

hello



+



Buying and owning their first boat

*Why people decide to
enter—and leave—the
boating category.*



+



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



	5	6	7	8	9	10	11	
1	1,986,880	15,077,720	1,298,290	947,610	3,938,680	664,550	1,216,200	2
2	1.00	0.00	1.00	0.00	0.00	1.00	1.00	3
3	0.21	1.00	0.00	1.00	1.00	1.00	1.00	4
4	1.00	0.00	0.00	0.20	0.28	0.49	0.07	5
5	0.00	0.00	0.00	0.00	0.00	0.00	0.00	6
6	0.10	0.00	1.00	0.12	0.09	0.21	1.00	7
7	0.91	0.41	0.50	2.00	1.83	1.70	0.93	8
8	1.00	0.40	0.43	0.00	1.00	0.00	0.87	9
9	1.00	1.00	1.00	1.00	1.00	1.00	1.00	10
10	0.02	0.00	0.15	0.01	0.01	0.08	0.13	11
11	0.00	0.00	0.07	0.00	0.01	0.03	0.06	12
12	0.09	0.77	0.00	0.57	0.46	0.04	0.00	13
13	0.17	0.00	1.84	0.24	0.17	0.47	1.74	14
14	0.03	0.00	0.23	0.02	0.02	0.11	0.21	15
15	1.00	1.00	1.00	1.00	1.00	1.00	1.00	16
16	0.91	0.41	0.50	2.00	1.83	1.70	0.93	17
17	0.09	1.11	0.50	0.00	0.00	0.00	0.14	18
18	0.91	0.41	0.50	1.00	1.00	1.00	0.93	19
19	0.09	0.59	0.50	0.00	0.00	0.00	0.07	20
20	1.00	0.40	0.43	0.00	1.00	0.00	0.87	21
21	1.00	1.00	1.00	1.00	1.00	1.00	1.00	22
22	0.02	0.00	0.25	0.02	0.01	0.04	0.10	23
23	0.00	0.00	0.09	0.02	0.01	0.05	0.09	24
24	0.05	0.00	0.41	0.05	0.03	0.07	0.21	25
25	0.01	0.00	0.06	0.02	0.01	0.02	0.16	26
26	0.01	0.00	0.06	0.03	0.02	0.03	0.21	27
27	0.00	0.00	0.05	0.00	0.00	0.03	0.01	28
28	0.00	0.00	0.10	0.00	0.00	0.01	0.02	29
29	0.02	0.00	0.12	0.01	0.01	0.02	0.13	30
30	0.02	0.00	0.22	0.00	0.01	0.04	0.12	31
31	1.61	0.00	3.43	0.00	0.00	2.74	0.77	32
32	0.19	1.73	0.00	2.96	2.09	3.28	1.87	33
33	1.12	0.00	0.00	0.30	0.31	0.73	0.94	34
34	0.11	0.10	0.06	0.11	0.11	0.10	0.11	35
35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	36
36	0.27	0.00	0.00	0.00	0.00	0.00	0.00	37
37	0.58	0.61	0.64	0.58	0.60	0.61	0.64	38
38	0.08	0.08	0.08	0.08	0.08	0.08	0.08	39
39	0.14	0.18	0.18	0.14	0.17	0.15	0.22	40
40	0.11	0.11	0.11	0.11	0.11	0.11	0.11	41
41	0.23	0.20	0.18	0.18	0.14	0.14	0.24	42
42	0.20	0.18	0.18	0.18	0.14	0.14	0.24	43
43	0.20	0.18	0.18	0.18	0.14	0.14	0.24	44
44	0.20	0.18	0.18	0.18	0.14	0.14	0.24	45
45	0.20	0.18	0.18	0.18	0.14	0.14	0.24	46
46	0.20	0.18	0.18	0.18	0.14	0.14	0.24	47
47	0.20	0.18	0.18	0.18	0.14	0.14	0.24	48
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49	0.20	0.18	0.18	0.18	0.14	0.14	0.24	50
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51	0.20	0.18	0.18	0.18	0.14	0.14	0.24	52
52	0.20	0.18	0.18	0.18	0.14	0.14	0.24	53
53	0.20	0.18	0.18	0.18	0.14	0.14	0.24	54
54	0.20	0.18	0.18	0.18	0.14	0.14	0.24	55
55	0.20	0.18	0.18	0.18	0.14	0.14	0.24	56
56	0.20	0.18	0.18	0.18	0.14	0.14	0.24	57
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146	0.20	0.18	0.18	0.18	0.14	0.14	0.24	147
147	0.20	0.18	0.18	0.18	0.14	0.14	0.2	



They have a
fundamentally
different
experience than
veteran boaters.

