

2016 Marina/Boatyard Trends Annual Report



This report represents marina industry statistics, some back until 2009. *Marina Dock Age* magazine, in partnership with the Association of Marina Industries (AMI) since 2012, surveys the marina and boatyard industry with online surveys, distributed via email, websites, social media and the print magazine. This report is the culmination of some seven years of industry statistics. An updated report, with new categories and updated yearly numbers for all statistics will be available online at www.marinadockage.com each December.

Occupancy Rate

The number of facilities reporting increased occupancy rates, compared to the year before, continues to increase significantly since 2014, after a slight drop after 2013. That number has been increasing fairly steadily since 2009, with slight decreases in 2011 and 2014. The 7% increase from 2014 to 2015 is more than any other annual increment. See Fig. 1A.

After some years of uncertainty for the marina industry in 2009 and 2010, the number of facilities reporting decreased occupancy rates, compared to the year before, began to level out, and more facilities began reporting increased occupancy rates. The number of facilities reporting decreased occupancy rates has also steadily been decreasing since 2011. Those with steady rates have ranged from about one-third to one-quarter since 2010.

In 2012, the survey started tracking overall occupancy rate percentages. Except for in 2015, the majority of facilities had

occupancy rates between 85 to 94 percent. The number of facilities with 100 percent occupancy also peaked in 2015, before dropping significantly this year. The number of facilities with less than 50 percent occupancy had been dropping, except for a slight increase in 2015. See Fig. 1B.

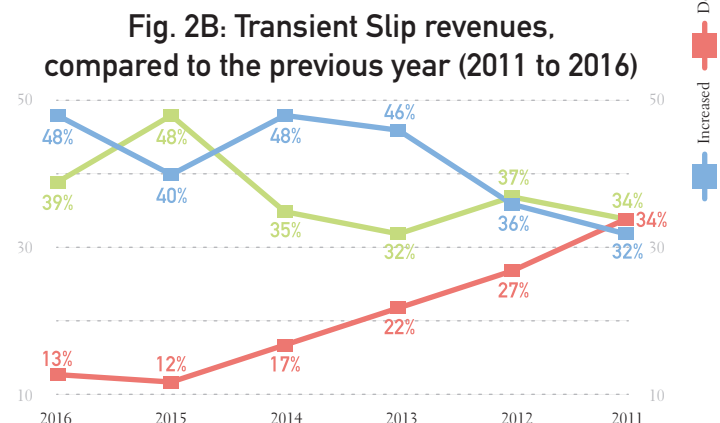
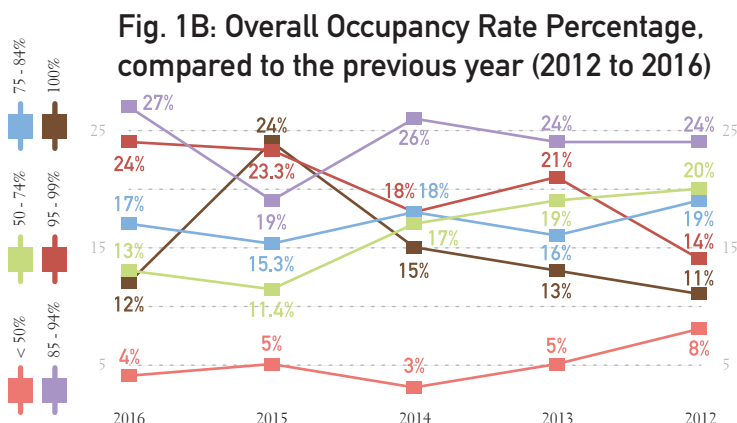
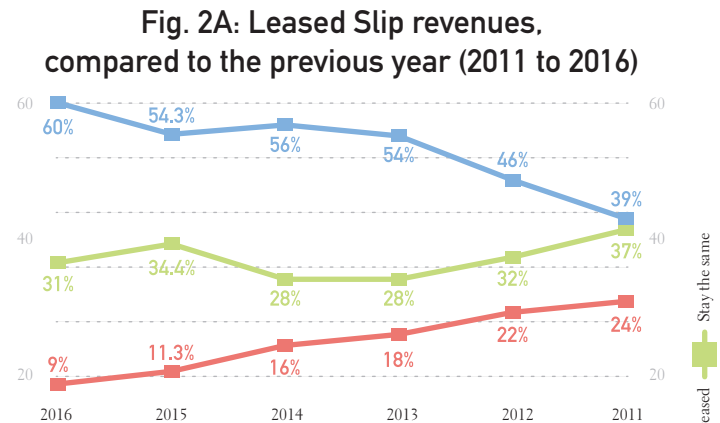
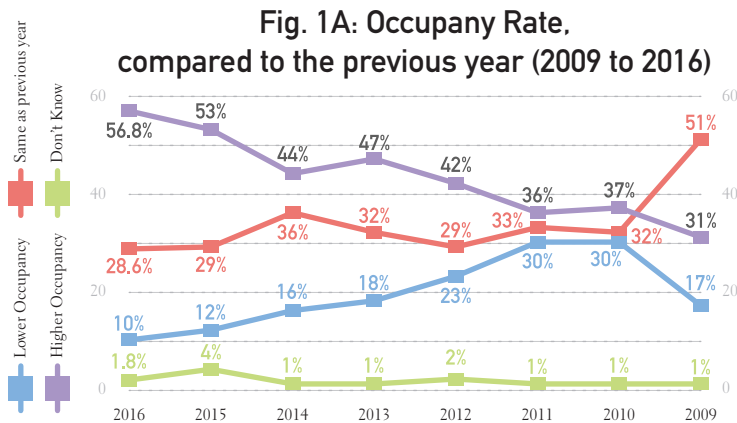
Product/Service Revenues

