Fishing Boats

 compare



Aluminum Fishing Boats

 compare



Bass Boats

 compare



Bay or Flats Boats

 compare



Bowriders

 compare



Boat Brands & Manufacturers

[A](#) [B](#) [C](#) [D](#) [E](#) [F](#) [G](#) [H](#) [I](#) [J](#) [K](#) [L](#) [M](#) [N](#) [O](#) [P](#) [Q](#) [R](#) [S](#) [T](#) [U](#) [V](#) [W](#) [X](#) [Y](#) [Z](#) | [ALL](#)

[Alumacraft](#)

[Crestliner Boats](#)

[Duckworth Boats](#)

[G3 Boats](#)

[Legend](#)

[Lowe Boats](#)

[Lund Boat Company](#)

[MirroCraft](#)

[Northwest Boats](#)

[Princecraft](#)

[Ranger Aluminum](#)

[Smoker Craft](#)

[Starcraft Marine](#)

[Sylvan](#)

[Thunder Jet](#)

[Tracker Boats](#)

[Triton Boats](#)

[Weldcraft Marine](#)

Dealers and Manufacturers

Sign up to receive information from dealers and manufacturers on various boat types and models.

[contact dealers and
manufacturers](#)

Boat Brands & Manufacturers

[A](#) [B](#) [C](#) [D](#) [E](#) [F](#) [G](#) [H](#) [I](#) [J](#) [K](#) [L](#) [M](#) [N](#) [O](#) [P](#) [Q](#) [R](#) [S](#) [T](#) [U](#) [V](#) [W](#) [X](#) [Y](#) [Z](#) | [ALL](#)

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[contact dealers and
manufacturers](#)



Sign up here and get in touch with a boat dealer in your area.

Do you own a boat?

- of course not yet

When do you plan to purchase a new boat?

Country

Type characters from image:

I agree to receive information from marine manufacturers or dealers with news, updates and promotions.

You can withdraw your consent at any time. Please refer to our [privacy policy](#) or [contact us](#) for more details.

A close-up photograph of a person's hand holding a white smartphone. The person is wearing a black watch with a leather strap on their left wrist. The background is blurred, showing other people in a crowd. Two teal text boxes are overlaid on the image.

Lead forms
became a
problem for
consumers

Mobile Devices
make up more
than 50% of our
traffic

***I don't want to be flooded
with sales calls***

I'm just doing research.

***I don't know if my
information
will be secure.***

***I'm worried about giving
out too much personal
information.***

**I don't want to be flooded
with sales calls**

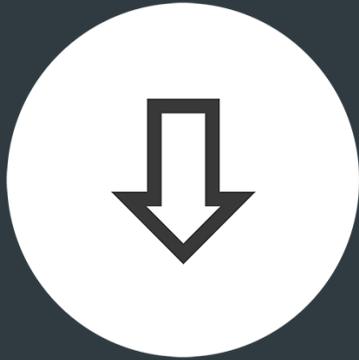
I'm just doing research

2 out of 3

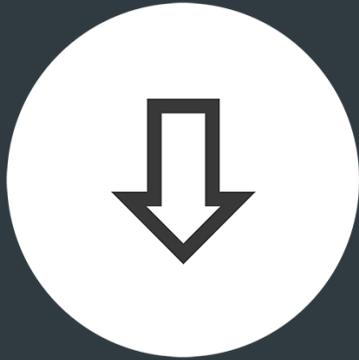
people said they
would only give
personal contact
info at point of
purchase

**I don't know if my information
will be secure**

**I'm worried about giving out
too much personal information**

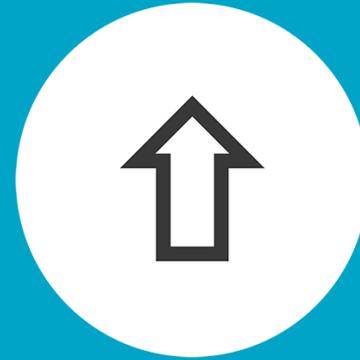


As a result, leads haven't
fallen off dramatically



As a result, leads have
fallen off dramatically

On the other hand, site
referrals from DB.ca and
FR.DB.ca have
skyrocketed



DiscoverBoating.ca
drove 912,000
Canadians to
manufacturer websites
(up 25% from FY16)



Boat Brands & Manufacturers

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z | All

[Alumacraft](#)

[Crestliner Boats](#)

[Duckworth Boats](#)

[G3 Boats](#)

[Legend](#)

[Lowe Boats](#)

[Lund Boat Company](#)

[MirroCraft](#)

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[Princecraft](#)

[Ranger Aluminum](#)

[Smoker Craft](#)

[Starcraft Marine](#)

[Sylvan](#)

[Thunder Jet](#)

[Tracker Boats](#)

[Titan Boats](#)

[Weldcraft Marine](#)

Dealers and Manufacturers

Sign up to receive information from dealers and manufacturers on various boat types and models.

[contact dealers and manufacturers](#)



WELCOME DISCOVER BOATING GUESTS!

Learn more about what makes a Larson different from every other runabout and day boat brand.