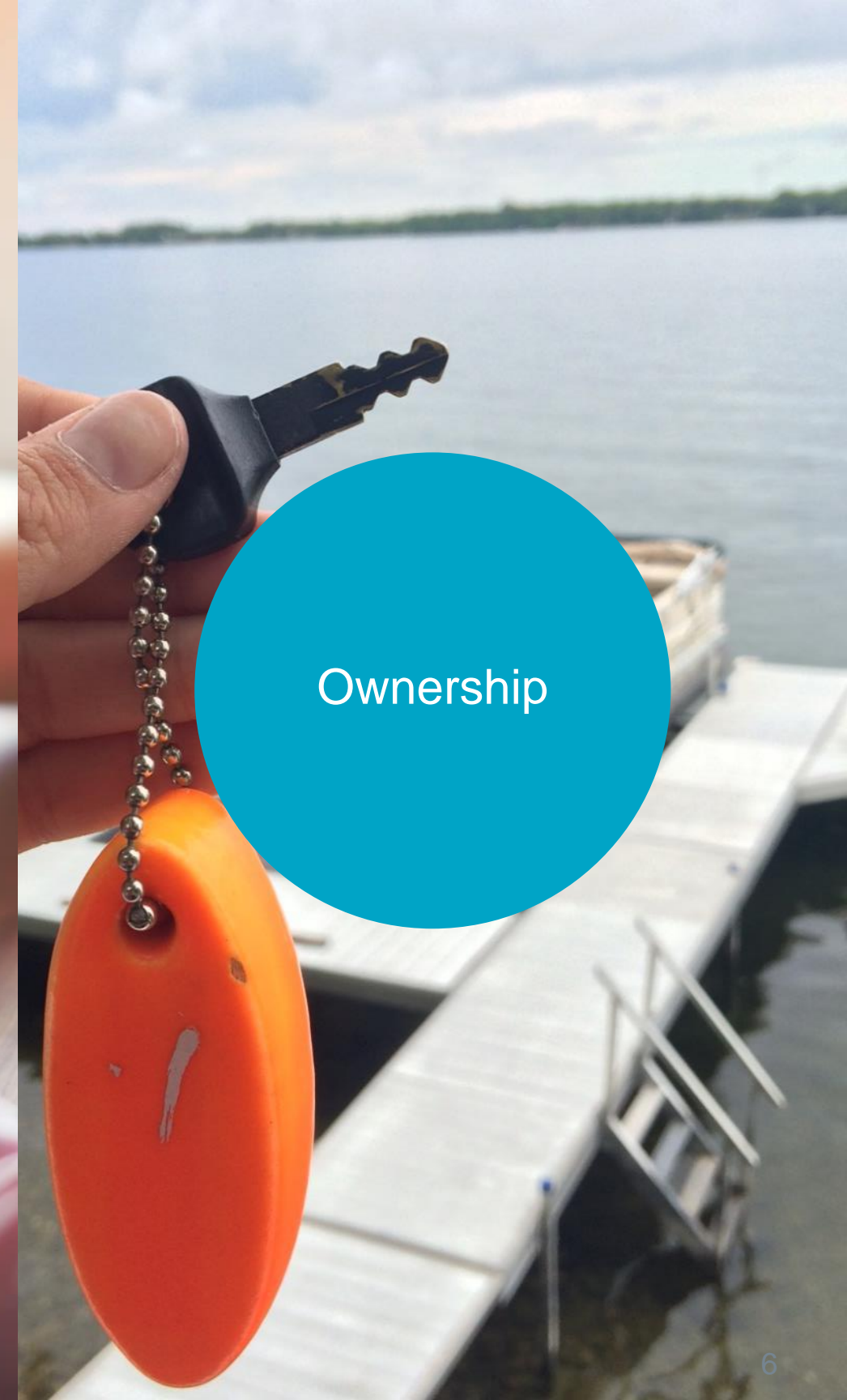




Mindset



Purchase



Ownership



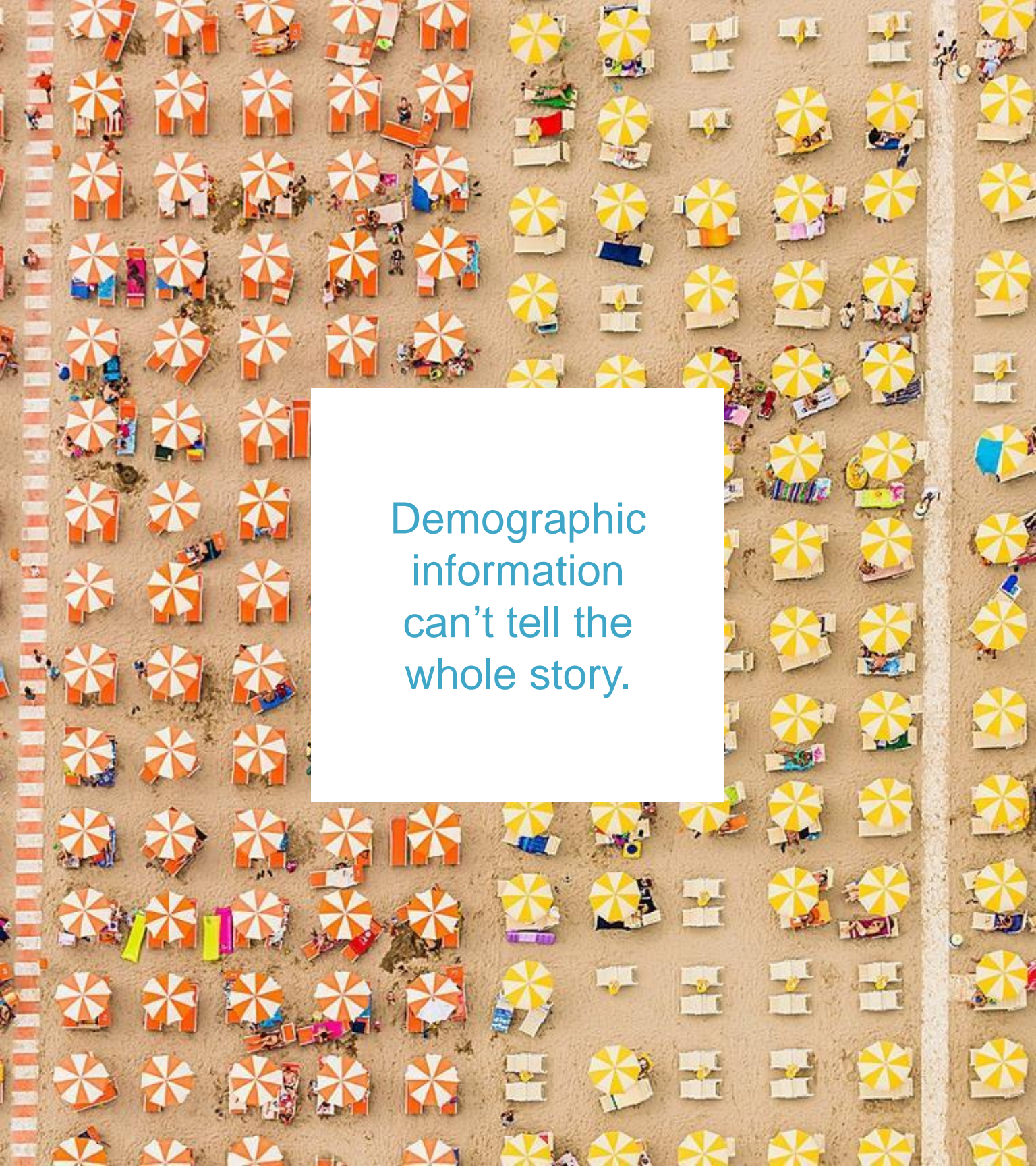
Mindset



Purchase



Ownership



Demographic
information
can't tell the
whole story.



But their
mindset can.



Gear Guys (17%)



Merry Mates (16%)



Luxurious Leisurers (18%)



Water Weekenders (23%)



Seclusion Seekers (12%)



Nautical Natives (14%)



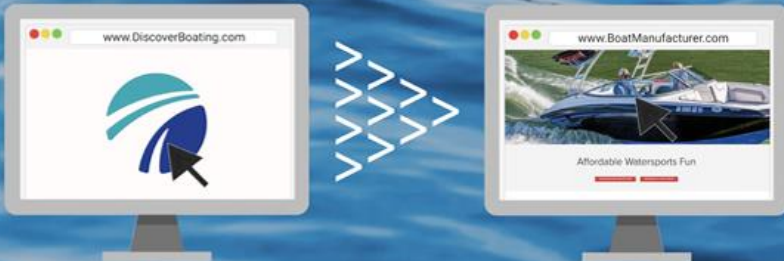
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GROW BOATING

Industry Resource Center

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Grow Boating is an industry-wide effort to promote the boating lifestyle and improve the boating experience to increase participation and ultimately sales of marine products and services.

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Discover Boating Image Gallery

The new Discover Boating Image Gallery allows industry stakeholders to choose from hundreds of boating images to download and incorporate in their marketing efforts.



Access Video Vault on DiscoverBoating.com

Discover Boating's Video Vault provides fresh and informative "how-to" boating lifestyle videos for industry stakeholders to share on their website and social networks.




Promotional Tools You Can Use

Apps, videos, brochures, promotional materials and other interactive tools to help you inform, educate and excite your customers about the boating lifestyle—available at no cost!


Educational Resources

Discover Boating Web Referral Traffic is Helping Your Business



2:40

First-Time Boat Buyer Research



39:16

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- > [Discover Boating Hands On Skills Training Sees Success in Miami](#)



Mindset



Purchase



Ownership



Mindset



Purchase



Ownership

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.



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On average, this takes a year or less.

This journey is filled with emotional ups and downs.

The word cloud contains the following words:

- AWESOME
- WONDERFUL
- DELIGHTED
- INFORMATIVE
- PROUD
- AMAZING
- RELAXED
- EXCITED
- GOOD
- INTERESTING
- COOL
- NICE
- THRILLING
- STRESSFUL
- TIRED
- PRICE
- NEW
- UNIQUE
- CRAZY
- SATISFIED
- EASY
- READY
- OUTDOORSY
- ENGAGING
- IMPATIENT
- DESIGN
- OVERJOYED
- FULLFILLED
- CONFIDENT
- DETAILED
- FINANCING
- RELIEVED
- EXPLORING
- SIMPLE
- SIZE
- RESEARCH
- RELIABLE
- STRONG
- POWER
- QUALITY
- SPEED
- LONG
- BOAT
- FRUSTRATED
- ENERGIZED
- KNOWLEDGABLE
- ENJOYABLE
- CALM
- FAST
- CAREFREE
- CAUTIOUS
- ATTRACTION
- SAIL
- INDEPENDENT
- RESPONSIBLE
- INNOVATIVE
- FULFILLED
- NOSTALGIC
- ACCOMPLISHED
- ADVENTUROUS
- FUN
- PROUD
- QUICK
- SPACE
- WORRY
- FISH
- LIBERATED
- EXITED
- EXCITING
- CHEAP
- HOPEFUL
- EDUCATIONAL
- JOY
- ADVENTEROUS
- HUMBLE
- LUXURY
- DIFFICULT
- JOYFUL
- INCREDIBLE
- WONDERFUL
- WORRY
- SCARY
- UNRELIABLE
- PICKY
- ALIVE
- FEEL
- PEACETIME
- HARD
- WANT
- FRUGAL
- SPECIAL
- EAGER
- MAJOR
- CONFUSED
- EXHILARATED
- TIME
- STYLE



