


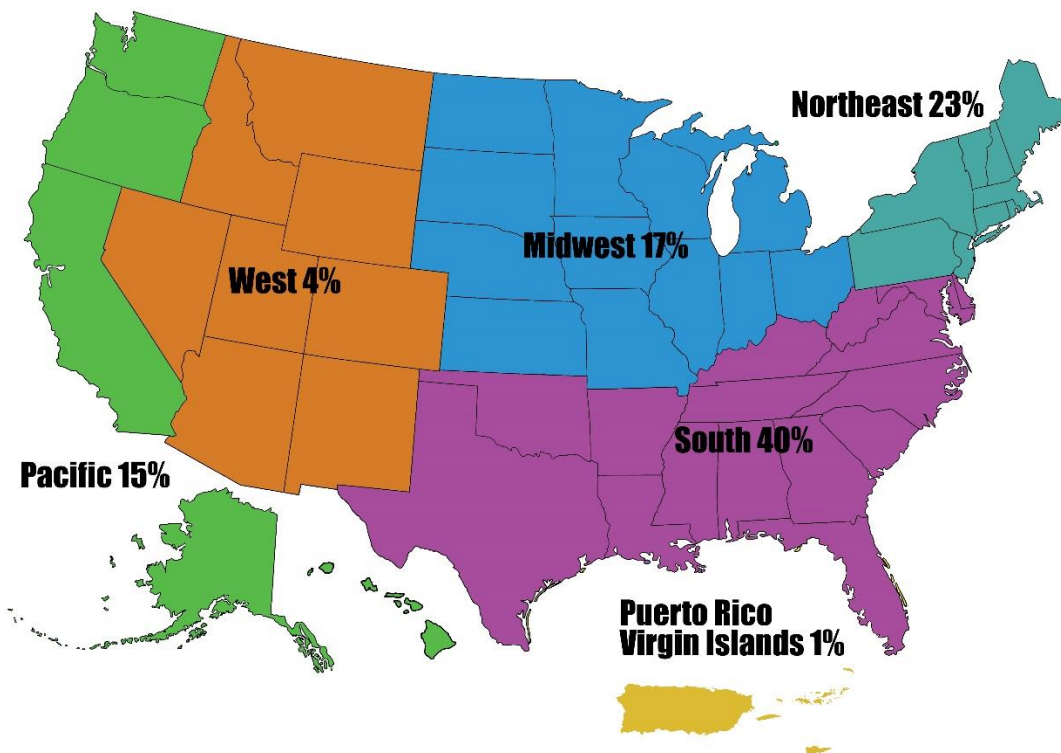
Marina Trends Survey 2018



The **Association of Marina Industries (AMI)** and **Marina Dock Age Magazine** partnered to present the Marina Trends Survey 2018 report. This is the eighth 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. This year 229 marinas participated in the study.

AMI and Marina Dock Age released the survey in October and November 2018 using direct email, press releases and articles.

In what state is your facility located?



Marina Demographics

This section provides demographic information on the marinas in the industry, including distribution among water regions, facility types, ownership, number of slips and age.

In what water region is your facility located?

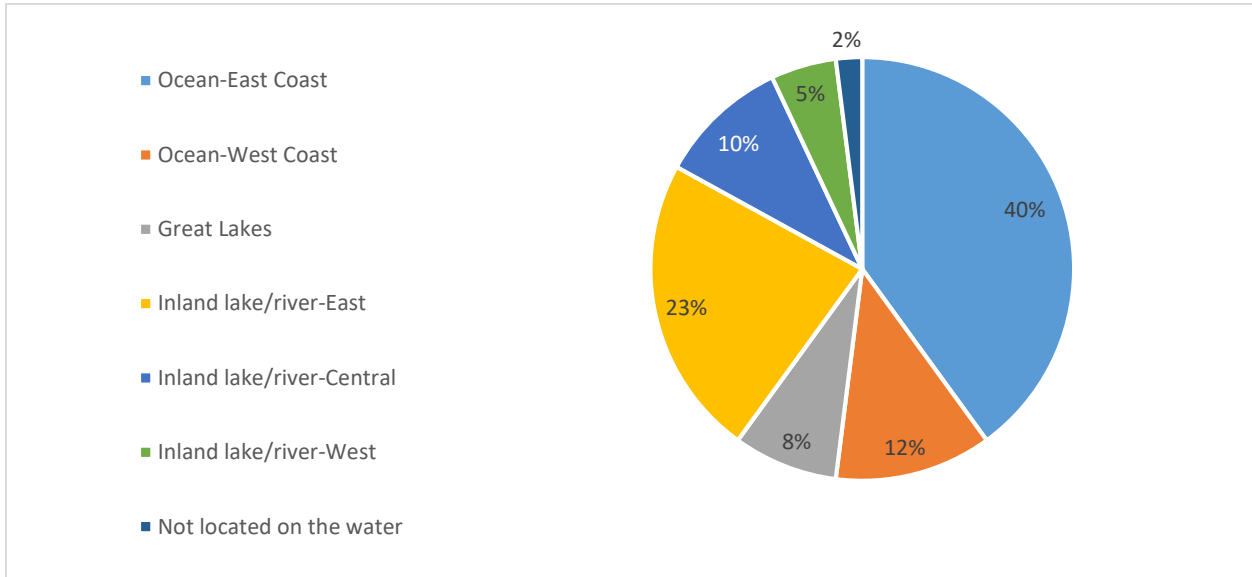


Figure 1 – 60% are located on an ocean or the Great Lakes, while 38% are located on inland lakes and rivers and 2% are not located on the water.

How would you identify your facility?

