



# BOATING

*An American-Made Economic Engine for Upstate NY*



## U.S. Marine Industry Economic Impact Statistics

U.S. boating is a net exporter of

**\$1.3 Billion**

annual boat exports

U.S. marine manufacturing supports

**650k Jobs**

and 35,000 businesses

More than

**141.6 Million**

Americans go boating each year

**95% Boats Sold**

in the U.S. are made in the U.S.

**25k Open Jobs**

throughout the U.S. marine industry

**84% U.S. Boat**

manufacturers are small businesses



## New York Marine Industry Economic Impact Statistics

**\$735 Million**

Annual retail sales of new boats, engines, and marine accessories in New York.

In the three congressional districts of Upstate NY (19, 20 & 21) that Boat Upstate NY & Eastern New York Marine Trades Association (ENYMTA) represents, the following key statistics apply:

Annual economic impact of boating in the three districts totals

**\$862 Million**

(Includes manufacturers and suppliers; sales; services; boating activities; and business tax revenue).

**103,969**

registered boats

**503 Businesses**

supported by boating

**4,989 Jobs**

supported by boating

**360 Jobs**

currently available

**SOURCES:** Data is from the MRAA; NMMA 2017 Recreational Boating Statistical Abstract; NMMA 2018 Boating Economic Impact Study; and NMMA's 2016 Recreational Boating Participation Study. Boat Upstate NY is an initiative brought to you by the Eastern New York Marine Trades Association (ENYMTA) to advance the marine industry in Upstate NY through proactive tourism, education, labor, safety, and environmental efforts.



*We're  
back!*

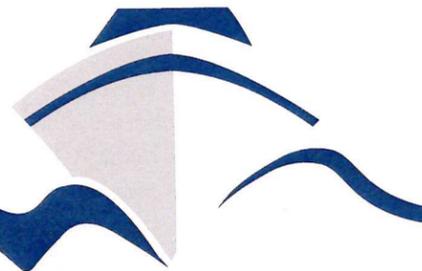
**MARCH 31 - APRIL 2, 2023**

# 2023 GREAT UPSTATE BOAT SHOW GOALS:

1. To drive in thousands of new visitors and highly qualified boat buyers from all across New York and New England.
2. To evolve the GUBS brand to be more recognizable, and attractive to both new and existing prospective boating enthusiasts throughout USA.
3. To continue to lead the planning, design, and execution of an event that properly represents the quality standards and values of the Town of Queensbury, ENYMTA, and all of our strategic partners.
4. To develop fresh ideas for providing each guest with a world-class, memorable experience while visiting our beautiful area and attending our boat show.
5. To grow and produce more year-round programs for supporting further economic, environmental, safety, and career opportunities within the marine industry for Districts 19, 20 & 21 of New York State.



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# 2023 BUDGET

## ESTIMATED REVENUES:

Floor Space Rental	\$200,000
Ticket Sales	\$18,000
Sponsorship	\$25,000
Occupancy Tax Grant Funds	\$25,000
<b>Total Revenues</b>	<b>\$268,000</b>

## ESTIMATED EXPENSES:

ADK Sports Complex (The Dome) Rental	\$52,000
Draperies / Display / Signage	\$15,000
Equipment Rental	\$10,000
Parking Rental	\$2,000
Shuttles	\$3,500
Total Labor / Entertainment	\$53,000
Move in/out Meals	\$5,000
Plowing	\$2,000
Prizes	\$2,000
Media Advertising	\$75,000
Advertising Production	\$36,000
Website	\$10,000

