



**34%  
More  
Awareness**

Advertising, social media & PR piqued interest in boating




**1+ billion**  
impressions in 2014




**38%  
More  
Traffic**  
to DiscoverBoating.com/ca

These awareness efforts helped increase the number of people who visited the U.S. & Canadian sites



**3.4 million visits** to  
DiscoverBoating.com/ca




**83%  
More  
Shoppers**  
from DiscoverBoating.com/ca

With more awareness and site traffic, Discover Boating increased the number of people it sent to manufacturer websites to shop

**1.8 million**  
visits to  
manufacturer sites  
from Discover Boating

