

# Marina Trends Survey 2016

The **Association of Marina Industries (AMI)** and **Marina Dock Age Magazine** partnered to present the Marina Trends Survey 2016 report. This is the sixth year of this coordinated effort that is aimed at gathering information to give an overview of the current state of the marina industry in the United States.

AMI and Marina Dock Age released the survey in October and November 2016 using direct email, press releases and articles. We received 356 responses from marinas — our largest response ever.

**In what state is your facility located?**

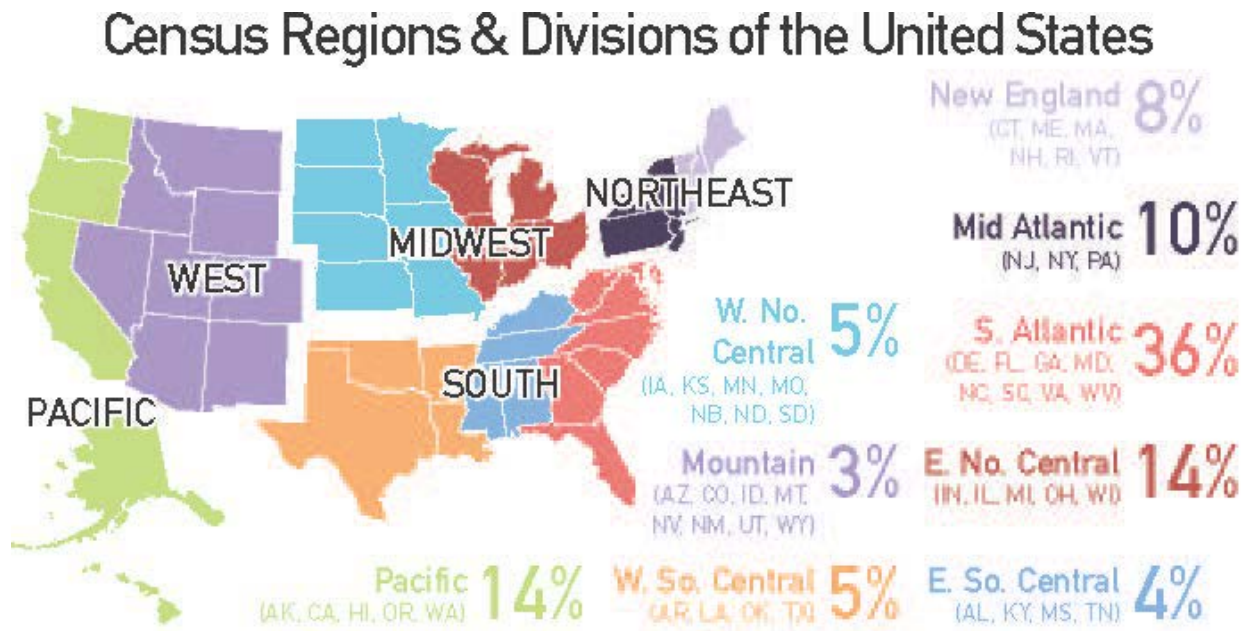


Figure 1 - Marinas on the East Coast represented 54% of responses, with a majority of those from the South Atlantic.

## Marina Demographics

This section provides information on the marinas that completed the survey, including facility location, waterbody type, facility type, ownership, and facility size and age.

### In what region is your facility located?

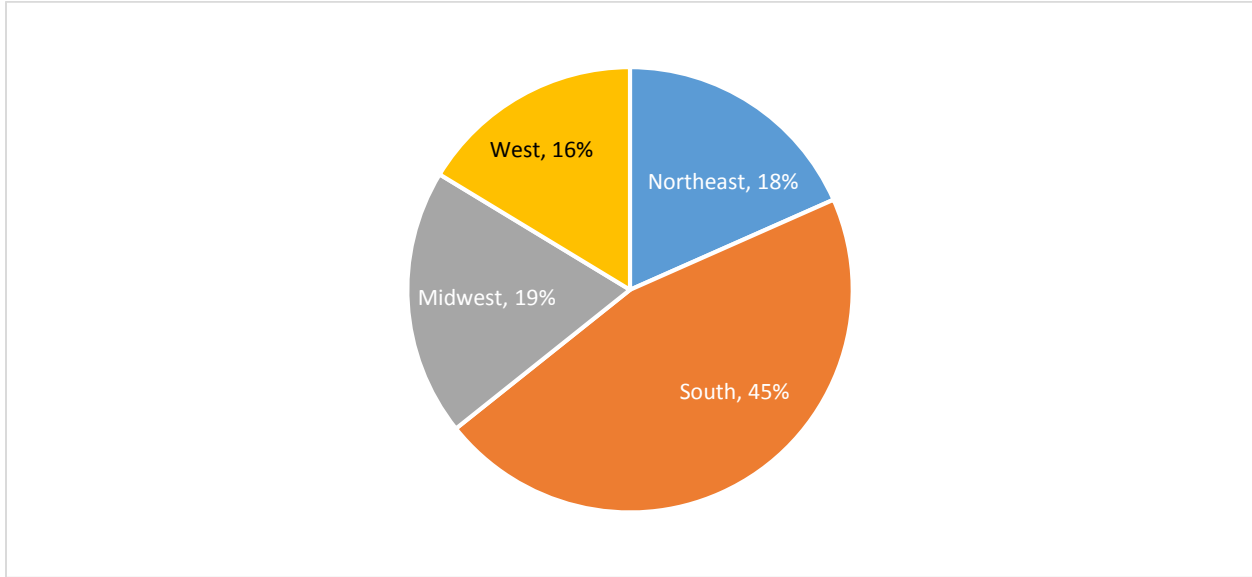


Figure 2 - Of the marinas that responded, 45% are in the South.

### On what type of waterbody is your facility located?

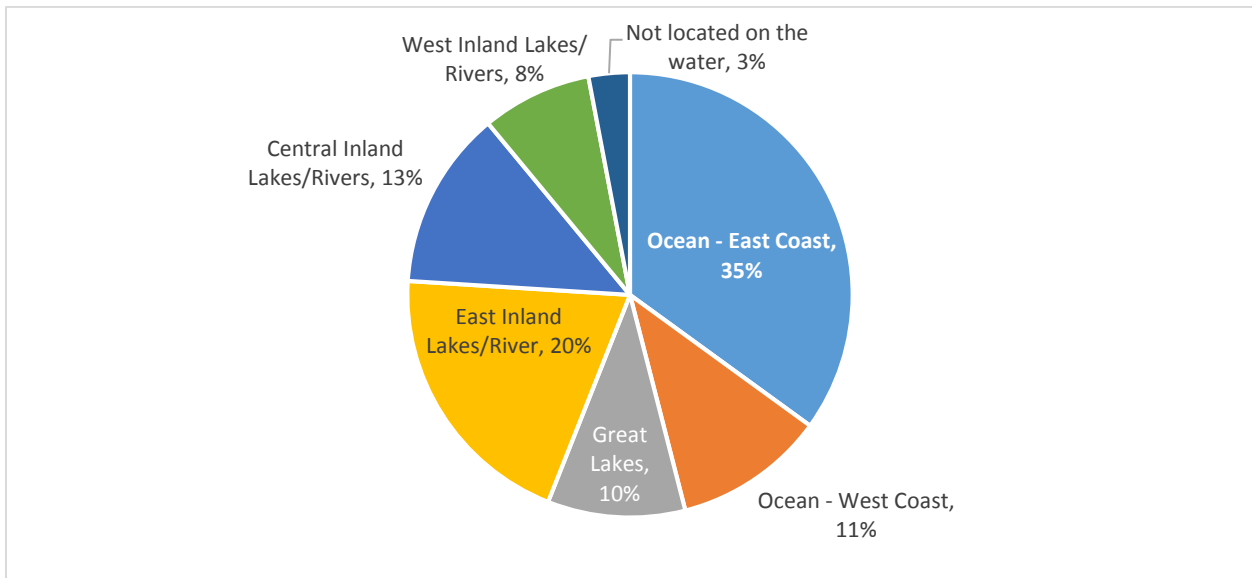


Figure 3 – Of the marinas that responded, 56% are located on an ocean or the Great Lakes, while 41% are located on inland lakes and rivers and 3% are not located on the water.

### How would you identify your facility?

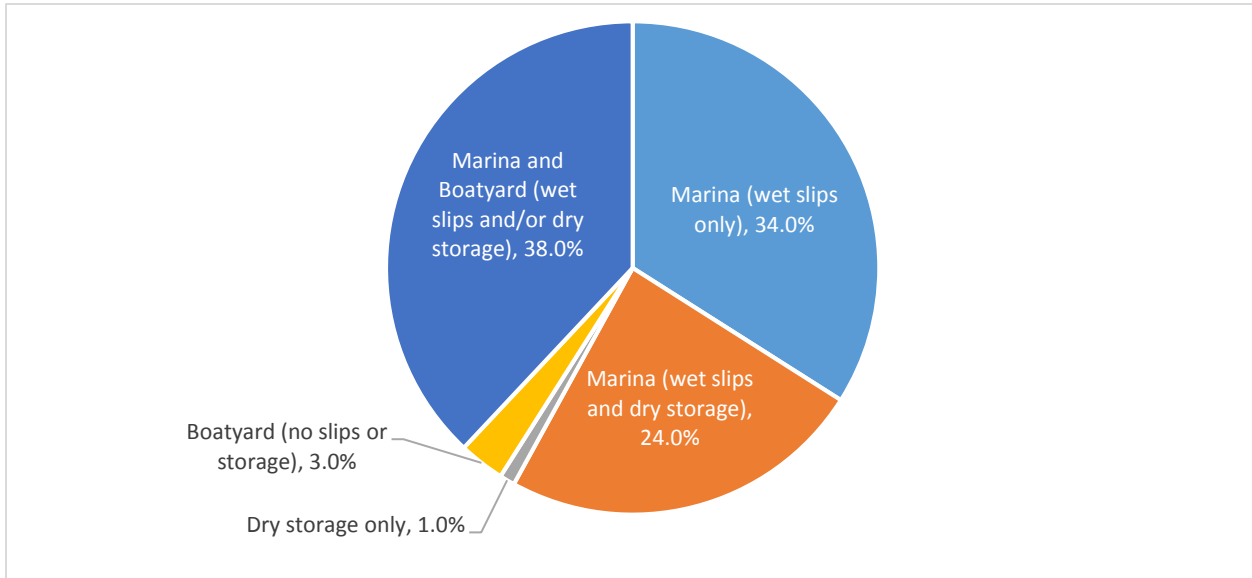
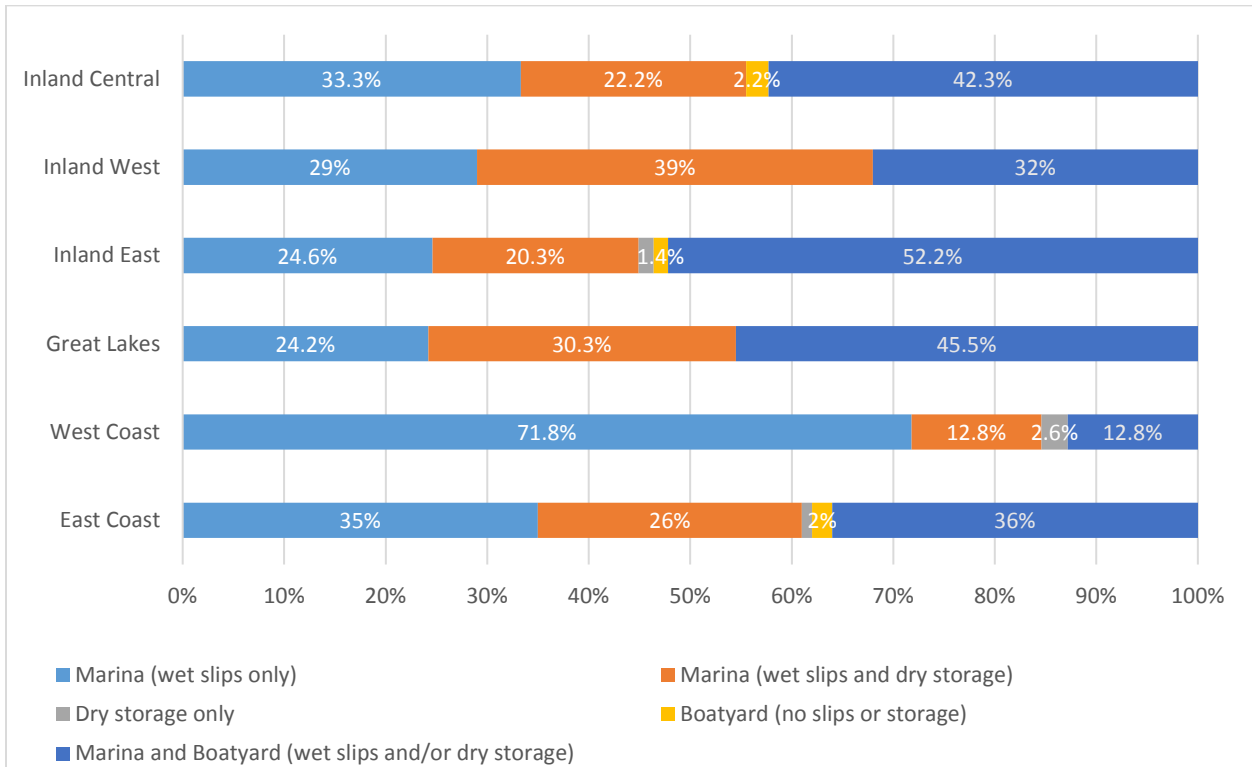


Figure 4 – Of the marinas that responded, 38% have a marina and a boatyard with wet slips and/or dry storage; just 3% are boatyards with no slips or storage, and 58% are facilities only – i.e., with no boatyard.