**Total Expense** **\$265,500**

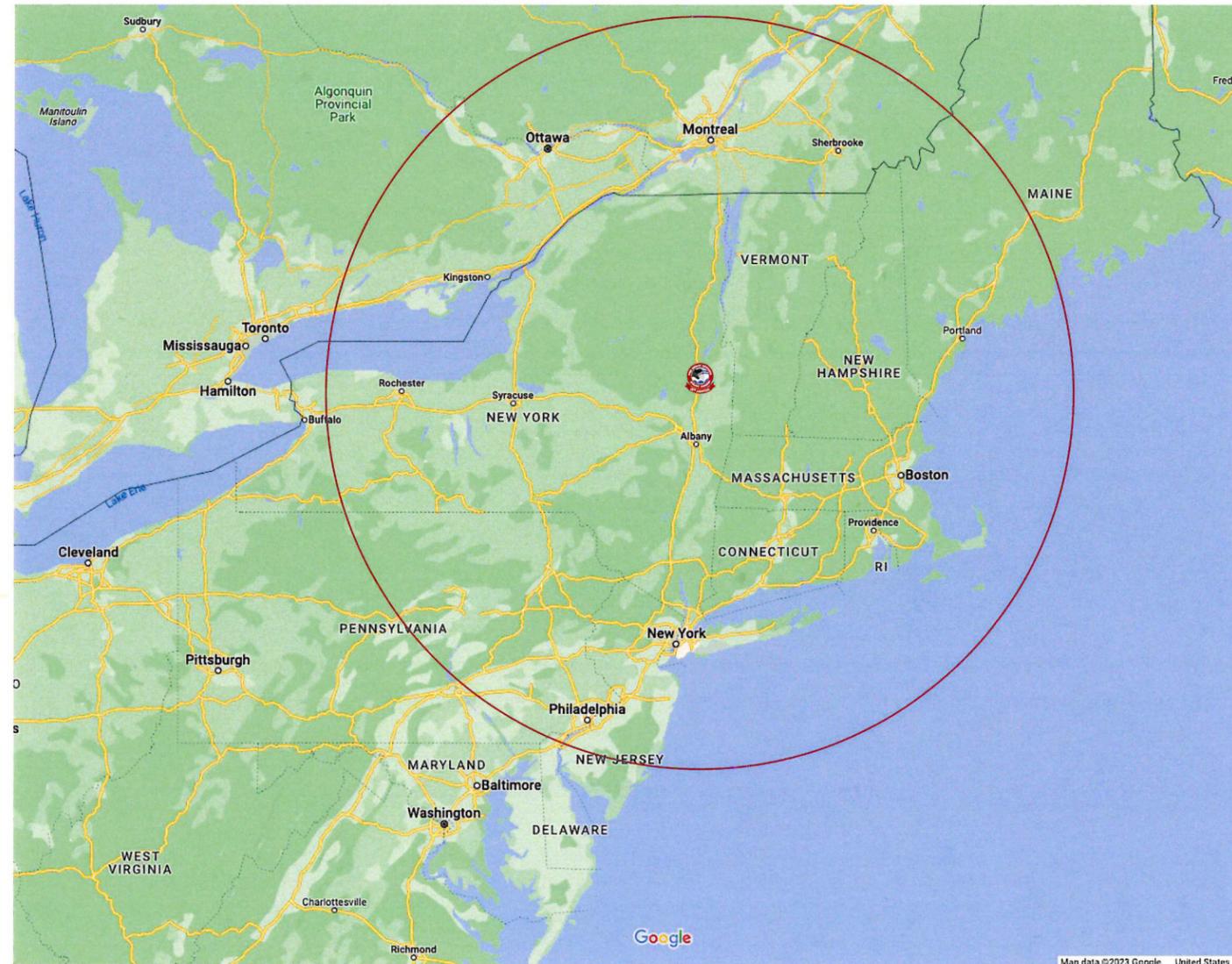
**NET REVENUE: \$2,500**



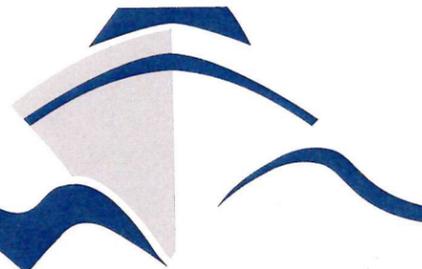
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# TARGET AREAS - NEW YORK & BORDERING NEW ENGLAND



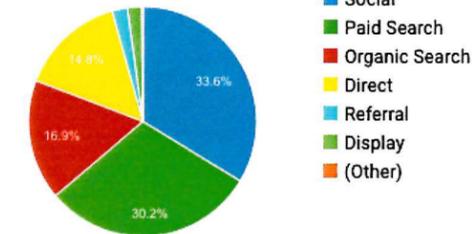
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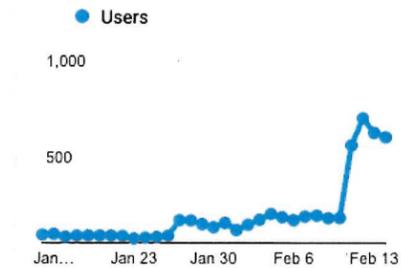
# ONLINE REACH (GOOGLE) JAN 15 - FEB 14

