

Boating *Ontario*

The Benefits of Boating in Ontario!



Boating
Ontario



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Boating Ontario

**Business
Development**



**Workforce
Development**



**Government
Relations**



**Increasing
Boating
Participation**



**Increasing
Membership
Value**



Boating Ontario provides a foundation to support and grow the recreational boating lifestyle while protecting the environment and enhancing the sustainability of its members.

Boating *Ontario*

→ PRIORITIES ←

1

Business Development

Act as a conduit to connect members with resources and best practices to diversify revenue opportunities and grow their business.



2

Workforce Development

Create a larger pool of qualified and skilled marine sector employees.



3

Government Relations

Supporting government initiatives through open dialogue and relationships while demonstrating our economic impact.



4

Increase Boating **Participation**

Engaging our passion with all generations and new Canadians through the promotion of safe and fun boating behaviours.



5

Increase **Membership** Value

Expanding current 500+ membership base through meaningful partnerships with like minded organizations.



Board of Directors



**John Swick - Queen's
Cove Marina**
President



**Brett Ramsey - Pirate
Cove Marina**
Vice President



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Rey**
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Boats**
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**Georgie Newlands -
Summer Water Sports**
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**Kevin Marinelli - Pride
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Director



**Chris Perera -
Boatdealers.ca**
Director

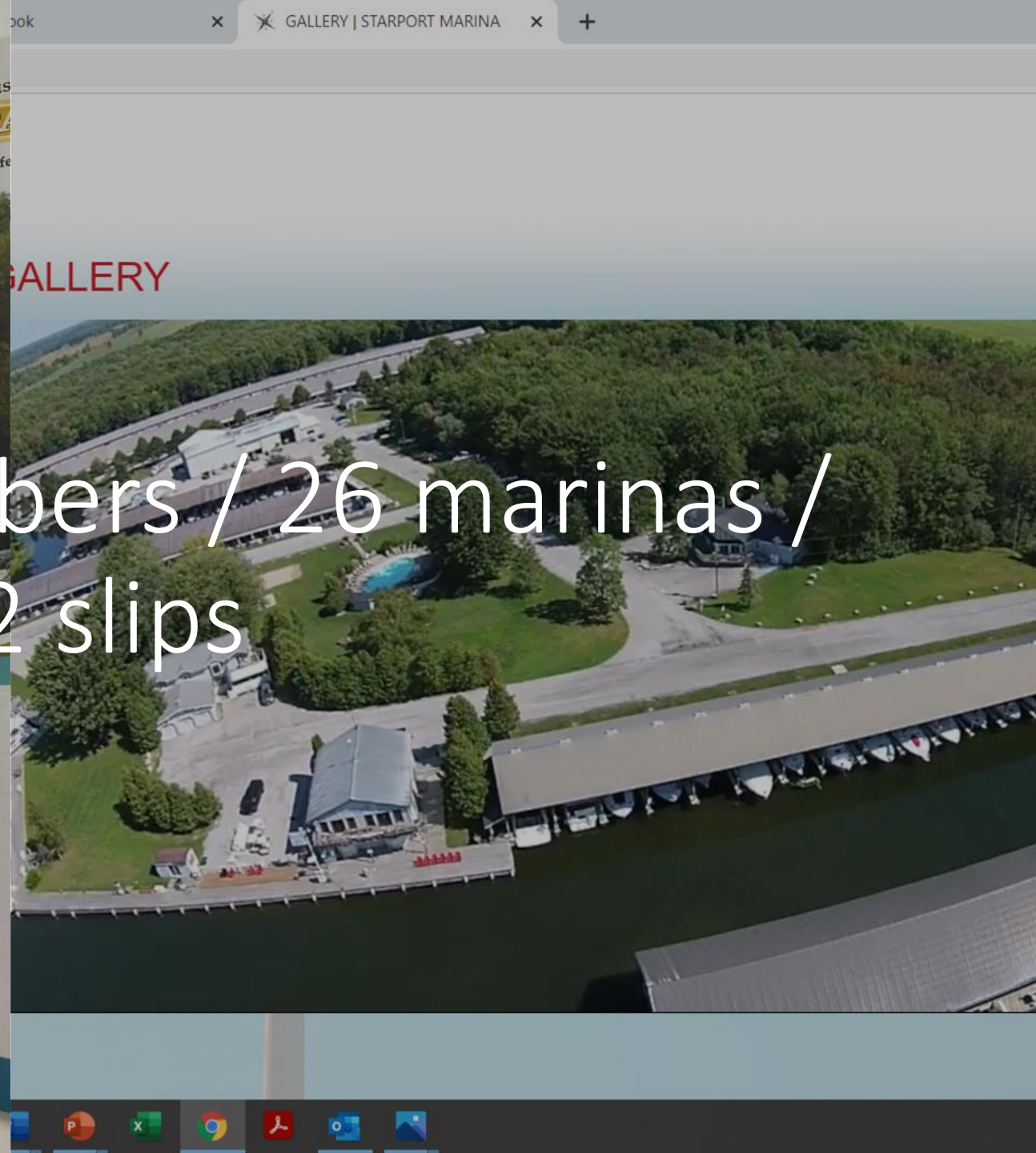


**Erin Csumrik Shaw -
McGregor on the Water**
Director

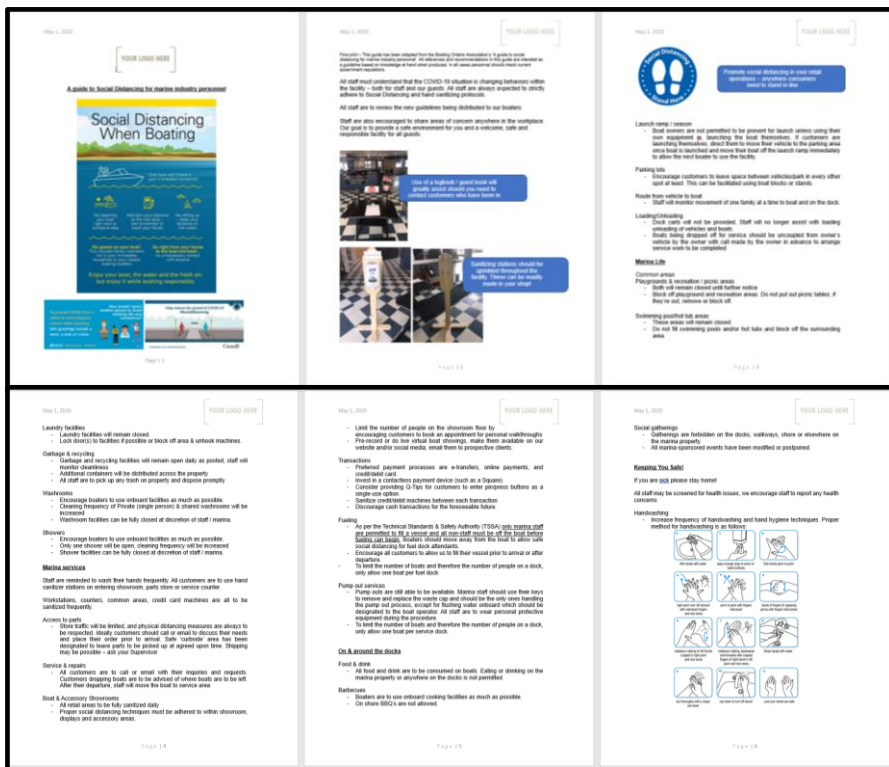
To Georgian Bay



Lake Simcoe members / 26 marinas / 4,952 slips



Social Distancing Tools



1 Family Only
per
Luggage Drop Off
Boating Ontario

LOADING & UNLOADING

- leave space between your vehicle & the vehicle next to you
- wait for first arriving vehicle to unload & depart
- proceed directly to your boat fully respecting Social Distancing
- staff are unable to assist with loading & unloading

Boating Ontario

FUEL DOCK

Customers are asked to please:

- tie up with fuel cap on dock side
- disembark from vessel
- stay 2 meters from the gas pump, crew members & other customers

Fuel pumps will be disinfected before and after use.