### How would you identify your facility (by waterbody)?



### Who owns your marina/boatyard?

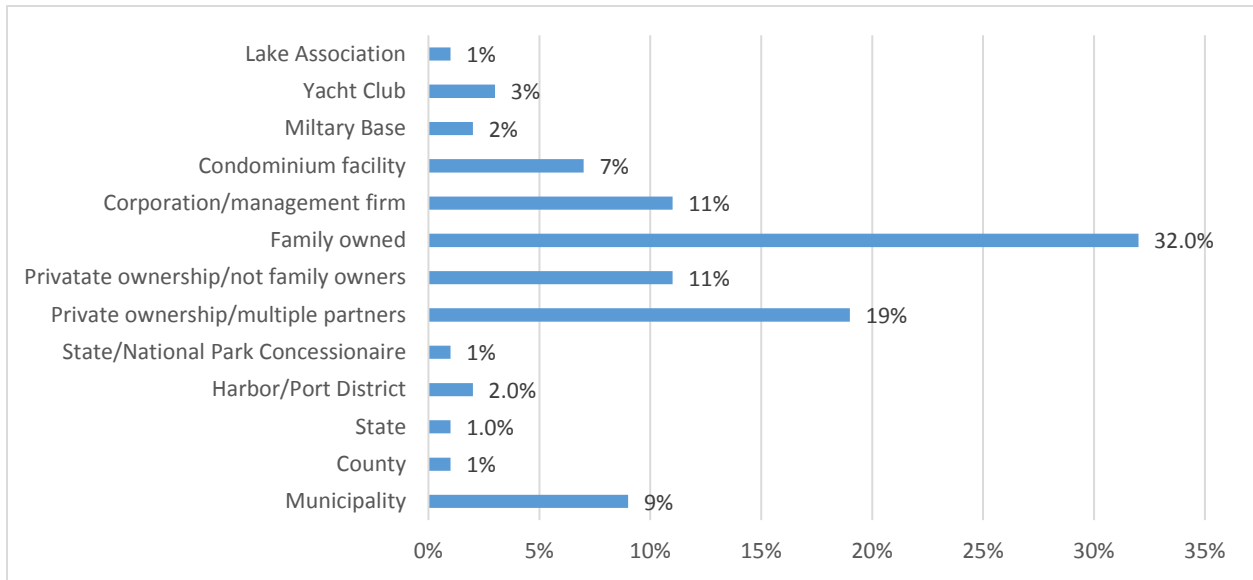


Figure 5 – The majority of marinas surveyed are family owned facilities.

### How many slips are at your marina (total wet and dry)?

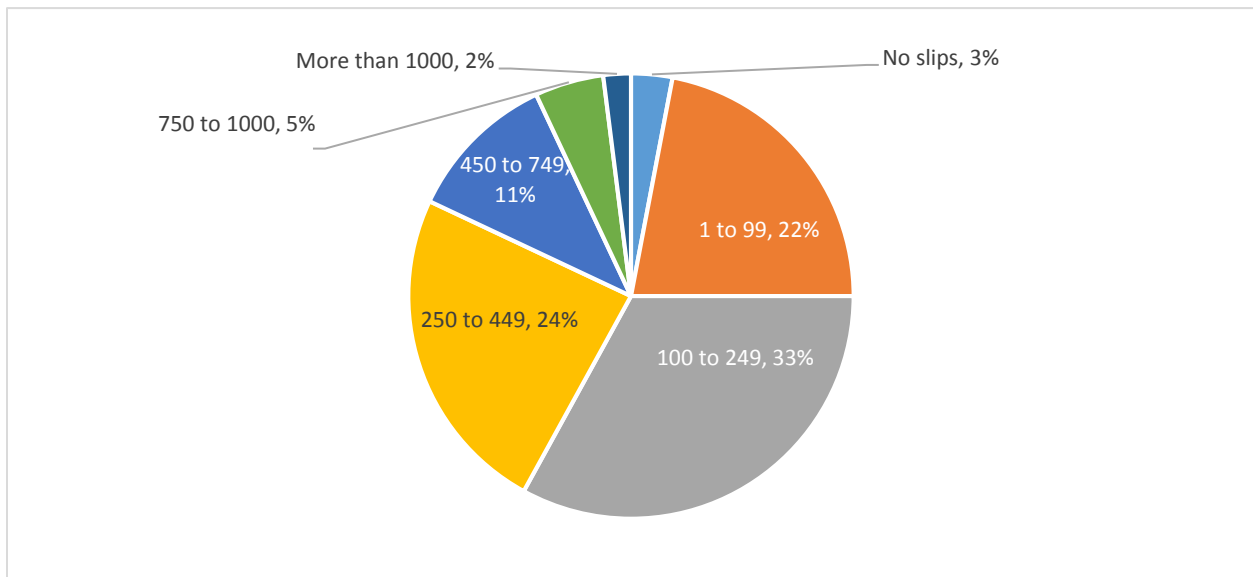


Figure 6 – Of the marinas that responded, 33% have 100 to 299 slips; 42% have 250 slips or more, and 2% have more than 1,000.

### How old is your facility?

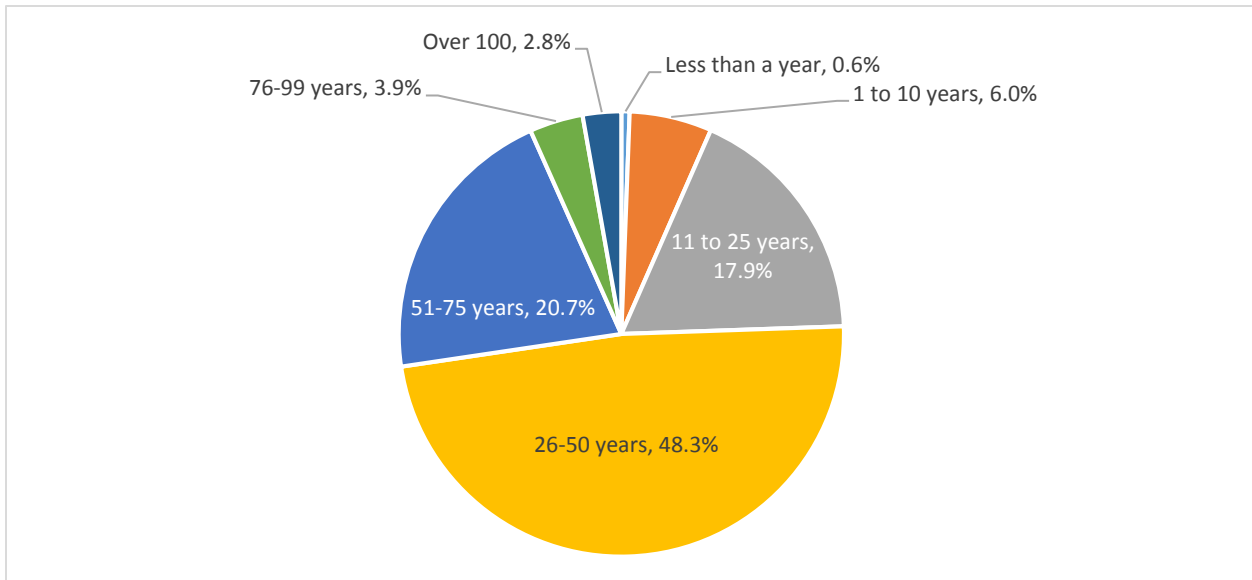


Figure 7 – Of the marinas that responded, 76% are over 25 years old; 27% are over 50 years old, and 7% are 10 years old or younger.

## Occupancy

This section provides information on 2016 marina occupancy rates as compared to 2015 rates.

### How did your marina's 2016 occupancy compare to 2015?

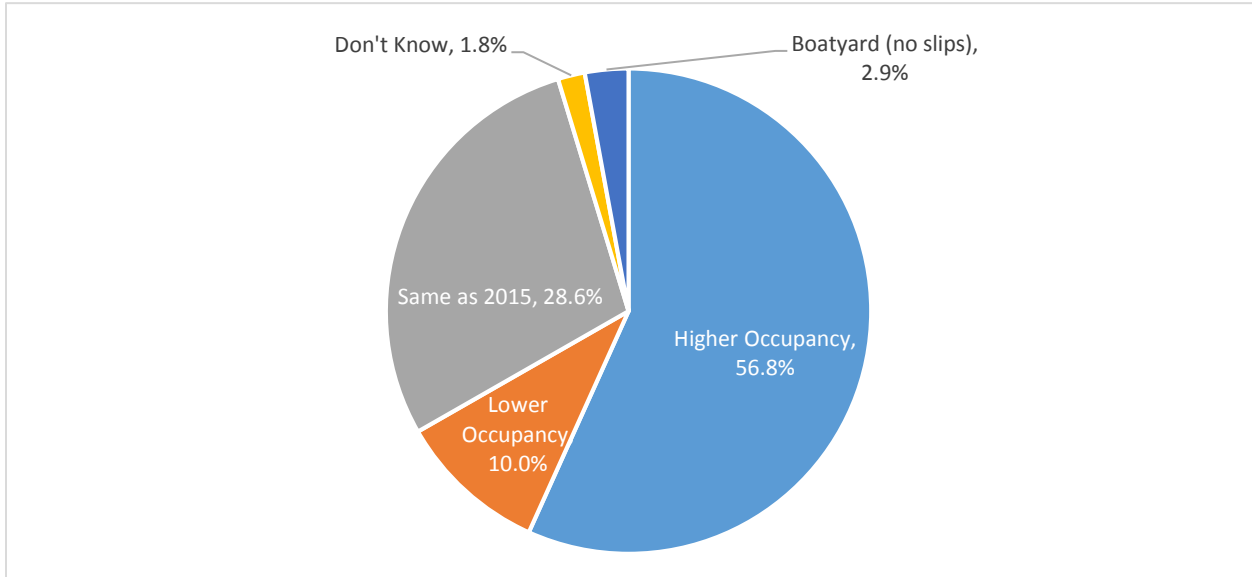


Figure 8 - Of the marinas that responded, 57% reported higher occupancy rates in 2016 than in 2015.

### How did your marina's 2016 occupancy compare to 2015?

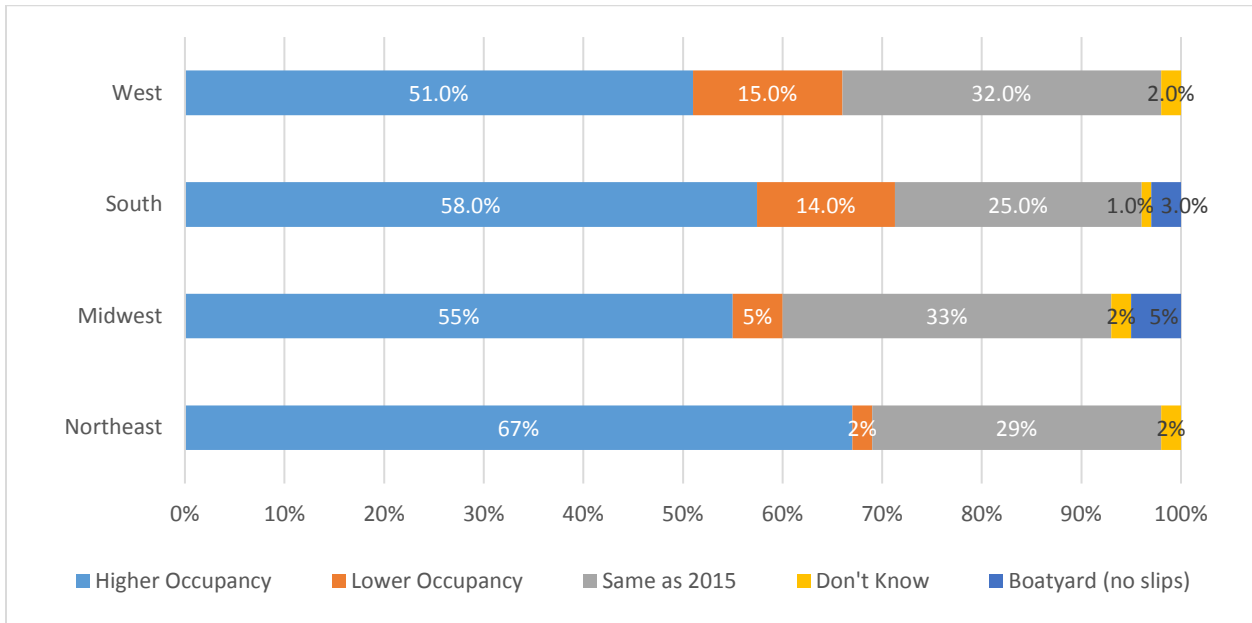


Figure 9 - At least 50% of the marinas in each region reported higher occupancy. The Northeast had the greatest percentage of marinas reporting higher occupancy rates in 2016 as compared to 2015. The West had the greatest percentage of marinas reporting lower occupancy rates.

