



Tom Knighten, Project Director
Discover Boating On Water Skills Training Programs



MISSION

- **Promote Boating and The Boating Lifestyle on Behalf of the Marine Industry**
- **Increase boating participation through the Discover Boating campaign**
- **Enhance the experience for current boaters**



**HANDS ON LEARNING EVENTS
FOR POWERBOATERS**



THE DISCOVER BOATING EXPERIENCE



**Promoting Boating and Boating Safety through
Specifically Targeted
Experiential Learning Activities**



HANDS ON SKILLS TRAINING (HOST)

A Multipurpose Tool with Across the
Board Applications for Marine
Industry Stakeholders



Produced under a grant from the Sport Fish Restoration and Boating Trust Fund, administered by the U.S. Coast Guard.

Discover Boating Hands On Skills Training (HOST)



**Boating Safety
Business development
Prospect Generation
Cross Marketing**



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HOST Inception To Date Participation

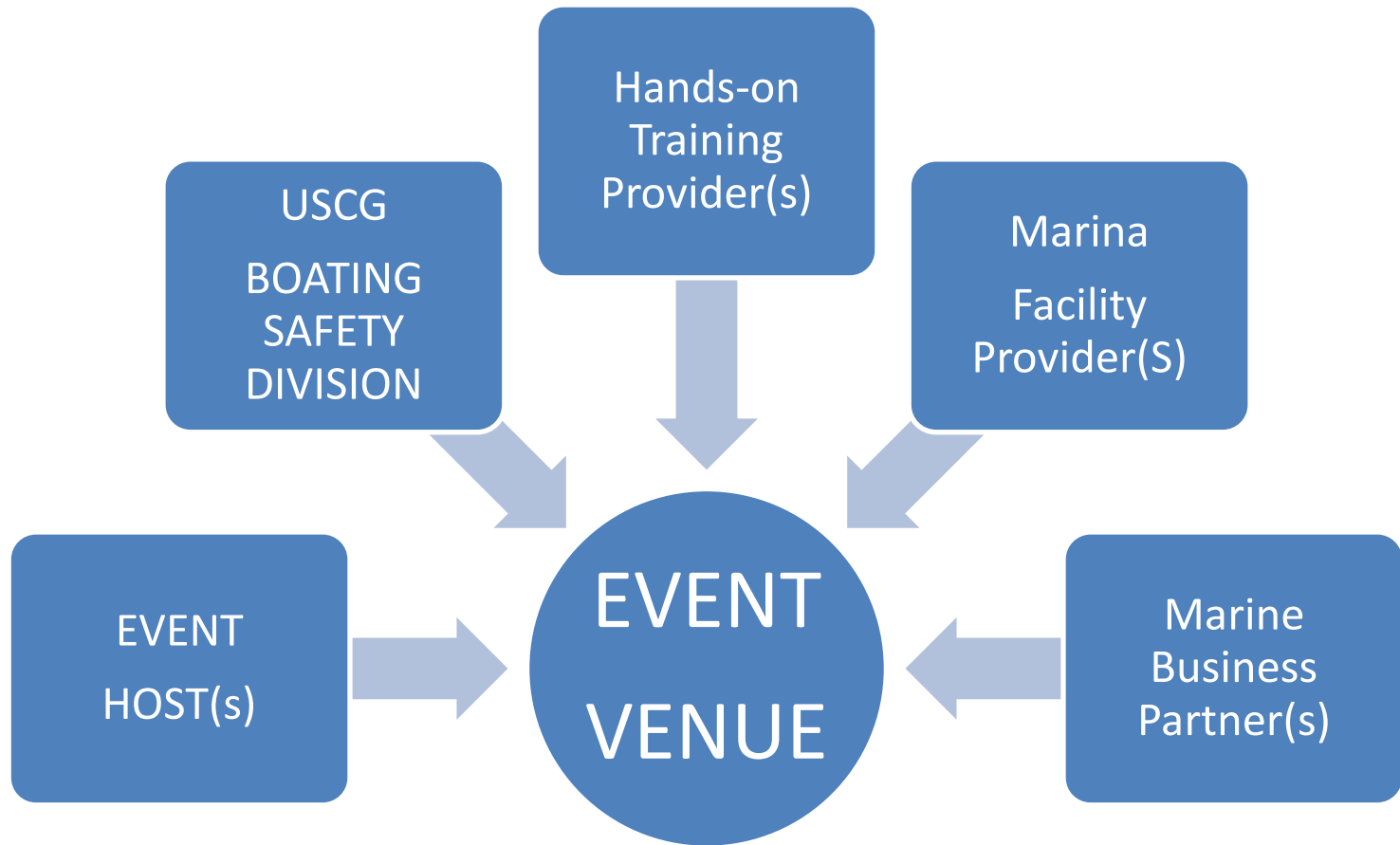


**5,744 participants received on water skills training
with a Certified Instructor (US ONLY)**

February 2011 Through February 2016

How does it work?