Boating Ontario

THE GREAT LAKES PLASTIC CLEANUP

We're taking action to clean up the waterways of the Great Lakes region!



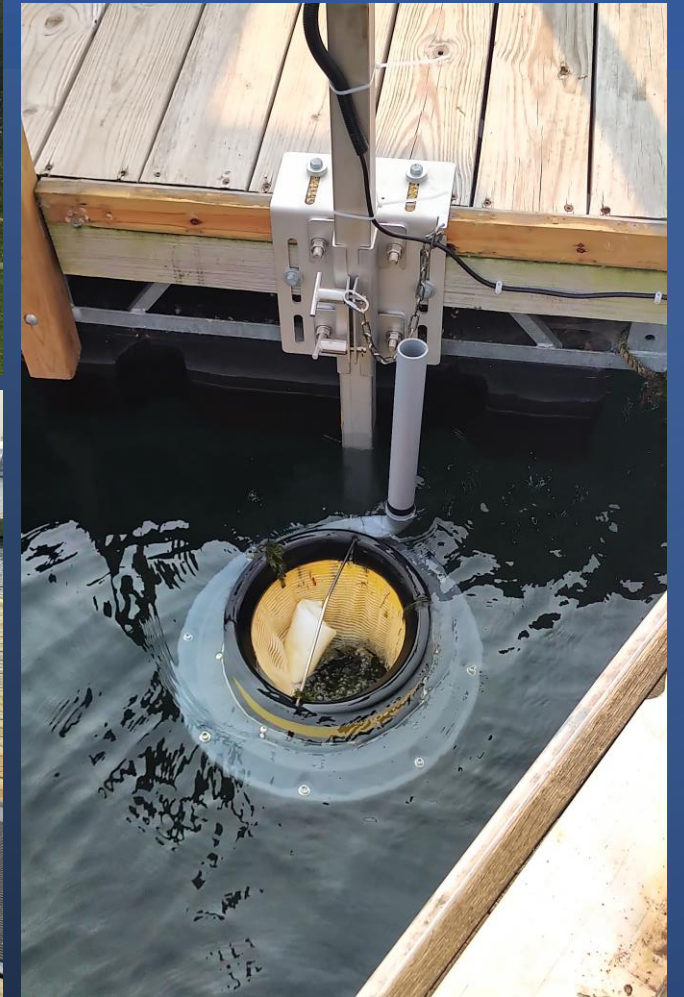
The Great Lakes Region by Numbers

107 million
people

10 million
kilograms of
plastic litter

3500
species of
plants and
animals under
threat

21%
of the world's
fresh water
supply



Boating Ontario 2021 DIRECTORY

Keep this directory on board as your guide to:

- Local Events
- Marina Listings
- Destination Features
- Boating Safety
- Maps And More!



MOBILE APP
AVAILABLE



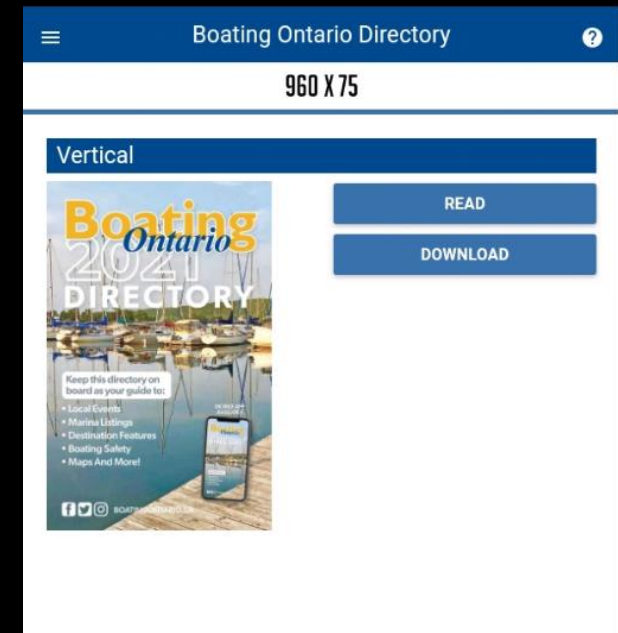
BOATINGONTARIO.CA

NEW NEW NEW!!!

