

The Experience Economy Hits the Water

26%

OF U.S. ADULT SURVEY RESPONDENTS BOOKED A DAILY OR HOURLY BOAT RENTAL IN THE PAST YEAR

Daily rentals are the most popular marine activity — a prime opportunity for marinas to capture new customers.

1 IN 5

PLAN TO RENT BOATS THIS SUMMER.

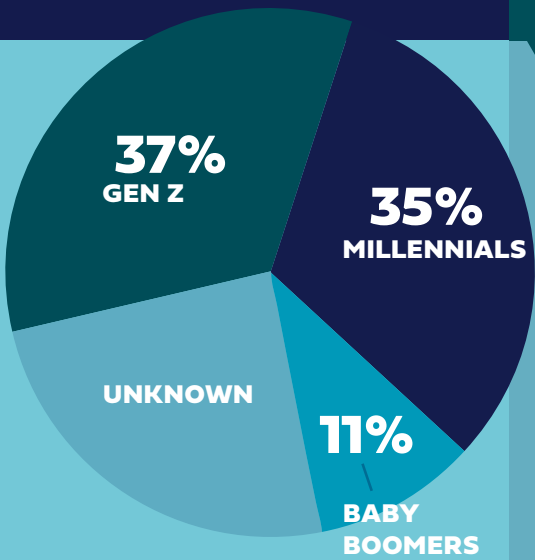
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U.S. RECREATIONAL BOATING ECONOMIC IMPACT.

► Daily rentals = high demand, high margin revenue stream.

Who's Renting?

► 72% of renters are Gen Z + Millennials — digital-first and experience driven.



Premium Experiences on the Rise

28% & 24%
GEN Z & MILLENNIALS

PLAN TO BOOK IN THE NEXT 3-6 MONTHS.

Interest is rising fastest among Gen Z (28%) and Millennials (24%) — making premium offerings a high growth revenue stream.

► Limited supply + high intent = prime opportunity.

Digital Booking Dominance

THE DEFINITIVE #1 BOOKING SOURCE FOR GEN Z & MILLENNIALS IS ONLINE.

Younger guests overwhelmingly prefer to reserve slips, rentals, and other marina services digitally, while older generations may still lean on phone calls and walk-ins.

► Modern websites + mobile booking are a must.

Guest Tech Expectations

78% expect high-speed Wi-Fi.

64% prefer SMS updates.

55% expect digital check-in (31% prefer).

34% prioritize the ability to instantly see and book open times or slips online (43% Gen Z, 41% Millennials say it's a top priority).

NOTE: While most prefer to book online not all marinas currently offer real time availability.

► Reliable Wi-Fi + SMS = happier guests.

What Matters Most at the Marina

47%
CONVENIENCE

36%
CLEAN FACILITIES

30%
SECURITY

► Guests will pay more for easy access, spotless spaces, and peace of mind.