

## **National Marine Manufacturers Association Releases New Canadian Recreational Boating Industry Economic Impact Study**

*The recreational boating industry contributed \$5 billion to Canada's economy in 2012*

OTTAWA, Ontario (May 1, 2013) - The [National Marine Manufacturers Association \(NMMA\)](#) announced today the release of a study which reveals that Canada's core recreational boating industry contributed an estimated economic impact of \$5 billion and 67,000 jobs throughout Canada in 2012. The "core" recreational boating industry consists of boat and accessory manufacturers, boat and accessory dealers, marina operators, repair and maintenance shops, schools and boat clubs, and various other related companies.

The impact of the core recreational boating industry ripples out into the Canadian economy in many ways. Related industries that are influenced by boating are fishing (sportsman activities and equipment), outfitters, and tourism. However, these related industries were not included in the economic impact calculated for the core recreational boating industry in this study.

The release of the new NMMA study titled "*The Economic Impact of Recreational Boating in Canada: 2012*" coincides with the second annual Recreational Boating Day on the Hill in Ottawa. Members of NMMA Canada from across all sectors of the Canadian recreational boating industry are gathering on Parliament Hill to advocate on behalf of the industry's approximate 4,400 Canadian marine companies that provide goods and services of value to Canadian and international boaters. The Day on the Hill allows the industry an opportunity to communicate with Parliamentarians on key issues impacting recreational boating and communicate the importance of the industry in Canada.

"Sharing our story on Parliament Hill today represents a critical element of our industry's advocacy efforts," noted Sara Anghel, Executive Director of NMMA Canada. "It allows us to build an accurate understanding of the Canadians who make up recreational boating and the positive economic impact which these boating enthusiasts have across the country."

### **Highlights from the study:**

- The core recreational boating industry contributed \$5 billion to Canada's national economy in 2012
- The core recreational boating industry generated approximately \$8.9 billion in total revenues in 2012
- There are an estimated 4.3 million boats in Canada
- The recreational boating industry creates approximately 67,000 jobs, generating \$2.6 billion in annual salaries and wages
- The core industry contributes \$774 million in annual taxes and subsidies to Canada's economy
- 35 percent of Canadians went boating last year

The study was conducted by Hickling, Arthurs, Low on behalf of NMMA Canada and in cooperation with the recreational boating industry's national marketing program [Discover Boating Canada](#) and regional marine trade associations across the country.

The complete study will be available for NMMA members to download at [nmma.org](#) or [nmma.ca](#) on June 1<sup>st</sup>, 2013.

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**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](#).

**For photos or interview opportunities with NMMA's Sara Anghel, marine manufacturers, dealers and retailers please contact Sara Verni at [sverni@nmma.org](mailto:sverni@nmma.org).**

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