### What is your marina's current occupancy?

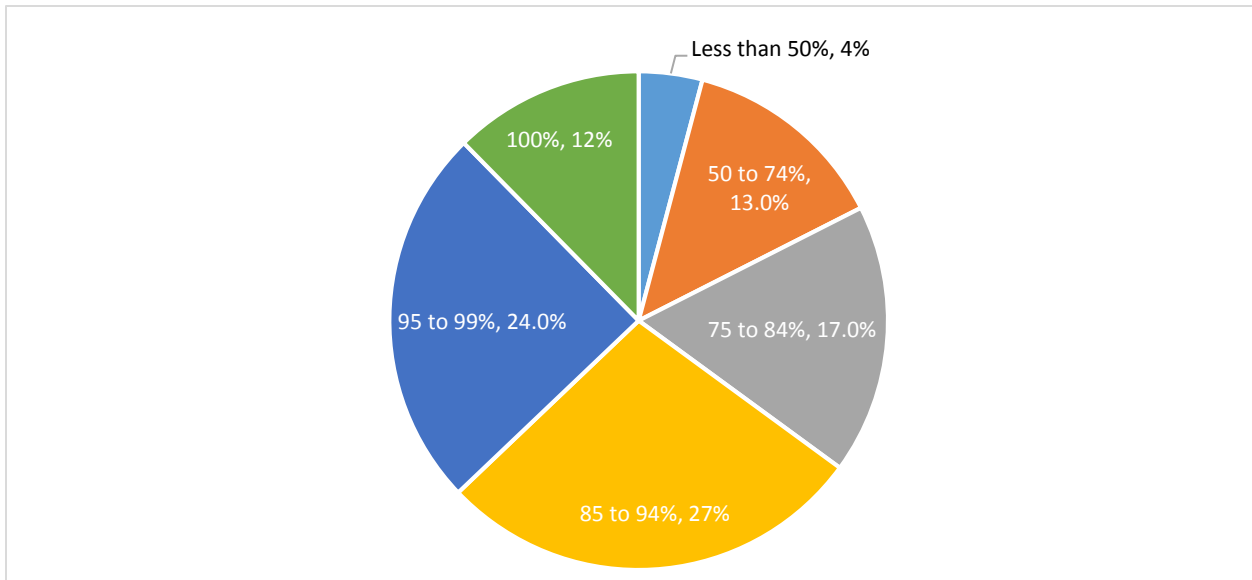


Figure 10 - Of the marinas that responded, 36% have occupancy rates greater than 95%; 27% have 85% – 94% occupancy; and 34% have less than 75% occupancy.

### What is your current occupancy? (by region)

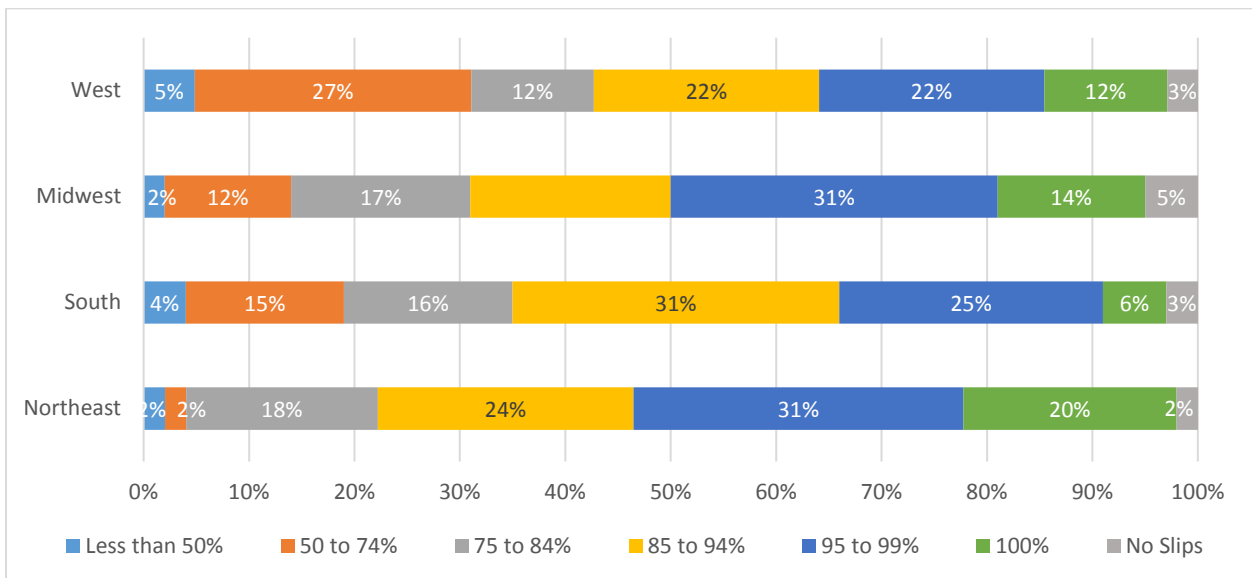
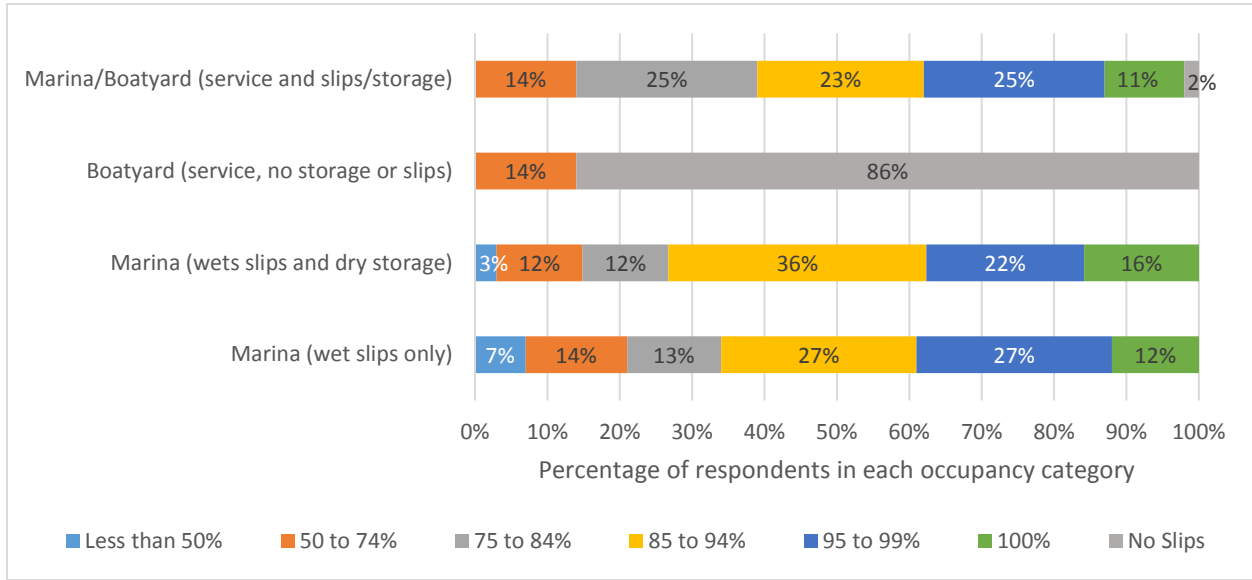


Figure 11 - the Northeast region reported the highest occupancy rates with 77% of its responding marinas reporting greater than 85% occupancy.

### What is your current occupancy? (by facility type)



### What is your current occupancy? (by ownership)

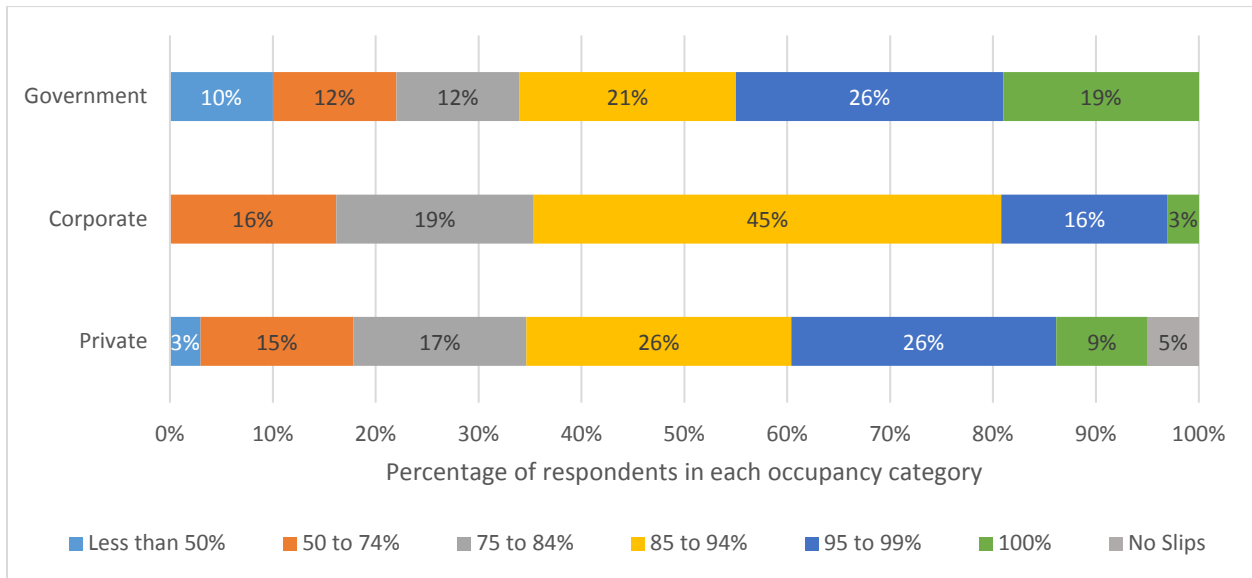


Figure 12 - 45% of government owned marinas have a 95% or greater occupancy; however, government facilities also have the largest number percentage of marinas with less than 50% occupancy. All corporately held marinas report occupancy rates greater than 50%.



**What is your current occupancy? (by size)** Size is as follows: small <100 slips, medium = 100-249 slips, large = 250-749 slips, very large = > 749 slips.

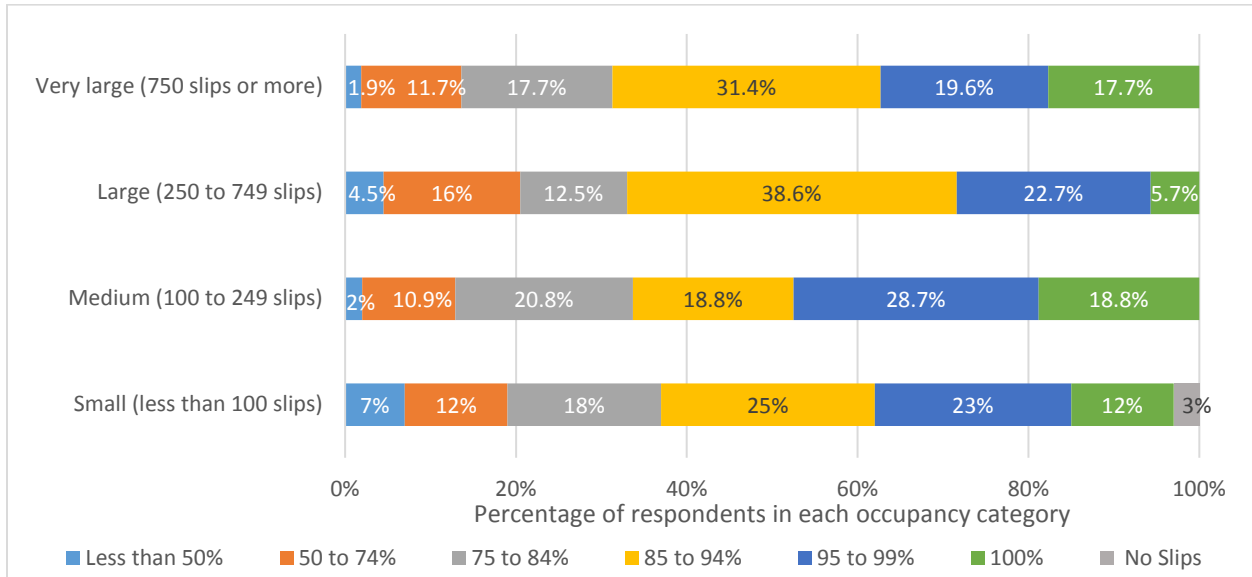


Figure 13 – Of the marinas that responded, 69% of very large marinas report occupancy of 69% or greater compared to 67%, 66%, and 60% respectively for large, medium and small marinas. Of small marinas, 7% reported less than 50% occupancy.

