

# The Power of Participation



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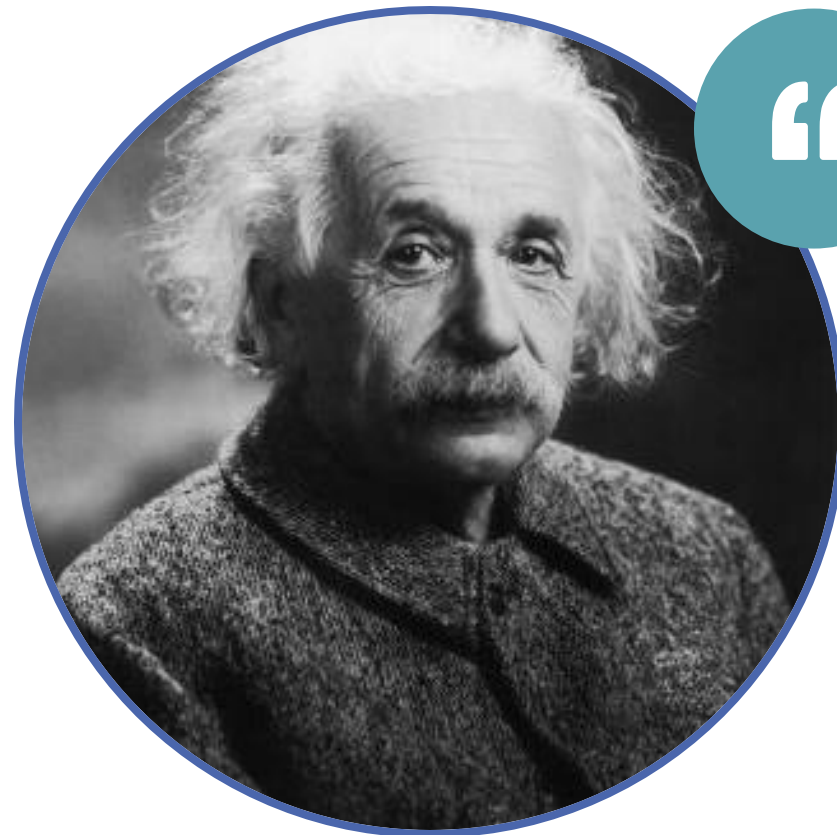
R3 Strategies Customer Engagement Geofencing  
Customer-First Participation Growth & Progress  
R3 Planning Growth Opportunities Best Practices  
Customer Mindsets Digital Marketing Influencers  
Millennials Crossover Activities Research Insights

*Your comfort zone*



**WHERE THE  
MAGIC  
HAPPENS**





Insanity: Doing the same thing  
over and over and expecting  
different results.

