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Charting Consumer Trends:

Steering the Future of Marina Operations



Agenda

- **Consumer Insights: Boater & Guest Preferences**
- **Marketing for Marina Operators**
- **Navigating the Future with AI**
- **Key Takeaways for Operators**

Navigating Consumer Shifts

Boater & Guest Preferences



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Navigating Shifts in Boater & Guest Preferences

Customer expectations are at an all-time high, putting pressure on the customer experience



72%* of boat
renters are
Gen Z +
Millennials

71%* of guests
want to book
via mobile

55%* of
consumers
expect a digital
check-in

81%* of
travelers rely
on reviews
prior to
booking

80%* of
consumers
expect a
personalized
experience

Who's Renting

**Mobile Friendly
Experience**

**Elevated tech
expectations**

**High ratings and
positive reviews**

Personalization

Sources: Storable Marine Customer Insights Report 2025 | Hospitality Technology's 2023 Customer Engagement survey | Storable Marine Customer Insights Report 2025 | TripAdvisor | Epsilon, "The power of me: The impact of personalization on marketing performance."



Stellar offers boat rental and club software.

Stellar + Molo offer all-in-one platforms for operators to choose from that fit best for their business.



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Creating Memorable Customer Experiences



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WHO IS RENTING BOATS?

37% Gen Z

35% Millennials

11% Baby Boomers

- The Definitive #1 Booking Source for Gen Z & Millennials is Online.
- 1 in 5 planned on renting boats for summer 2025

This is based on a survey of 1000+ US Outdoor Enthusiasts.

Boater Expectations Drive Customer Experiences



What Matters Most at the Marina

47% convenience

36% clean facilities

30% security

Guest Tech Expectations

78% expect high speed wifi

64% prefer text updates

55% expect digital check in

34% prioritize the ability to see
and book open times or
slips online

Premium Experiences

Interest is rising fast. High
growth revenue stream

24% of Millennials

28% of Gen Z

Financial Stats

Slips and Service

→ Profitability – Service #1 Issue

\$120.22 Average Price Billed for hourly Service Tech

\$838.09 Average Service Bill

19.09% Include Additional Fees

→ Slip Price Analysis

Average Yearly Price: **\$3908**

Average Monthly Cost: **\$506.15**

→ Marketing



→ Pricing Automations

25% utilizing dynamic pricing

\$12 more per booking

10%+ revenue increase

~\$30,000 Average Revenue per Powerboat

- – Credit Card Surcharging
- – Upsells
- – Boat Club
- – Marketing

→ Damage Waiver – Boat Rentals

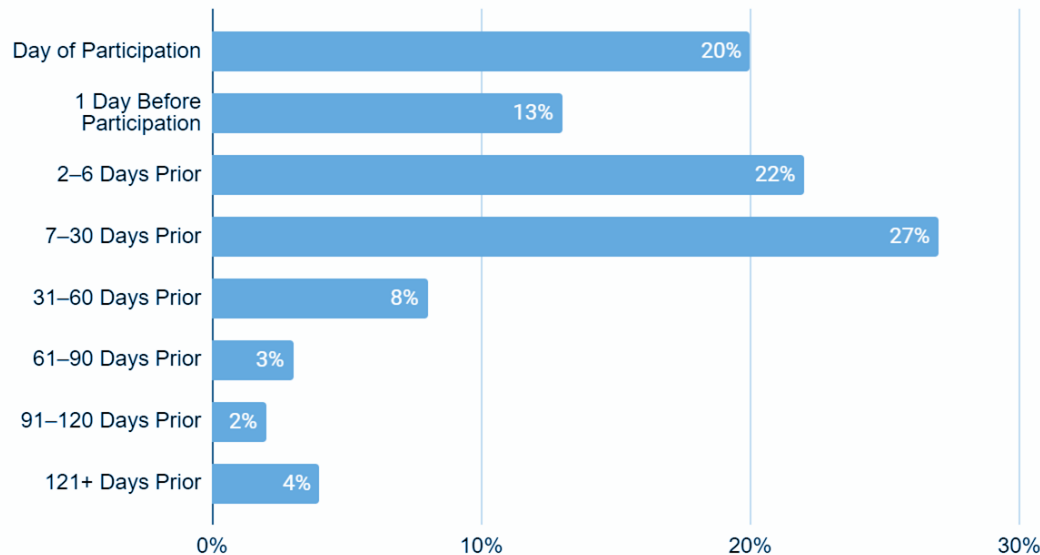
29% attachment rate

\$50.44 per waiver avg

- – Reduce wait times
- – Operational efficiency
- – Digitizing experiences
- – Safety testing
- – Loading and unloading at the dock
- – Contracts/paperwork
- – Customer interaction
- – Marketing tools for outreach and follow up
- – CRMs