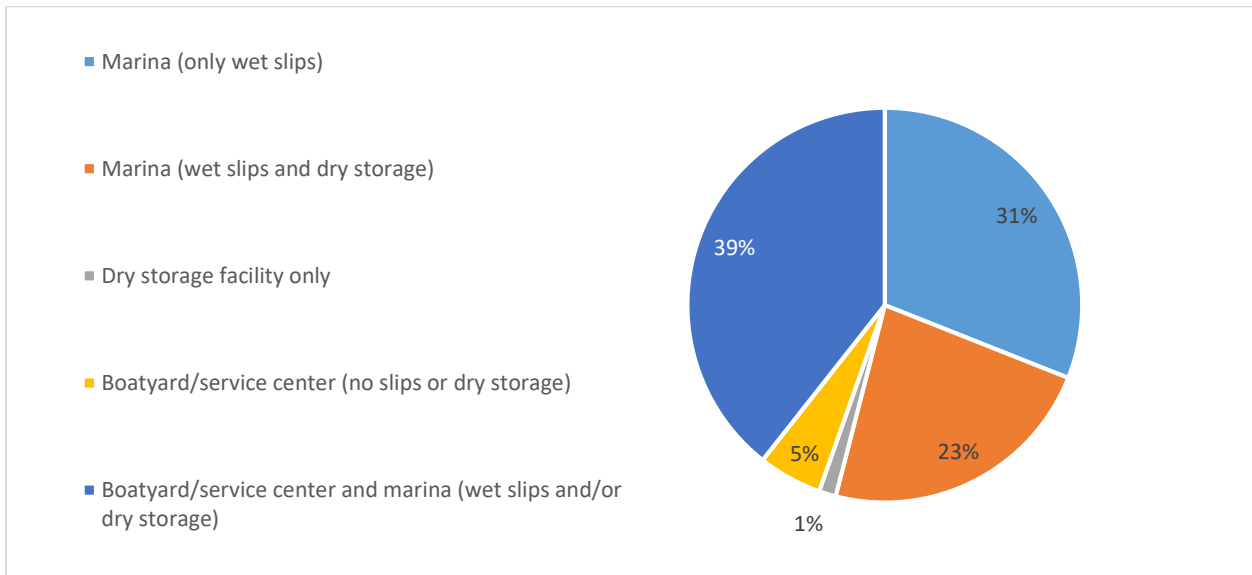


Figure 2 – 39% have a marina and a boatyard with wet slips and/or dry storage; just 5% are boatyards with no slips or storage, and 58% are marina only (only wet slips, or wet and dry slips).

Who owns your marina/boatyard?

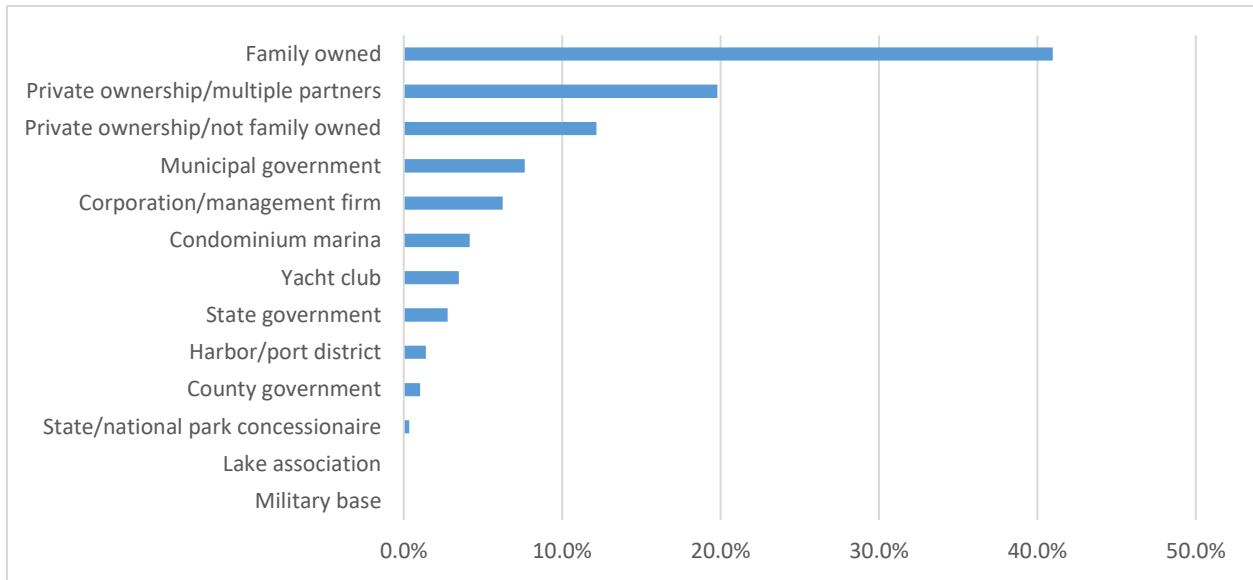


Figure 3 – The majority of marinas surveyed are family owned facilities.

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

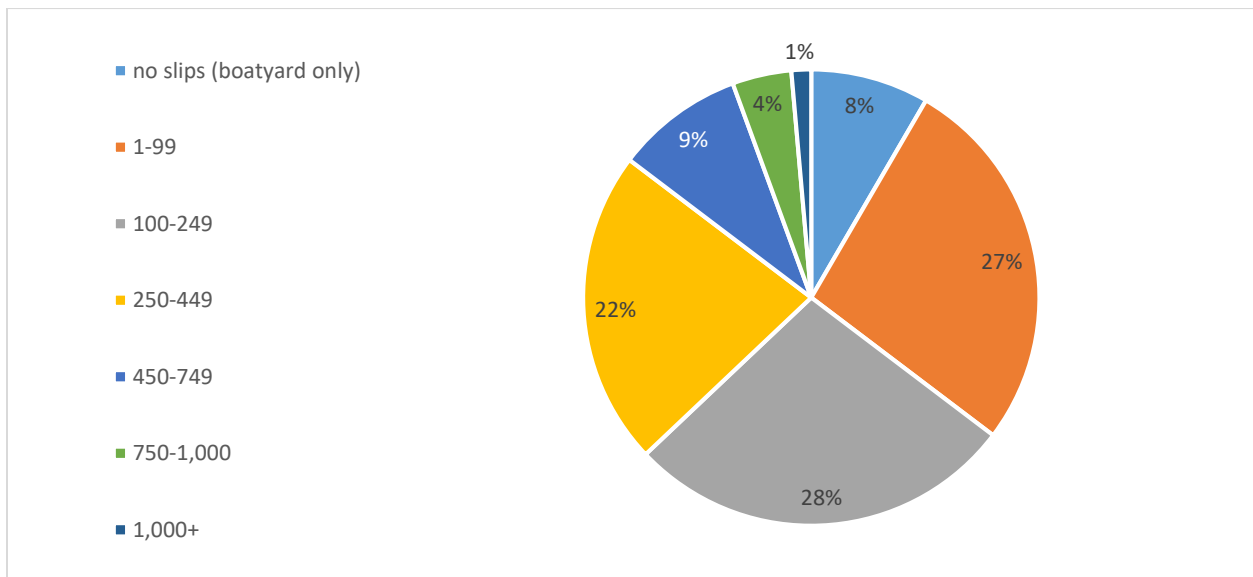


Figure 4 – 28% have 100 to 249 slips; 36% have 250 slips or more, and 1% have more than 1,000.