**What is your current occupancy? (by waterbody)**

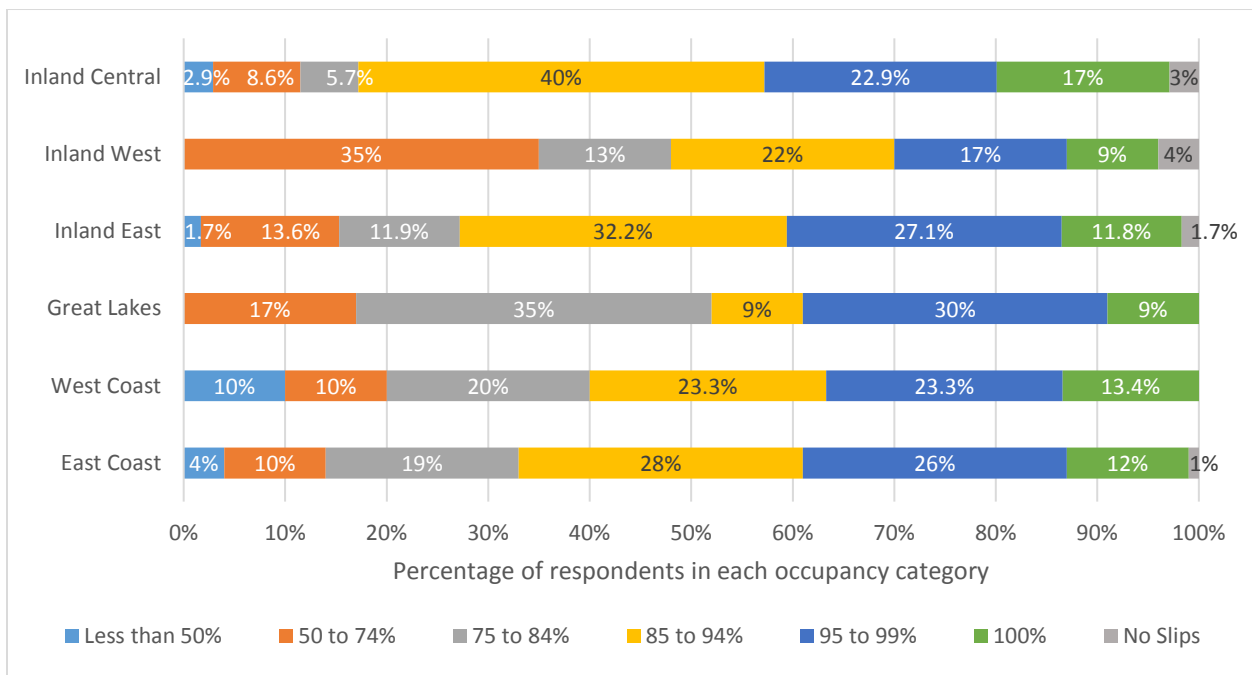


Figure 14 - 80% of Inland Central marinas reported occupancy greater than 85%, while Inland East and East Coast marinas reported 71% and 66% respectively. No Great Lakes marinas reported less than 50% occupancy.

## Rates for products and services

This section provides information on rates charged by marinas for products and services, including rate comparisons to 2015 and information on profit centers.

### How did your marina's 2016 rates for products and services compare to your 2015 rates?

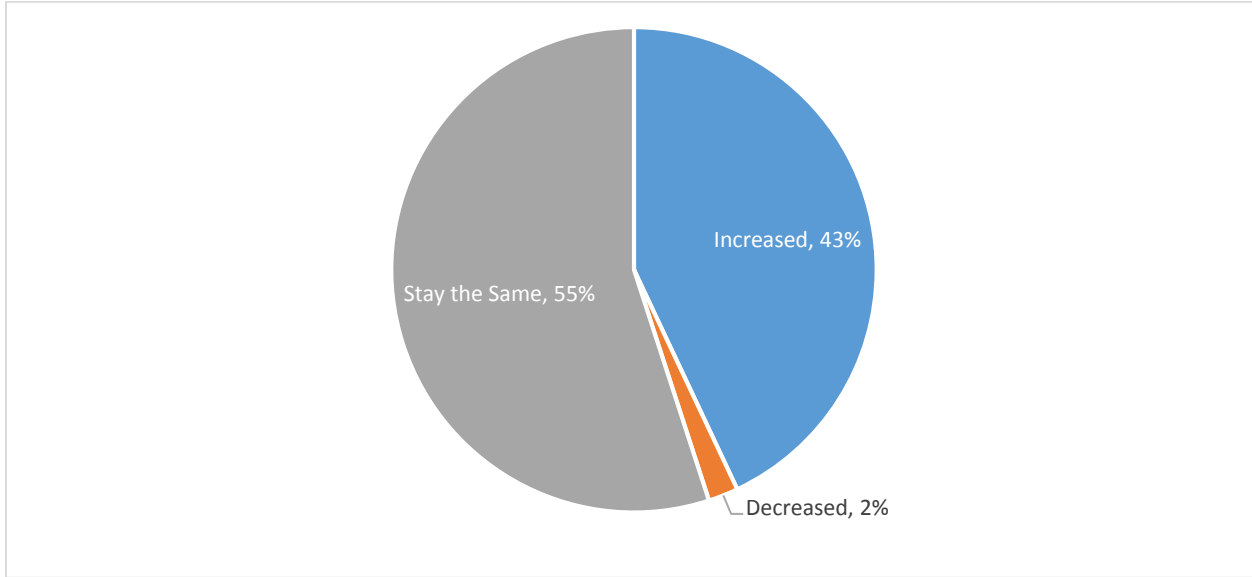


Figure 15 - Of the marinas that responded, 55% reported that rates for products and services stayed the same, 43% reported that rates increased, and 2% reported that rates decreased..

### How did your marina's 2016 rates for products and services compare to your 2015 rates? (by region)

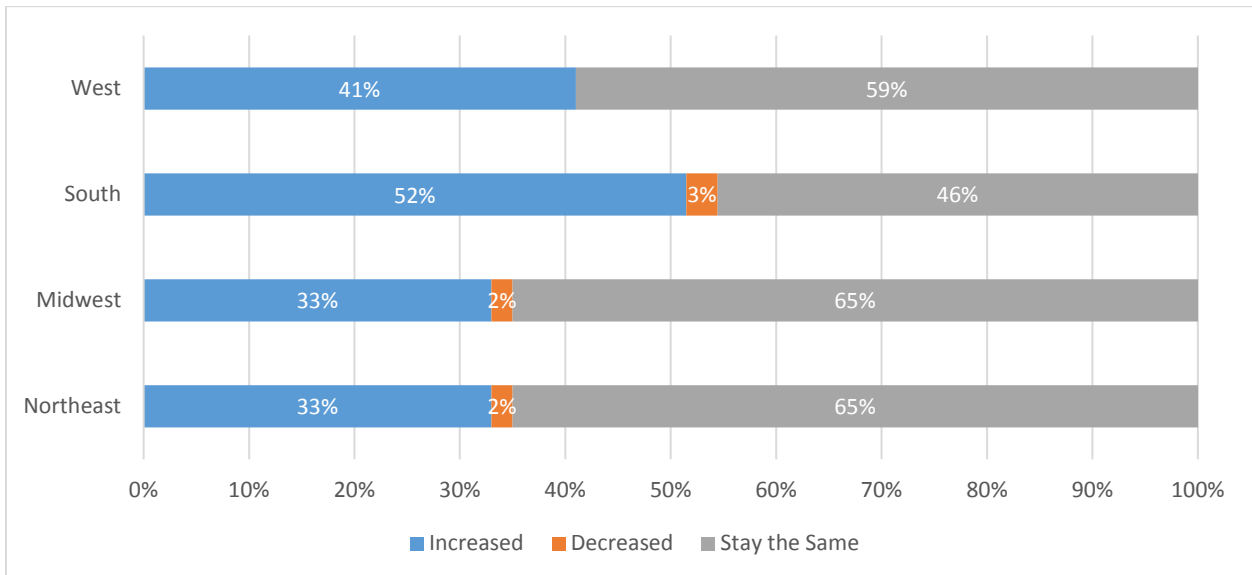


Figure 16 - The South had the greatest percentage of marinas reporting rate increases; 33% of marinas in both the Midwest and Northeast reported an increase in rates, and the West had no reports of rate decreases.

**How did your marina's 2016 rates for products and services compare to your 2015 rates? (by facility type)**

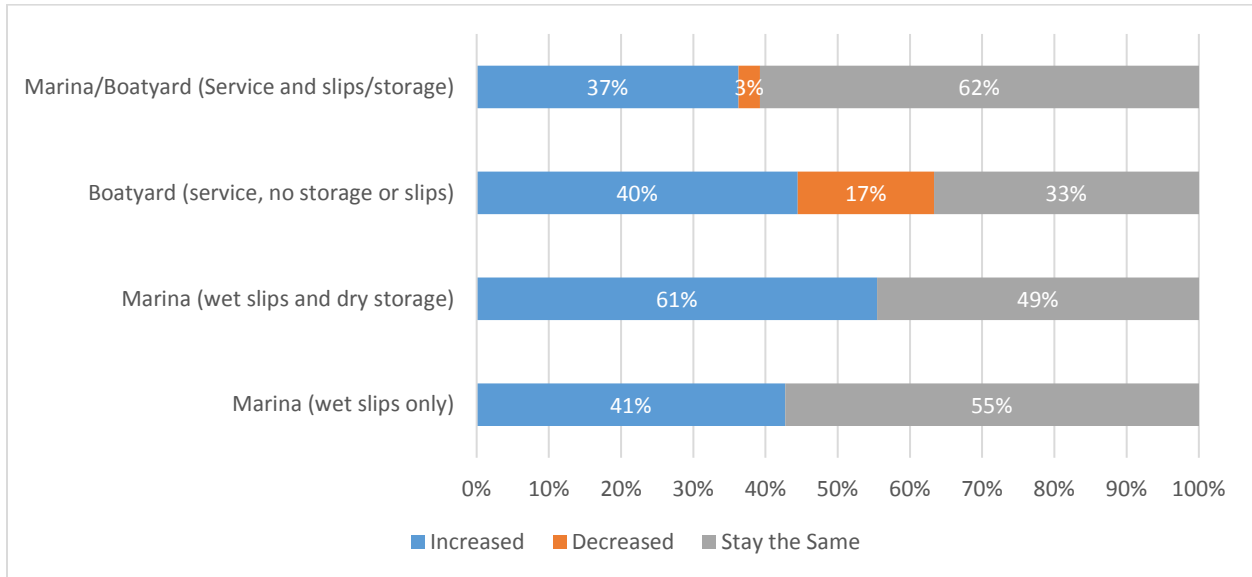


Figure 17 - 61% of marinas with wet and dry slips reported an increase in rates; 17% of boatyards with service and no storage or slips reported a decrease; 40% reported an increase.

**How did your marina's 2016 rates for products and services compare to your 2015 rates? (by number of slips)**

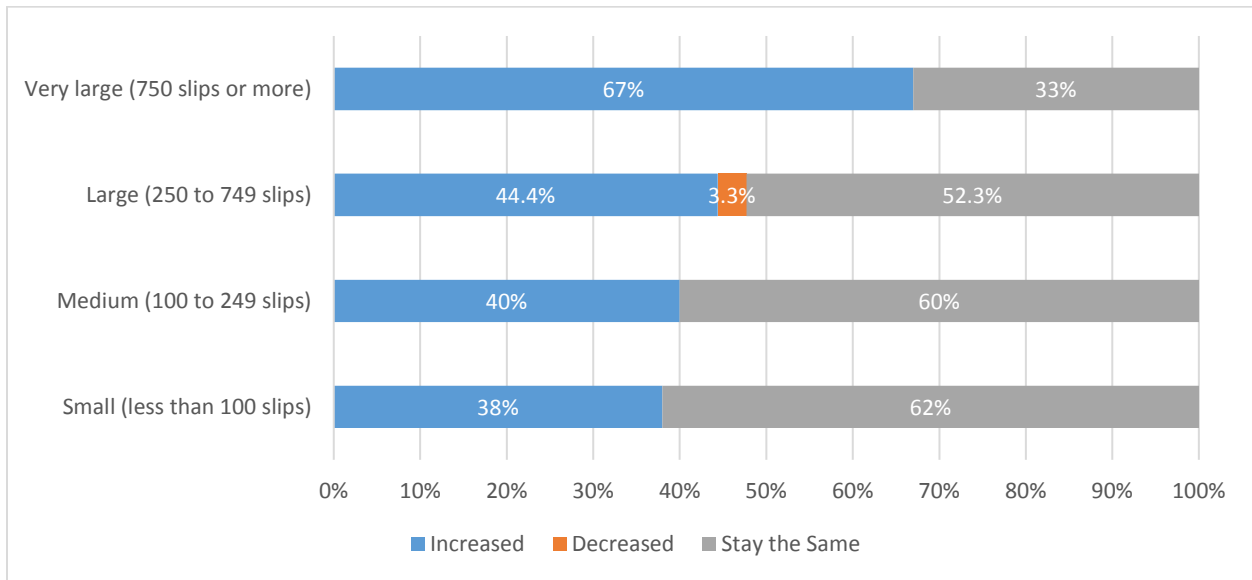


Figure 18 - 67% of very large marinas reported an increase in rates, the greatest percentage reporting increases; 38% of small marinas reported an increase, while 62% of them reported that rates stayed the same.

**How did your marina's 2016 rates for products and services compare to your 2015 rates?  
(by waterbody)**

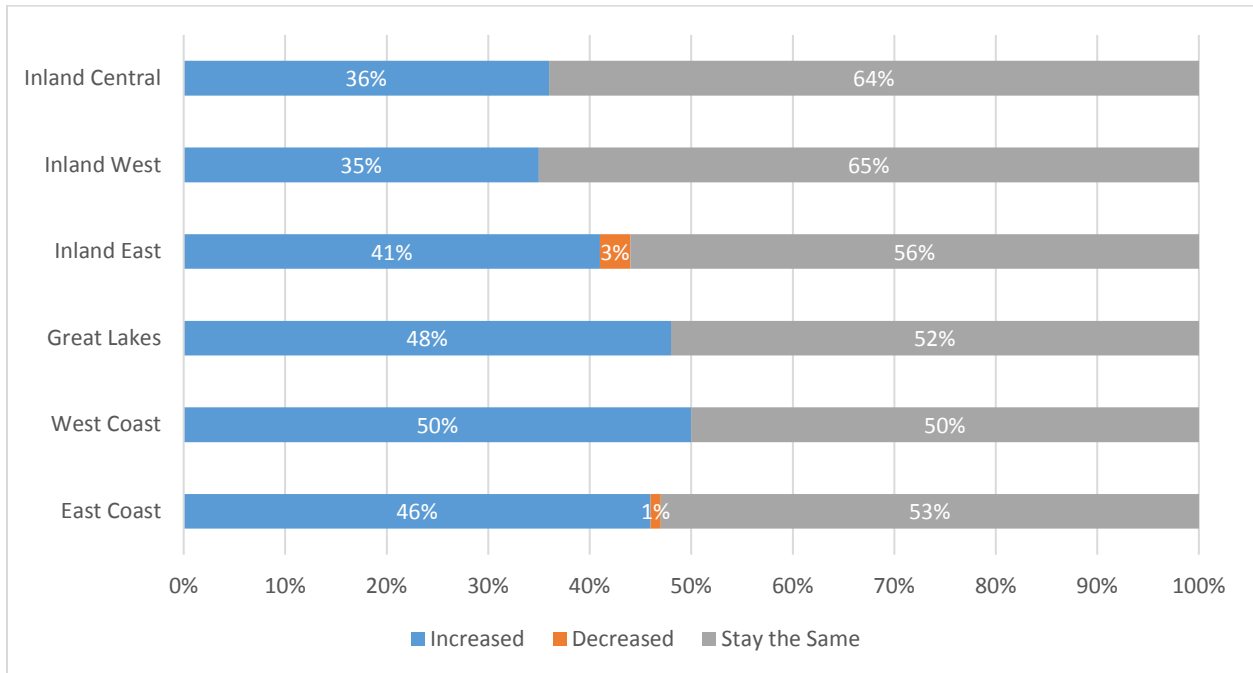


Figure 19 - 50% of West Coast marinas and 36% of Inland Central marinas reported an increase. No marinas from Inland Central, Inland West, the Great Lakes, or the West Coast reported a decrease in rates.