- ✓ Print / Production partner
- ✓ Layout
- ✓ Listings
- ✓ Content
- ✓ BOA digital
- ✓ FREE App

Contact jillsnider@kerrwill.com

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Boating
Ontario

ECONOMIC IMPACT

Boating Ontario

Supporting Ontario's Recreational Industry



Recreational boating

It's an every Canadian's sport

43% of Canadians
went boating in 2016

47% of boats sold nationally
are sold in Ontario

59% of boat owners
have an annual household
income less than \$100,000



BOATS SOLD: National = 103,818
Ontario = 48,496

➔ The Hard Facts

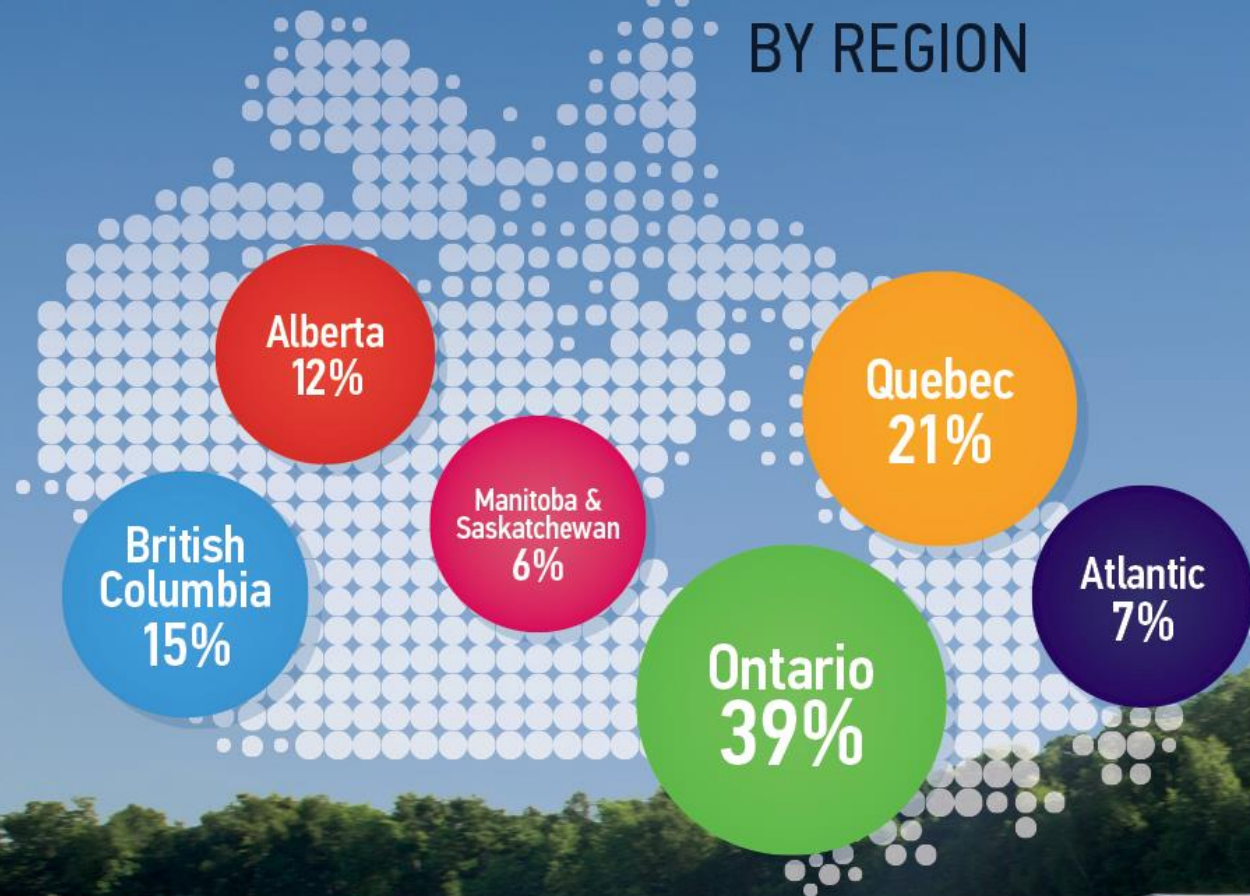
	National	Ontario's Contribution	
		Ontario	Share
Revenue(Millions)	\$10,015.50	\$4,032.10	40.20%
GDP (Millions)	\$5,598.20	\$2,296.30	41.00%
Wages & Salaries (Millions)	\$2,906.60	\$1,177.1	40.50%
Taxes (Millions)	\$868.40	\$378.30	43.60%
Employment	75,434	30,591	40.60%



