



**NMMA Canada Releases First Recreational Boating Statistical Abstract
In 2011, retail sales of recreational boats and engines reached \$2.8 billion, 38
percent of Canadian adults went boating**

TORONTO – January 16th 2012 – The recreational boating industry’s leading trade group, National Marine Manufacturer’s Association (NMMA), announced today the release of its first annual Canadian Recreational Boating Statistical Abstract for 2010 and 2011.

For the first time, NMMA, working with Transport Canada and Stats Canada, conducted thorough research throughout the marine industry and among NMMA members. The data compiled reveals statistics on Canada’s recreational boating retail sales, participation and boater demographics, the overall retail market, imports/exports and economic factors which impact the industry.

“With access to such comprehensive data we can now more fully evaluate the recreational boating industry in Canada to better understand how we can grow as an industry and service our members,” said Sara Anghel, Executive Director of NMMA Canada. “In addition to setting a benchmark moving forward, the data confirms that the recreational boating industry is a significant part of the Canadian economy.”

Boat Sales

The Abstract reveals that in 2011, sales of new and pre-owned recreational boats and new outboard engines totaled \$2.8 billion, down 21 percent compared to the previous year.

There were 44,400 new boats sold during 2011 with an estimated retail value of \$1.6 billion. These figures represent a 22 percent decline in unit sales and 18 percent decline in dollars from 2010.

54,247 pre-owned boats were sold in 2011 with an estimated retail value of \$1.0 billion. These figures represent a 33 percent decline in unit sales and a 25 percent drop in dollars from 2010.

Import and Export Units

Lead by rowboats and canoes (38%) 2010 exports of recreational boats from Canada

increased by 26% compared to the previous year. There were 215 thousand boats exported from Canada of which rowboats/canoes comprised 81% of the total.

In 2010, Canada exported 6,823 outboard boats with value of \$9.6 million. Outboard boats comprise 3% of Canada's exported dollar and unit volume. In the same time period Canada imported 14,466 outboard boats with a value of \$98 million. Outboard boats comprise 16% of imported boat dollars and units.

Boating Participation and Boater Demographics

It is estimated that 38 percent of Canadian adults went boating at least once during 2011, which translates to 10.5 million boaters.

Current boating participants tend to be married, have children living at home, a household income of less than \$80,000, be university educated, and work full time.

“Despite a decrease in sales of new and pre-owned boats in 2011, largely a result of the global economic recession, the boating industry in Canada is resilient,” noted Sara Anghel. “Given the immense access to water across the country and a passion among residents for the outdoors, boating remains a top recreational activity for Canadians.”

As with the NMMA’s U.S. version of the Abstract, one free copy will be available beginning in February 2012, to all NMMA members, both Canadian and U.S., to download from the Center of Knowledge on nmma.org. If members wish to have a printed copy they will be available to order one for \$70. Non-members can purchase the Abstract for \$750 (U.S.). For more information about the Abstract contact Sara Anghel, Executive Director at sanghel@nmma.org or at 905-951-4048.

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 or www.nmma.ca.

