



## DISCOVERBOATING.COM EXPOSES LAND-LOCKED TO BOATING LIFESTYLE

*Site Unveils Interactive Features to Educate, Inspire Wannabe Boaters*

CHICAGO (2008) –DiscoverBoating.com is an interactive way to explore the boating lifestyle, tap into experts and gain insight on what it takes to become a boat owner. With a personalized approach, the site looks at visitors' favorite activities and current lifestyle to help them make their boating dreams a reality.

Visitors can select an activity that interests them most—fishing, sailing, cruising or watersports—and are taken through a process resulting in suggested boat types for that activity.

"DiscoverBoating.com truly reflects the boating lifestyle—fun, easy and engaging," said Armida Markarova, director of interactive marketing for Discover Boating. "With a focus on boating activities and an intuitive, interactive experience, we're able to provide our visitors unprecedented access to everything boating – getting on a boat is their only next step."

### **Interactive Features**

**Spousal Conversion Kit:** To answer pleas from wannabe boat owners, the Spousal Conversion Kit is a seven-step process to help convince significant others that the time has come to purchase a boat. Videos from real first-time and experienced boat owners share ideas for couples looking to buy.

**Budget Planner:** To combat a great misconception about boating—that it's too costly for the average family—DiscoverBoating.com features the Boating Affordability Tool and Budget Planner. This section compares the cost of boat ownership to several popular family leisure activities, including taking Florida vacations, attending professional sporting events, going camping or RVing, and going to the movies.

**Boating Boomers:** According to the National Marine Manufacturers Association (NMMA), 40 percent of boat owners are between the ages of 50-64 and approximately 80 percent of Americans—specifically boomers and Generation Xers—plan to purchase a recreational product in the near future. In response to these findings, this section addresses the greater number of boomers seeking the boating lifestyle with insight on how boating enriches the "golden years," including spending more quality time with grandchildren, friends and family, as well as providing a means to owning the "vacation home you always wanted," and returning to former pastimes, like fishing.

"Boomers are an increasingly important segment in the boating market," said Markarova. "This section of DiscoverBoating.com helps introduce boomers to the joys of boating and provides with them will all the necessary resources to get started."

**Just for Kids:** NMMA research found 73 percent of current boaters went boating as children. Sharing the boating lifestyle with children is key to continuing their passion for being on the water as adults. To help teach children more about boating adventures, this section includes virtual boating games, safety tips, access to educational boating materials and how to get involved in local youth boating organizations.

For further boating information, 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).