Region	Users	Users
	4,049 % of Total: 97.10% (4,170)	4,049 % of Total: 97.10% (4,170)
1. New York	2,531	60.48%
2. Massachusetts	205	4.90%
3. Pennsylvania	147	3.51%
4. Vermont	133	3.18%
5. Florida	120	2.87%
6. New Jersey	114	2.72%
7. Georgia	108	2.58%
8. Connecticut	107	2.56%
9. North Carolina	94	2.25%
10. Ohio	94	2.25%

Top Channels



Users

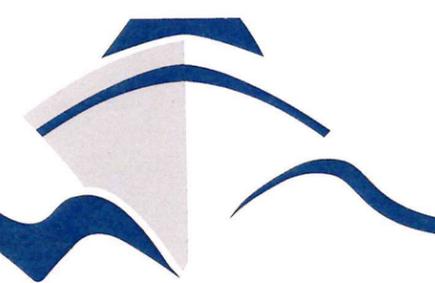


Acquisition

	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
Total	4,170	4,137	4,761	70.53%	1.55	00:00:41
1. Social	1,435			76.68%		
2. Paid Search	1,287			75.29%		
3. Organic Search	722			55.92%		
4. Direct	633			65.47%		
5. Referral	95			51.46%		
6. Display	84			86.67%		
7. (Other)	10			90.91%		



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# ONLINE TICKET SALES



## The Great Upstate Boat Show

*The Largest Boat Sales Event of The Year!*  
By Easter New York Marine Trades Association (OTHER EVENTS)

ADIRONDACK SPORTS COMPLEX LLC  
326 Upper Sherman Ave. Queensbury, NY 12804

FRI, MAR 31 2023 — SUN, APR 2 2023  
11:00 AM EST 5:00 PM EST

GET TICKETS



# OUTDOOR ADVERTISING



# TV & RADIO ADVERTISING



GREATUPSTATEBOATSHOW.COM | MARCH 31 - APRIL 2, 2023

# PRINT AND ONLINE ADVERTISING



**THE GREAT UPSTATE BOAT SHOW**  
15<sup>TH</sup> ANNUAL

**MARCH 31-APRIL 2 2023**

*We're back!*

**OVER 1,500**  
New & Pre-Owned Boats Available

**OVER 175**  
Boats on Display at The Show!

**OVER 60**  
Top Boat Brands from 20+ Dealers

BROUGHT TO YOU BY: **Ramco Auto Group**



Adirondack Sports Complex | 326 Sherman Ave. Queensbury, NY

THE LARGEST BOAT SALES EVENT BETWEEN NYC & MONTREAL!

**GREATUPSTATEBOATSHOW.COM**



**GREATUPSTATEBOATSHOW.COM | MARCH 31 - APRIL 2, 2023**



# SOCIAL MEDIA CAMPAIGNS

 **Great Upstate Boat Show**  
Sponsored · 

We're back this year March 31st – April 2nd, 2023!  
Visit our website for show info:  
[www.greatupstateboatshow.com](http://www.greatupstateboatshow.com)



## Performance

Link clicks

**1,548**

Activity

Post engagement

Link clicks

Post reactions

64

Post comments

13

Reach

**41,677**

Cost per Link clicks

**\$0.19**

1637

1548

64

13

## Audience

This ad reached 41,677 people in your audience.