Collaboration/Ownership/Marketing



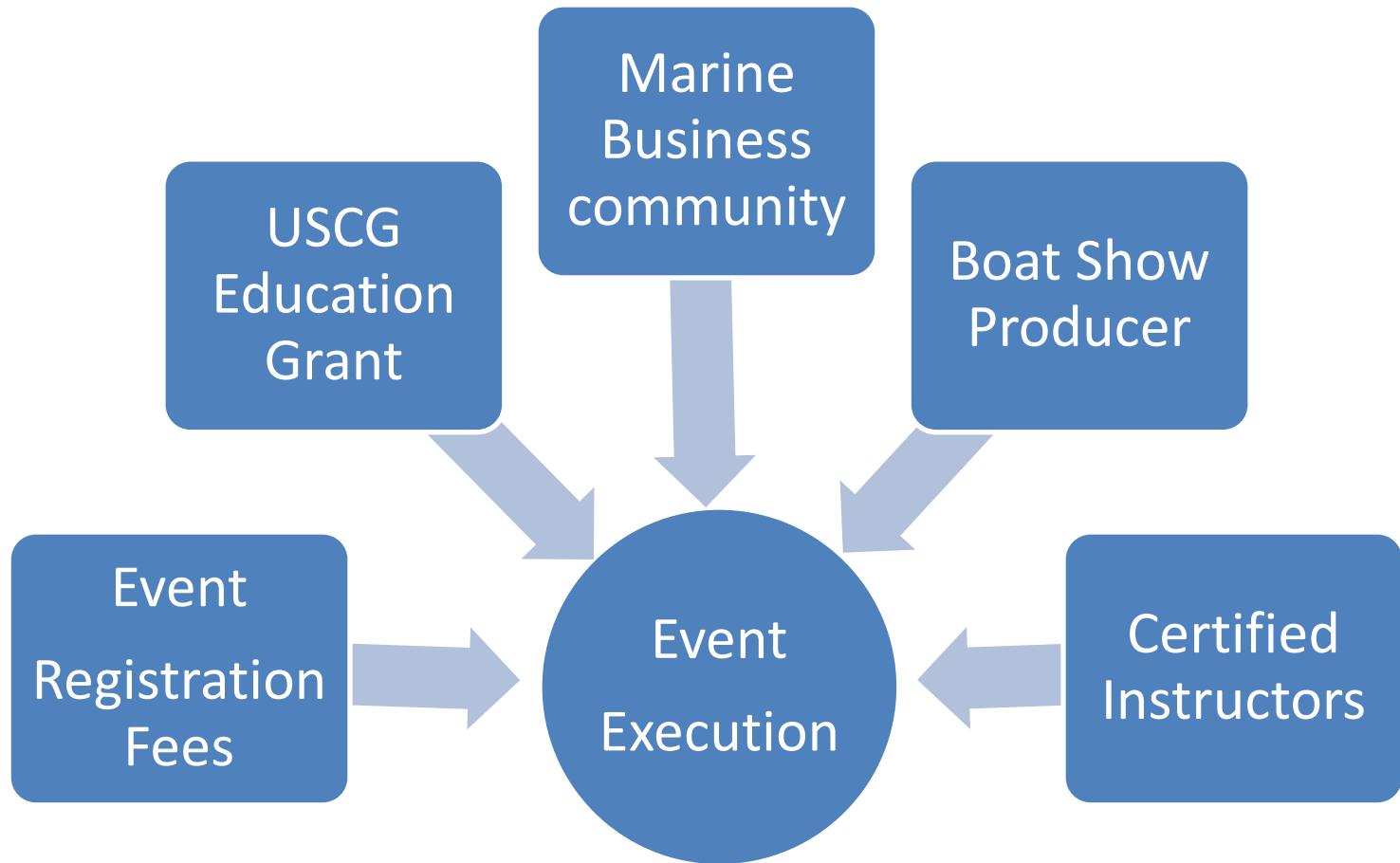
MIAMI INTERNATIONAL BOAT SHOW 2016



209 participants + 119 waitlisted

How does it work ?