Today's
active
boating
family

BOATING PARTICIPATION

BY REGION



Transient boaters travel



TABLE 1.7a How far do you drive to get to your boating destination?

	TOTAL	2014 PARTICIPANT	BOAT OWNER	TOTAL	2015 PARTICIPANT	BOAT OWNER
Under 50 km	54.0%	53.0%	54.0%	49.0%	48.0%	49.0%
50 km to less than 100 km	14.0%	14.0%	14.0%	16.0%	14.0%	16.0%
100 km to less than 250 km	18.0%	20.0%	18.0%	17.0%	19.0%	17.0%
250 km to less than 500 km	6.0%	5.0%	6.0%	10.0%	12.0%	10.0%
500 km or more	5.0%	4.0%	5.0%	3.0%	3.0%	3.0%
DK/NA	4.0%	4.0%	4.0%	4.0%	4.0%	4.0%

43% will haul their boat 50 – 500km
to their favourite waterway

Boaters Top 5

- 1. Nature observation (64%),
- 2. Entertaining family and friends (62%),
- 3. Sightseeing (59%),
- 4. Swimming (57%),
- 5. Fishing (55%)

	PARTICIPANT	2015 BOAT OWNER	NON-BOAT OWNER
Sightseeing	62.0%	59.0%	62.0%
Nature observation	61.0%	64.0%	57.0%
Swimming	59.0%	57.0%	57.0%
Entertaining family/friends	57.0%	62.0%	51.0%
Cruising	47.0%	46.0%	45.0%
Quiet water paddling	43.0%	53.0%	36.0%
Fishing	42.0%	55.0%	33.0%
Sunbathing	41.0%	39.0%	42.0%
Canoeing	40.0%	47.0%	33.0%





