GEORGINA

Waterway Advisor Committee

February 13,2017

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CEO
Boating Ontario Association

Boating Ontario

https://www.youtube.com/watch?v=_4wxL5rU 3ok

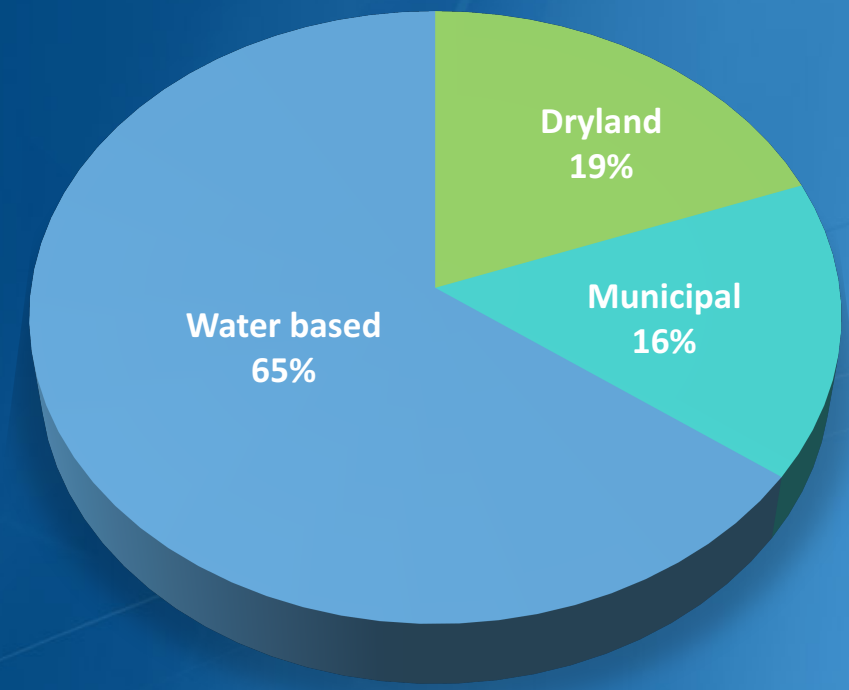
Introduction

- For 50 years we have served as the largest recreational marine trade association in Canada with over 500 members.
- Our members include both on water and land based marine industry businesses that operate in Ontario.
- Clean Marine Program – Eco-Rated environmental assessment to protect the waterways
- Promote recreational boating through the North American consumer program Discover Boating

WELCOME To The WATER
DiscoverBOATING

Boating Ontario

Who we represent



- Marinas, Boat Dealers, Services & Repair providers, Yacht Brokers and more
- Represent over 50,000 slips

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Georgina Members:

- Jackson's Point Harbour
- Bonnie Boats Ltd.
- Quinn's Marina
- Flying Bridge Marina Limited
- Everglades Marina
- Crawford Yachts (broker)
- Virginia Beach Marina
- Keswick Marine Ltd.
- Krates Keswick Inc.
- Pride Marine Group Ltd. - Keswick

Total of 42 members on Lake Simcoe

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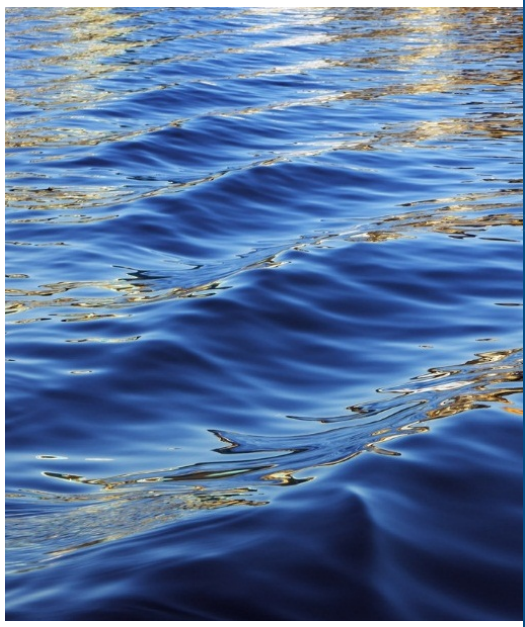
CLEAN MARINE



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Protecting Ontario's Waterways for 20 years.

- Environmental program that provides marine businesses a best practices guide to reduce and prevent water, air and land pollution from recreational boating activities in Ontario.
- Since 1995, over 300 businesses have participated
- Recognized as one of the world's leading environmental programs
- Independent third party, 220-point assessment.
- Eco-Rating system from one to five Green Anchors, with Gold, Diamond and Platinum as the highest achievements.
- Re-assessments are mandatory every four years with self-assessments conducted annually.

Boating Ontario

CLEAN MARINE

The World's leading environmental program
for marinas and marine businesses.

To find an Eco-Rated Marina in your area or tips on clean boating visit:
boatingontario.ca/cleanmarine.

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Clean Boater – Lake Simcoe

Partnership with Ministry of Environment and Climate Change and local stakeholders.

