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For Immediate Release



Transforming the Marina Experience How to capitalize on customer insights to build your business.

"Most B2C businesses are not maximizing their 'brand experience' to build their company," says Dale Hoover, President and Creative Director at Anza Environments, a strategic design and consulting firm based in Phoenix, Arizona.

"In today's hyper-competitive marketplace where businesses are often struggling to attain even modest year-over-year growth, a strategy-driven branded experience is an incredibly powerful - yet underutilized - tool to help build awareness, increase frequency and enhance loyalty. A customer insights-driven environment has the power to deeply connect with your target audiences...to influence perceptions, attitudes and behaviors. The result, says Hoover "is a business that thrives among the competition."



Hoover has successfully applied such creative and innovative thinking to a wide range of consumer-oriented retail verticals, including convenience, big-box, financial services, automotive, petroleum, casual dining, QSR, and hospitality. The same process and rationale can be applied to the marina industry to achieve remarkable results.

Hoover says, "Boaters are hugely passionate about their recreational pursuits. And there are plenty of options vying for boaters' discretionary spending. Those marinas that best understand the functional and emotional needs of their boating market, and excel at delivering upon those needs by way of an insightful and tailored marina experience, have an opportunity to stand well above the competition and outpace the industry in terms of growth."

At this year's Annual **MRA Educational Conference and Trade Show**, Hoover will examine the powerful role customer insights-driven facility design plays in the context of today's more savvy and digitally empowered consumers. He will outline valuable tactics to better understand your market and the expectations of your boaters, customers and community, and how to align your assets with your strategic marketing goals. The session will feature a case study of the recent transformation of a large-scale full-service marina operation in Sausalito to demonstrate how your marina can thrive in today's changing market and achieve double digit growth by applying advanced thinking, innovation, and renovation.

The Marine Recreation Association is a professional organization that represents marina owners, operators, and industry professionals located throughout the western United States with additional members in Canada, Mexico, and Australia. Created more than 46 years ago, the MRA actively promotes and represents

recreational boating interests while providing educational, management, and operations seminars and information for marine industry owners, operators, and staff.

For additional information about the MRA, and all of its activities and interests, please contact Mariann Timms by phone at (209) 334-0661, email at mra@marina.org or go online at <http://www.marina.org>.