



## **BOATING RANKS AMONG TOP STRESS-RELIEVING ACTIVITIES** *More Americans Discover Boating with Helpful Buying Tips*

CHICAGO (2008) — Americans seeking to escape the daily grind are finding the escape route closer to home and more affordable than originally thought. Boating ranks among the top three stress-relieving activities, according to a survey conducted in 2007 by Discover Boating, the national public awareness program on behalf of the recreational boating industry.

“Ninety percent of Americans live less than an hour from a navigable body of water, making the boating lifestyle accessible to most people across the country,” says Carl Blackwell, chief marketing officer for Discover Boating. “More people are finding being out on the water aboard a boat is ideal for stress-relief and relaxation while building long-lasting memories with loved ones.”

In fact, the survey found the most popular boating-related activity is relaxing with family and friends (40 percent), followed by fishing (33 percent), cruising (14 percent) and waterskiing (8 percent). Half of respondents who’ve been boating enjoy the time boating lets them spend in nature and the outdoors, while 25 percent said it offers an escape from daily life.

“When you step onto a boat, you leave the world of deadlines and obligations behind and enter a world of personal time for relaxation,” noted Blackwell. “There are ways to escape daily stressors on land, but there’s something about the boating lifestyle that more people are discovering as the ultimate escape.”

Discover Boating cites findings from the National Marine Manufacturers Association (NMMA) that show approximately 59 million American adults went boating in 2007, an estimated increase of 5.5 million from 2006. In addition, 17 million boats were on the water in 2007.

With a variety of boats to choose from, Blackwell offers tips to help find the boat that’s right for you:

**Determine What, Where and Who.** Think about what you want to do with your boat – whether fishing, water sports or cruising, there’s a boat to make it happen. Narrow your choices to few specific categories. Visit [DiscoverBoating.com](http://DiscoverBoating.com) to find a glossary of boat types.

**Do Your Homework.** Visit a boat show, stroll around a marina and go boating with friends to learn about the choices and models that will meet your needs. Talk to boat dealers, friends and fellow boaters to answer any remaining questions.

**Find the Ideal Boat/Dealer Combination.** Identify local dealers that sell the brands that pique your interest. Similar to car dealers, ask boat dealers for a test ride before purchase. Select the dealer who goes the extra mile and makes it clear they will be with you after the sale. If undecided between two models or brands, buy the boat from the dealer that gives you the greatest sense of confidence.

**Hone Your Skills.** Take a boater education course with your family and complete the course before your boat is launched. Everyone will have more fun if they are confident in their abilities to be “smart boaters.”

For more information on getting started in boating, visit [DiscoverBoating.com](http://DiscoverBoating.com) or contact Discover Boating’s Kelly Kaylor at [kkaylor@nmma.org](mailto:kkaylor@nmma.org).

### **About Discover Boating**

Discover Boating is a national awareness campaign developed by the recreational boating industry and managed by the National Marine Manufacturers Association (NMMA.) Discover Boating programs focus on improving the boating experience and building interest in recreational boating by demonstrating the benefits, affordability and accessibility of the boating lifestyle, while helping potential boaters experience why life is better with a boat. Each year approximately 59 million adults in the U.S. enjoy boating. To find out more, visit [www.DiscoverBoating.com](http://www.DiscoverBoating.com).