PWC
6423 - 33%

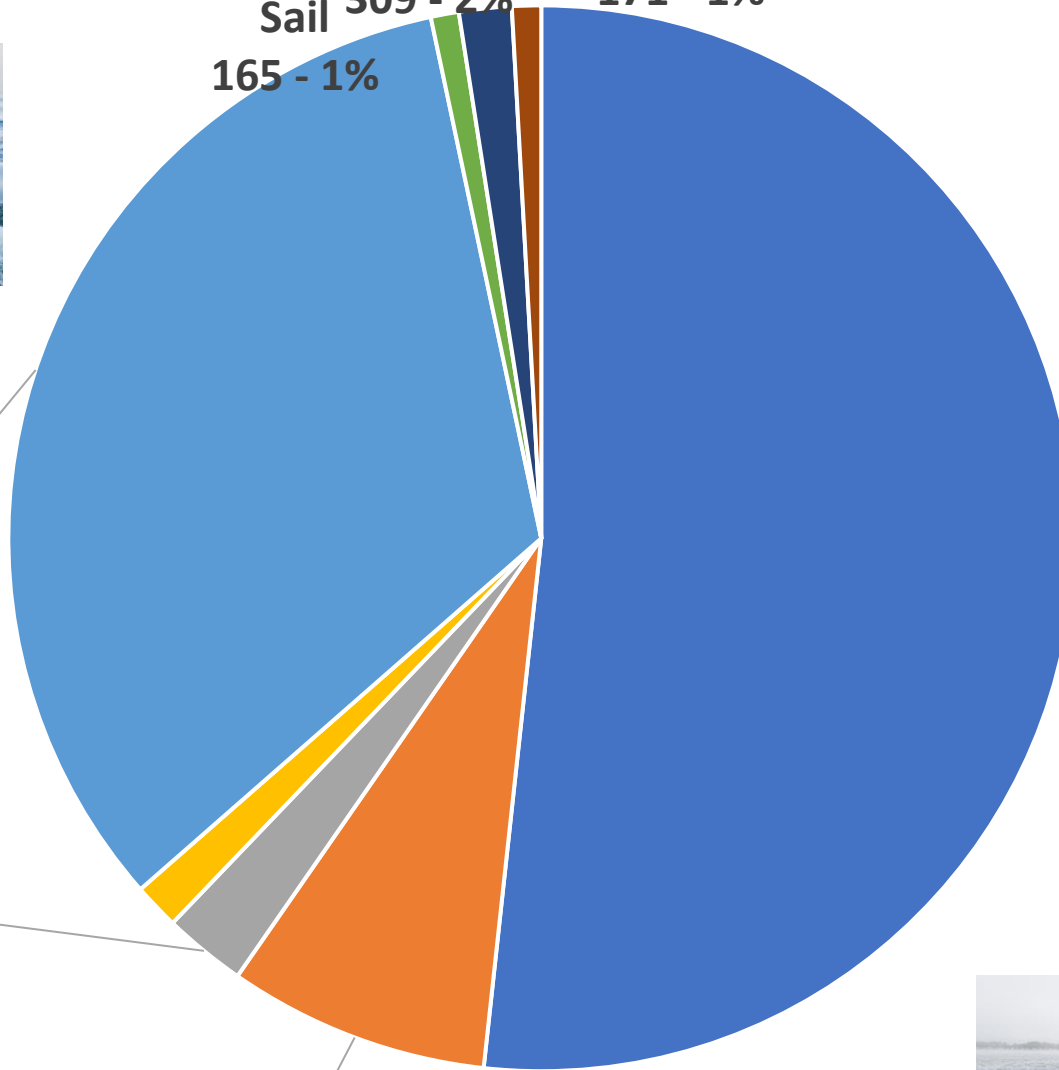
Inboard cruiser
270 - 1%

Inboard / ski
486 - 2%



Stern drive
1538 - 8%

Sail 165 - 1%
Jet 309 - 2%
Inflatable 171 - 1%



■ % of total ■ Sales



Outboard
10031 - 52%



Pleasure Craft Operator Cards

- 1999 – 2019
 - 4,442,000 issued
- 2014 – 2019
 - 153,000 average
- 2019 actual
 - 142,000 issued
- 2020 – to Sept 15
 - 237,810 AND COUNTING!



67% increase Y o Y



Visitation in 2020 compared to 2019

Vessel Traffic

- Trent-Severn Waterway – 106,357 vessels (-12.6%)
- Rideau Canal – 44,141 vessels (-28%)

Lockages

- Trent-Severn Waterway – 74,057 (- 10.5%)
- Rideau Canal – 30,908 (-23%)

Mooring

- Trent-Severn Waterway – 9,951 (-20.6%)
- Rideau Canal – 7,767 (-32%)