25.5%
OF RENTERS
ARE RETURNING
CUSTOMERS

Days from Booking to Departure



Day of Participation

55%

0–6 days before

27%

2–4 weeks prior

13%

1–6 months prior

4%

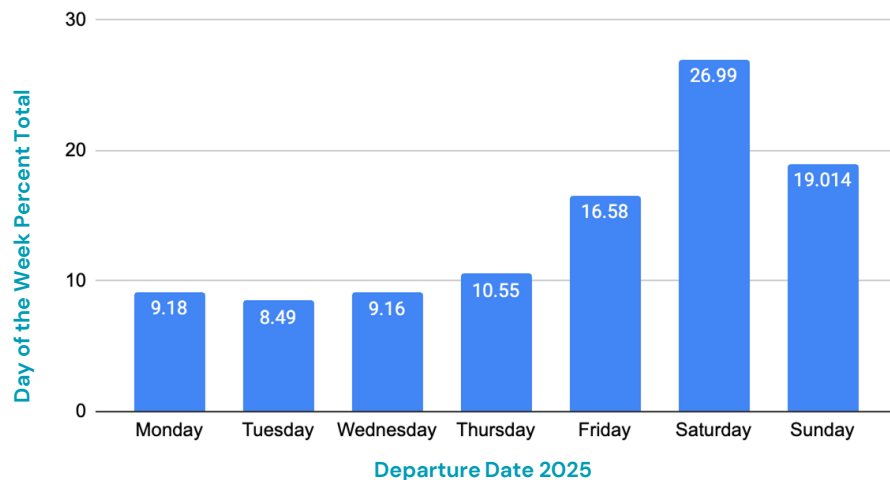
6+ months prior

Typical Departure Date Demand

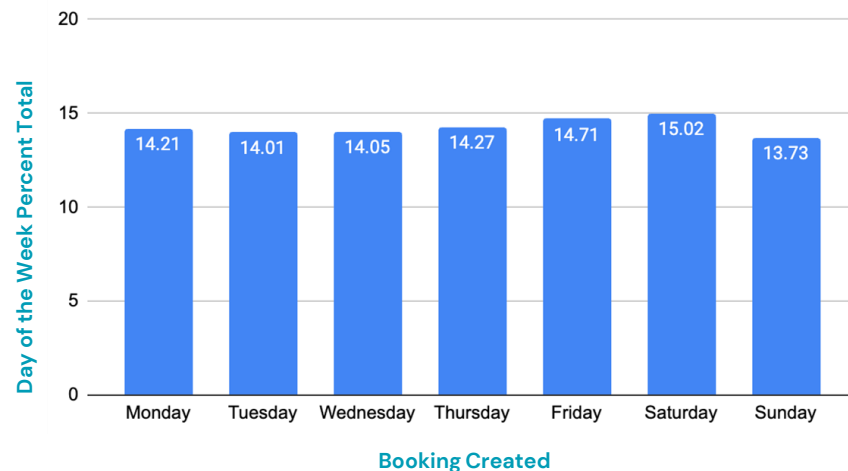
from Online Bookings Every Day



Boat Departure Date 2025

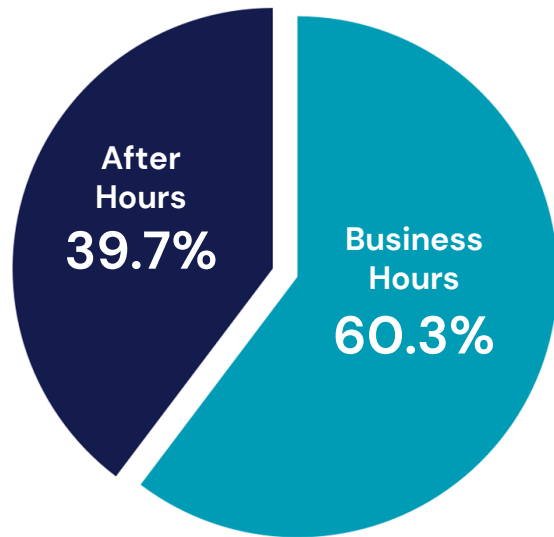


Boat Created 2025



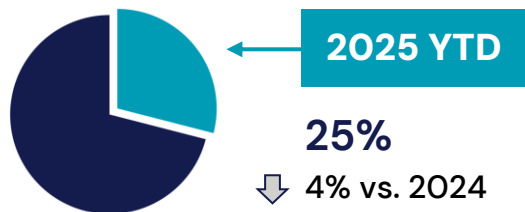
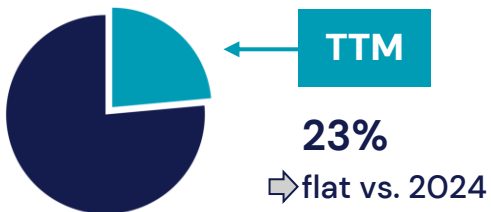
Website with Online Booking Critical for 40% of Bookings

Online Booking
Time of Day



→ Key Metrics

Returning Customers



NOTE: This increase may reflect seasonal timing—we'll keep tracking to confirm a true year-over-year trend.