How old is your facility?

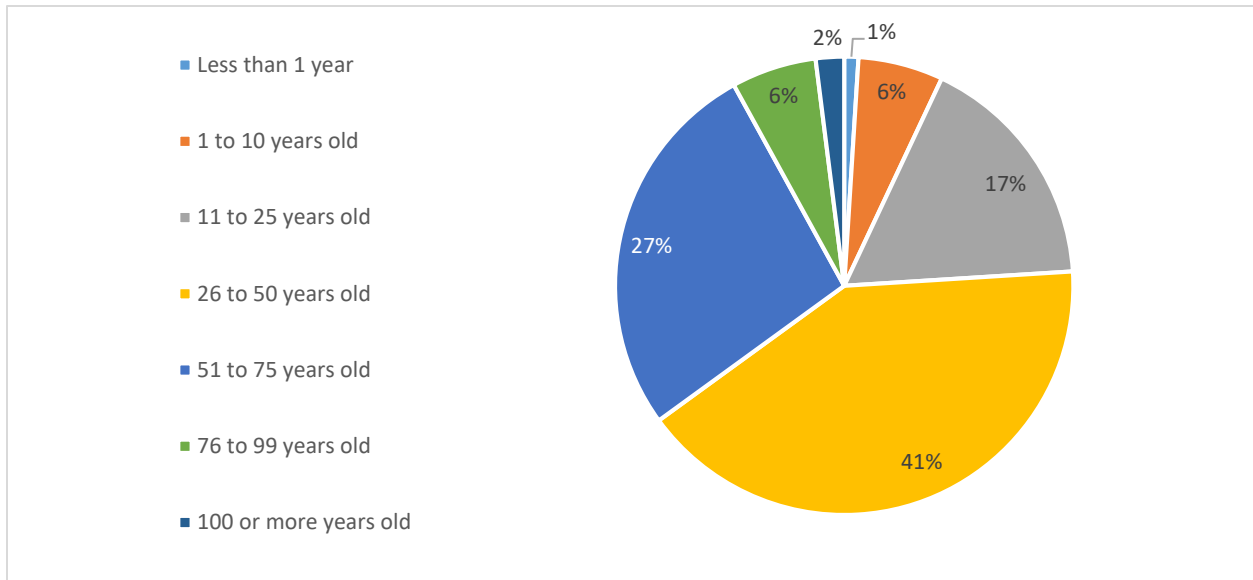


Figure 5 – 76% are over 25 years old; 35% are over 50 years old, and 7% are 10 years old or younger.

Who operates your marina boatyard?

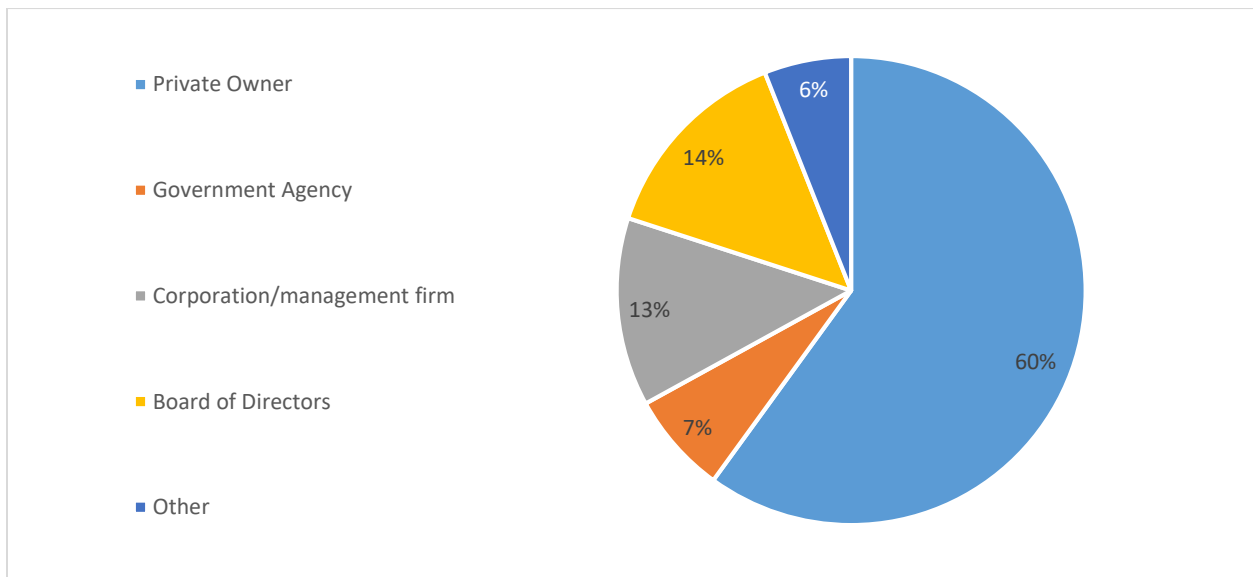


Figure 6 – 60% are operated by a private owner.

How long have you owned your marina?