Please indicate the products/services you offered in 2016 that generated revenue for your marina and the affiliation of each to your business

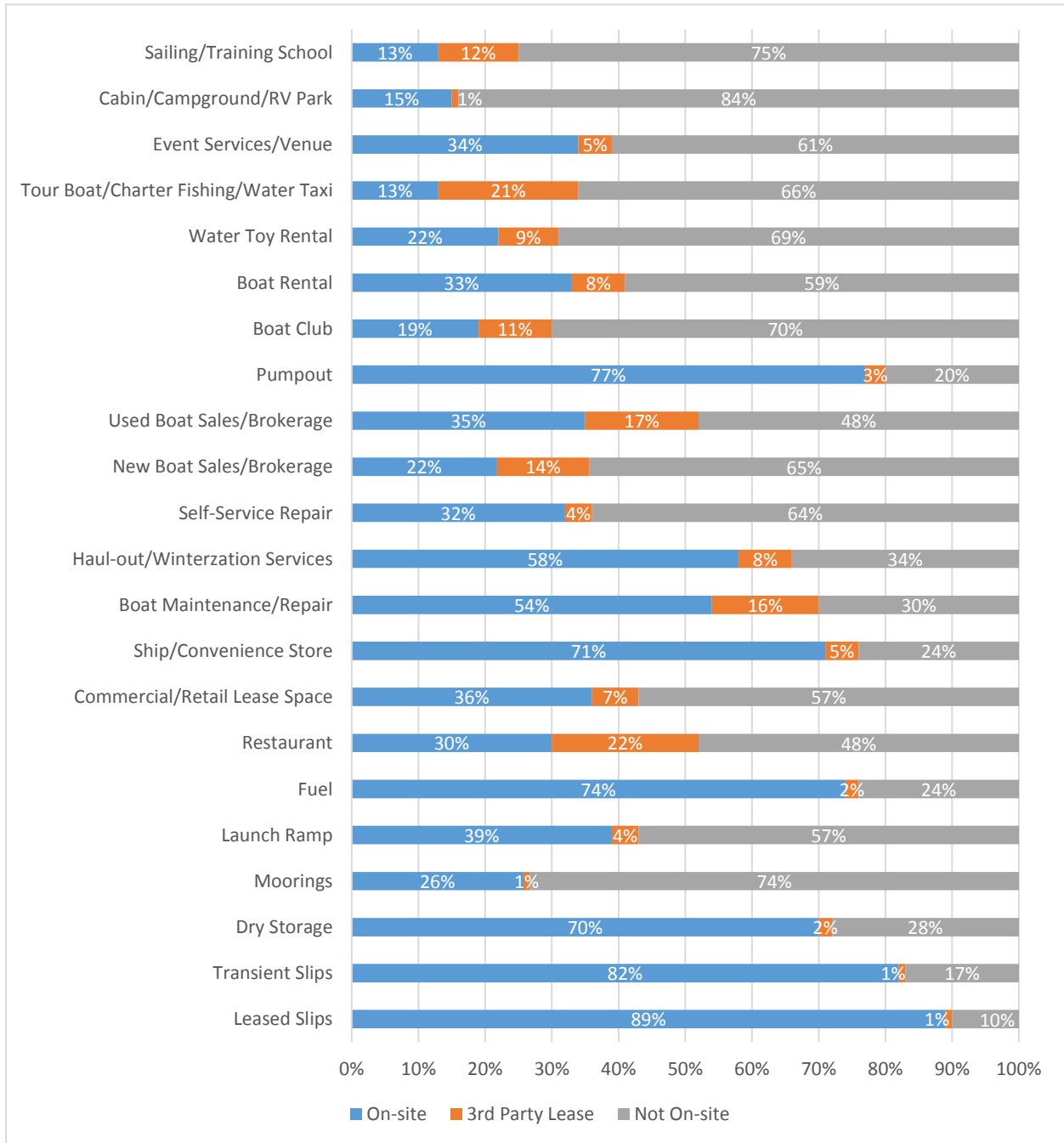


Figure 20 - The most common profit center reported is leased slips with 89% of the marinas reporting that these are on-site slips and 1% reporting these are via 3rd party lease. The next most profitable services are transient slips, pumpout, fuels services, and dry storage.

**For your product/service profit centers, did overall revenues increase, decrease, or stay the same for 2016 as compared to 2015?**

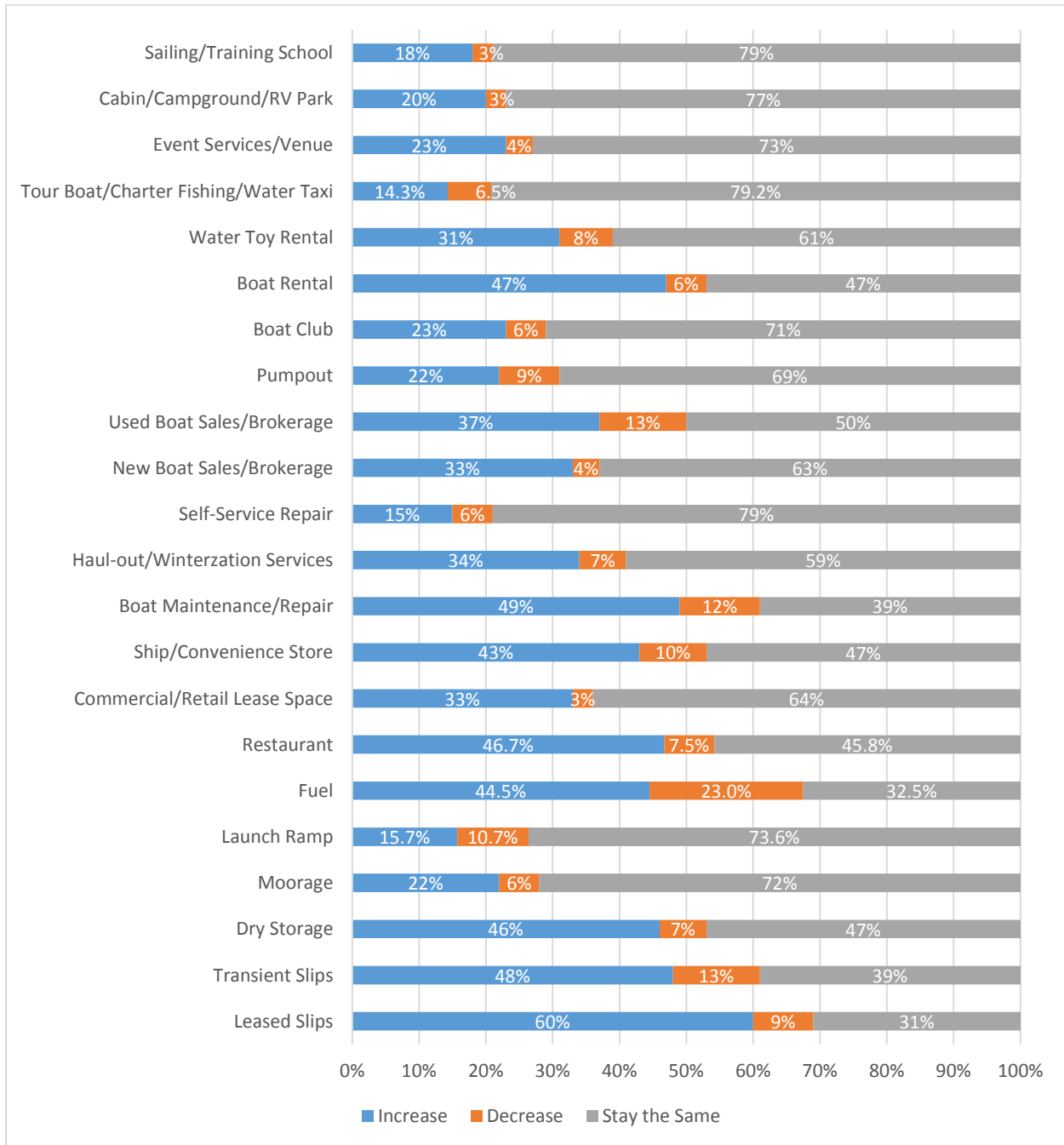


Figure 21 - 60% of marinas with leased slips reported a revenue increase from this offering. There were also revenue increases from boat maintenance/repair and transient slip rental. Meanwhile, 23% of marinas that offer fuel reported a decrease in revenue from those sales.

**Looking at total expenses for 2016, how did they compare to 2015?**

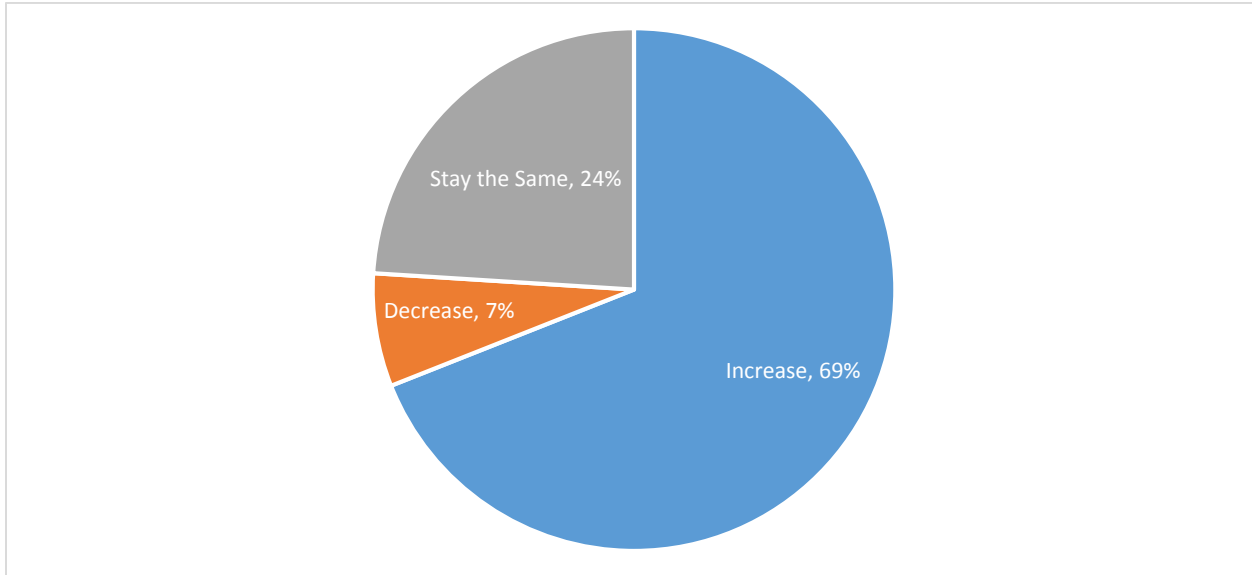


Figure 22 - 69% of marinas reported an increase in total expenses from 2015.