Public awareness campaign to build awareness of best practices for boaters

Summer 2017

Boating Ontario

Economic Facts

- Recreational Boating Industry has a GDP impact of **$6.1 Billion** (2016)
- Recreational boating industry is a significant contributor to Canada's economy with $8.9 billion in revenue, **$3.5 billion in revenue for Ontario**
- Jobs in the core industry 59,000, **40% of those are in Ontario**. (2016)
- By way of comparison, the direct economic impact of the recreational boating industry is **comparable in size to the Canadian radio and television broadcasting industry** or the newspaper publishing industry. It is about 75% of that for the Canadian brewery industry.

Figures provided by **National Marine Manufacturer's Association (NMMA) Canada**

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Participation/Demographics

- Recreational boating industry has seen an increase in participation in Ontario since 2011. Recreational boating participation was 36.3% in Ontario in 2011 and 40% in 2015, which is the most of any province
- **12.4 million adult Canadians went boating in 2015.** 43% of Canadians went boating in 2015 and for the past three years it has been relatively stable at 43%-46%
- Canadians own over 4.3 million boats (of this 4.3 million, it is estimated that 85% are less than 25 feet in length)
- **59% of boat owners have an annual household income of less than $100,000**
- 31.8% of boaters are aged 30-49 and 32% are aged 50-64
- **71% of boat owners are married and 48% of boat owners have children living at home**
- **Nearly 80% of Canadians live less than an hour from a navigable body of water**
- In a survey conducted by Harris Decima in 2012, it was found that 99% of boaters agree boating is fun and 98% of boaters agree that boating is family friendly

Figures provided by **National Marine Manufacturer's Association (NMMA) Canada**

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Tourism Quick Facts

- Total Tourism Receipts $29.8 B
- Tourism Employment 372,000 Jobs
- Ontarian's Tourism Spending $34.1B

Every $11 million in spending = 13 jobs

One of the fastest growing industries in the world today

Tourism Industry Association of Ontario (2015)

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Georgina's Boater Segments

Georgina benefits from at least four major segments of boaters coming to Lake Simcoe.

Cottagers	Cottagers are a large and stable market of leisure boaters who spend money on boats, marina services, shopping, dining and entertainment.	Demand is being met with room to grow.
Regional Day Boaters	Participation in boating is high in Ontario, but many boaters spend only a few days a year on the water and want to make them count.	More investment is needed to capture this growing market and attract to region.
Large Boats staying a season or more	Large boats are the steady segment of the boating industry, creating demand for services that can accommodate these affluent boaters.	Demand for transient dockage, creating new opportunities.
Cruisers Stopping Over	Lake Simcoe is a stop-over for boaters cruising on the Trent Servern Waterway, including Ontario, Quebec & US boaters, looking for basic services, dining, shopping, and entertainment.	Services for these boaters are quite limited in Georgina with need for expansion.

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What's next

Boat traffic will increase on Lake Simcoe

- Canada 150 – Free lockage on the Trent Severn Waterway
- Opening of Friday Harbour Marina in Innisfil - 1,000 slips!

Access to boating via new channels

- Rentals
- Boat Clubs
- Tours
- Guided fishing trips

Boating Ontario

Boat Safely from Port to Port.

If you're a boater in Canada, you will want to download the free "Discover Boating Safety" app.

Indispensable to the Canadian boater, it features everything you need to ensure a safe and fun time on the water, no matter where or how you go boating. An interactive and easy to use source of information, it covers a range of regulations, guidelines and best practices that make being prepared easier so you can focus on fun.

Download on the App Store

GET IT ON Google Play

DiscoverBoating.ca/Boat-Safely

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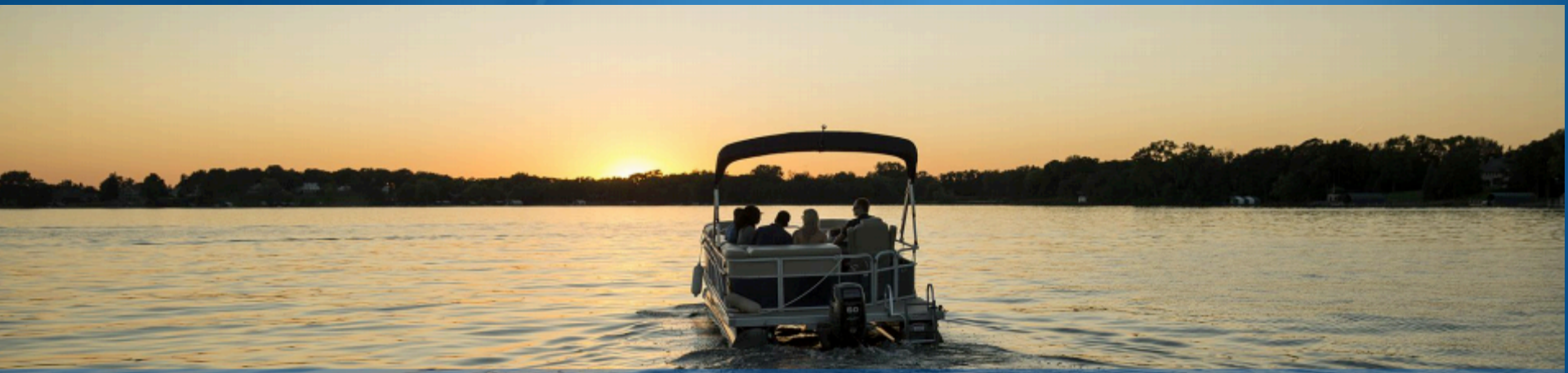

Thank you

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