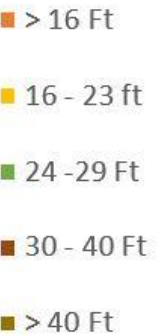
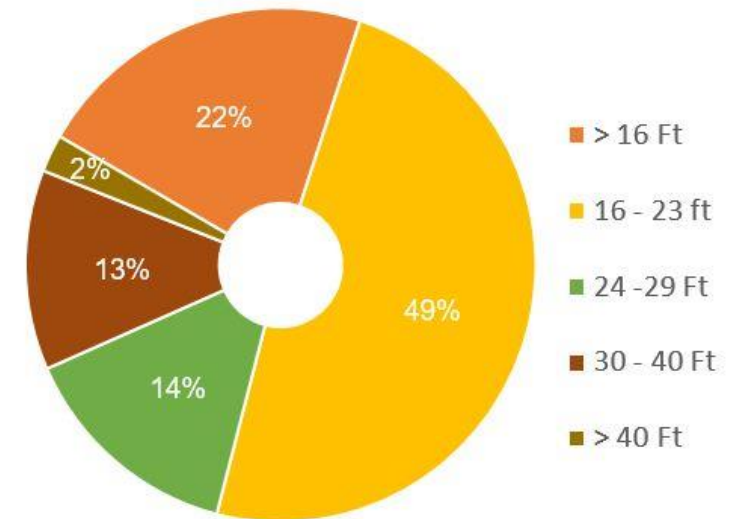
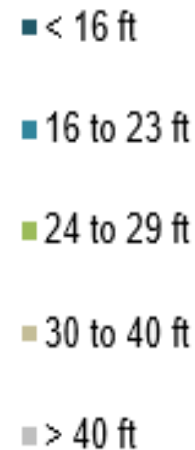
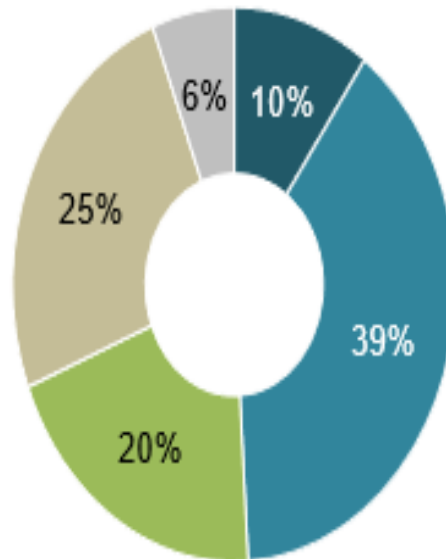
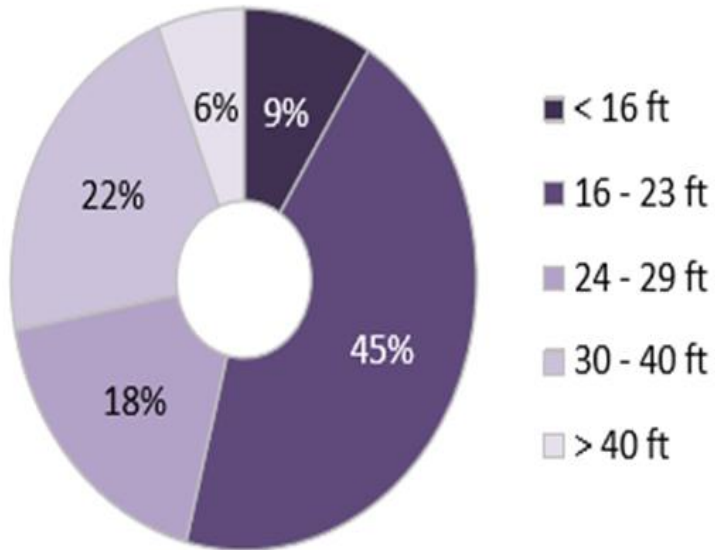
Boater Vessel Lengths



Boating Ontario 2013

Boating Ontario 2017

Canals 2020



2020 Lockage Permits

Single Lock and Return – 7,632 (49% < 20 Ft)

Day Pass – 4,319 (54% < 20ft)