These statistics on specific product/service revenues, compared to the previous year, from 2011 to 2016, cover different profitcenters – leased slip, transient slip, dry storage, fuel, boat repair/maintenance, boat sales and boat rental revenues.

Leased slip revenues continue to increase steadily, at their highest point this year since 2011. Similarly, those reporting revenues decreases are on a steady decline. See Fig. 2A.

For transient slip revenues, those reporting decreases have also decreased significantly since 2011. The numbers for those with increased transient slip revenues, compared to the previous year, and those with steady revenues have varied more. Overall, there has been an increase of those with increased transient slip profits from 2011 to 2016, but there has also been some decline, and years where more facilities had steady revenues, rather than increases. See Fig. 2B.

Increases in dry storage revenues have remained fairly steady, declining slightly since 2012. Those reporting decreased dry storage profits have been declining steadily since 2011, except in 2014. The majority of facilities overall continue to report increases



in dry storage revenues. See Fig. 2C.

The trends on fuel revenues are shown to be more unpredictable. The number of facilities reporting fuel revenue increases peaked in 2014, before dropping the last two years. The majority of facilities are still reporting increases in fuel revenues in 2016, but less than they did in 2011, and up from a low in 2013. See Fig. 2D.

Boat repair/maintenance revenues have remained fairly steady. The majority of facilities report increased profits, compared to last year. That number peaked in 2012 and decreased until 2014, after which numbers increased slightly and have held steady. In 2014, there was also a significant increase in the number of facilities reporting decreased boat repair/maintenance revenues, before dropping again significantly in 2015. Numbers across the board for boat repair revenues remained steady from 2015 to 2016. See Fig. 2E.

Boat sales at marinas show varying results for profits. The number of facilities reporting increased boat sale revenues was

increasing steadily through 2014, then, dropped significantly in 2015. The number of people reporting steady profits, compared to the year before, has increased significantly since 2013. However, the number of facilities reporting decreased profits has been declining steadily, except for slight increases in 2013 and 2015. See Fig. 2F.

For the most part, the majority of facilities are reporting increased profits from boat rentals. That number jumped significantly in 2014, then declined in 2015, and increased slightly in 2016. Since 2013, the number of facilities reporting decreased boat rental profits has been steadily declining. See Fig. 2G.

The majority of facilities since 2011 have reported steady boat club revenues, compared to the year before, except for a big jump from 2014 to 2015. Almost 90% of facilities with boat clubs reported steady revenues in 2015, and very few reported increased or decreased profits. The number of facilities reporting increased profits from boat club revenues increased significantly from 2015 to 2016, more than doubling from 8 to 19%.