**Looking at total expenses for 2016, how did they compare to 2015? (by region)**

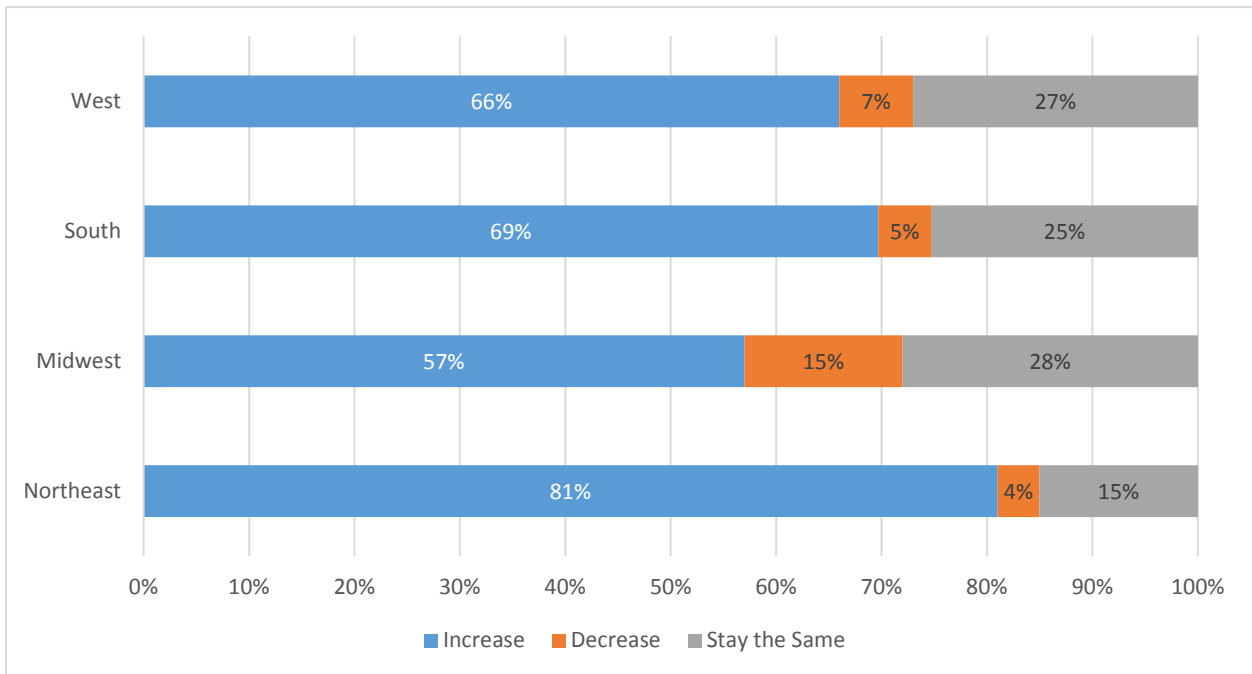


Figure 23 - 81% of Northeast marinas reported an increase in expenses from 2015 compared to 57% in the Midwest. Of the Midwest marinas, 15% reported a decrease in expenses.

**Looking at total expenses for 2016, how did they compare to 2016? (by waterbody)**

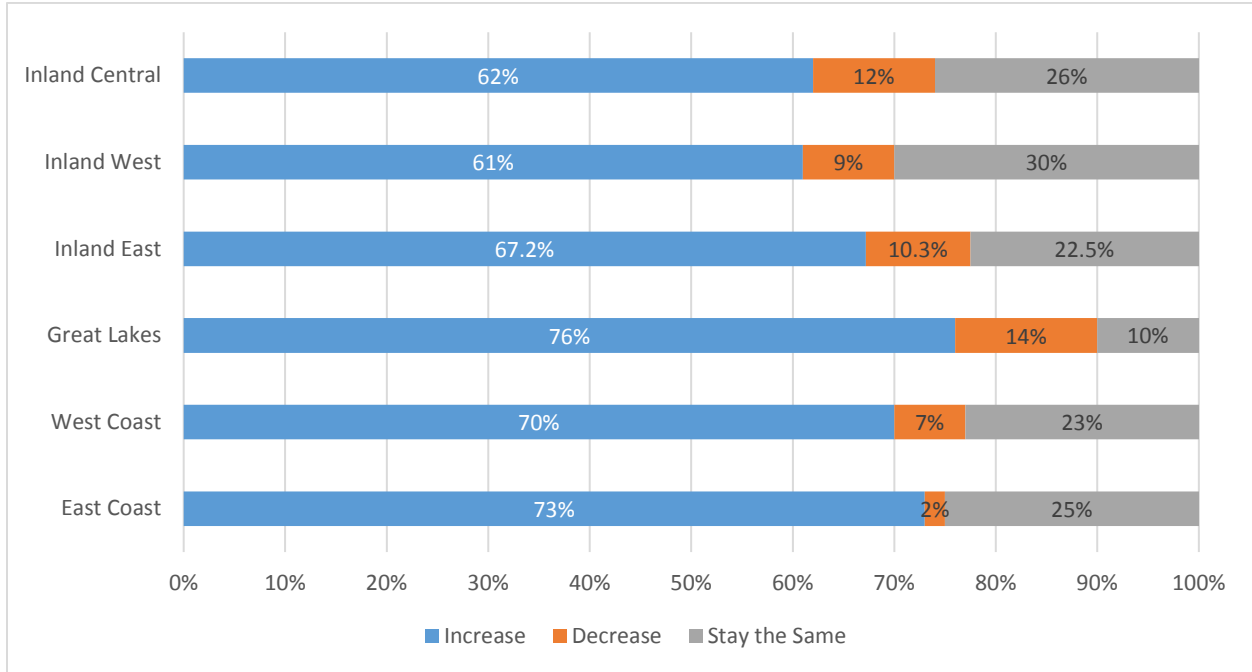


Figure 24 - 70% or more of East Coast, West Coast, and the Great Lakes marinas reported an increase in expenses. Of the Great Lakes marinas, 14% reported a decrease while 2% of East Coast marinas reported a decrease.

**Looking at total expenses for 2016, how did they compare to 2015? (by facility type)**

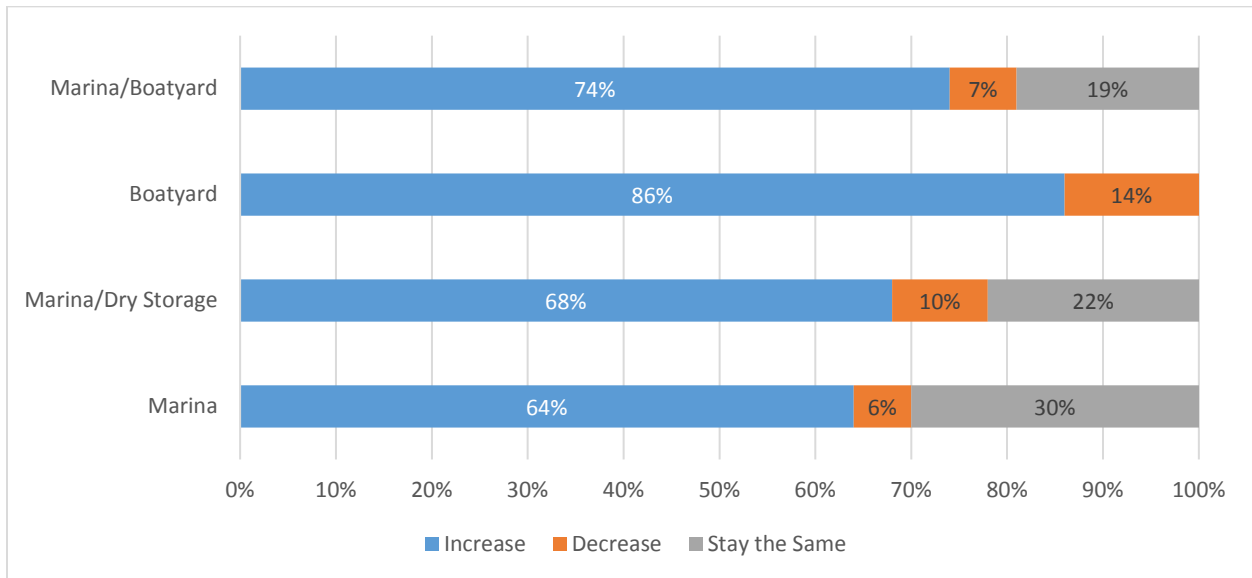


Figure 25 - 86% of boatyards reported an increase in total expenses for 2016, while 64% or more of all facility types reported an increase in total expenses.



**Looking at total expenses for 2016, how did they compare to 2015? (by facility size)**

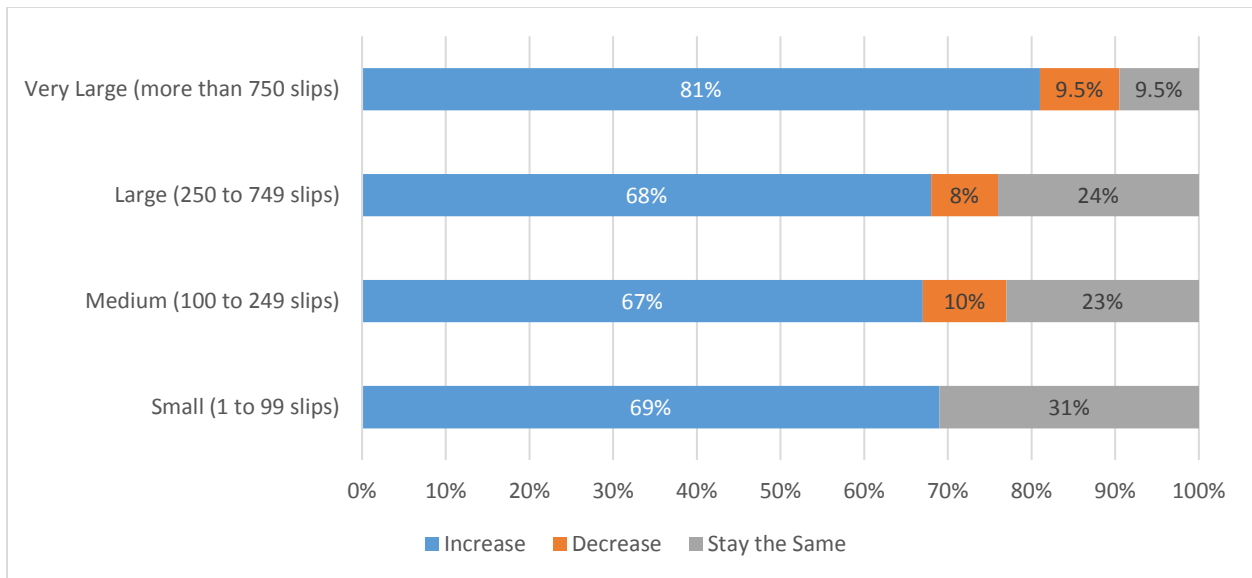
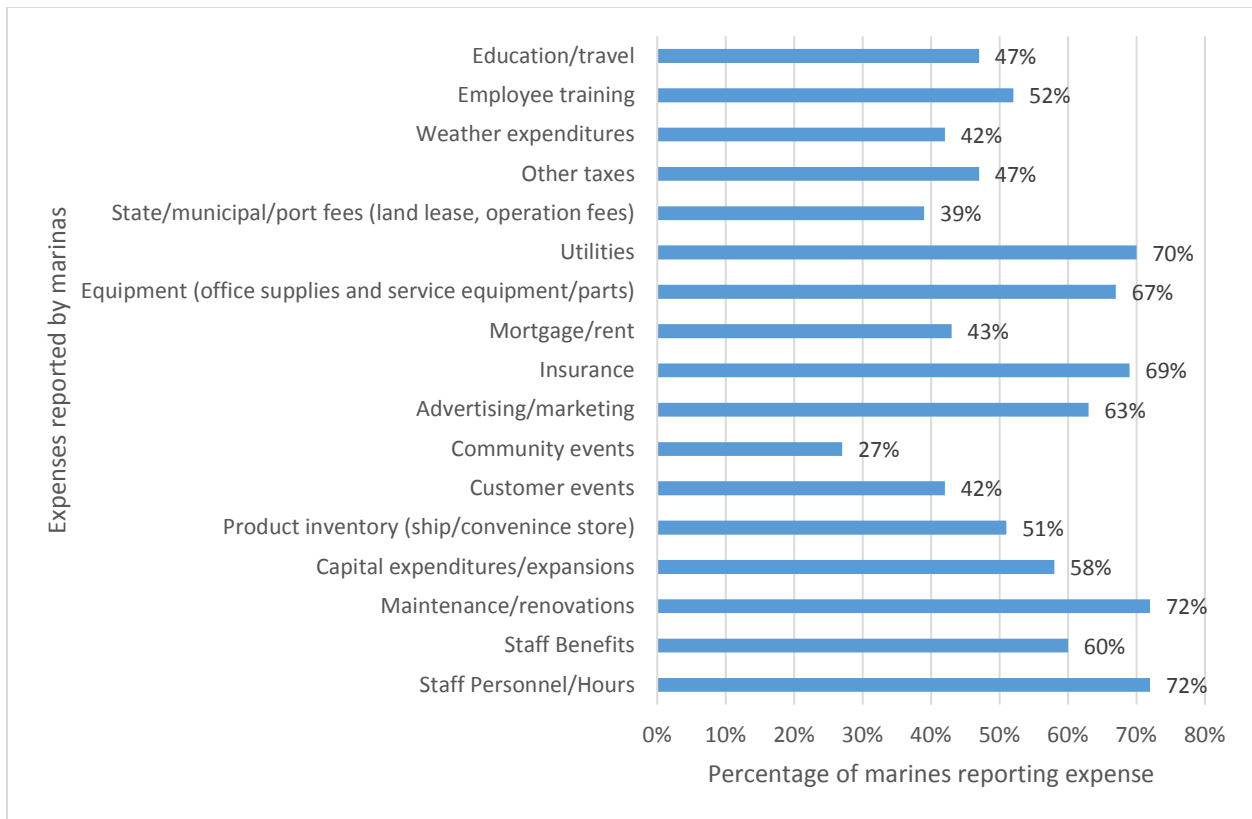


Figure 26 – 81% of very large facilities reported an increase in total expenses, compared to 9.5% that reported decreases. Of medium facilities, 10% reported a decrease in total expenses. No small facilities reported a decrease in expenses.