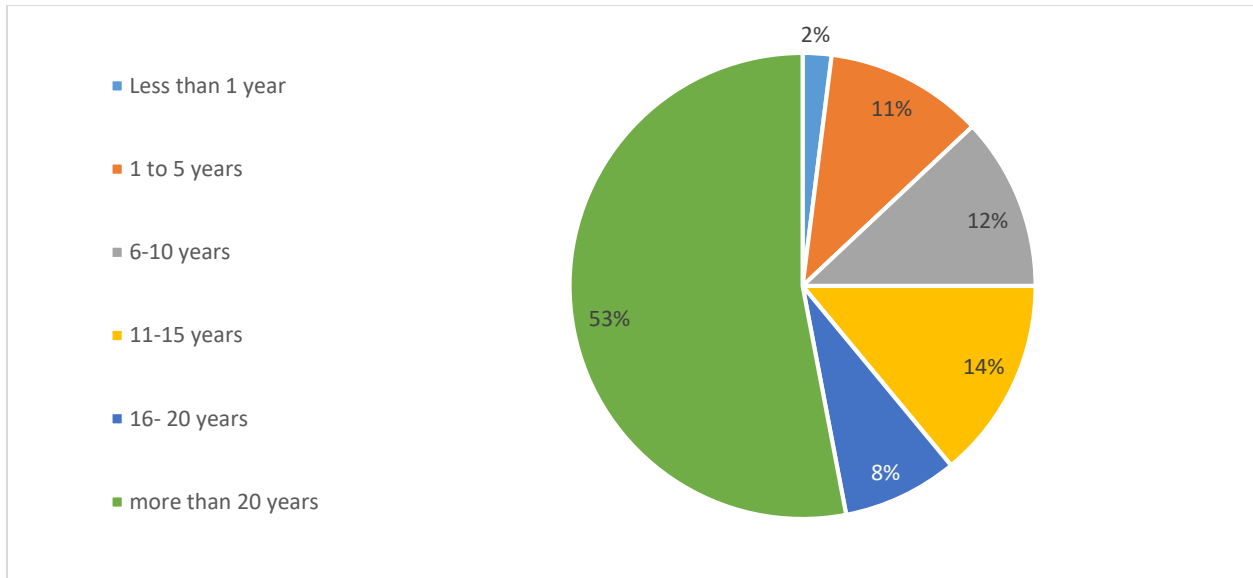


Figure 7 – 53% have owned their marina more than 20 years.

Occupancy

This section provides information on 2018 marina occupancy rates as compared to 2017 rates. Overall, the results reflect the growing industry; occupancy rates are greater than the 2017 season. The marina industry along with the greater recreational boating industry are benefiting from a strong economy.

How did your marina's 2018 occupancy compare to 2017?

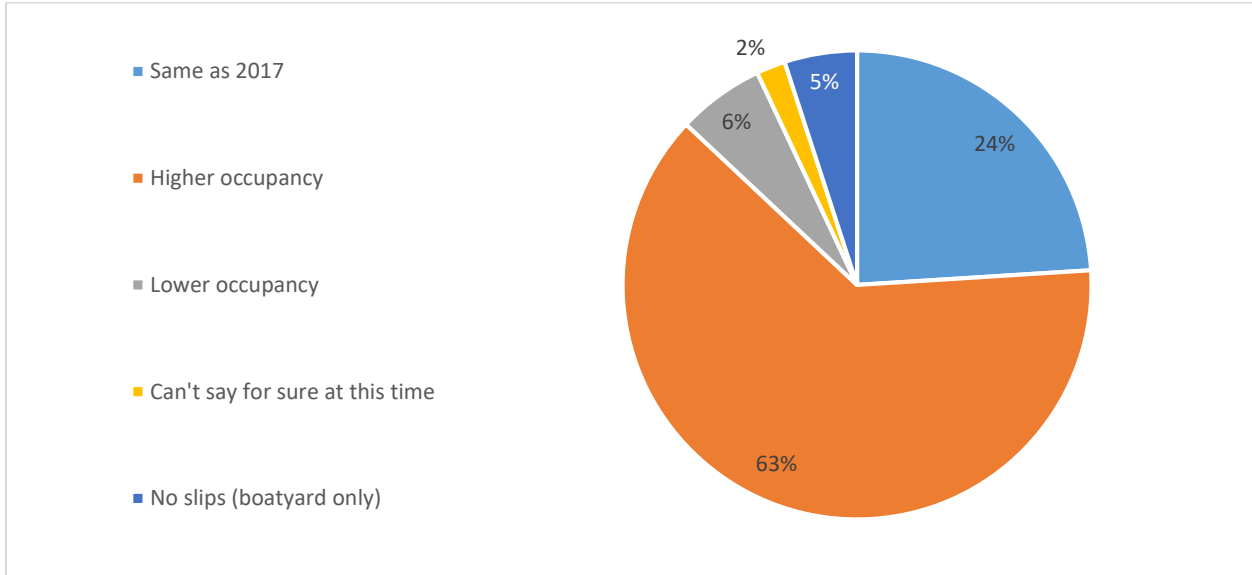


Figure 8 - 63% reported higher occupancy rates in 2018 than in 2017.

What is your marina's current occupancy?

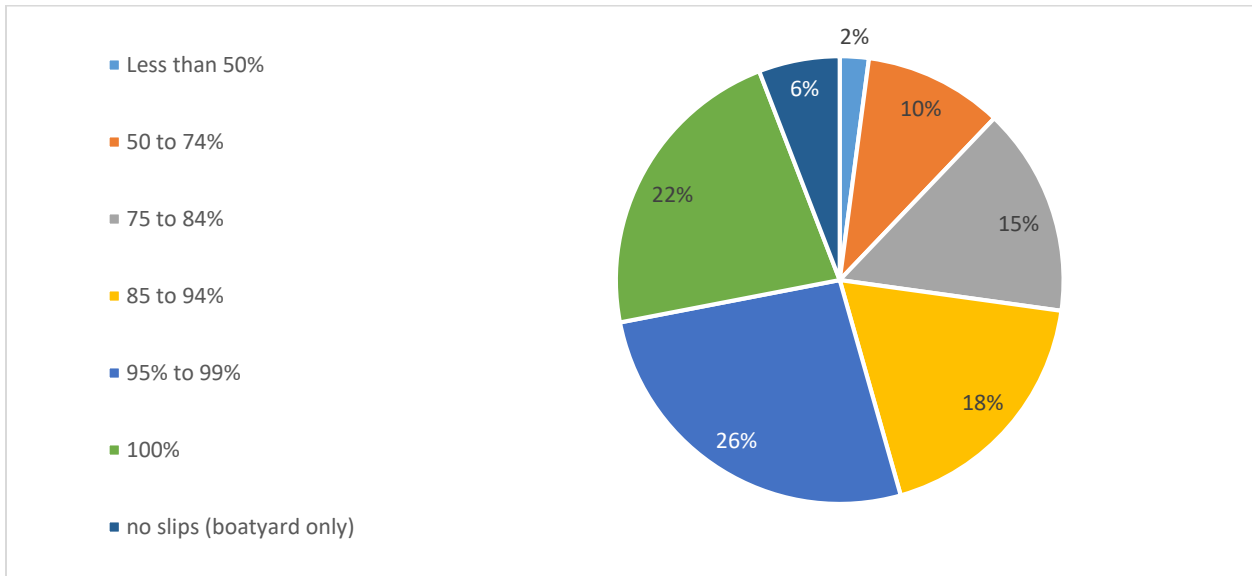


Figure 9 - 48% have occupancy rates greater than 95%; 20% have 18% – 94% occupancy; and 27% have less than 75% occupancy.