Fig. 2C: Dry Storage revenues, compared to the previous year (2011 to 2016)

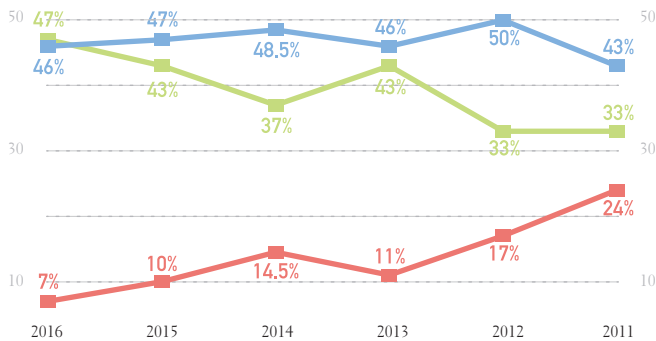


Fig. 2D: Fuel revenues, compared to the previous year (2011 to 2016)

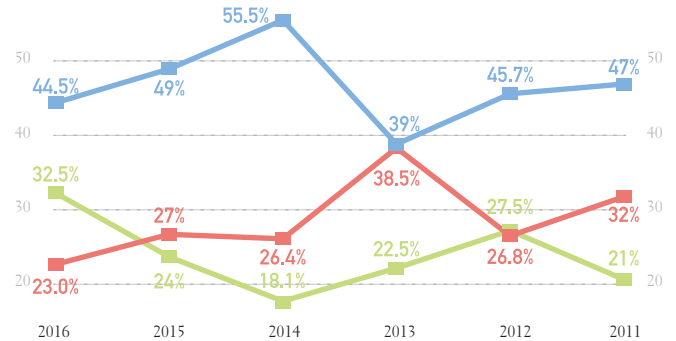


Fig. 2E: Boat Repair/Maintenance revenues, compared to the previous year (2011 to 2016)

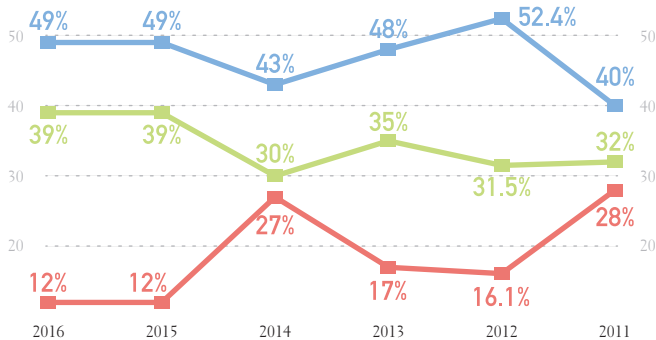


Fig. 2F: New Boat Sales revenues, compared to the previous year (2011 to 2015)

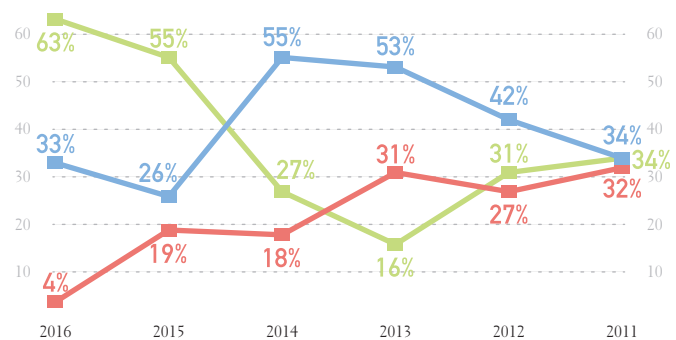


Fig. 2G: Boat Rental revenues, compared to the previous year (2011 to 2016)