[REQUEST A BROCHURE](#)

[REQUEST A QUOTE](#)

[DEALER LOCATOR](#)

LX SERIES



In many cases Discover Boating is
the #1 third-party source
(excluding search engines)
of site traffic for manufacturers

Why does all this matter?

We worked with a group of 17 brands that represent a broad cross section of the industry and over 300,000 website referrals



All-Purpose Fishing Boats



Aluminum Fishing Boats



Bass Boats



Bay or Flats Boats



Bowriders



Cabin Cruisers



Center Consoles



Cuddy Cabins



Deck Boats



Fish & Ski



Inboard Ski / Wake Boats



Pontoon Boats



Sportfishing Boats



Walkarounds

1. Discover Boating is driving new people to boat manufacturer sites

	New Sessions
Total traffic	68%
Referral traffic	78%



2. Referral traffic represents a high-quality audience for boat brands

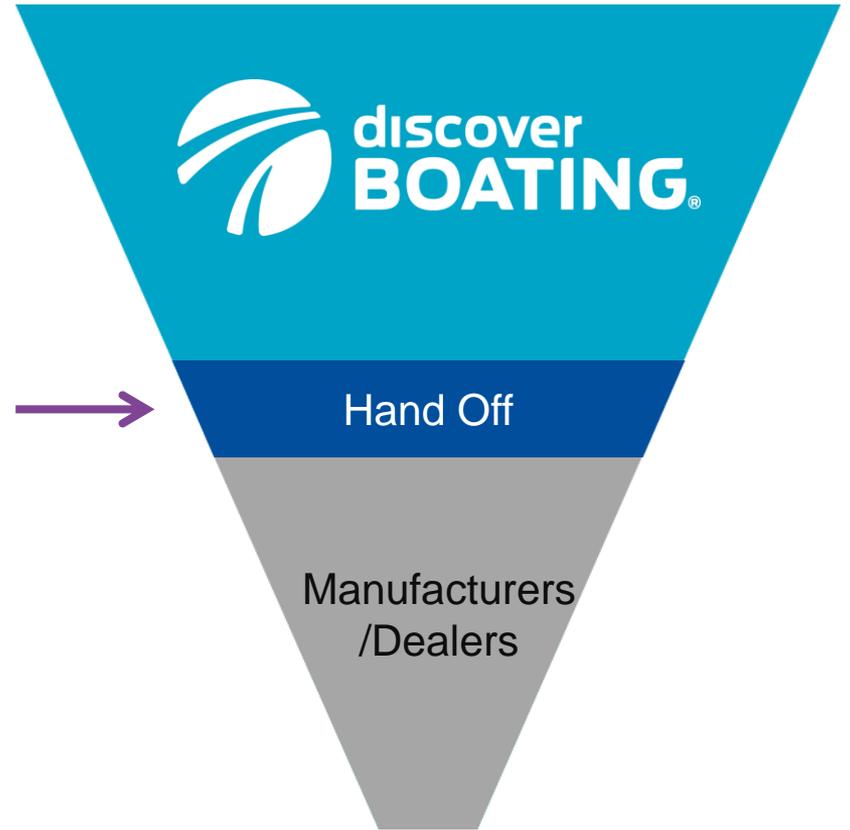
	Bounce Rate	Average Duration	Average Pageviews
Total traffic	44%	3:06	5.1
Referral traffic	33% 	2:35 	4.9 

3. Referral traffic represents higher-funnel site actions

	Higher-Funnel		Lower-Funnel	
	Dealer Search	Brochure Request	Contact Dealer	Request Quote
Total traffic	4.8%	0.27%	0.11%	0.008%
Referral traffic	5.8%	0.36%	0.05%	0.001%
				

We believe this route is more effective for industry

Aligns with how consumers use our site



What Discover Boating delivers

- A national campaign that goes beyond where most brands advertise to reach new consumers.
- We reach a younger and diverse consumer that represents the boater of the future.
- Content on Discover Boating websites help potential boaters get the information they need – DB acts as “the friend with a boat”
- Serves as the largest portal outside of search engines that drives people to brand websites and now to places to go boating today
- Research on topics that provide tangible value to stakeholders

Where did we end up in US?



The boating experience

From bringing in new participants, to making it easier to get on the water, the industry wants us to take a more active role in increasing boating participation.



Buyer education

Buying a boat isn't easy and buyers (especially those first-time boat buyers) need help navigating the purchase process.



Industry education

Grow Boating is uniquely positioned to share knowledge with dealers and manufacturers on industry growth opportunities—like how to accommodate the first-time boat buyers. But we also need to further build industry support of our work.



Research

The findings of the first-time buyer study were well received, but broader questions about boater retention and the impact of macro trends on the industry still persist.

These are our key focus areas that came out of US meeting.



The boating
experience



Buyer
education



Industry
education



Research

Video

Advertising/PR

Social Media

Go Boating Today

Web Content

- Affordability
- Getting Started
- Costs

Hands on Skills
Training

Summits

Industry
Communications

Webinars

Revamped Toolkits

FTBB Marketing

FTBB Sales

Value of Referrals