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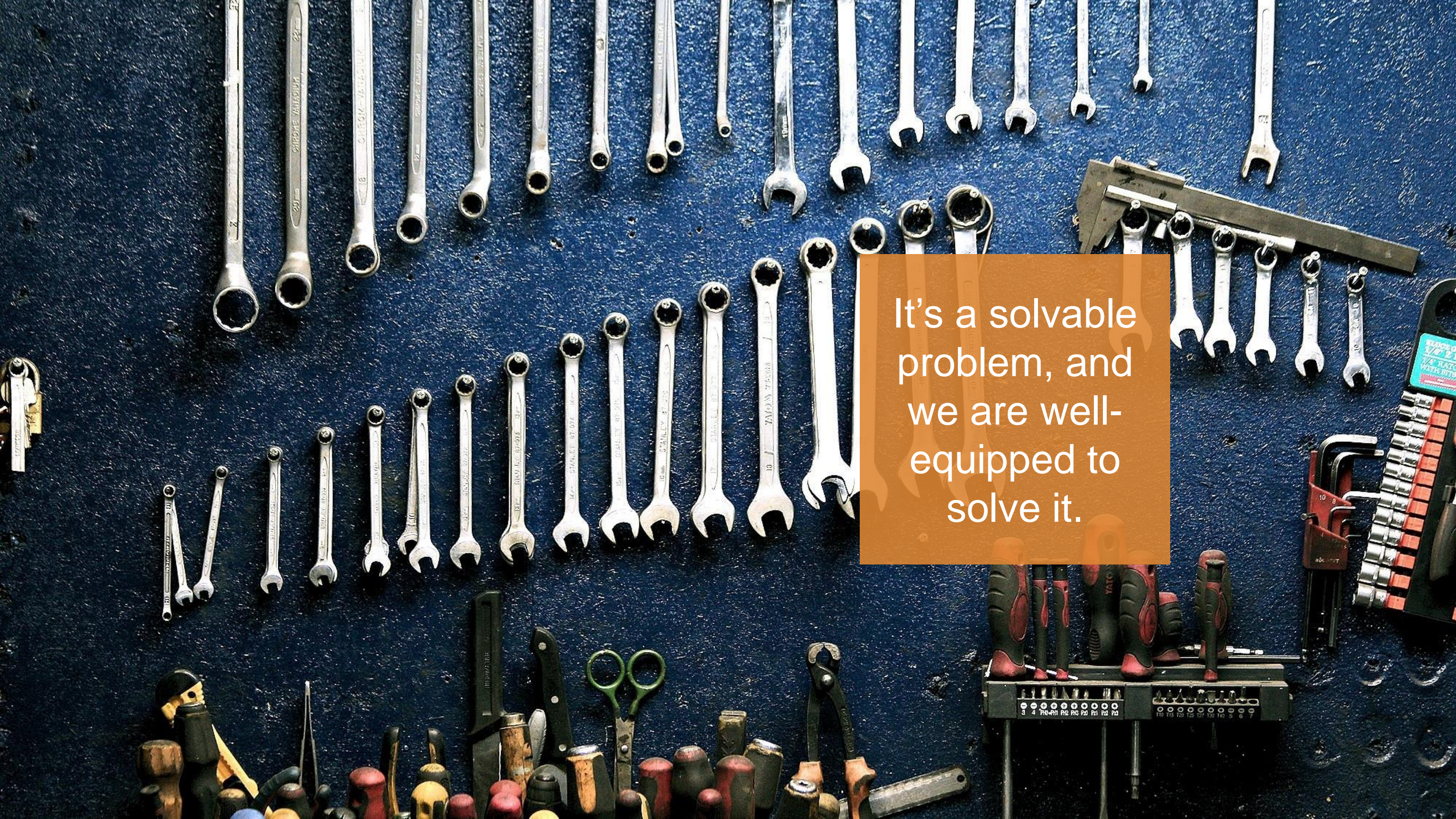
DECIDE

They navigate
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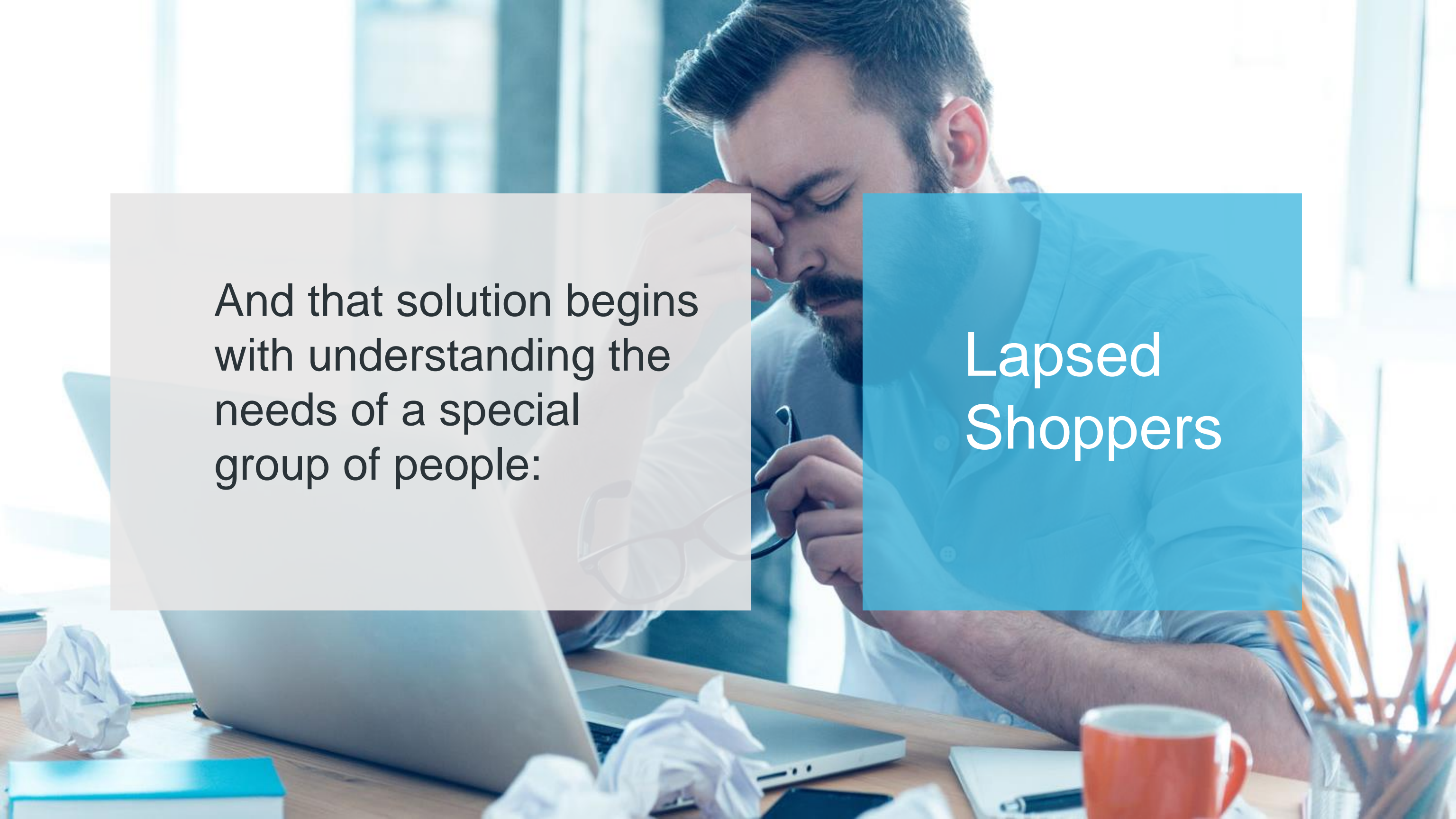
DO

They experience
the joy of
ownership.

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

A top-down view of a collection of tools neatly arranged on a blue, textured surface. The tools include various sizes of open-end and combination wrenches, several screwdrivers with different handle designs, a pair of green-handled scissors, a pair of pliers, and a set of hex keys in a holder. An orange semi-transparent box is overlaid on the right side of the image, containing white text.

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



And that solution begins
with understanding the
needs of a special
group of people:

Lapsed Shoppers

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

Sound familiar?

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

But, lapsed shoppers have been exposed to the fun, and not the care (and costs) required to own a boat.

	Lapsed Shoppers	First-Time Owners
Grew up in a household with access to a boat	39%	51%
Had friends who have access to a boat	66%	44%
Grew up with relatives who owned a boat	63%	49%
Have been on a vacation where boating was a major part of the trip	43%	35%

And they were much more likely to advise other shoppers to “be aware of ongoing costs” and “be willing to spend.”

14%

Lapsed Shoppers

3%

Recent Owners

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're visiting
the dealer
before they are
ready to buy.



49%

Dream stage
Initial research



60%

Decide stage
Actually shopping

They're learning about “the basics” from the dealer.



1. Boat options

What boat to buy, different types of boats, different types of engines, etc.



2. How to own

Ownership responsibilities, trailering, storage, how to drive, etc.



3. Pricing

Financing, how much the boat I want costs, prices of different boats, price difference between models, etc.



4. Cost of ownership

Cost of maintenance, insurance costs, hidden costs, docking costs, storage costs, etc.

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.

A photograph of a pedestrian crossing signal at night. The signal is a large, dark rectangular panel with a white silhouette of a person walking. The person's legs are illuminated with bright red lights. A white circle is overlaid on the right side of the signal, containing the text "Here's how we can help them." in red.

Here's how
we can help
them.