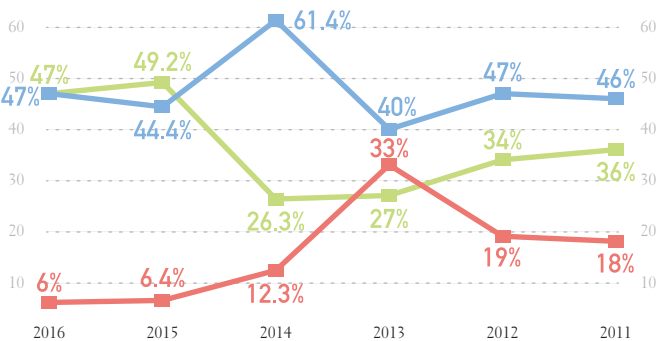
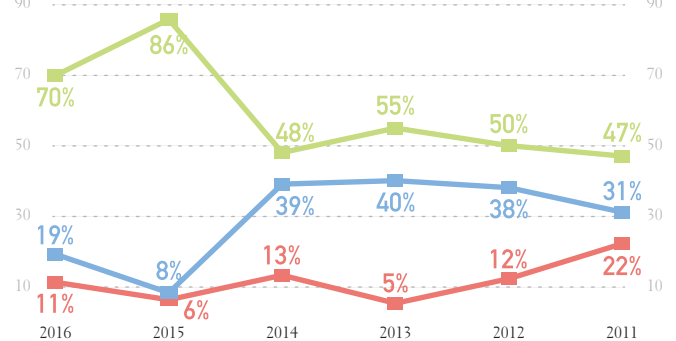


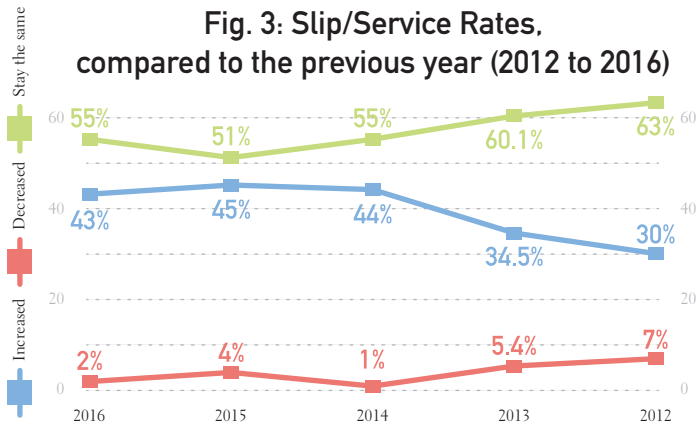
Fig. 2H: Boat Club revenues, compared to the previous year (2011 to 2016)



Stay the same
Decreased
Increased

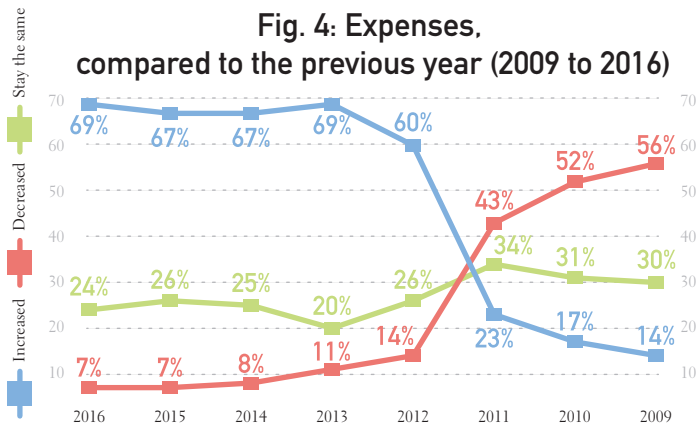
Slip/Service Rates

Since 2012, the majority of facilities have kept rates steady, compared to the previous year. A smaller but significant number were also increasing rates, which was on a rise from 2012 to 2015. This year, the number of facilities increasing rates dropped slightly. Overall, the number of facilities decreasing rates has declined since 2012 and remained low, in comparison to those with steady or increasing rates. See Fig. 3.



Expenses

The statistics tracking expenses back to 2009 show a high number of facilities with decreased expenses and a low number of facilities with increased expenses, at a time when there was a general tightening of the economy and the marina industry. Through 2011, as the market started to turn around in the marina industry, the trend showed fewer facilities decreasing expenses and more increasing expenses. In 2012, after some recovery time, there was a flip in the number of facilities increasing and decreasing expenses – a significant increase in the number of facilities reporting increased expenses and a significant decrease in the number of facilities reporting decreased expenses. Since then, a large majority of facilities report increased expenses, nearing 70% since 2013. See Fig. 4.



