

TOPLINE ECONOMIC & DEMOGRAPHIC STATISTICS

\$5.6B GDP Impact

\$10B Total Revenue

75,434 Jobs

4,800 Businesses

Propelling
the Canadian
Economy *Forward*

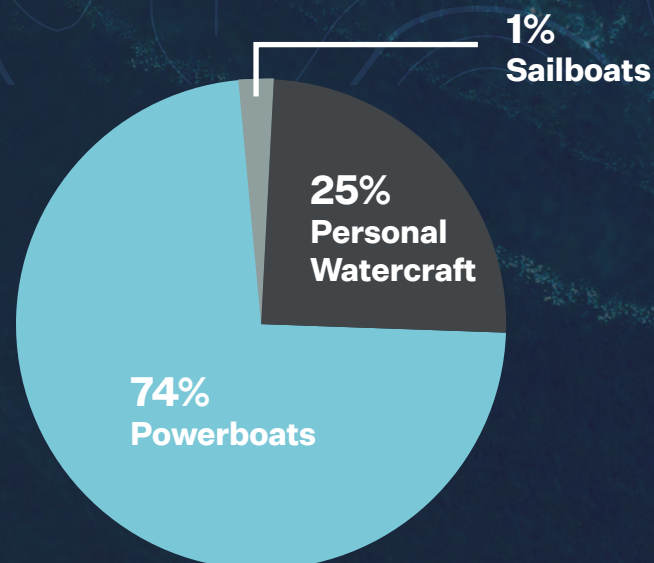
CANADIAN RECREATIONAL BOATING STATISTICS

59% of boat owners
have a household income
of less than \$100K

12.4M adult
Canadians participated
in recreational boating
in 2015

>85% of boats in
Canada are under 26 feet
and towable

8.6M estimated
recreational boats
in Canada



Outdoor Recreation Drives Canada's Economy

\$52.1B TOTAL REVENUES

\$26B ECONOMIC ACTIVITY

473K JOBS

#1 CONTRIBUTOR BOATING & FISHING

The collective outdoor recreation industry is conservatively estimated to produce \$26 billion in economic activity for Canada each year, generating an estimated 472,713 direct jobs, \$7.1 billion in taxes and \$52.1 billion in total revenues.

Canada's mounting multi-billion-dollar deferred maintenance and repair backlog at national and provincial parks negatively impacts local communities, visitor access and enjoyment, and safety on public lands and waters.



TOP 5 BOATING ACTIVITIES



FISHING



ENTERTAINING



NATURE OBSERVATION



SIGHTSEEING



SWIMMING

STRENGTHENING RECREATIONAL BOATING BUSINESS

Robust Canadian Manufacturing

Support tax and fiscal policies that promote competitiveness, investment, innovation, and job creation

Provide economic relief to small and mid-sized businesses to keep workers on payroll and sustain operations during the COVID-19 pandemic

Address the marine industry workforce shortage by supporting technical, vocational, and apprenticeship programs



Conservation, Environment, and Climate Change

Stop and reverse the spread of aquatic invasive species (AIS) through enhanced public funding and federal-provincial coordination

Address water quality needs and the impacts of harmful algae blooms on marine ecosystems and surrounding communities

Secure increased funding for federal Great Lakes Protection Initiative to prevent AIS, reduce nutrient runoff, and restore natural habitat

Ensure a robust supply of lower-biofuel blends (e.g. E10) and raise consumer awareness on the damaging effects of E15 on boat and other engines

In harmony with the United States, impose a federal ban on the use of E15 in marine engines

\$5.5B

economic losses and
direct costs linked to
16 AIS species

75-95%

in reduced engine
emissions since 2000

40%

in fuel efficiency since 2000



Recreational Fishing

Support reasonable and responsible access to recreational sportfish, including chinook salmon on the West Coast (British Columbia)

Acknowledge recreational fishing's outsized economic impact and environmental benefits in ocean conservation measures

\$8.3B total annual spending
by anglers

TOP 5 outdoor activities
include fishing

Outdoor Recreation Infrastructure

Prioritize federal water infrastructure projects and ensure recreation is recognized as an economic benefit

Rebuild and expand Canada's outdoor recreation infrastructure and tackle the deferred maintenance backlog at national parks

Free & Fair Trade

Oppose Section 232 aluminum and steel tariffs and retaliatory tariffs by Canada

Negotiate post-Brexit trade agreement with the United Kingdom that addresses technical barriers to trade and regulatory cooperation

\$212.5M annual
exports (2018)

OPPOSE tariffs
& countermeasures

NEGOTIATE post-Brexit trade deal
with UK that's equal or
better than Canada-EU
free trade agreement

THE NATIONAL MARINE MANUFACTURERS ASSOCIATION (NMMA) IS THE NATION'S LEADING TRADE ASSOCIATION REPRESENTING BOAT, MARINE ENGINE AND ACCESSORY MANUFACTURERS. COLLECTIVELY, NMMA MEMBERS MANUFACTURE AN ESTIMATED 80 PERCENT OF MARINE PRODUCTS USED IN NORTH AMERICA. NMMA IS A UNIFYING FORCE AND POWERFUL VOICE FOR THE RECREATIONAL BOATING INDUSTRY, WORKING TO STRENGTHEN AND GROW BOATING AND PROTECT THE INTERESTS OF ITS MEMBER COMPANIES.