**Of the categories given, what are your business expenses?**



### Compared to 2015, how did your 2016 expenses change?

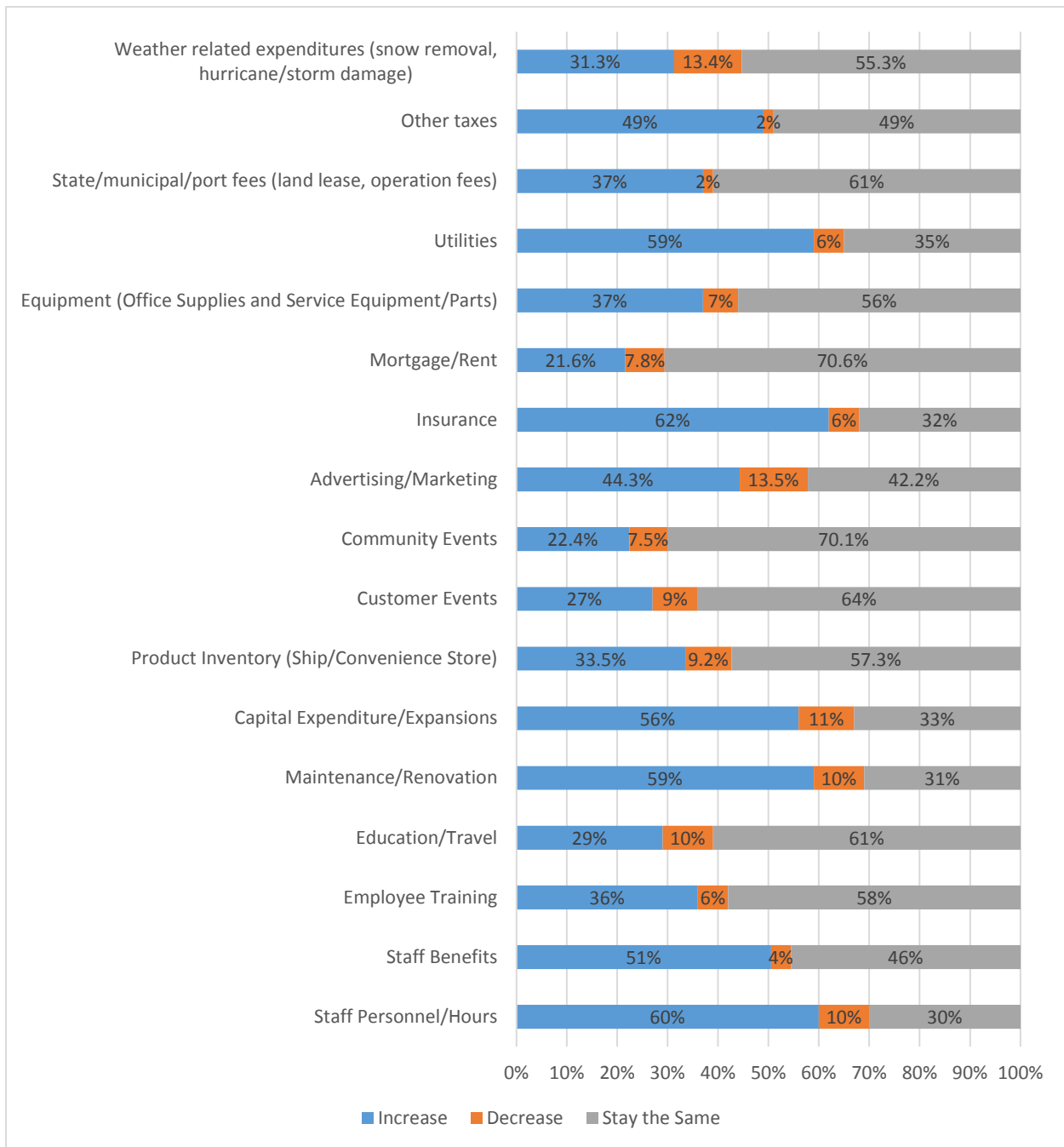


Figure 27 – 62% of marinas reported an increase in insurance costs, making it the highest reported cost increase. Almost 22% reported an increase in mortgage/rent, while 70% reported that expense staying the same.

### Will your facility make a gross profit in 2016?

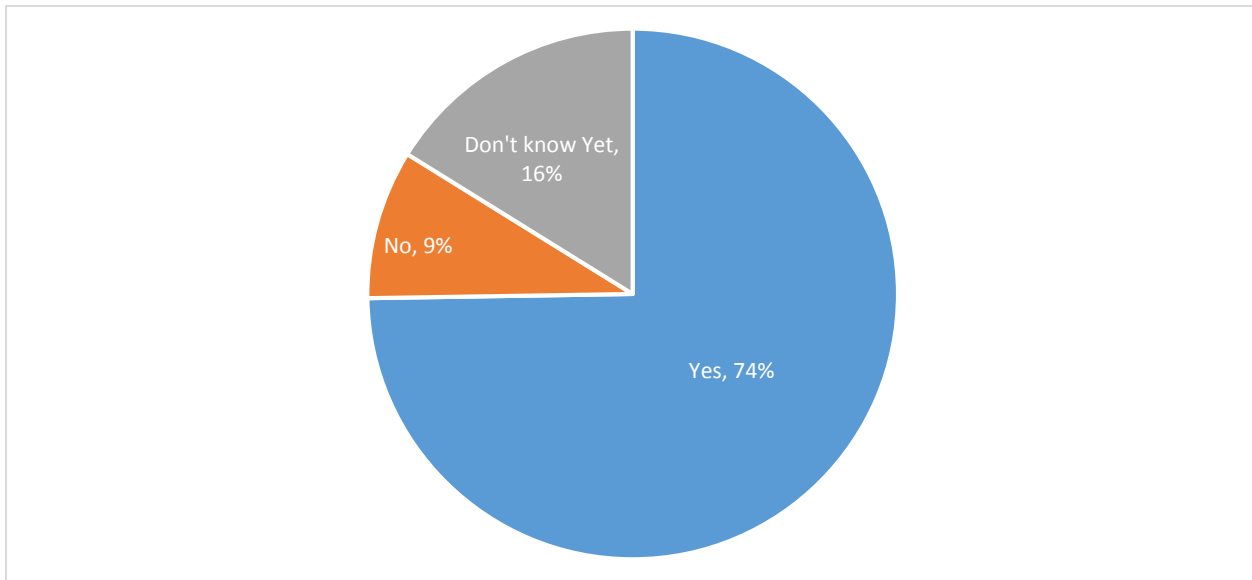


Figure 28 - 74% of marinas reported they expect a gross profit in 2016.

### Compared to 2015, how did your 2016 net profit change?

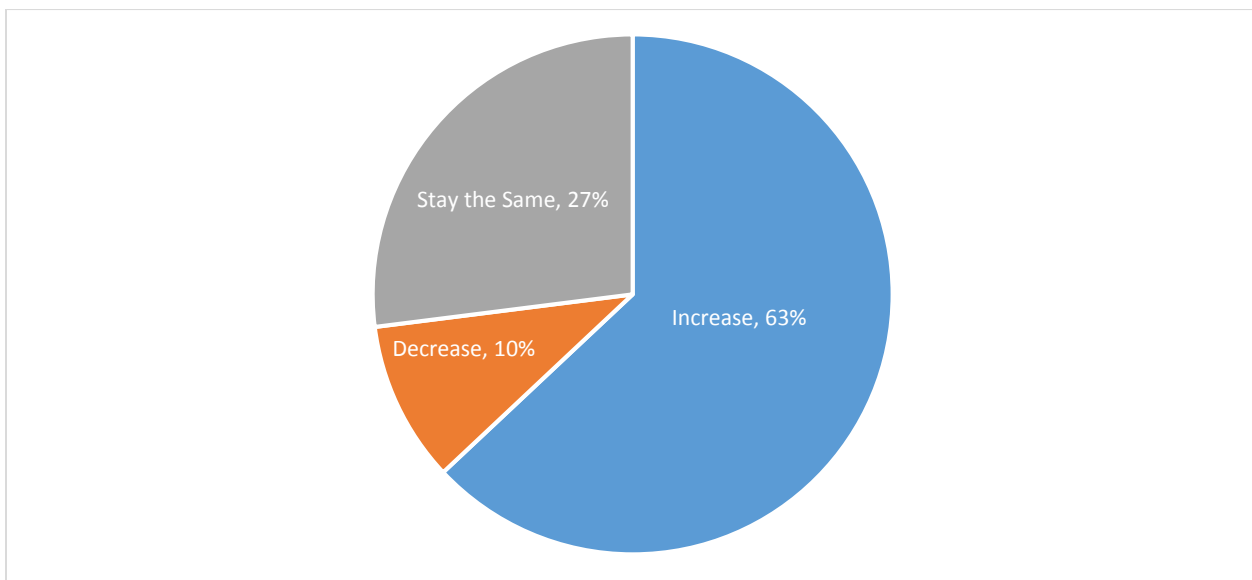
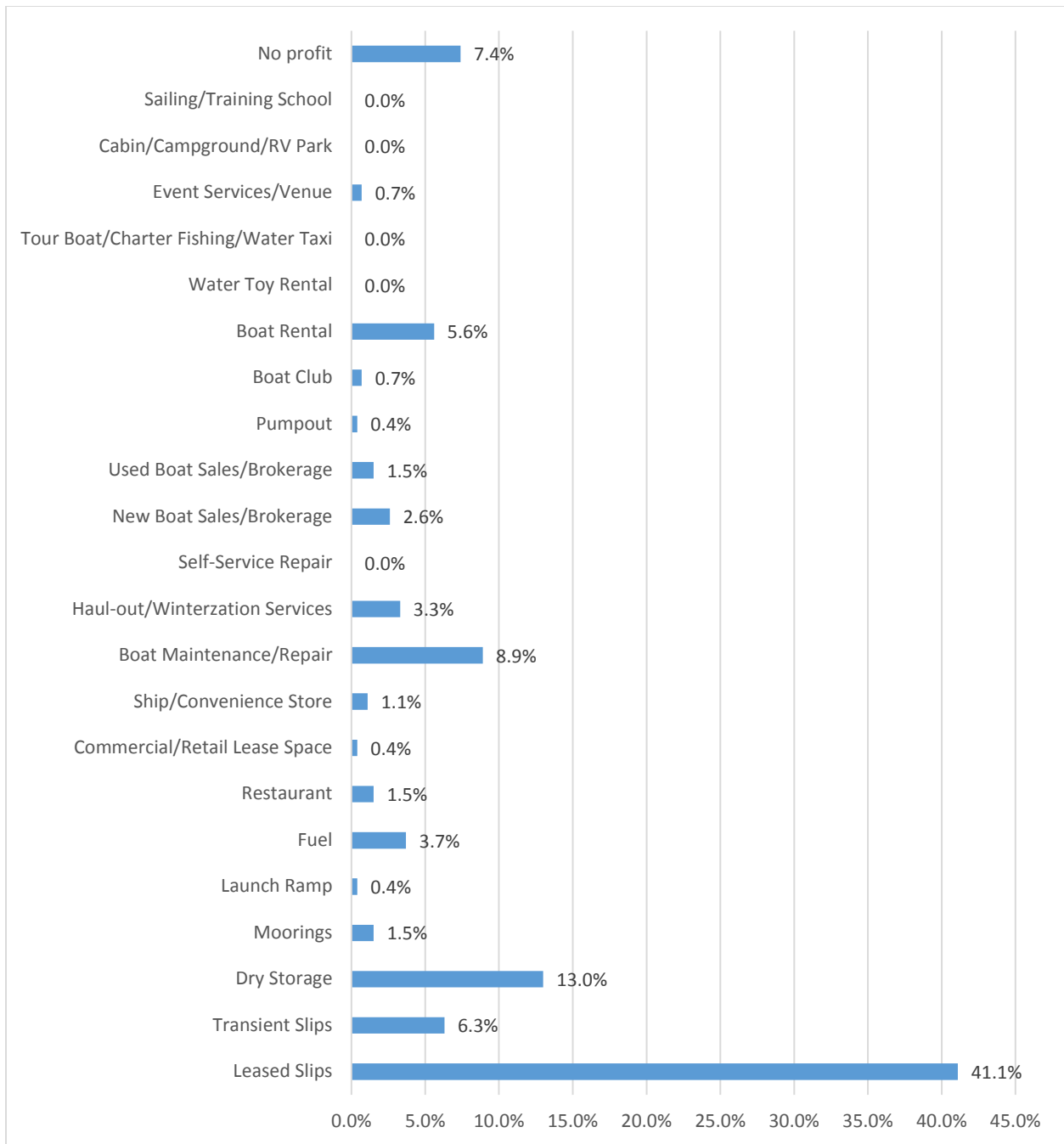
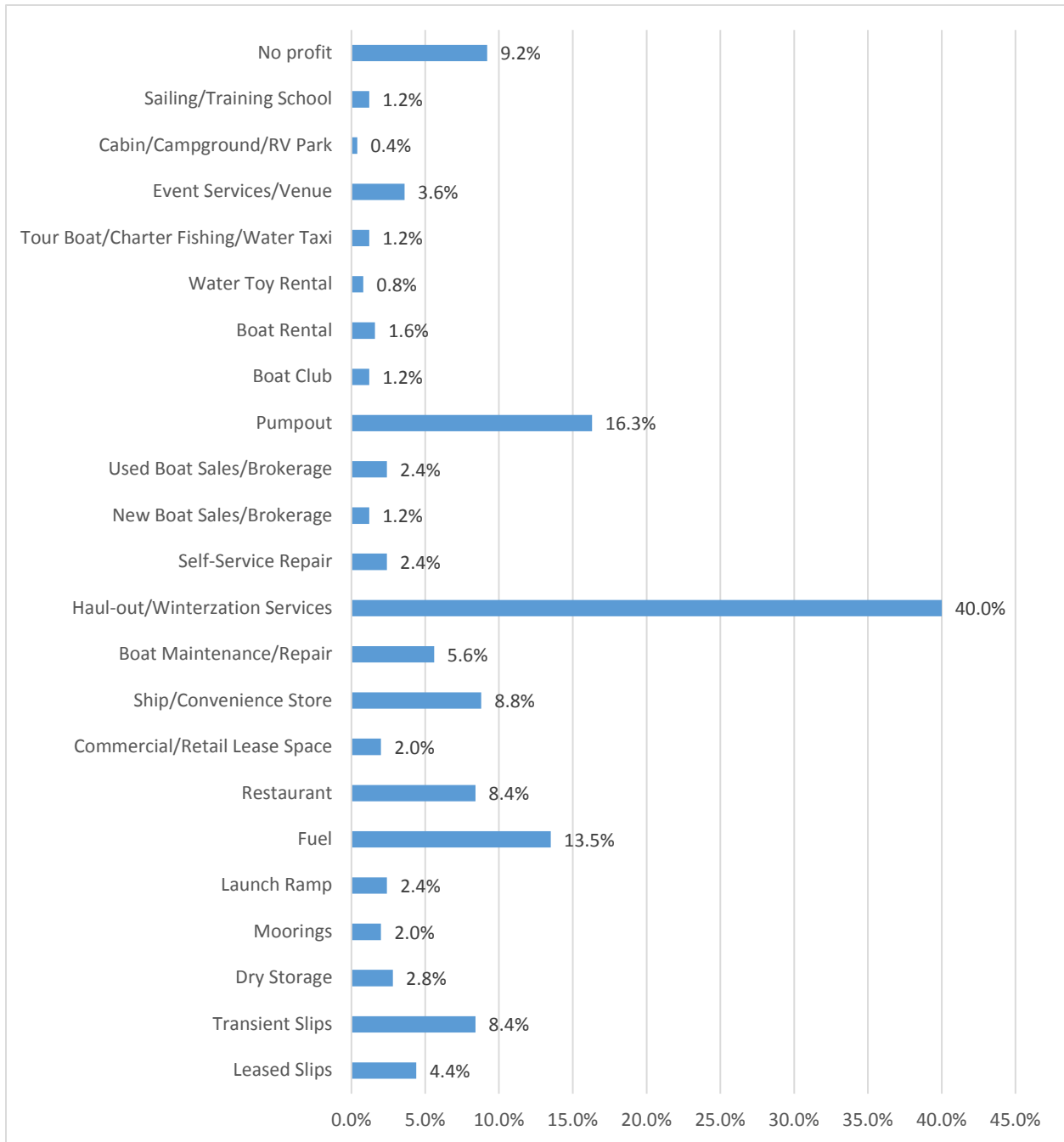