Mindset



Purchase



Ownership



Mindset



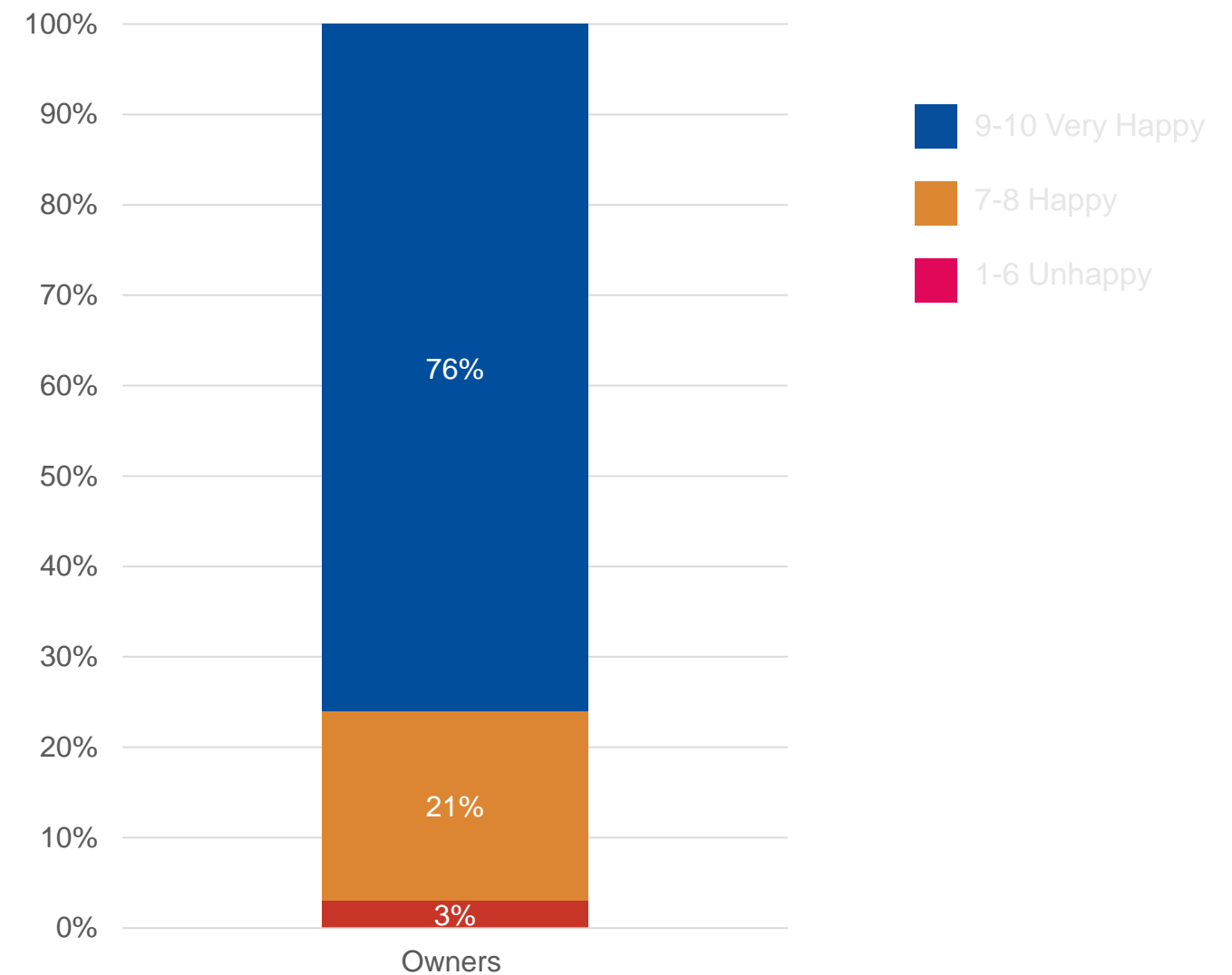
Purchase



Ownership

Overall, the ownership
experience lives
up to their expectations.

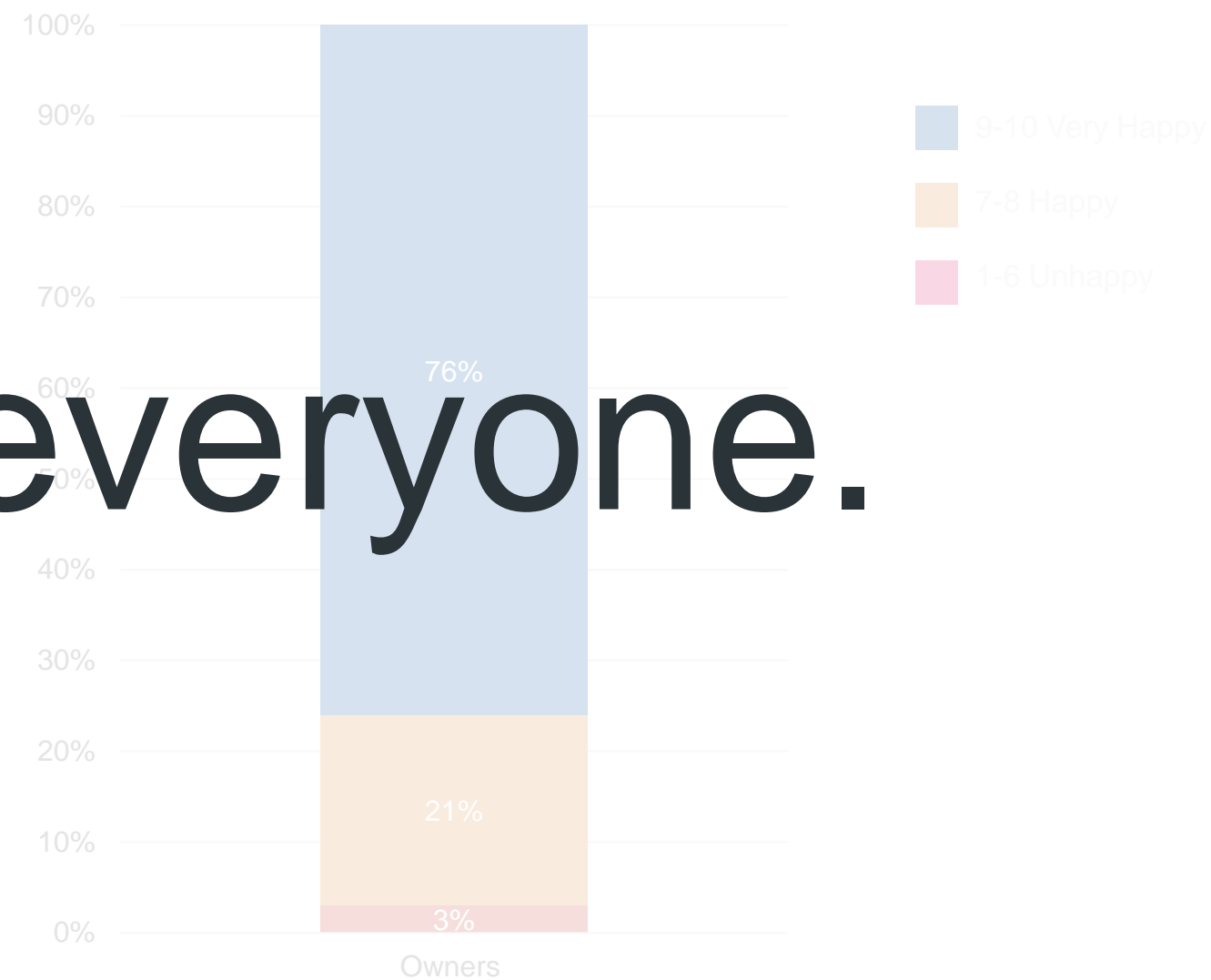
Now that you own your boat, to what extent are you
happy with your purchase?



Overall, the ownership
experience lives
up to their expectations.

But not for everyone.

Now that you own your boat, to what extent are you happy with your purchase?



We talked to
20 first-time boat
owners from each
segment
who sold their boat—
leaving the category
for good.



