

Boating In Michigan



3rd

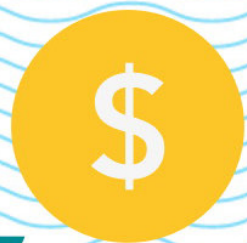
Largest Marine Market in the country

\$7.4 Billion
total annual economic impact



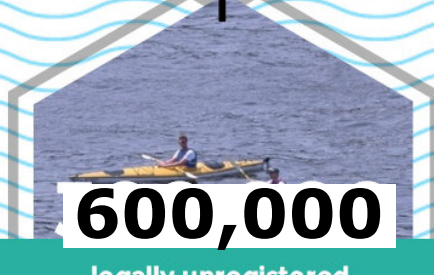
905,000

recreational boats
in the state



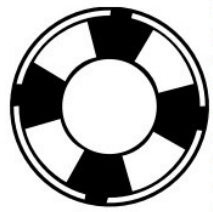
\$835 MILLION

Annual retail sales of
new boats, engines &
Marine accessories in MI



600,000

legally unregistered
boats (canoe/kayak)



Marine
Infrastructure

- 11,000 Inland Lakes
- 39,746 marine jobs
- 157 manufacturers
- 1,404 marine businesses
- 1,300 Public Access Sites

1,505,000
Boats in
Michigan!



#3 in boating registrations, but rated one of the safest boating records in the country, making Michigan a very safe place to boat.



With more species of fish than any other state & world renowned bass fisheries - Michigan has a thriving fishing industry



95% of boats sold in America are made in America



85% of boats in Michigan are under 26' and towable

The Average household income for boat owners in MI is less than \$100k



50% of MI's
population
participate in
boating!