

# The marine industry in Australia by the numbers

## 2024 Industry data



Turnover in 2023-24

**\$10.12bn**



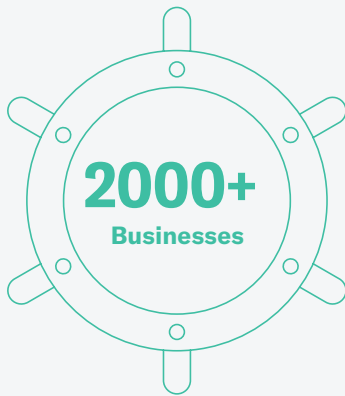
**27,500**

People employed directly by the industry  
+ more than **8250 contractors** engaged.

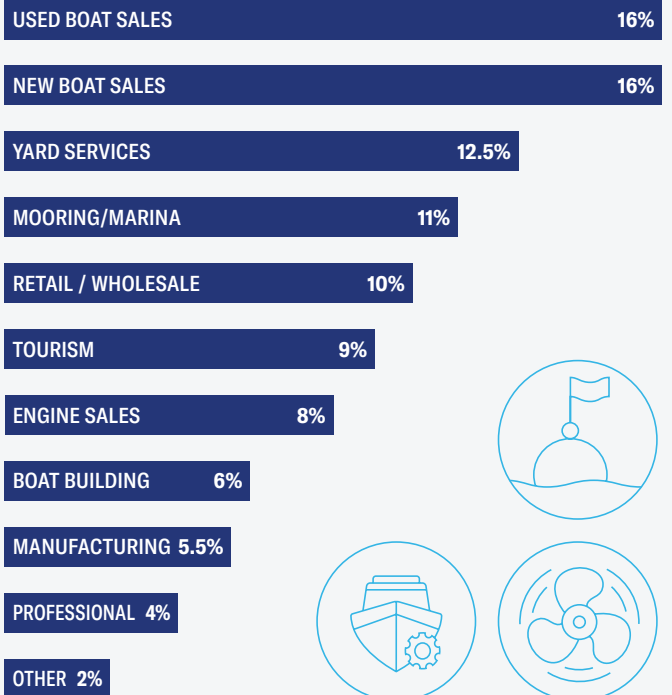


### Industry profile by sector

The marine industry covers a broad range of sectors, with yard services, new boat sales, storage and charter operators leading the way.



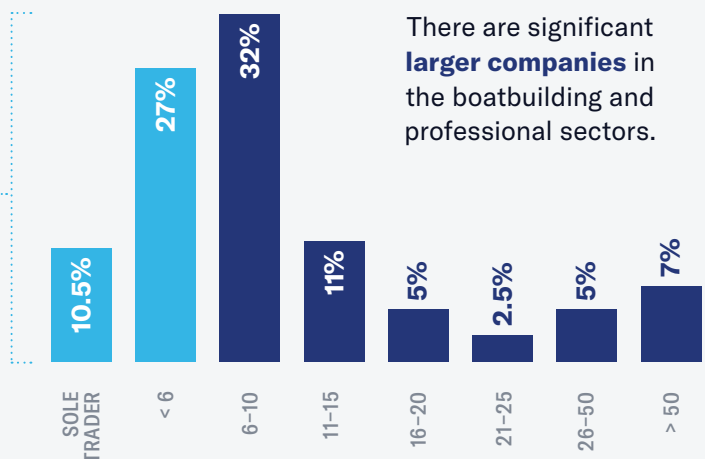
Operating in the **recreational and leisure marine** sectors in Australia.



### Industry profile by employment



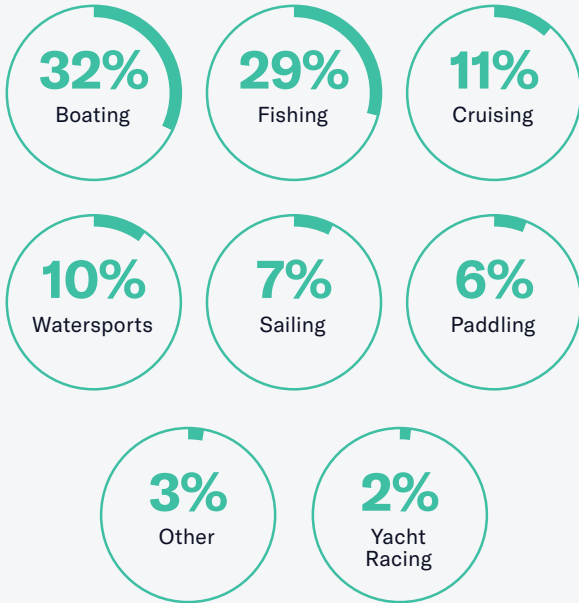
Companies in the marine industry are predominantly smaller businesses, typically employing **less than 10 people**.