6 Day Permit – 1,957 (48% 21ft – 32ft)

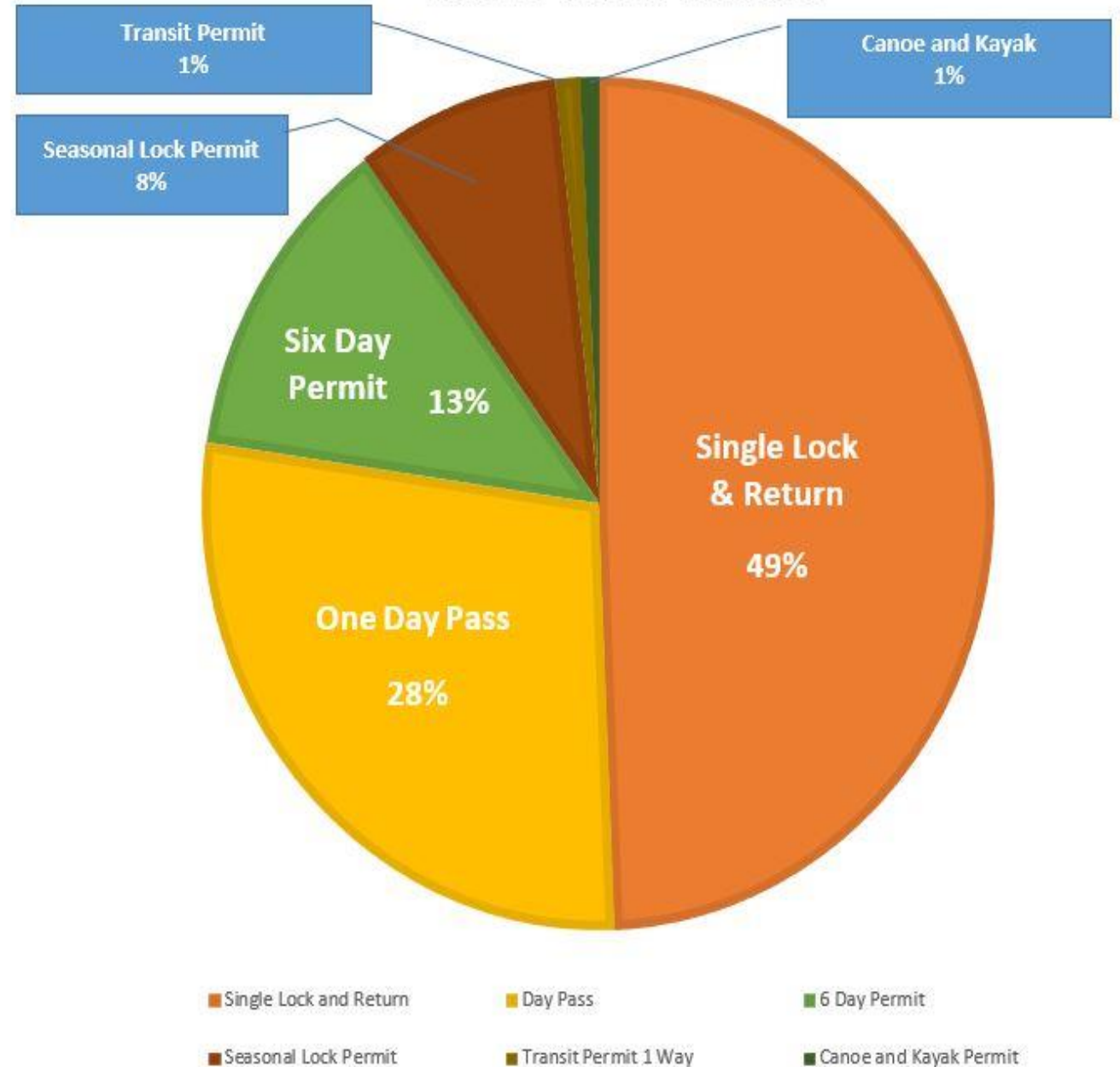
Seasons Lock Permit – 1,279 (40% - 21ft – 32ft)

Transit Permit 1 Way – 158 (58% over 32 ft)

Canoe and Kayak Permit – 117

Sample front line POS machines *Ontario Only

SALES BY PERMIT TYPE 2020





Boating IS a safe
social distancing
activity

Boating IS a great
family outdoor
sport

*Thank you
Questions welcome*