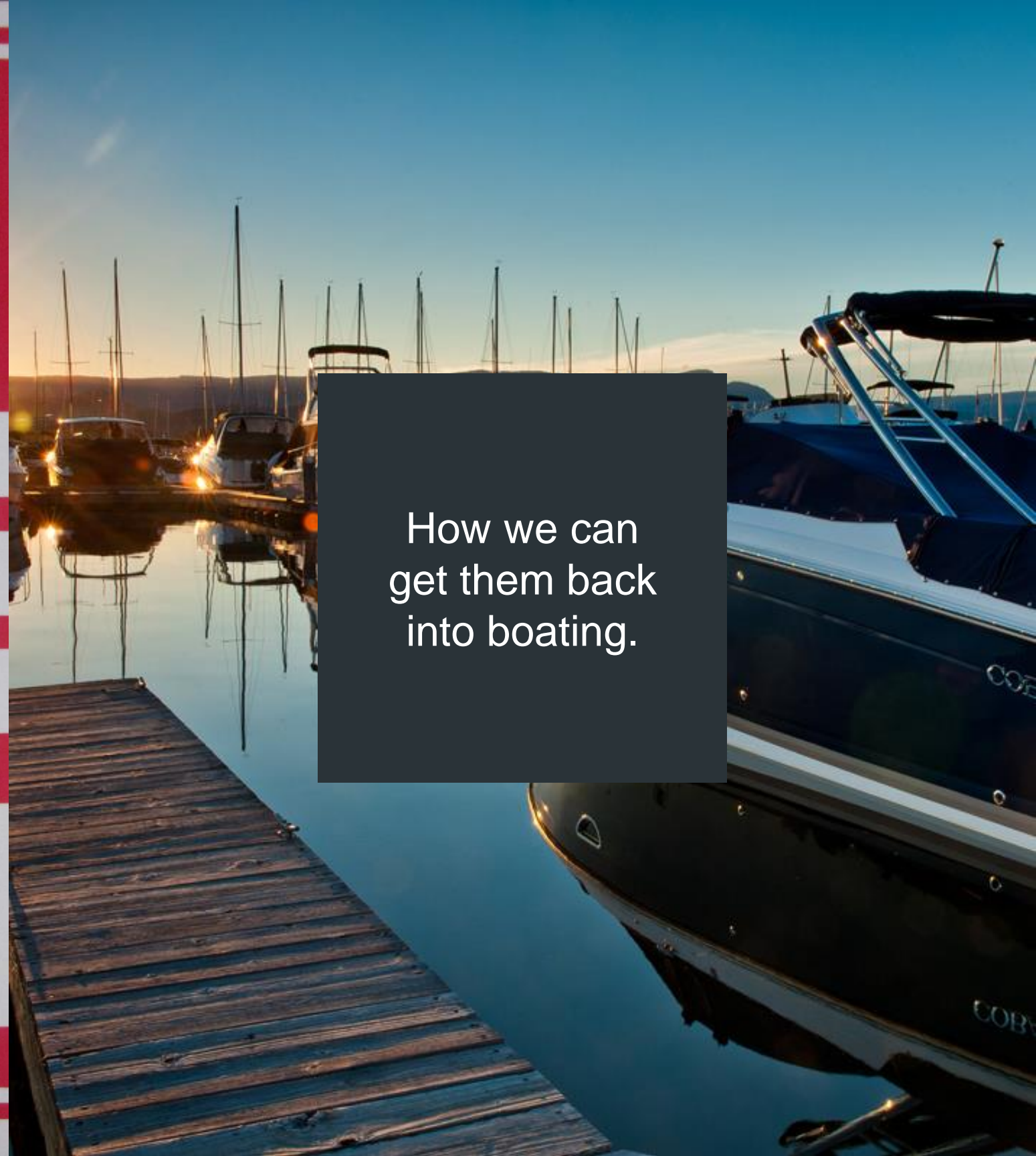
FOR SALE

Here's what
we learned.





Why they
sold their boat.



How we can
get them back
into boating.

Gear Guys



Merry Mates



Luxurious Leisurers



Water Weekenders



Seclusion Seekers



Nautical Natives



Gear Guys



Merry Mates



Luxurious Leisurers



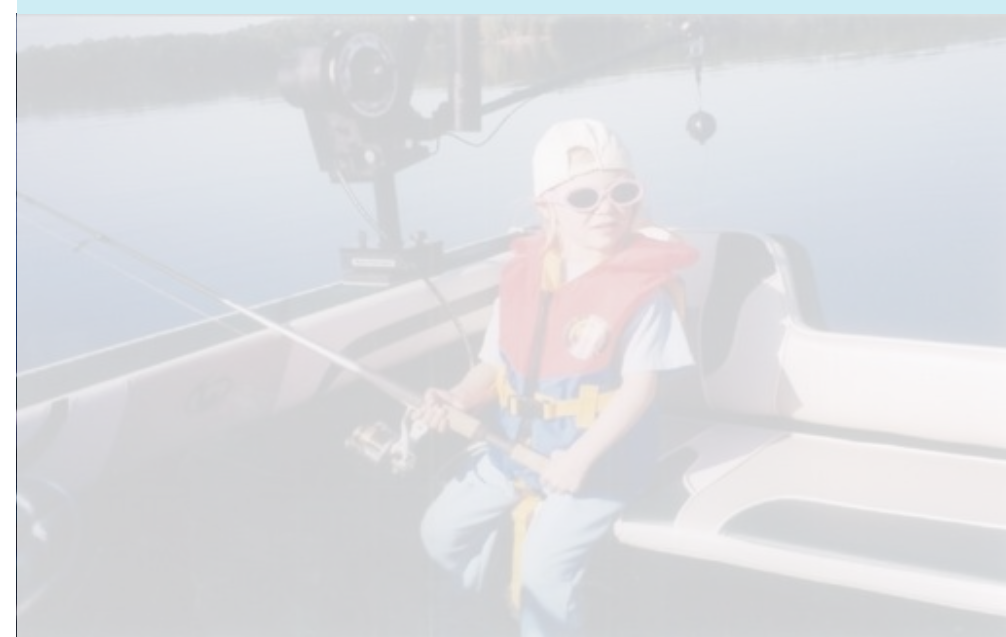
Water Weekenders




Seclusion Seekers



Nautical Natives







“It was an outlet at that time in my life. It’s a once and done thing.”

- *Gear Guy*

Here's why they
sold their boat.



The boat was an obsession
while they owned it.



As time wore on, it became
just another toy.



They moved on to another
hobby.

Here's how we can
bring them back
to boating.



They'll get excited about other
types of boats (e.g. PWC,
sailboat, etc.)