Gross Profit

The statistics show a steady increase in the number of facilities making a gross profit, since 2010. The number of facilities reporting no gross profit has remained low since 2010, ranging from around 9 to 18%. Except for 2010, facilities who were unsure about profits fluctuated some but not much, ranging from about 15 to 20%. See Fig. 5A.

The majority of facilities throughout the years have reported increased gross profits compared to the previous year. From 2014

to 2015, that number experienced a significant increase (8%). Those with decreased profits also dropped off significantly from 2014 to 2015 (decrease of 8%). Around one-third to one-quarter of the industry remains at a steady gross profit from year to year. See Fig. 5B.

Fig. 5A: Will Your Facility Make a Gross Profit? compared to the previous year (2010 to 2016)

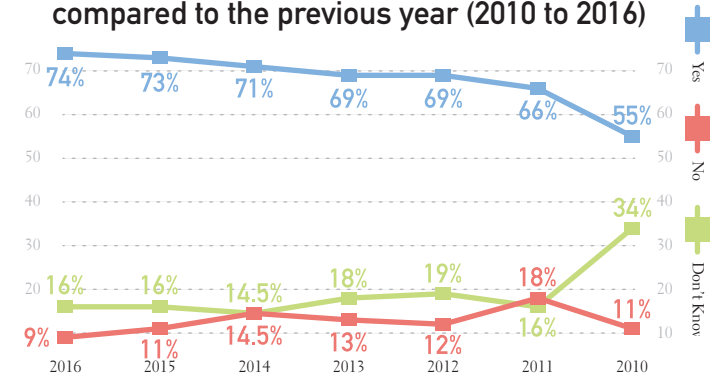
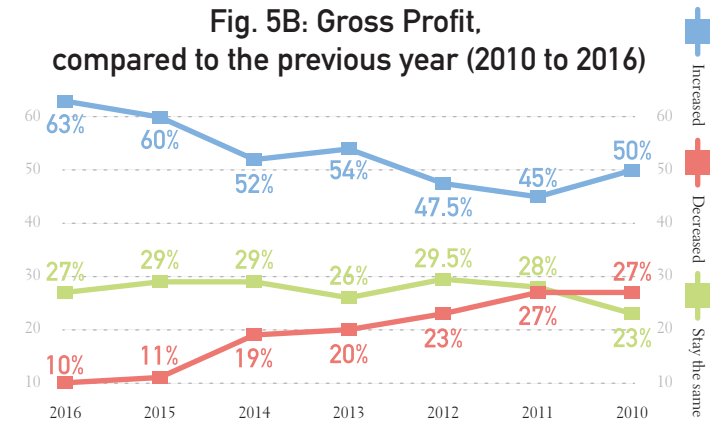


Fig. 5B: Gross Profit, compared to the previous year (2010 to 2016)



Conclusions

In 2016, nearly double the number of facilities reported increased profits, compared to 2009, and the number of facilities reporting decreased occupancy has been on the decline since 2010. Overall occupancy rate percentage numbers show a general decline in facilities with less than 50 percent occupancy. The majority of facilities consistently have occupancy rates at 85 percent or above.

Revenue increases and decreases vary significantly across the different product/service profitcenters. Leased slip, dry storage, fuel and boat repair and maintenance revenues had the highest numbers with increased profits from year to year. The number of facilities reporting decreases in revenues was generally on decline across all the categories. Revenues for transient slips, new and used boat sales and boat club revenues were more variable throughout the years.

Rates have remained fairly steady and the majority of facilities have increased expenses since 2012. The number of facilities reporting increased gross profits has been increasing since 2012.

After 2010, the number of facilities reporting an overall profit increased from two-thirds to three-quarters. The number of facilities reporting increased gross profits has also been increasing since 2011.

Growing occupancy rates, increased or steady slip/service rates and product/service revenues, combined with increased investment has led to growth in the industry over a number of years, and that looks poised to continue for some years to come. ⚓