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The Future is Now

Pacific Coast Congress of Harbormasters and Port Managers

April 15, 2022



Educating & Connecting
Marina Professionals



Agenda

- What's on the horizon for the marina industry? Four Topics
- Activity – What changes are you seeing, foreseeing, reacting to in the industry?
- Regroup and review activity
- Q&A
- What's going on at the Association of Marina Industries



What's going on? – 4 topics for discussion

- Consumer preferences – Connectivity
- Consumer preferences – Sustainability
- Clean Marina
- Marine Electric Vehicles



Consumer Preference - Connectivity

- Consumers want to be connected
- Events of the last few years have activities pushed “city dwellers” to the outdoors (land and sea) – research shows that consumers expect the same access to the internet (social media) that they have in their normal lives.
 - You may have seen google/yelp reviews
- You need to provide this connectivity if you want consumers to select your business
 - **WiFi**
 - Larger scale for communities/municipalities is 5G accessibility



Consumer Preference - Sustainability

- According to consumer research up to 79% of consumers are taking into account the sustainability of a product in purchase choice.
 - Same research shows that only 36% of business think consumers are making choices based on sustainability
 - Young Millennials are most concerned (25 – 31); Older Millennials to Baby Boomers (31 to 75) share the same level of concern
 - Convenience and cost still rank highly against sustainability
- **Educate your customer/employee on what you are doing right, build your Sustainability Governance, embrace technology, and engage with your broader community**



Clean and Resilient Marina

- 38 of 50 states have existing clean marina programs
- Clean marina programs are voluntary, non-regulatory, compliance programs that encourage marina and boatyards to implement sustainable and safety oriented best management practices
- Why is clean marina becoming important?
 - Provides an opportunity to educate consumer on sustainability of industry
 - Makes spaces visibly more appealing and safer for customers (and employees)
 - It's our best tool to stave off further regulation – our industry has a history of “self regulation”
- **Become a clean marina – California, Oregon, Washington, British Columbia, and Alaska all have clean marina programs**



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Marine Electric Vehicles

- Marine electric vehicles (MEV) are on the horizon (in some capacity)
- Advantages of MEVs – lower operating maintenance costs, lower running costs, more environmentally friendly, and make less noise
 - Between 2015 – 2022 segment grew by 8%, moderate growth over next 5 years expected
- Implementation ferries and ecotourism vessels
- R&D has started at major boat manufacturing brands – Brunswick/Mercury, Correct Craft - Mercury marine has stated they expect an electric outboard available by 2023 to public market.
- Driving forces – consumer preferences, increase in disposable income in American households, and commitment by federal government to advance electric vehicle technology.
- Major impact – shoreline infrastructure





Activity

- Break up into groups
- Take a few minutes to discuss:
 - Thoughts on the 4 topics highlighted – reactions
 - Changes that you are seeing, anything else?
 - Strategies you have implement to meet change
- In a few minutes we'll come together, each group will present
- I'll capture notes and provide back to group



Q&A

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AMI Update

- Newsletter – make sure you are getting our newsletter
- Upcoming training –
 - Intermediate Course - June 12th – Ft. Lauderdale, FL
 - Advanced Course – October 16 – San Francisco, CA
- Free Webinars, free webinar library
- Clean Marina



Thank you!