People

Placements

Locations

New York

31794

Vermont

2505

Connecticut

2169

Pennsylvania

1945

New Jersey

1785

Massachusetts

1096

New Hampshire

336

Quebec

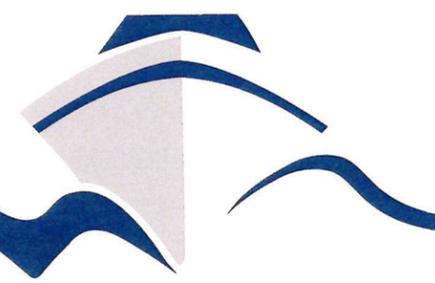
32

Rhode Island

16



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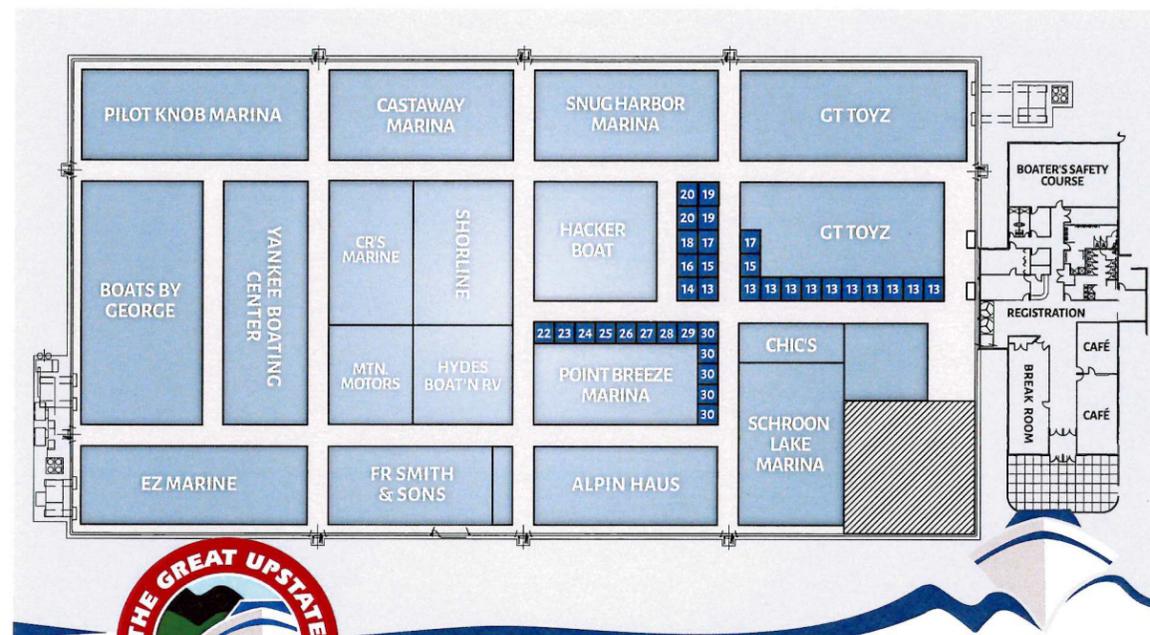
# CUSTOMER EXPERIENCE

**IT'S ALL INSIDE!**

Deck Boats | Bowriders  
 Performance Boats  
 Pontoons | Cruisers  
 Fishing Boats | Ski Boats  
 Classic Boats | Jet Boats  
 Personal Water Crafts  
 Boat Lifts | Dock Systems  
 Swim Floats | Accessories

**BROUGHT TO YOU BY:**

Town of Queensbury

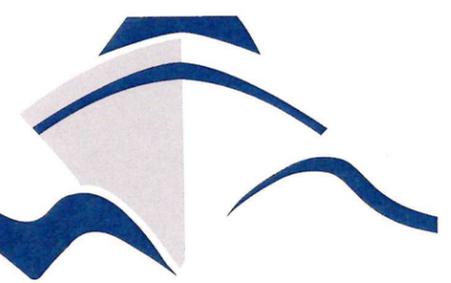


## DEALER SHOW MAP

- LAKE GEORGE AREA BAGS
- SIX FLAGS PARTNERSHIPS
- LOCAL RESTAURANT/BUSINESS GIFTCARD GIVEAWAYS
- OTS PHOTOS
- BOAT LOAD OF MONEY (TBD)



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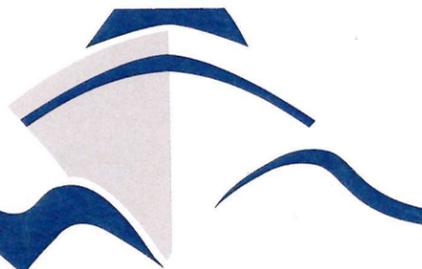




The Eastern New York Marine Trades Association (ENYMTA, Inc.) is dedicated to advancing the marine trades industry throughout the following Northeastern Regions of New York State: Catskills Region; Capital Region; Saratoga Springs Region; Lake George Region; Northern Adirondack Region; and the Champlain Region. Incorporated in 1975 as a 501-c3 nonprofit organization, the ENYMTA membership consists of 41 regional marine businesses (primarily marinas, boat dealers, and marine product and service providers) who have joined together to exchange ideas and information; further cooperation among members; and develop mutually beneficial services such as The Great Upstate Boat Show, The Lake George In-Water Boat Show, and boating educational programs, such as boating safety seminars.



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# QUESTIONS?



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