

How to Attract Great Loopers and Other Transient Boaters to your Marina



Agenda

- Great Loop Basics
 - Popularity
 - Stats
 - The Route
- Who are Loopers?
 - Numbers
 - Demographics
- What they need and want along the way
- Opportunities



Popularity

- Main Stream Media
- Social Media



The Today Show

USA Today



Great Loop Stats

- About 6,000 miles
- 15+ states & provinces
- 1+ countries
- 5,250+ miles
- 100+ locks
- 365 (+ or -) days
- Average Looper Boat is 40'





Great Loop Stats

- Completed by about 100 boats per year
- Generally done counter-clockwise
- Start date dependent on location
- Very social trip





Great Loop Waterways





Great Loop Waterways

- TennTom



Great Loop Waterways

- TennTom
- Gulf ICW





Great Loop Waterways

- TennTom
- Gulf ICW
- Atlantic ICW





Great Loop Waterways

- TennTom
- Gulf ICW
- Atlantic ICW
- Chesapeake, NJ, Hudson River





Great Loop Waterways

- Erie Canal
- Lake Erie
- Lake Huron





Great Loop Waterways

- Erie Canal to Oswego
Canal to Kingston





Great Loop Waterways

- Erie Canal to Oswego
- Canal to Kingston
- “Triangle”
- Lake Champlain, Richelieu, St. Lawrence, Rideau





Great Loop Waterways

- Trent Severn Waterway
- Georgian Bay
- North Channel
- Lake Huron





Great Loop Waterways

- Trent Severn Waterway
- Georgian Bay
- North Channel
- Lake Huron
- Lake Michigan





Great Loop Waterways

- Trent Severn Waterway
- Georgian Bay
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- Lake Michigan
- Illinois River





Great Loop Waterways

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- Georgian Bay
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- Illinois River
- Mississippi River





Great Loop Waterways

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- North Channel
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- Lake Michigan
- Illinois River
- Mississippi River
- Ohio River





Great Loop Waterways

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- Lake Huron
- Lake Michigan
- Illinois River
- Mississippi River
- Ohio River
- Tennessee River



- **Retirees**
- Families
- 20-somethings

- Various backgrounds
- Various economic status

**Who are
the
Loopers?**

**How
many are
there?**

3,755 memberships

572 in progress

153 completed in 2017

2,179 planning

**What Do
They Do?**

Socialize!

Eat

Explore

Services

Shop



Things to Do

Attractions

Festivals

Historic Sites

Museums

#2

#1



**Blue Angels/Pensacola Naval Air Museum
Gulf County, WI**



Things to Do

Attractions

Festivals

Historic Sites

Museums

#1



Sputnik Festival – Manitowoc, WI
St. Paul Bay – Kingston, ON



Things to Do

Attractions

Festivals

Historic Sites

Museums

#2



#3

#1



Statue of Liberty



Things to Do

Attractions

Festivals

Historic Sites

Museums

#1

#2



9/11 Memorial (via facebook)



Food & Drinks

Restaurants

Meals/Dishes

#2

#1



Henry's – Frying Pan Island (henrysfishrestaurant.com)

Culinary Institute of America – Hyde Park, NY

Manitoulin Island



#1



Food & Drinks

Restaurants

Meals/Dishes

Butter Tarts

**What
attracts
them to a
particular
marina?**

Convenience

Information

Special offers

Convenience

- **Location**

- Close to what they want to see and do
- Provide transportation
 - Courtesy Car
 - Ride Share Discounts

- **Amenities**

- Wifi
- Laundry

Information

- **Make sure they know:**
 - What is nearby
 - What your town is famous for
- **Provide a briefing**
 - What can they expect from the waterway?
 - Hazards?
 - Markers?
 - Possible next stops?

Special Offers

- Discounts (incentives!)
 - Fuel
 - Dockage
 - Consider slip discounts that encourage longer stays
 - Group discounts/social interactions
 - Packages with other businesses

How do I reach them?

