



## TESTING THE MARITAL WATERS: HOW TO GET THE BOAT YOU'VE ALWAYS WANTED

[DiscoverBoating.com](http://DiscoverBoating.com) provides tools to help significant others embrace the boating lifestyle with a 'Spousal Conversion Kit'

CHICAGO (2008) — Despite research indicating boaters enjoy better overall health, reduced stress levels and more satisfying love lives, some still need help convincing their significant other the time has come to get out on the water. To answer pleas from wannabe boat owners, [DiscoverBoating.com](http://DiscoverBoating.com), the national public awareness campaign on behalf of the recreational boating industry, has developed the Spousal Conversion Kit, a seven-step boat ownership program that, if executed correctly, can help that special someone understand why life is better with a boat.

More than 59 million adults are expected to go boating in the U.S. in 2009<sup>1</sup>, and with approximately 80 percent of Americans, specifically baby boomers and Generation Xers, saying they plan to purchase a recreational product in the near future, that number could increase. Boats and boating accessories are listed as the top choice for recreational purchase followed by ATVs, motorcycles, towable RVs and motorhomes. DiscoverBoating.com's [Spousal Conversion Kit](#) is a seven day guide to landing the perfect boat. By the end of the week your significant other will understand (and hopefully support) making that boat of your dreams a reality. Good luck.

### Day 1 – The Clock is Ticking

In the time it takes to get to the grocery store and back, you could be aboard a boat and feeling a million miles away from that ridiculously long checkout line. Don't believe us? Ninety percent of Americans live within an hour's drive of a body of water ideal for boating. Talk to a local boat dealer or check out the [Destinations page](#) on DiscoverBoating.com to find the water escapes most convenient for you.

### Day 2 – Knowledge is Power

Your Significant Other (S.O.) did not get those designer shoes or power tool set without dropping some serious hints. Help your S.O. see the light about how easy boat ownership can be. Snuggle up and watch the free *Get Started in Boating* DVD from DiscoverBoating.com. If that doesn't get the engine running, plan a day of 'window shopping' together by using a calendar on the site to find a boat show near you. A nice dinner together after the show wouldn't hurt either -- we suggest a nice seafood place with a nautical theme, of course.

### Day 3 – Follow the Crowd

Forget what your mom told you about not following the crowd—trust us, the water is where the cool people congregate. Even the ones who swim right after they eat. Plan a day with friends who own a boat and make sure they brag to your S.O. about how much better life is with a boat. Did you know 26 percent of U.S. adults went boating in 2007? Ask your boat owning friends if the rumors are true – boaters are healthier, more relaxed and have better love lives – but, please spare us the details on the last part.

### Day 4 – Chump Change

Owning a boat is easier than you may think. In fact, depending on the size of the boat, monthly payments come out around the cost of your weekly manicure or Fantasy Football League fees and three out of four current boat owners have an average household income of less than \$100,000. Most dealers offer multiple financing options and there's a budget planner on DiscoverBoating.com to help balance the checkbook. And, here's some even better news—boats with a bathroom, kitchen, and sleeping quarters are considered a second home and can be eligible for the interest deduction on a second home. Take that to the bank!

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<sup>1</sup> National Marine Manufacturers Association

### **Day 5 – Take Her/Him for a Spin**

Would you ever buy a car without test driving it first? Of course not! The same rule applies when shopping for a boat, only you might come back with a tan. Talk to your local dealer about setting up a time for you and your S.O to test drive some boats. Regardless of whether or not you do any fishing, you'll be hooked the minute wind starts blowing through your hair. Check out the [Getting Started](#) section on DiscoverBoating.com before the test drive so you can ask the right questions and impress your S.O for the first time since you crushed that empty beer can on your head in college. Other ways to 'try before you buy' include renting, chartering, and fractional membership or ownership.

### **Day 6 – Together Time**

There's no doubt a boat can bring you and your S.O. closer together. If you need ammunition to back that up, visit the [Why Boating](#) section on DiscoverBoating.com. You'll find hard to deny facts about how being on the water reduces stress and allows countless wellness and bonding benefits to you and the family. But, if spending time apart is the real goal here, we've got that covered, too. Classes are even held around the country to teach women everything about owning and operating a boat on their own. There are also special pet classes to ensure water fun and safety for the four-legged friends. But, don't come crying to us when you get home from work and your wife and supposed "Man's Best Friend" are out on the water without you.

### **Day 7 – Let's Make a Deal**

By now your S.O. should be as excited about a new boat purchase as you are. There's a reason why all those boaters look so happy and healthy—it's because they are! Sit down with your S.O. and make the decision together. Life is short and it's better with a boat.

Enjoy the journey of educating your significant other on the countless benefits of boating. Surfing [DiscoverBoating.com](#) for information on how to get started in boating can be (almost) as much fun as cruising the surf itself.

For further boating information, contact Discover Boating's Kelly Kaylor at [kkaylor@nmma.org](mailto:kkaylor@nmma.org).

### **About Discover Boating**

Discover Boating is a national awareness campaign developed by the recreational boating industry and managed by the National Marine Manufacturers Association (NMMA.) Discover Boating programs focus on improving the boating experience and building interest in recreational boating by demonstrating the benefits, affordability and accessibility of the boating lifestyle, while helping potential boaters experience why life is better with a boat. Each year approximately 59 million adults in the U.S. enjoy boating. To find out more, visit [www.DiscoverBoating.com](http://www.DiscoverBoating.com).

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