Figure 29 - 63% of marinas reported an increase in net profit as compared to 2015, while 27% reported that net profit stayed the same.

### What was your highest profit center?



### What is your lowest profit center?



**Compared to 2015, how did your 2016 net profit change? (by region)**

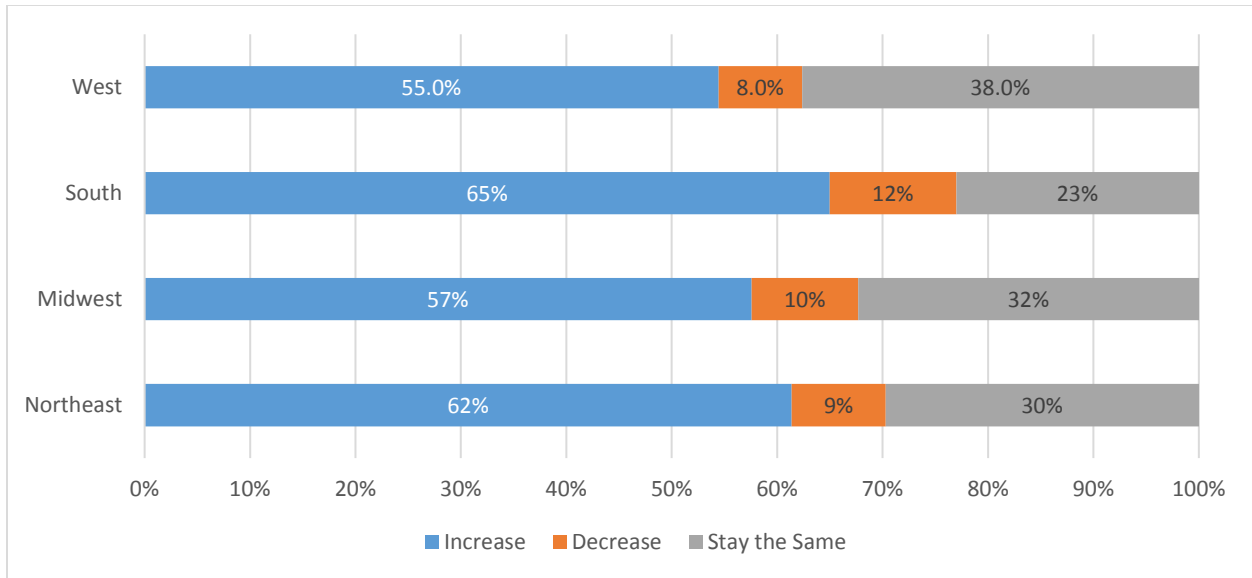


Figure 30 – 62% of marinas in the Northeast reported an increase in 2016 net profit over profits in 2015; meanwhile, 12% of marinas in the South reported a decrease in 2016 net profit as compared to 2015.

**Compared to 2015, how did your net profit change? (by waterbody)**

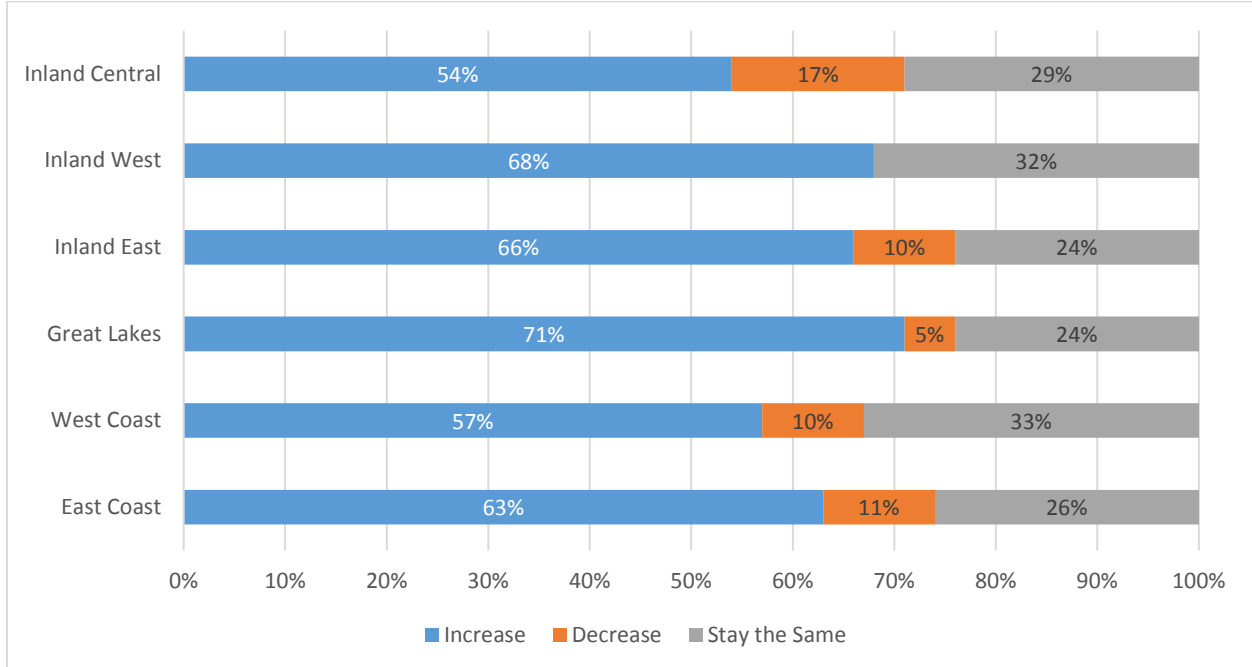


Figure 31 – 71% of the Great Lakes marinas reported an increase in net profit, while 17% of Inland Central marinas reported a decrease in profit. No Inland West marinas reported a decrease in net profit.

**Compared to 2015, how did your 2016 net profit change? (by facility type)**

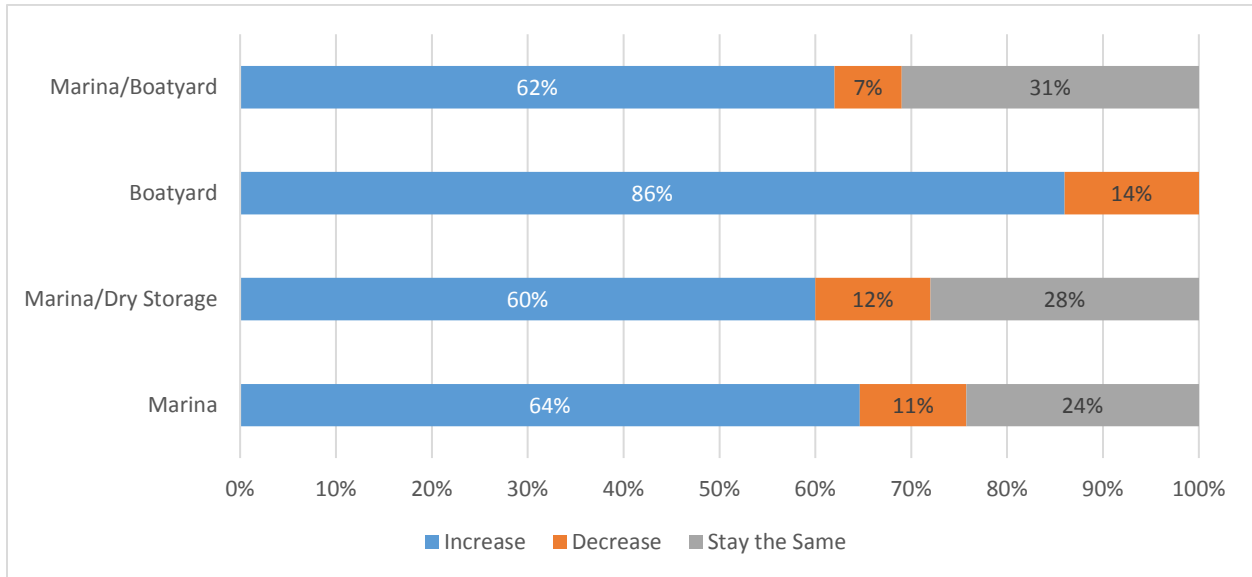


Figure 32 – 86% of boatyards reported an increase in 2016 net profit over 2015 profit, while 14% reported a decrease.

**Compared to 2015, how did your 2016 net profit change? (by size)**

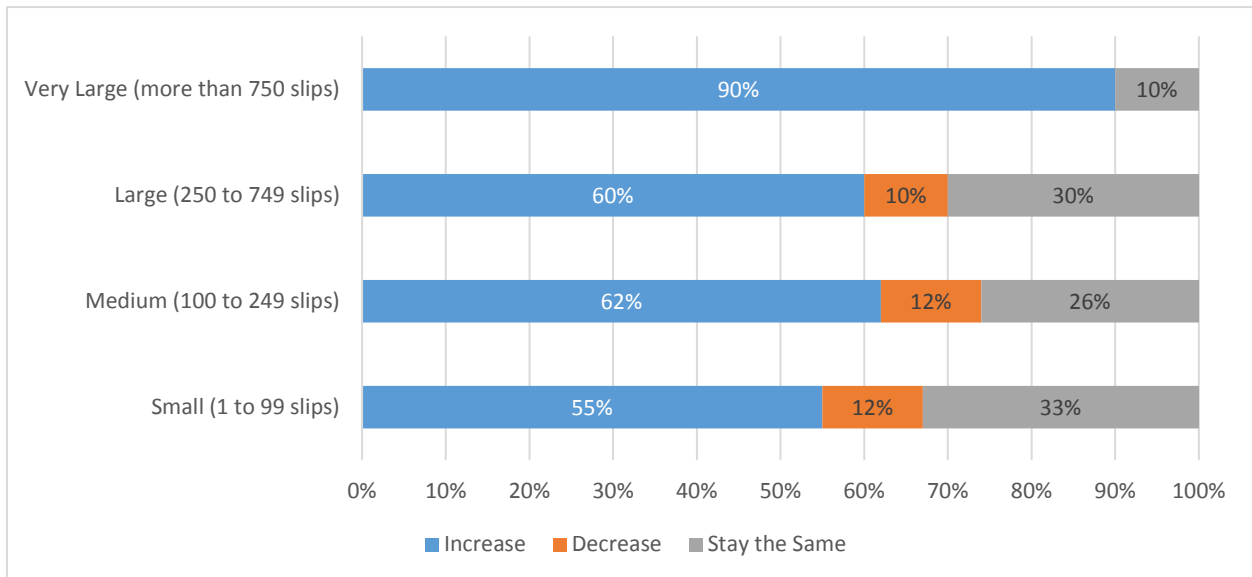


Figure 33 – 90% of very large marinas and 12% of both small and medium marinas reported an increase in net profit. No very large marinas reported a decrease in net profit as compared to 2015.



**The Association of Marina Industries** and **Marina Dock Age Magazine** thank all the marina operators who completed the marina trends survey and contributed to this report. We plan to continue this survey each fall in order to build a better picture of the marina industry in the U.S.

For more information on the survey or this report please contact AMI at [info@marinaassociation.org](mailto:info@marinaassociation.org) or 866-267-6622.