Rates for products and services

This section provides information on rates charged by marinas for products and services, including rate comparisons to 2016.

How did your marina's 2018 rates for products and services compare to your 2017 rates?

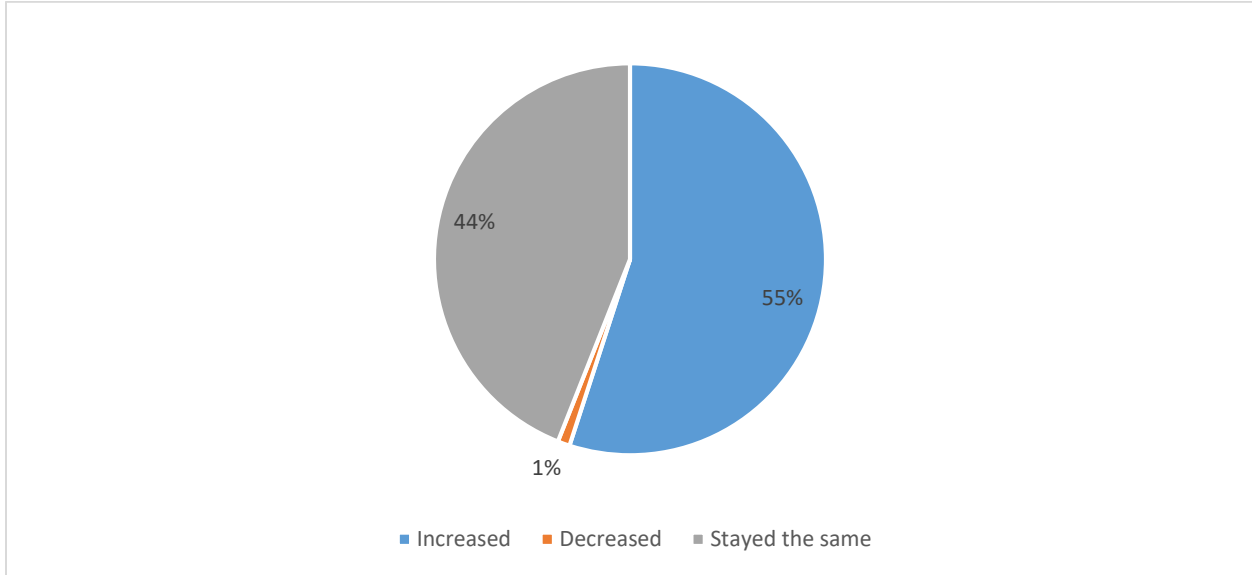


Figure 10 - 44% reported that rates for products and services stayed the same, 55% reported that rates increased, and 1% reported that rates decreased.

How do your 2018 rates for service and repair compare to 2017?

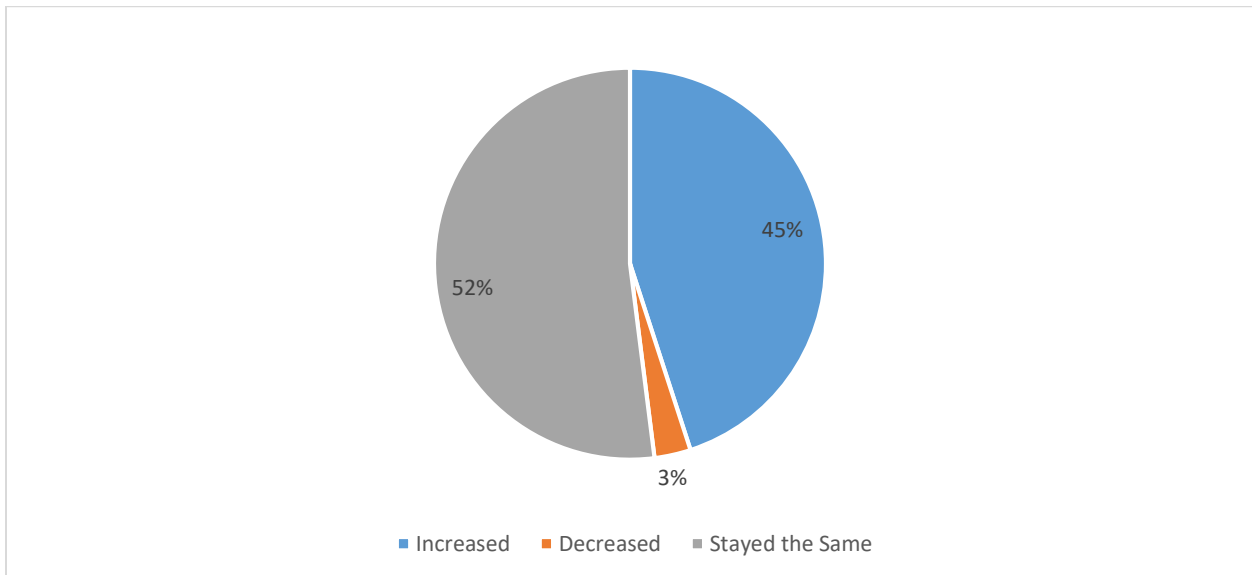


Figure 11 – 52% reported rates stayed the same, 45% reported rates increased, and 3% reported rates decreased.

Please indicate the products/services you offered in 2017 that generated revenue for your marina and the affiliation of each to your business.