AVERAGE DAMAGE WAIVER PRICE

TTM

\$47.58

↑ 3.84% vs. 2024

2025 YTD

\$54.21

↑ 18.31% vs. 2024

AFTER-HOURS BOOKINGS

TTM

39.9% of all bookings

↑ 0.5% vs. 2024



Private vs. Public /
23.5%+ of renters are
returning customers





- 15 Boats per location
- \$1 Million revenue
- 20% Member turnover target
- 15.4 Outings per year



Structure



- 4 Hour reservation slots
- 2 Forward looking weekend reservations
- 4 Forward looking weekday reservations
- 9.4 Club customers per boat



The Perks



Customer lifetime value
Initiation fee + **40x** monthly
dues



Sell for **3-6x** multiple
on EBITDA



Club Tenant has **3-4x**
revenue benefit of
regular slip

Marketing Currents

Strategies to attract more boaters, fill more slips, and grow your rental business



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- Easy, Digital-First Book Speed & Convenience
- Speed & Convenience
- Personalization
- Transparency & Trust
- Communications
- Community
- Memorable Experiences



SEO is how you help customers find your website online, making your site more useful, clear, and reliable so that Google and AI know when to recommend you.

- Use **keywords** users naturally search with such as “boat rentals in Seaside, Oregon”
- Optimize each of your website pages to focus on **one main keyword** (e.g. pontoon rentals)
- Make it easy with **simple navigation & clear calls to action**
- Create **helpful content and blog posts** that include the keywords
- Maintain your **Google Business Profile** to ensure better visibility and easy access for customers
- **Claim your listing** in Yelp, TripAdvisor, or other sites
- Encourage **customer reviews** on Google or Yelp and feature on your website

SEM is when you pay Google, Instagram, or another platform to put your ad at the top (sponsored) when someone searches “Lake Tahoe boat rental.” You only pay when someone clicks.

- “SEM complements SEO and can help you gain visibility while your SEO builds up.
- Paid ads help gets your website in front of customers **when they’re searching.**
- Use Paid Ads for **traffic boosts** to promote specials, holiday weekends, new services, or filling last-minute bookings.
- Paid Ads allow you to **target specific audiences** in your region and specific demographics
- Use Meta ads to target people interested in boating, fishing, sailing, or other marine activities in your area

AI discoverability means ensuring your business, services, and content are easily found, understood, and surfaced by AI-driven responses.

- AI systems don't just crawl websites like Google Search—they pull answers from:
 - Google Maps, Yelp, TripAdvisor, schema markup
 - Booking sites like Hotels.com, GetMyBoat, Expedia
 - Blogs, FAQs, how-to guides
 - Reviews & user-generated content—AI loves to summarize what “people are saying.”
- AI looks for consistent, repeated mentions across the web.
- AI favors recent, relevant sources such as blogs, guides, and FAQs that answer the exact kinds of questions people would ask an AI.

Marinas today are starting to embrace AI especially where it streamlines routine operations, enhances guest services, and improves resource management. AI is increasingly the co-pilot supporting human operators.

- Chatbots or AI Chat Agents for website inquiries or booking requests
 - Answer “Do you have slips available this weekend?” in real-time.
 - Help visitors book dockage or rentals.
 - Provide directions, Wi-Fi info, or fuel dock hours instantly.
 - Upsell other services or maintenance.
- Potential for predictive pricing and forecasting in slips and rentals
- Future opportunity: AI-supported scheduling for service technicians

TAKEAWAY FOR MARINA OPERATORS:

- **SEO** = long-term investment that keeps delivering results.
- **Paid Ads** = quick boost for traffic when you need it most.
- **Best approach:**
Use both together.

Marinas of the future will work quietly in the background automating routine tasks, anticipating customer needs, and optimizing operations so operators can focus on delivering hospitality and building loyalty.

→ Smarter Operations & Automation

- Automated slip waitlist management and dock assignment
- Predictive Maintenance
- Voice Assistants for Staff

→ Personalized Marketing & Better Customer Experiences

- Dynamic Pricing
- Personalized Guest Services
- Targeted Campaigns

→ Personal Productivity

- Summarize Daily Reports
- Draft Customer Communications
- Marketing Content Themes & Ideas
- Analyze service and work order data

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- Automate systems and processes so you can focus on what matters most—efficiency, customer experience, and profitability
 - Prioritize a seamless digital experience that aligns with in-person experiences
 - Lean into convenience and spontaneity
- Marketing and AI enables personalized customer experiences, at scale
 - Appeal to younger renters
 - Drive return customers with timeline offers to come back
 - List on trusted platforms and sites
 - Be active on social media



- Benchmark your marina against peers and competitors
- Integrate systems to consolidate bookings, billing, marketing, and operational tools into a single platform
- Implement simple marketing changes & personalization for seamless experiences
- Test and deploy practical AI tools
- Use data to drive decisions



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All-In-One
Management
Software



Reporting
Marina Management
Software

Relationship
Management
Rental & Club
Management Software

POS
Service Management
Software



Marine Hospitality Consumer Insights Report 2025

2025 Consumer Trend Report