- Join the conversation!
 - Forums
 - Social Media
- Go out and meet them!
 - Seminars
 - Events
 - Informal gatherings
- Advertise
 - Digital
 - Newsletters

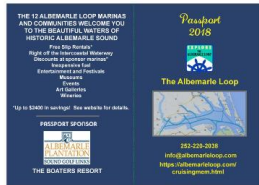


Albemarle Loop

Home Marinas Visit Us Coupons Events Contact Us



The Albemarle Loop Passport



How The Passport Program Works

Loopers who cruise the Albemarle Sound earn "points" by staying at LOOP member marinas. Each stay, free or paid visit, counts towards rewards in the LOOP Passport Program. "Points" accrue from year to year (ie: If you accrue 12 Points in 2018 and 12 in 2019 you qualify for Voyager). Once you attain a Passport Level, you maintain that level from year to year as long as you revisit the LOOP on a yearly basis and renew your member level on-line year to year.

There are three levels of participation.

[FILL OUT FORM BELOW TO RECIEVE AN REWARDS CERTIFICATE EMAIL](#)

Cruising Passport Member Levels:

Surveyor: Vessels that visit Loop marinas for 8 days in the year, either paid or free slippage. Members have access to Loop products at a discount.

Explorer: Vessels that visit Loop marinas for 16 days in the year, either paid or free slippage. Members have access to Loop products at a discount.

Voyager: Vessels that visit Loop marinas for 24 days during the year, either paid or free slippage. Members have access to Loop products at a discount.

Marina	8-16-24	8-16-24	8-16-24
Albemarle Pier Station			
Algonk River			
Colonia Mariscal			
Deane Bay			
Eden Harbor			
Eden City			
Hartford Bay			
Hope			
Plymouth Landing			
Shelburne Bay			
The El House			
Ward Bay @ COE			

Other Ways to Attract Transient Boaters

- Albemarle Loop
 - Group of marinas
 - Loyalty program
 - Coupons
 - Shops, restaurants
 - FREE Dockage

Cruising Member Passport Rewards

This is a partial list - check back to see new



MARINAS CRUISING

Why Great Loop Cruisers Love Paducah's New Transient Boat Dock

BROWSE BY: BOATING TOPICS - REGIONS - STATES - HARBORS -

Post by Becky at Dockwa - Published on 11/20/17 10:00 AM

Located at the junction of the Ohio and Tennessee Rivers, the City of Paducah's new transient boat dock offers welcome respite for cruisers who need to fuel up and stretch their legs.

The city of Paducah, Kentucky is the perfect river-town pit-stop for Ohio River cruisers. With the installation of their new transient boat dock, those traveling along the Great Loop can now take a break from their travels to fuel up, re-provision, and have a few evenings of fun in a dynamic city!

Loopers in particular spend months traveling the U.S.'s inland waterways looking for places to stop, much like hikers do with the Appalachian Trail. When they need to fill up on gas, stretch their legs, or sleep in a bed on land for an evening or two, the UNESCO Creative City of Paducah is poised to provide a break from life on the river. Step off the boat for a short walk into historic downtown or tour the Lower Town neighborhood, known for its art galleries and beautiful homes.

Paducah welcomes visitors to explore the heritage, culture and local flavor of their city, all within walking distance of the transient boat dock. For the official scoop, you can find more info on the City of Paducah website.

Editor's note: Thank you to the Paducah Visitor's Bureau for suggesting content & photos! Cover photo: Vick Patel

Other Ways to Attract Transient Boaters

- Paducah, KY
 - City project
 - Walking distance to downtown
 - Fuel



Things To Do When Docked in Paducah

Celebrate Paducah's maritime legacy and lore with interactive water-filled exhibits, including a

BIG-Boating Infrastructure Grants

- Funding from excise tax on:
 - Fishing equipment
 - Fuel (boat and small engine)
 - Import duties
 - Interest

BIG-Boating Infrastructure Grants

- Provides funds to states to:
 - Construct, renovate, and maintain tie-up facilities with features for transient boaters in vessels 26 feet or more in length
 - Run through a state agency selected by Governor
 - May partner with local governments and private marinas

BIG-Boating Infrastructure Grants

- Tier One (non-competitive)
 - Up to \$200,000 annually per state
- Tier Two (Competitive)
 - Evaluated and ranked by a national panel
 - Final decision by the Director of the U.S. Fish and Wildlife Service
 - Approved grants up to 75% of the project costs

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America's Great Loop

Tennessee-Tombigbee Waterway
Development Opportunities Conference