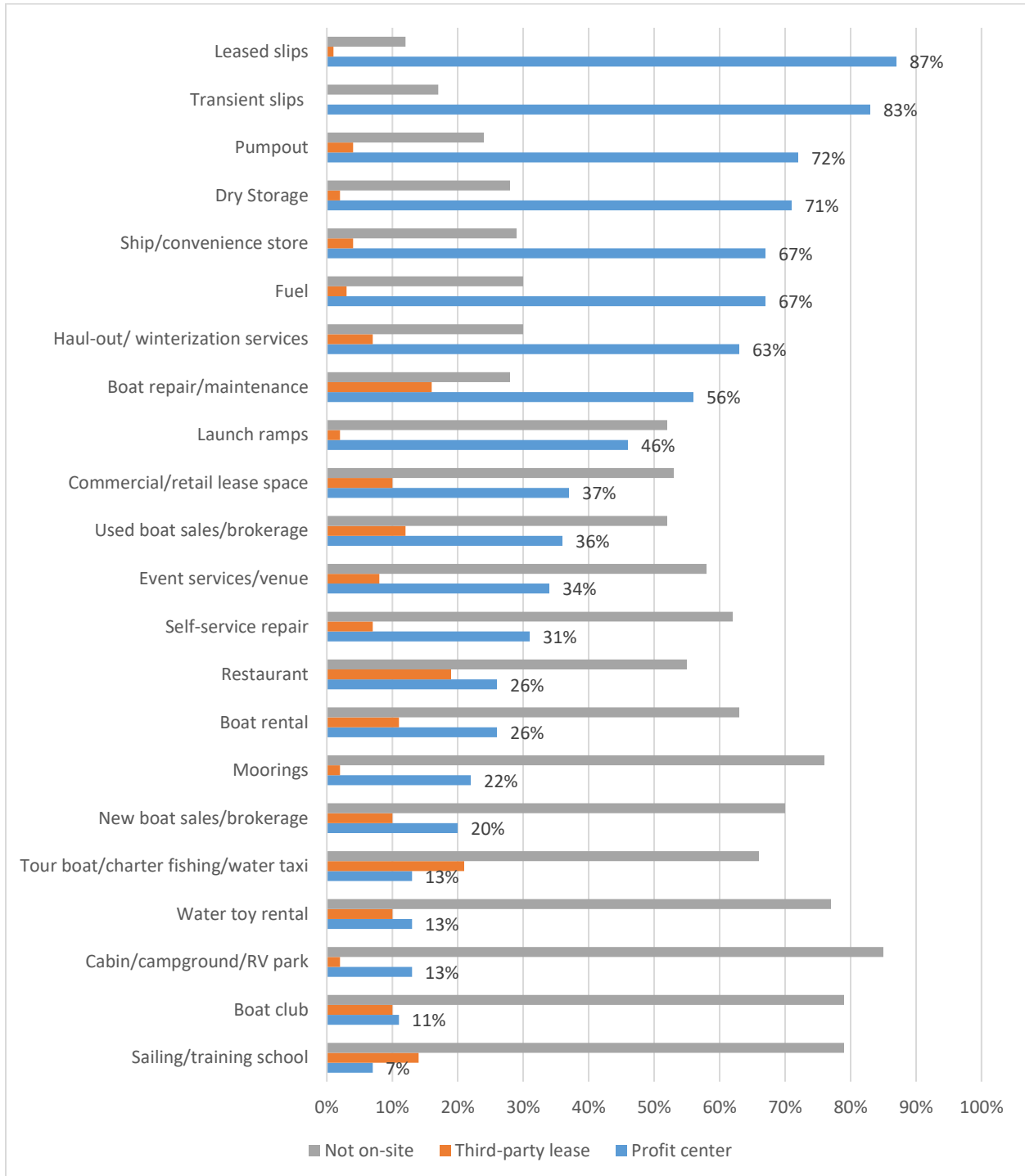


Figure 12 - The most common profit center reported is leased slips with 87% of the marinas reporting that these are on-site. The next most on-site services are transient slips, dry storage, pumpout, and ship store.

For your product/service profit centers, did overall revenues increase, decrease, or stay the same for 2017 as compared to 2016?

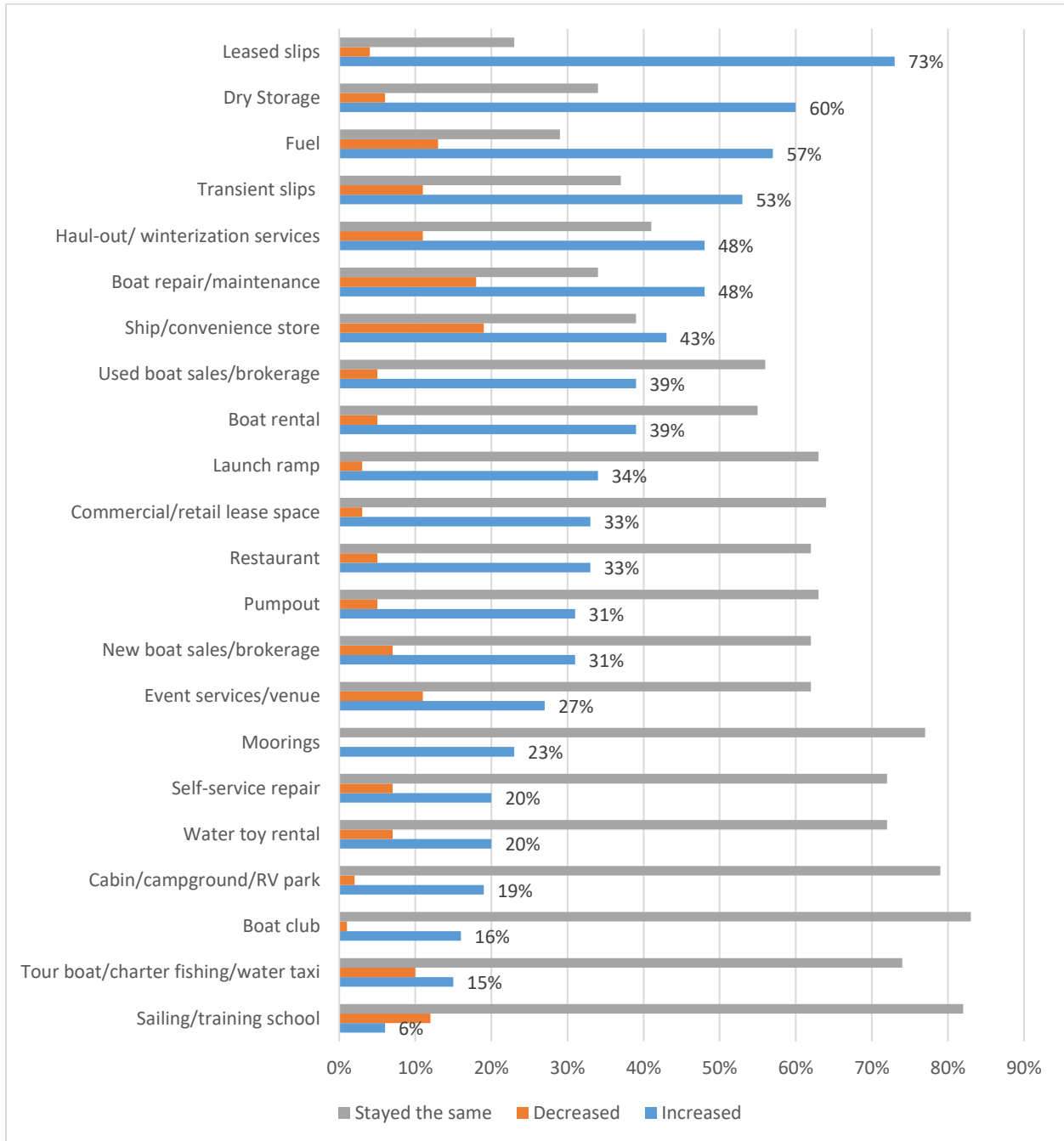


Figure 13 – Leased, dry storage, fuel sales, and transient slips had the greatest number reporting increases in revenue.