Boat Show Program Funding Example





HOST PARTICIPANT SURVEYS

PRE EVENT

POST EVENT

DB HOST Participant Profiles

AVG	Skills Level
46%	New/Beginner
45%	Intermediate
9%	Advanced

- Hands on Learning events appeal to boaters across the experience spectrum
- Specific audiences (experience levels) can be targeted by adjusting event content
- Entry level boat retailers should skew toward more basic skills & vice versa

DB HOST Participant Profiles

AVG	Prior Skills Training
21%	Training Org
52%	Friends/Self Taught
27%	None

- 79% had no prior formal training of any kind - they want it but it's not readily available
- The majority of boaters (not including sailors) had no prior hands on skills training - I wonder how much this affects attrition due to intimidating experiences

DB HOST Participant Profiles

AVG	Want add'l training?
84%	Yes
16%	No

- The boat show events fill a void in skills training and it is repeatedly mentioned by participants
- There is a tremendous gap that needs to be filled - precious few resources available for practical skills training
- Boaters of all experience levels are seriously longing for skills training - build it and they will come
- Dealers should consider adding hands on learning elements to their post boat show follow up activities and existing events (open houses, demo days, etc)

DB HOST Participant Profiles

AVG	Power Boat Ownership
69%	Yes
34%	No

- Effective tool for introducing non-boaters to the sport and ensuring newcomers have the skills to enjoy their on water experience over the long term
- Improving skills of existing boaters increases boating safety and enjoyment - they're less likely to leave due to intimidation
- Buyers coming from ranks of existing boat owners

DB HOST Participant Profiles

AVG	Age Category
0%	< 18
2%	18 to 24
13%	25 to 35
50%	36 to 54
35%	55 & up

- Still need to figure out how to attract younger audiences

DB HOST Participant Profiles

AVG	Considering boat Purchase?
51%	No
12%	Yes < 6 months
16%	Yes 6 to 12 Months
21%	Yes > 12 Months

- The Events attract buyers!
- Training can be an effective tool for prospect development
- DB gets a chance to impact both categories



THE DISCOVER BOATING EXPERIENCE



**Promoting Boating and Boating Safety through
Specifically Targeted
Experiential Learning Activities**

Q2: Please tell us what, if any, impact the HOST boat show program has had on your confidence, safety and skill level.

	Neither increased nor decreased	Increased	Greatly Increased
Confidence	14%	50%	32%
Level of safety	25%	45%	26%
Competence/Skill Level	14%	48%	32%

Q4: Have you taken additional training classes since the boat show?

RESPONSES	PERCENTAGE
NO	85%
YES	15%

Q7: Are hands-on skills training classes regularly available in your area?

RESPONSES	PERCENTAGE
YES	14%
NO	36%
NOT SURE	50%

Q8: Should we continue to offer skills training at boat shows?

RESPONSES	PERCENTAGE
YES	97%
NO	3%

Q10: What type of training would you prefer to see?

ANSWER CHOICES	PERCENTAGES
CLASSROOM	2%
ON- WATER/HANDS-ON	82%
ON-LINE	4%
COMB CLASS & HANDS-ON	26%
COMB ONLINE & HANDS-ON	19%

Q11: If your local boat dealer or marina operator offered on-water skills training through professional instructors, how likely would you be to participate in that training?

DEFINITELY NOT	PROBABLY NOT	UNDECIDED	LIKELY WOULD	DEFINITELY WOULD
0%	1%	10%	48%	41%

Q12: Do you currently own a boat?

RESPONSES	PERCENTAGE
YES	80%
NO	20%

**Q13: Has your participation in the hands on skills training at the boat show affected the frequency you use your boat?
(BOAT OWNERS)**

RESPONSES	PERCENTAGE
INCREASED	33%
STAYED THE SAME	67%

**Q15: Has the frequency of your participation in boating activities changed since you participated in Discover Boating hands on skills training at the boat show?
(NON-OWNERS)**

RESPONSES	PERCENTAGE
INCREASED	38%
STAYED THE SAME	62%

Q17: Have you purchased a boat since your training? (Please check all that apply.)

RESPONSES	PERCENTAGE
YES, NEW BOAT	6%
YES, USED BOAT	17%
YES, BIGGER/LONGER	5%
YES, SMALLER/SHORTER	5%
NO	77%



CURRENT ACTIVITIES

TEACH OTHERS HOW TO FISH
PILOT PROGRAMS



OBJECTIVES

INCREASE COLLABORATION
INCREASE SCALE/THROUGHPUT
BROADEN TARGET AUDIENCE (YOUTH,E.G.)
FILL THE GAPS – ON DEMAND AVAILABILITY
BUSINESS COMMUNITY ENGAGEMENT
TRANSITION TO SELF SUSTAINING MODEL



Discover Boating Hands on Skills Training



**Event Conduct Manual
Content, Guidelines & Logistics**



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