Gear Guys



Merry Mates



Luxurious Leisurers



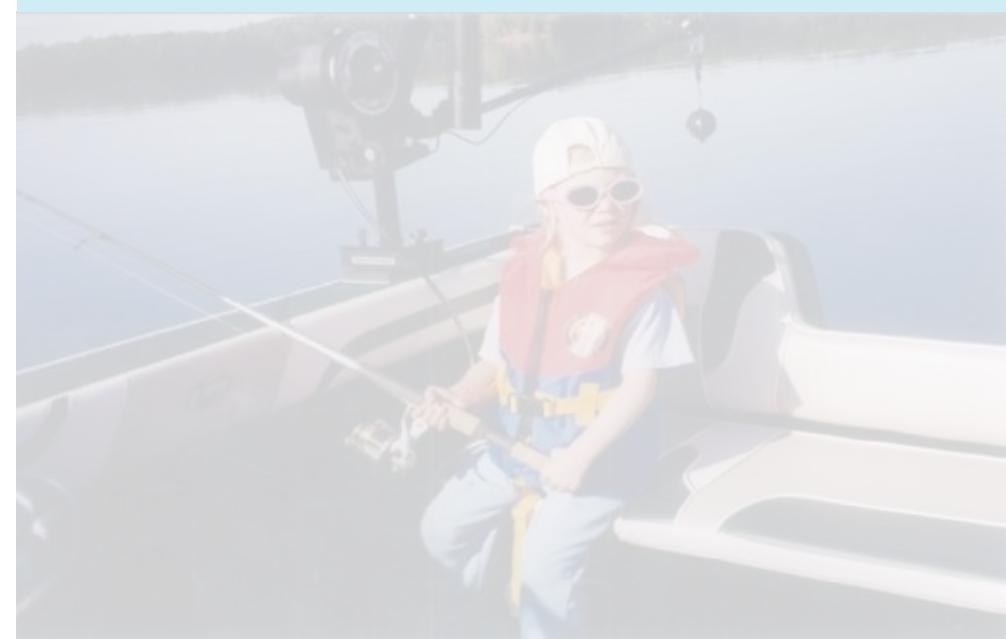
Water Weekenders



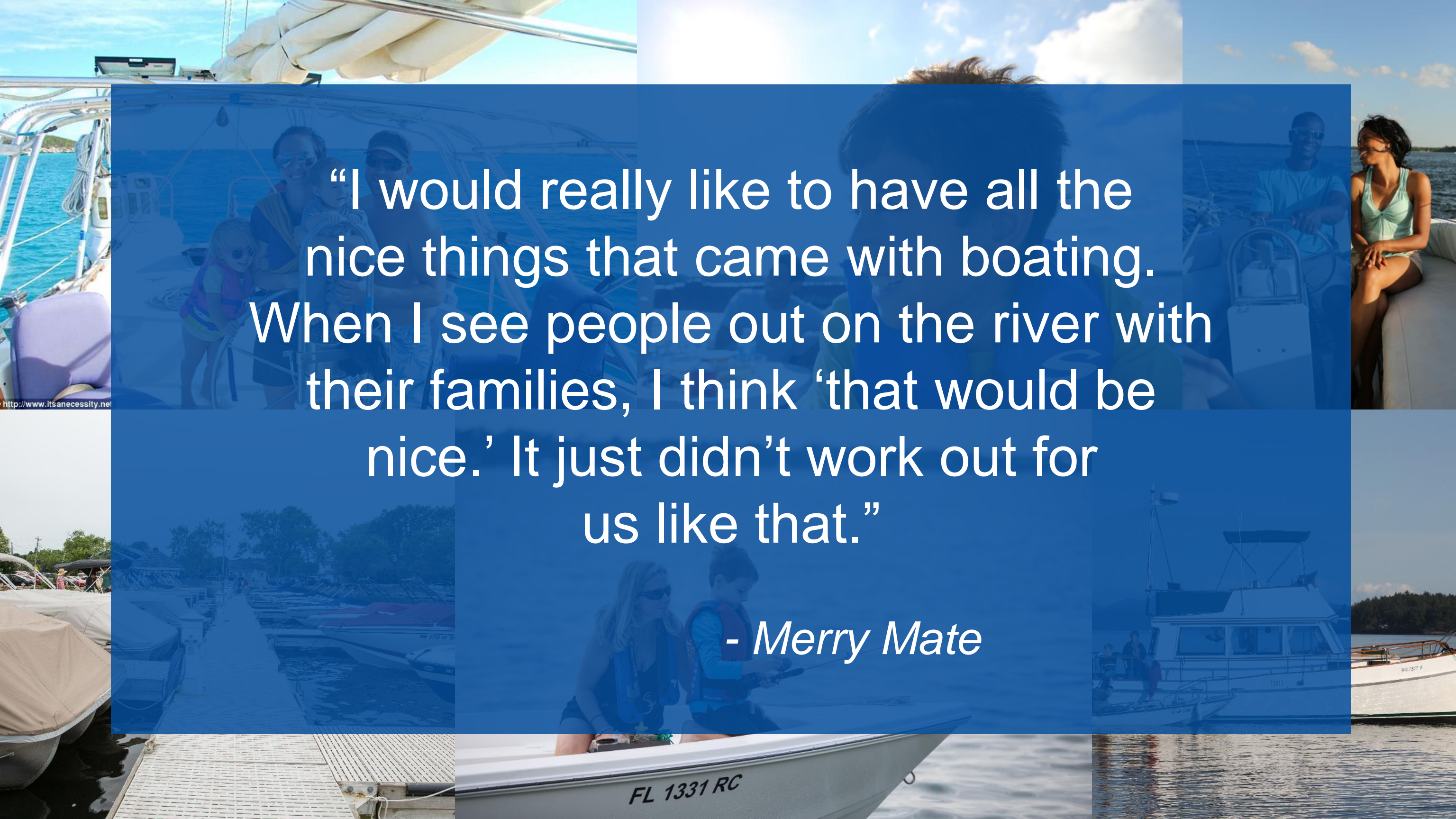
Seclusion Seekers



Nautical Natives







“I would really like to have all the nice things that came with boating. When I see people out on the river with their families, I think ‘that would be nice.’ It just didn’t work out for us like that.”

- Merry Mate

Here's why they
sold their boat.



They were never the primary
advocates for the boat.



What the boat offered their
family was outweighed by the
hassle of it.



This group was the most
“relieved” by the sale.

Here's how we can
bring them back
to boating.



Co-ownership so responsibilities can be shared is important.



Boat clubs were an attractive option to this group.



All-inclusive maintenance package are a great option for those who can afford it.

Gear Guys



Merry Mates



Luxurious Leisurers



Water Weekenders

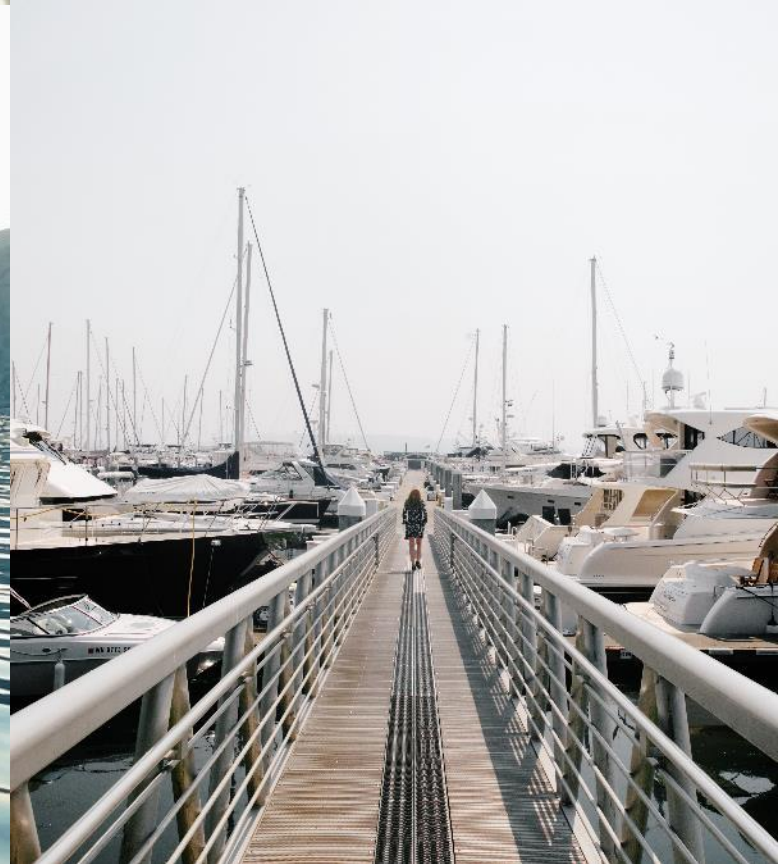


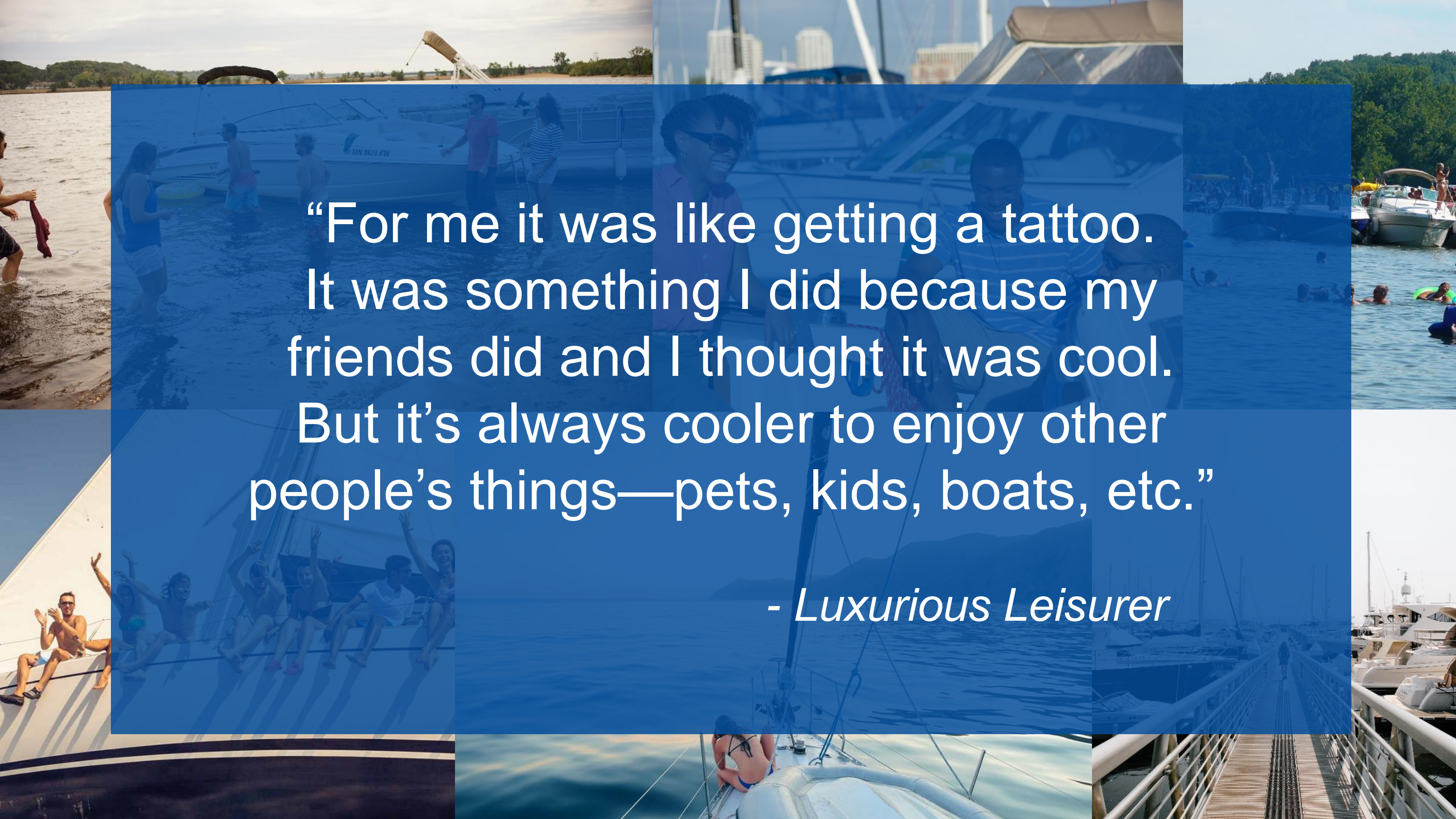
Seclusion Seekers



Nautical Natives





A collage of images related to boating and water recreation. The central part of the image is a large blue rectangle containing white text. Surrounding this rectangle are several smaller images: a person jumping into the water on the left, a boat with people on the water in the top left, a woman smiling on a boat in the top center, a man on a boat in the top right, a group of people swimming in the water on the right, a group of people on a boat in the bottom left, a person on a boat in the bottom center, and a marina with many boats in the bottom right.

“For me it was like getting a tattoo.
It was something I did because my
friends did and I thought it was cool.
But it’s always cooler to enjoy other
people’s things—pets, kids, boats, etc.”