Expenses

Looking at total expenses for 2017, how did they compare to 2016?

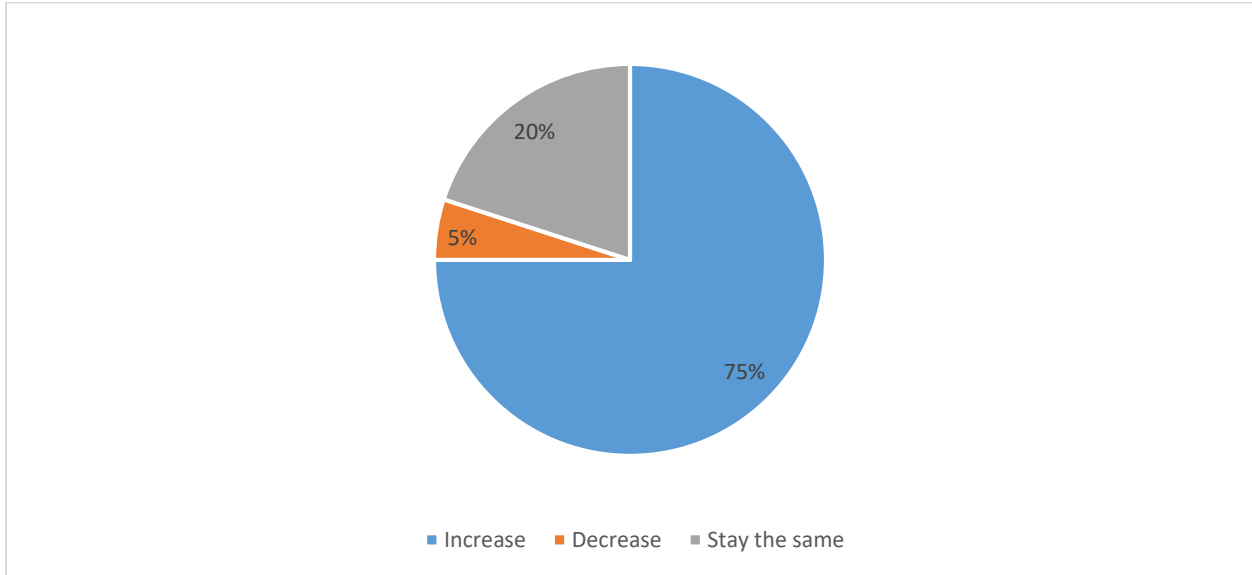


Figure 14 - 75% of marinas reported an increase in total expenses from 2016

Compared to 2016, how did your 2017 expenses change?

