



National Marine Manufacturers Association

nmma.org

Economic Significance of Recreational Boating in KANSAS

TOTAL ANNUAL ECONOMIC IMPACT* **\$898.7 Million**



*INCLUDES DIRECT, INDIRECT AND INDUCED SPENDING



Number of Jobs
direct **3,454**
indirect **1,313**
total **4,767**



Number of Businesses
total **137**

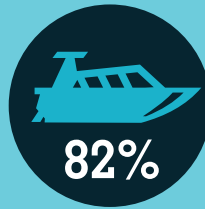
Recreational Boats in State[†]

TOTAL 80,979

SAILBOAT



POWERBOAT



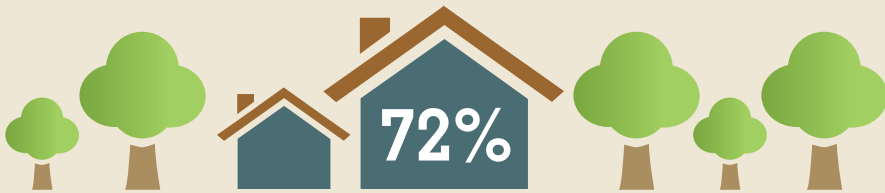
PWC



OTHER



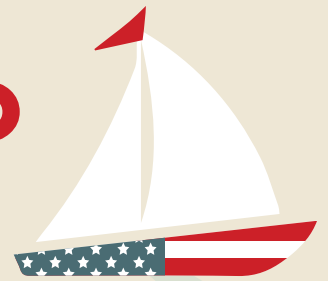
[†]Percentages may not sum to 100 due to rounding



72% OF BOAT OWNERS HAVE A HOUSEHOLD INCOME OF LESS THAN \$100K

95%

OF BOATS SOLD IN THE U.S. ARE MADE IN THE U.S.



\$35.9 BILLION Total U.S. expenditures on boats, engines, accessories & related costs*

*includes maintenance, storage, fuel, insurance, taxes and interest

\$74.3 MILLION Annual retail sales of new boats, engines & marine accessories in Kansas

87.3 MILLION Boaters took to the water in the U.S. in 2014

Top 3 Most Popular Boating Activities

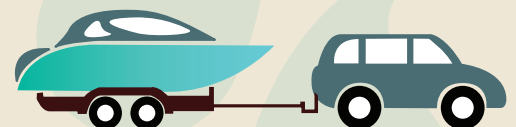
FISHING



SWIMMING



ENTERTAINING



95% of boats in the U.S. are small, towable boats sized at 26 feet or less

DATA SOURCES: Unless otherwise noted, data is from the NMMA 2015 Recreational Boating Statistical Abstract. Data for Economic Impact, Jobs and Businesses is taken from the NMMA 2012 Boating Economic Impact Study. Boating activity and demographic data is taken from NMMA's 2014 Boat Ownership and Participation Study.