- *Luxurious Leisurer*

Here's why they
sold their boat.

**FOR
SALE**



It was an impulse buy that they didn't think through.



It was a cool status symbol to show off at their life-stage, but it got old.



The boat competed with other expensive things they could buy or invest in.



Cost and upkeep were frustrating annoyances, not burdens.

Here's how we can
bring them back
to boating.



They need variety and share-worthy experiences.



All-inclusive ownership and maintenance packages are attractive to this group.



They need continually fresh ways to take pride in boat ownership. Clubs just aren't for them.

Gear Guys



Merry Mates



Luxurious Leisurers



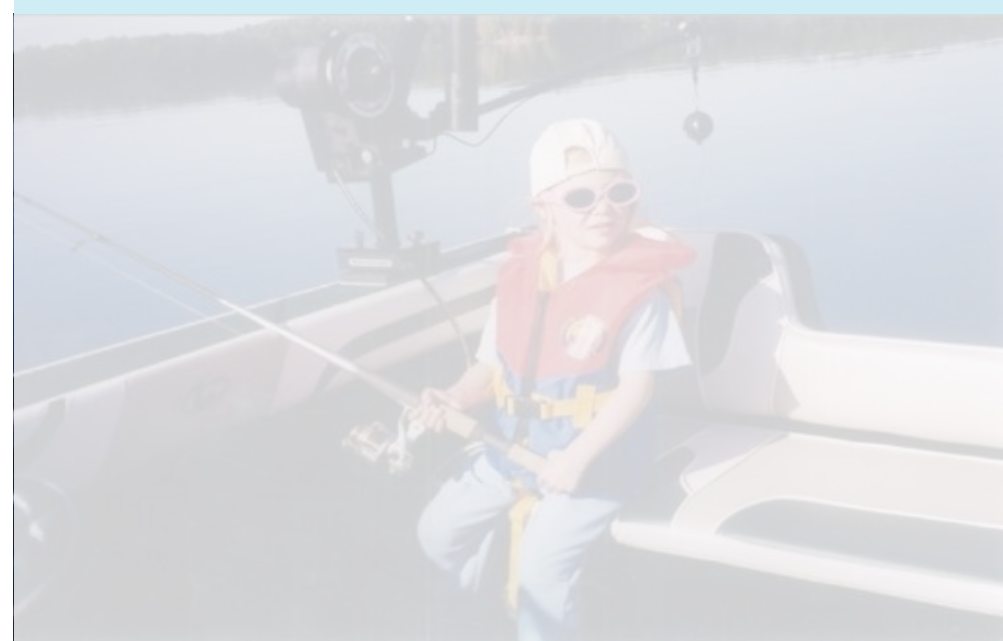
Water Weekenders



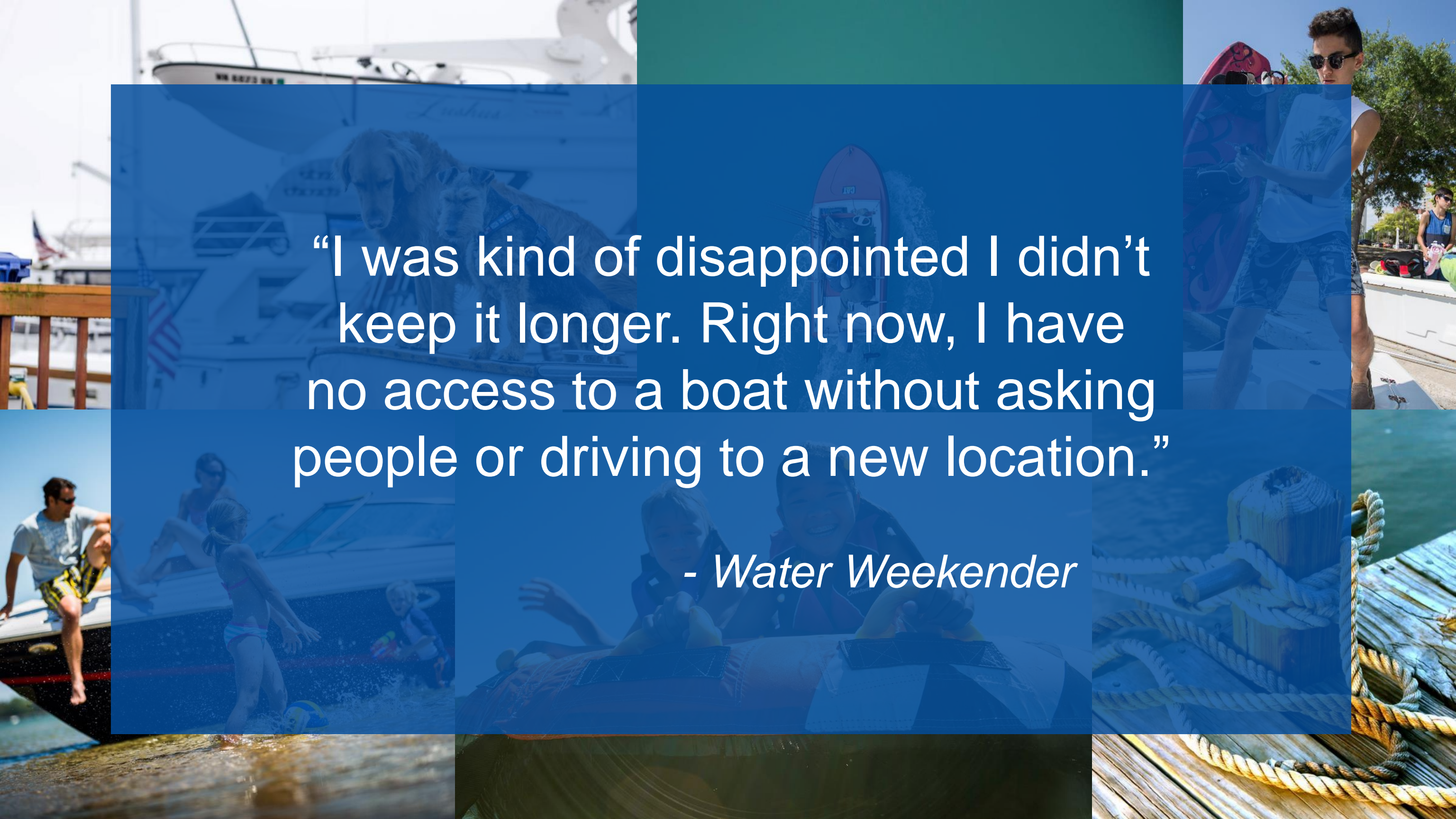
Seclusion Seekers



Nautical Natives





A collage of summer water activities. The background features a blue semi-transparent overlay with white text. The collage includes: a dog on a boat, a person with a surfboard, people swimming, and children on a boat.

“I was kind of disappointed I didn’t keep it longer. Right now, I have no access to a boat without asking people or driving to a new location.”

- Water Weekender

Here's why they
sold their boat.

**FOR
SALE**



An unexpected life event
forced them to sell.



They loved their boat and miss
it—but they have found new
ways to get on the water.



They just weren't getting
enough use out of the boat to
justify owning one.

Here's how we can
bring them back
to boating.



Until they are ready to buy again, boat clubs are an attractive option.



They may purchase again if their circumstances change.



Co-ownership with a family member would also be a possibility.