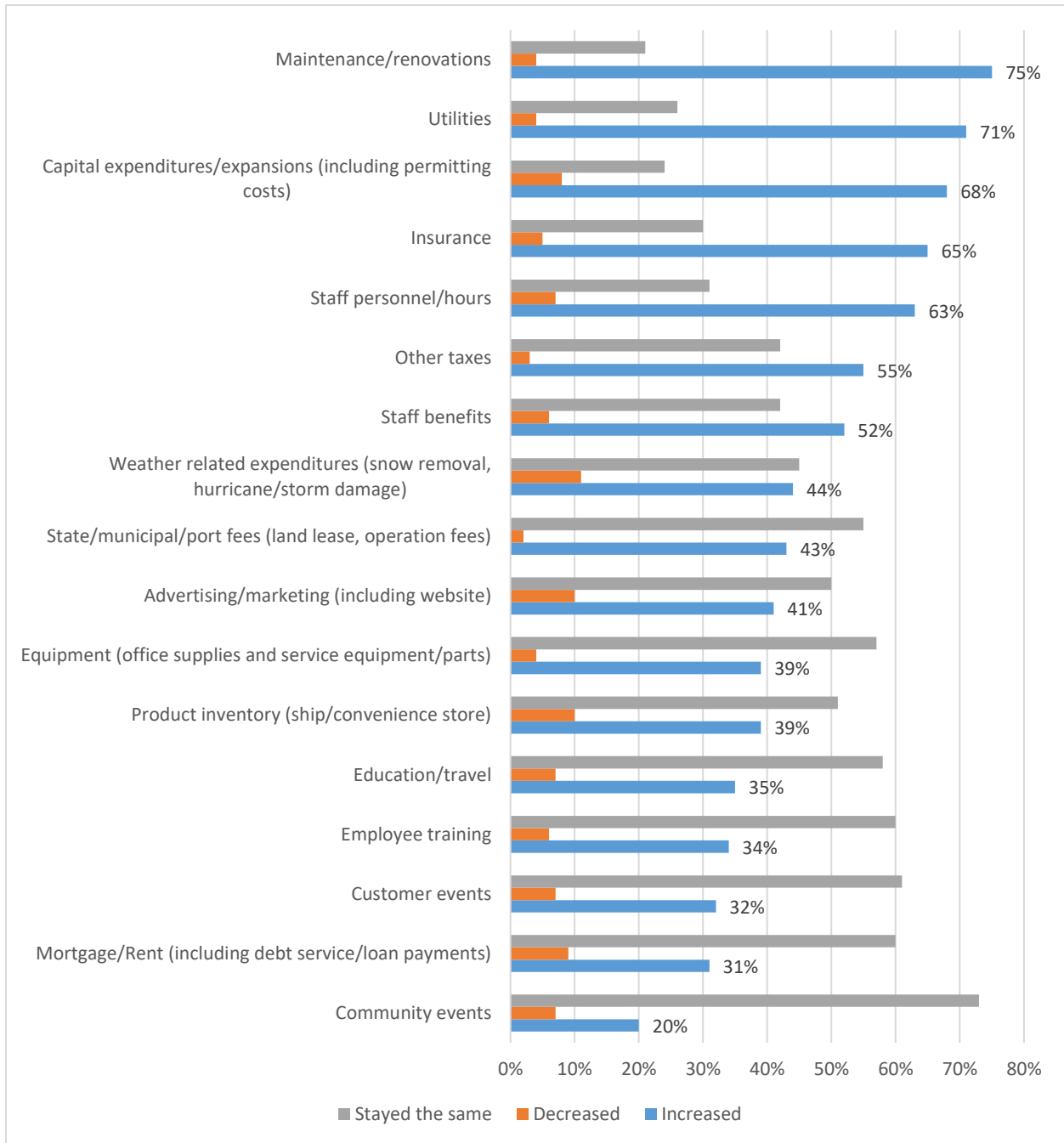


Figure 15 - 75% of marinas reported an increase in staff personnel/hours costs, making it the highest reported cost increase. Just over 10% reported a decrease in weather related expenditures, while 45% reported that expense staying the same.

Profit

A large portion of marinas report that profits are expected in 2017 and that they expect their profit to be greater than 2016.

Will your facility make a gross profit in 2018?

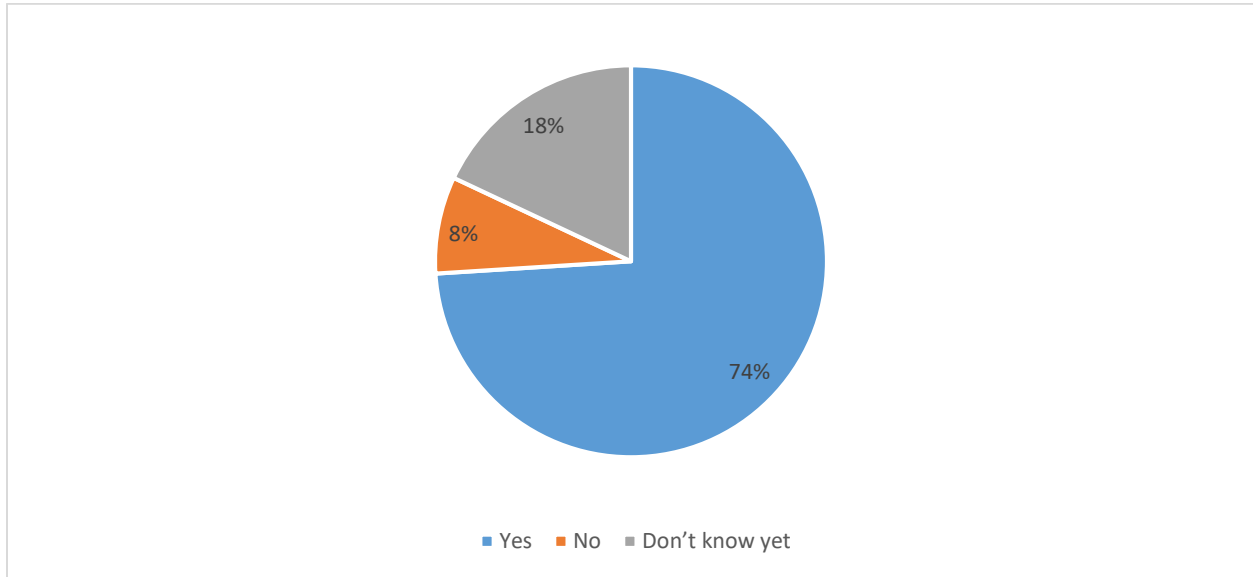


Figure 16 – 74% of marinas reported they expect a gross profit in 2018.

Compared to 2016, how did your 2017 net profit change?

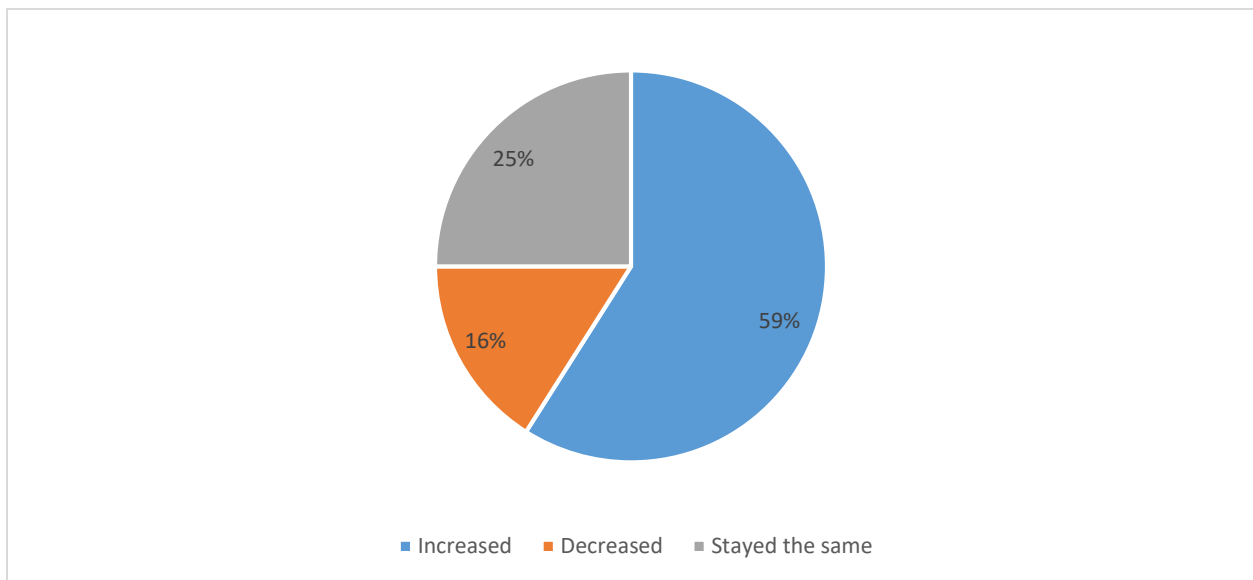


Figure 17 - 59% of marinas reported an increase in net profit as compared to 2017, while 24% reported that net profit stayed the same.

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 or 866-267-6622.