**Albert Einstein**



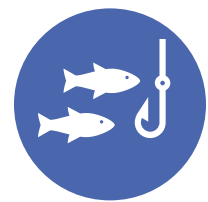
# Participation Latest





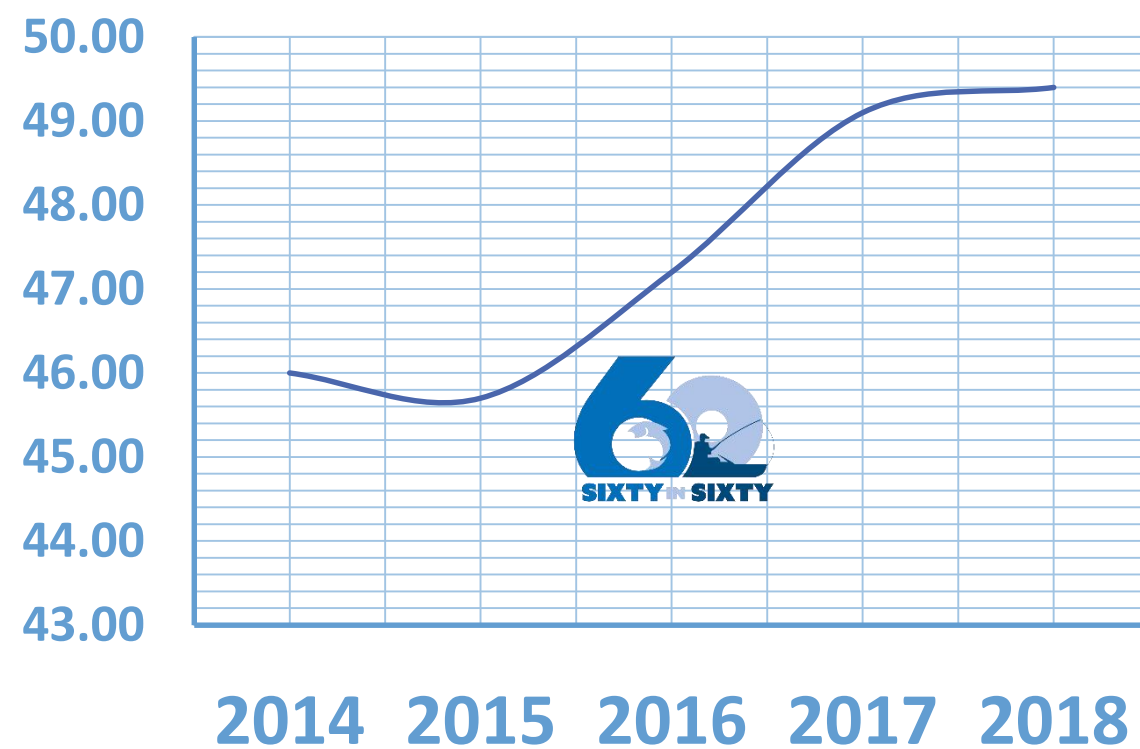


# Fishing Participation Increasing



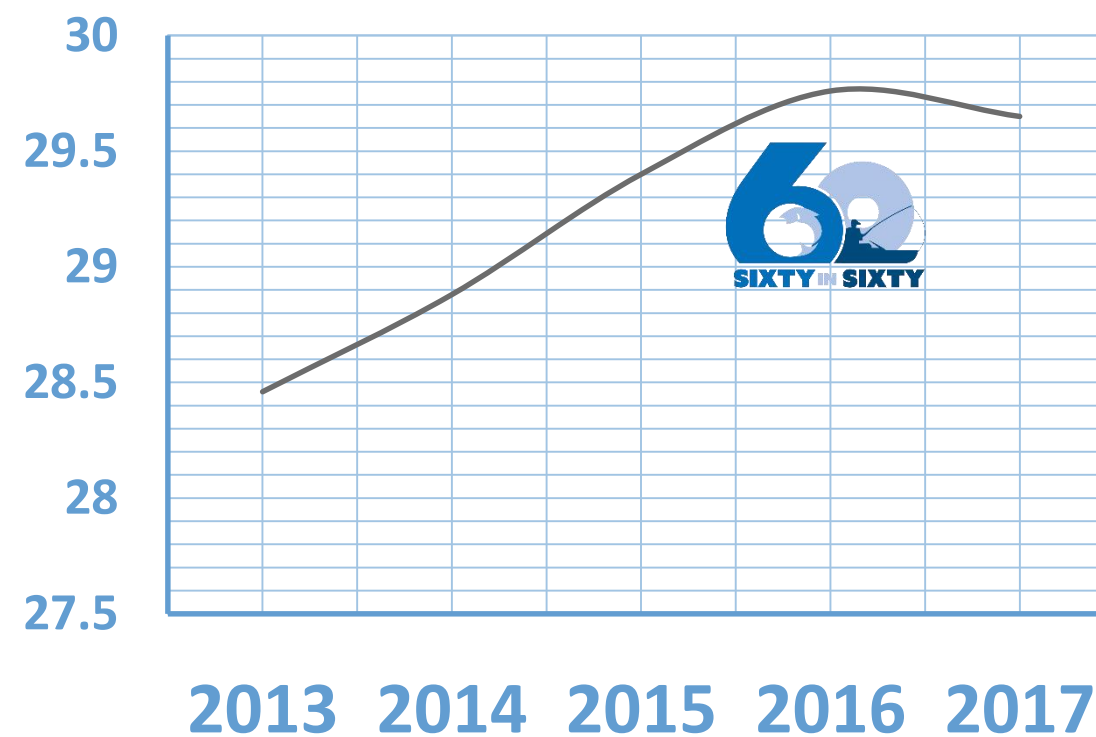
## Fishing Participation

49.4 million in 2018



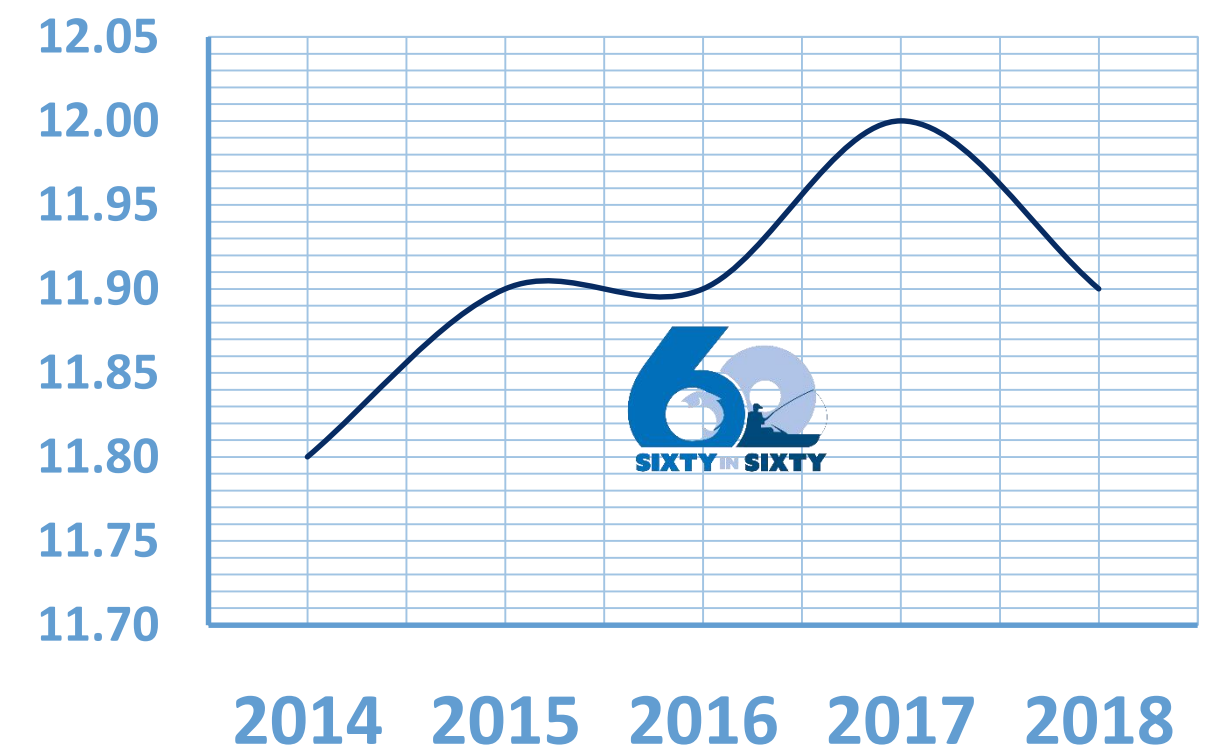
## Fishing Licenses

29.6 million in 2017



## Boat Registrations

11.9 million in 2018





# Key Segments Showing Growth



**3 M**

**NEWCOMERS**

8.5 M in last 3 years



**4.4 M**

**HISPANICS**

Up 15% in last 3 years



**11.7 M**

**YOUTH**

Up 7.4% in last 3 years



**17.4 M**

**FEMALE**

Up 6.6% in last 3 years







# Opportunities for Growth



# Key Opportunities for Growth



## Active Social Families

Younger, more culturally  
diverse, interested in building  
social brand



## Inclusion

Showcase diversity and break  
down barriers. The water is  
open to everyone!



## Urban Fishing & Boating

Highlight urban opportunities;  
in cities and parks






# Crossover Activities

Boating 



Camping 







**Recruitment**

**Retention**

**Reactivation**





**IF YOU CHANGE NOTHING,  
NOTHING WILL CHANGE**



「Thank You」