There are significant **larger companies** in the boatbuilding and professional sectors.

## Boating activities

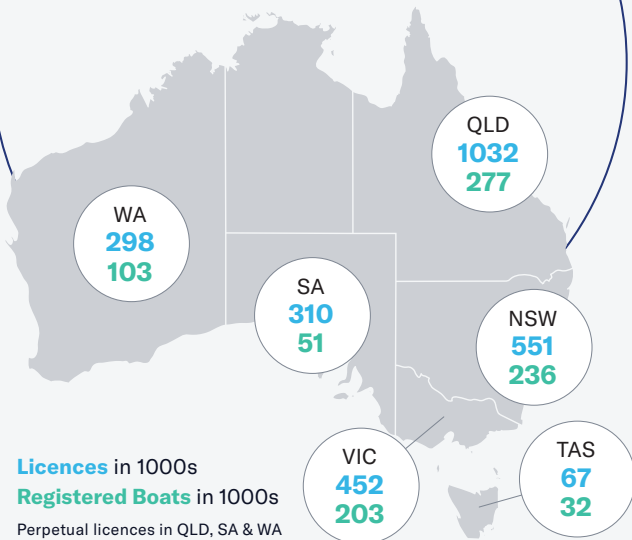
Preferred boating activities



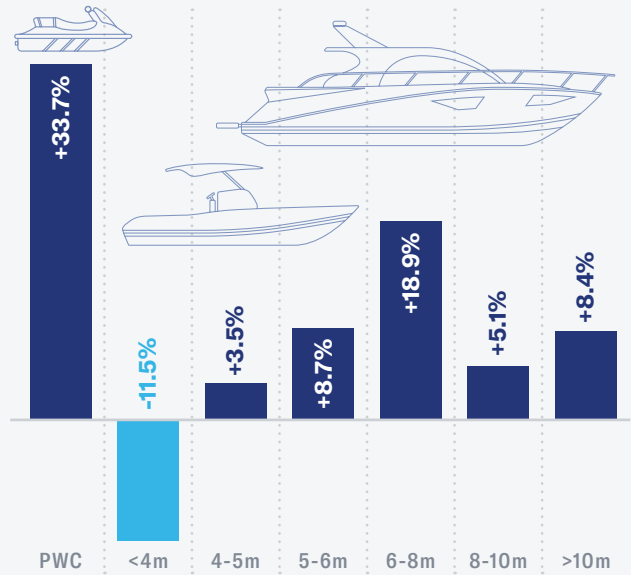
## A nation of boaters

2.5m

Boating is one of the leading pastimes in Australia  
1 in 10 Aussies have a boat licence



## Change in length over 5 years

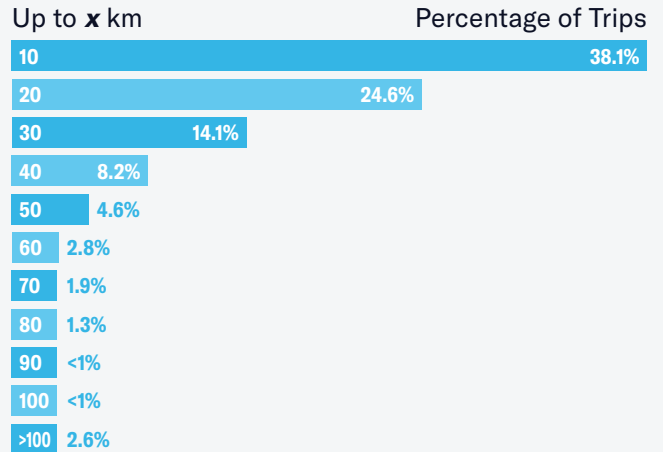


## BIA Boating Data

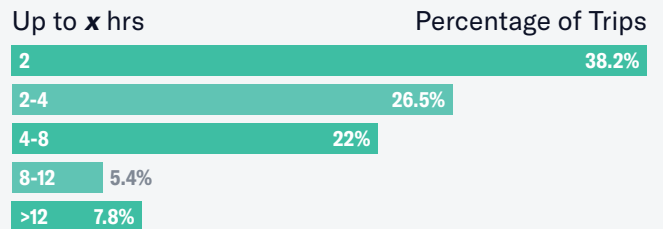
Make data-driven decisions for everyday waterway challenges.

BIA Boating Data powered by DECKEE provides insights about where, when, and how people move around the waterways. By analysing over 6 billion real-time and historical data points, unlock intelligence that can help you achieve economic, safety and environmental outcomes.

### Distance per Trip (kms)



### Duration per Trip (hrs)



[biadata.org.au](http://biadata.org.au)

Helping you make data-driven decisions for everyday waterway challenges

