

5 Strategies for Millennial Engagement in Sailing

Introductions



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Why Millennials?

- Starting this year, Millennials (born in 1982-2004) are estimated to have more spending power than any other generation
- By 2030, Millennials will outnumber other demographics by 22 million
- ***Experience Economy***: A study by Harris Group found that 72 percent of millennials prefer to spend more money on experiences than on material things.



Strategy #1: Accessibility



- incredibly affordable: average pricing suggestion break even covering your DIRECT costs (instructor time, +10%)
- you need to get them hooked: affordable options for 3x or 4x on the water in your initial package!
- taste of sailing! 2-3 hour sail

Strategy #2: Group Exposure

- Large groups of millennials need to be introduced to sailing!
- Unique marketing avenues:
 - co-worker team-building
 - networking opportunities
 - volunteer efforts



Under Armour

Under Armour Shout-out to the Under Armour Give Back team! Their recent work at Baltimore's Downtown Sailing Center is truly inspiring. The center is committed to promoting an environment of inclusiveness, especially for youth with disabilities, and those with limited opportunity. Sailing is a powerful way for people with disabilities to push their limits. The Sonar 23 keelboats allow for participants with limited mobility to sail. After a season of racing, the Sonars are ready for some TLC and UA Teammates are helping make some much-needed repairs. [show less](#)



Strategy #3: New Program Designs

Be open to new approaches to instruction that fits the unique needs of the millennial generation

- Personalized
- Group sails/packages
- Friendly competition
- diversification:
 - yoga, stand-up paddle boarding
 - beer/wine tasting



Strategy #4 : Partnerships

millennial marketing partners:

- case study: Bmore Social & SF Social

other **experience economy** groups:

- running groups
- local parks & recreation department
- gyms
- Non-profits
- Outside concerts/events



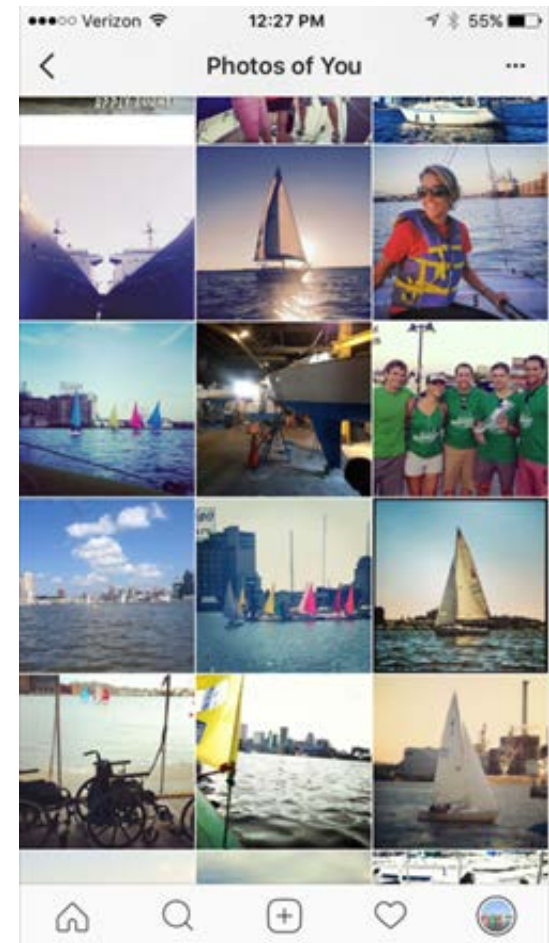
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Strategy #5: Social Media Engagement

*“Nearly 7 in 10 (69%) millennials experience **FOMO** the Fear Of Missing Out propels millennials to show up, share and engage: a driving force behind the experience economy...” -Harris Poll*

What can you take from this information: get on social media: facebook, instagram, snap-chat!

develop a client strategy: share, like, tag! Best sunset contest, best tack, best jibe, best captain :~)!



It's all about the funnel



Conclusion: Action Items

- find a millennial partner
- focus on user based social media efforts
- update your program offerings
- make it affordable and accessible
- big reach-awareness events: find the millennials!

Questions for us?

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