Gear Guys



Merry Mates



Luxurious Leisurers



Water Weekenders



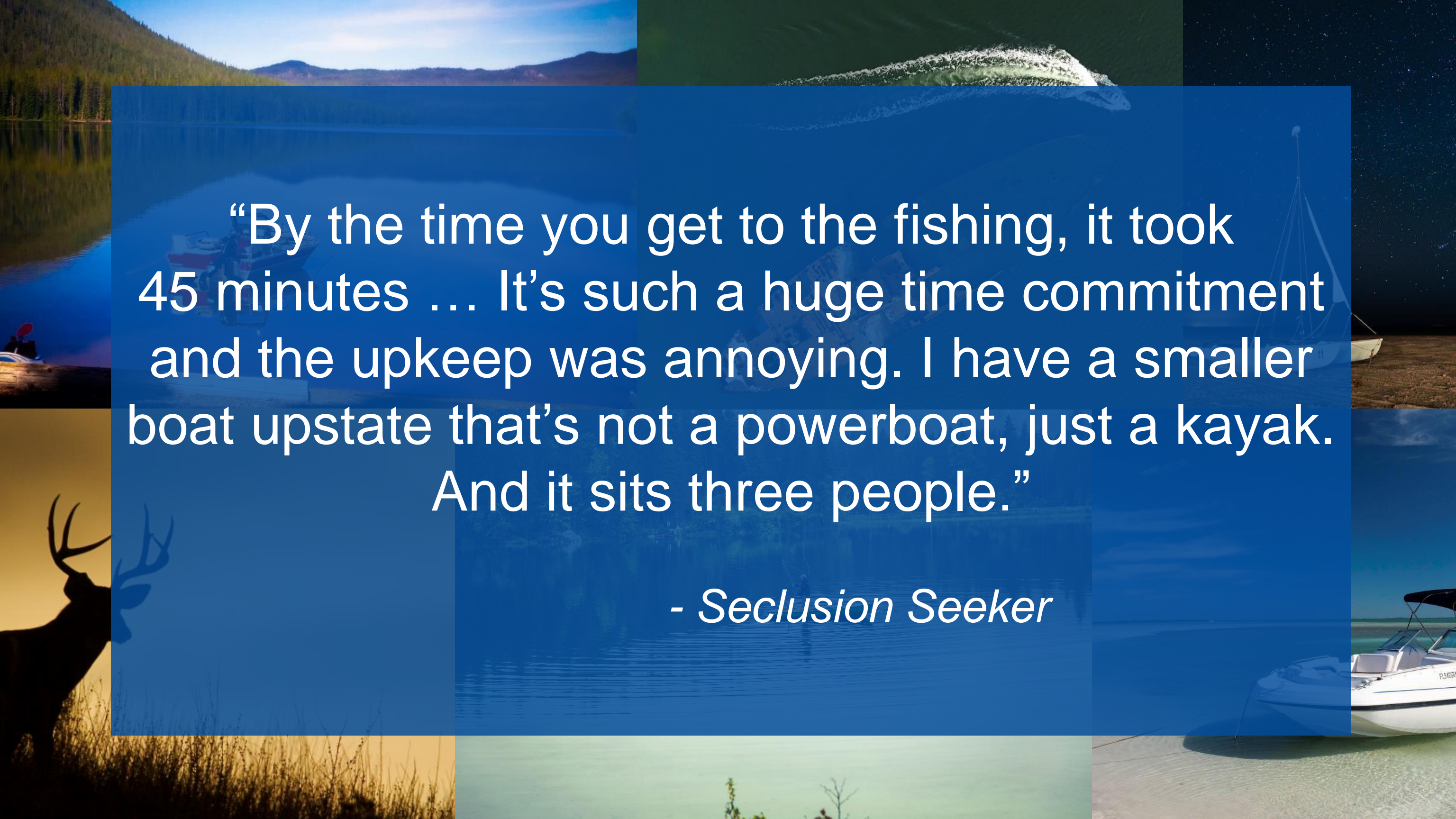
Seclusion Seekers



Nautical Natives





A collage of nature and outdoor recreation images. The background features a large blue semi-transparent rectangle with white text. Surrounding this rectangle are various images: a lake with mountains in the distance, a boat on water, a deer silhouette, a sunset, and a boat on a beach.

“By the time you get to the fishing, it took 45 minutes ... It’s such a huge time commitment and the upkeep was annoying. I have a smaller boat upstate that’s not a powerboat, just a kayak. And it sits three people.”

- *Seclusion Seeker*

Here's why they
sold their boat.

**FOR
SALE**



There are more convenient ways to access seclusion than on a boat.



They prioritize speed of escape from the moment they leave their home.



The upkeep was a barrier to getting away.



The personal benefit of a powerboat is often the same as that of a kayak or canoe.

Here's how we can
bring them back
to boating.



If they end up buying
again, this group will
likely downsize.



Low maintenance boats will
be key for this group.



We need to help them find the
quickest way to get out on the
water.

Gear Guys



Merry Mates



Luxurious Leisurers



Water Weekenders



Seclusion Seekers



Nautical Natives







“One day, I would like to get back into
it ... I would love to have one.”

- Nautical Native

Here's why they
sold their boat.

**FOR
SALE**



There was a life change that made them evaluate their priorities.



They are trying to figure out where boating fits into their life today.



They were more likely to reminisce about the good rather than dwell on the frustrations.

Here's how we can
bring them back
to boating.



Boating is a part of their lives,
not a phase. They'll be back—
eventually.



Get them out on the water—it'll
remind them of why they want
to (re)buy.



Help them see how
boating could fit into
their lives today.

Gear Guys



Merry Mates



Luxurious Leisurers



Water Weekenders



Seclusion Seekers



Nautical Natives





Mindset



Purchase



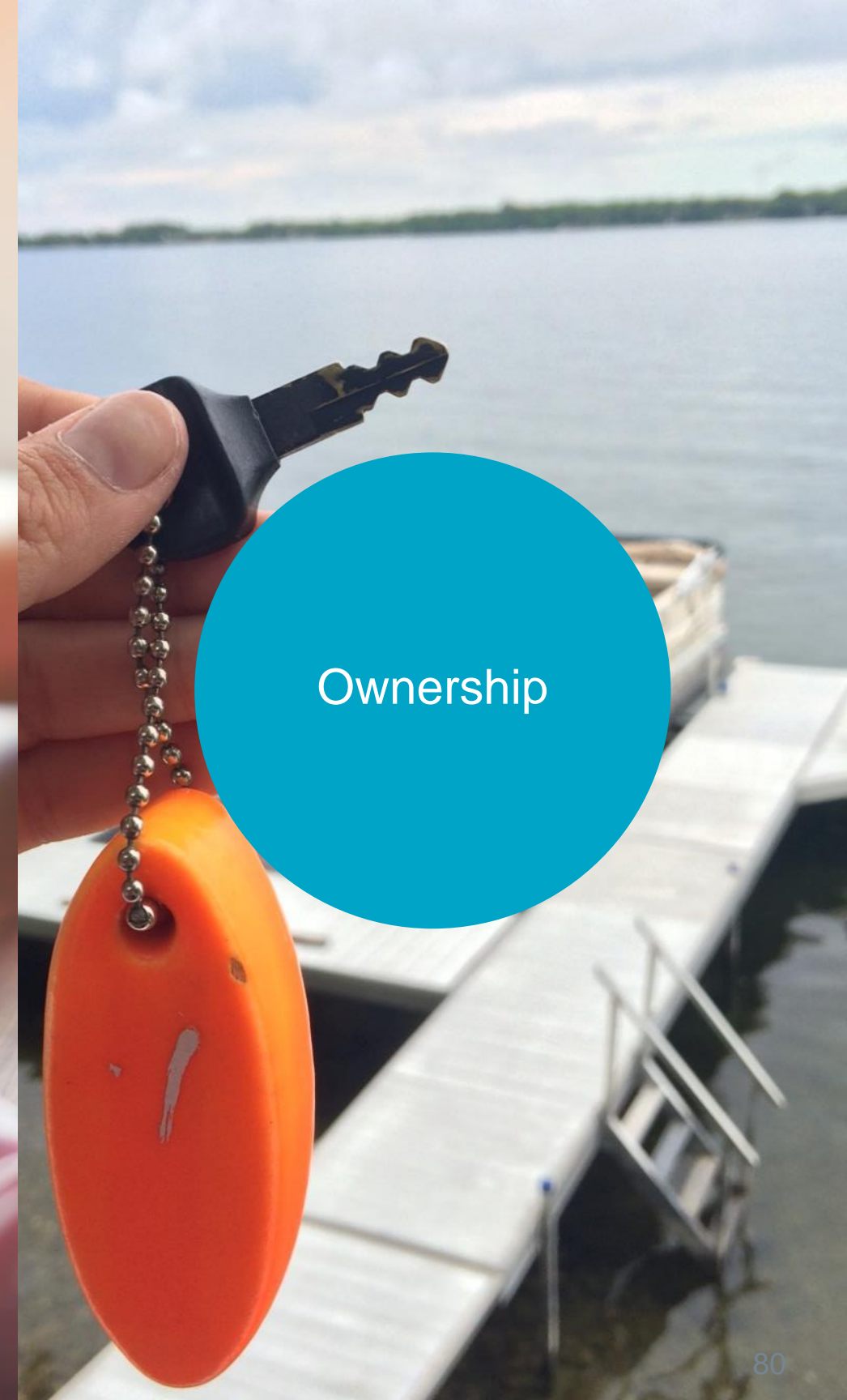
Ownership



Mindset



Purchase



Ownership

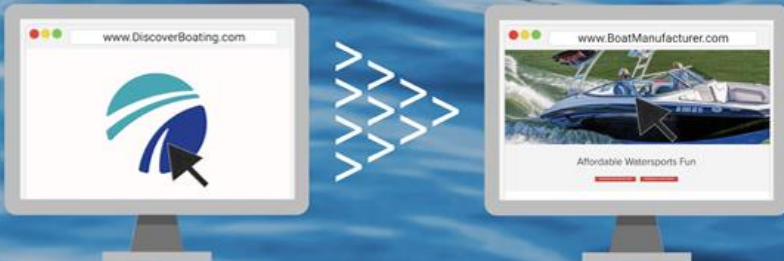
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An aerial photograph of a large number of small, white and blue boats scattered across a dark blue body of water. The boats are of various sizes and are arranged in a way that they appear to be floating randomly. The text "Thank you!" is overlaid in a large, light blue, sans-serif font in the center of the image.

Thank you!