

Boat Rental Market Size, Share & Trends Analysis Report By Boat (Yacht, Sailing Boat, Catamaran, Motorboat), By Power Source (ICE, Full-Electric), By Activity (Fishing, Watersports), By Booking Channel, By Rental Duration, By Region, And Segment Forecasts, 2026 - 2033

<https://marketpublishers.com/r/B13AB6A876E6EN.html>

Date: March 2026

Pages: 130

Price: US\$ 4,950.00 (Single User License)

ID: B13AB6A876E6EN

Abstracts

The global boat rental market size was estimated at USD 19,019.9 million in 2025, and is projected to reach USD 28,728.6 million by 2033, growing at a CAGR of 5.7% from 2026 to 2033. The increasing popularity of marine tourism and recreational water activities across coastal and island destinations is driving the growth of the market.

A growing number of tourists are attracted to leisure boating, fishing, sailing, and other water-based experiences, further increasing the demand. In addition, rising disposable incomes and a stronger preference for experiential travel are further fueling the growth of the market.

Market growth is also attributed to the rising demand for experiential and luxury travel and the increasing popularity of water-based recreational activities. Travelers are increasingly seeking unique and personalized experiences such as private yacht charters, customized cruises, and premium boating trips, which has significantly boosted the demand for boat rental services. These offerings allow tourists to enjoy exclusive and flexible travel experiences without the high cost of owning a boat. In addition, the growing popularity of water sports and adventure activities, including jet skiing, wakeboarding, and parasailing, is encouraging tourists to rent boats for leisure and group activities. The expansion of coastal tourism and lake-based destinations is further supporting the growth of the boat rental market.

Technological advancements such as online and mobile booking platforms, GPS tracking systems, and automated check-in/check-out solutions are being widely implemented. Online booking platforms are also being widely adopted, making boat rental services more accessible and convenient. For instance, GetMyBoat Inc. offers a mobile platform that allows users to book boats instantly and track rentals in real time. These innovations improve customer convenience and improve operational efficiency for rental companies. Eco-friendly and hybrid-powered boats are also being introduced to meet sustainability demands. For instance, Vision Marine launched an electric boat rental club partnership in February 2025, offering high-performance electric vessels for leisure cruising and rental services. By providing electric boats, rental companies can attract environmentally conscious consumers while reducing fuel costs and emissions.

Global Boat Rental Market Report Segmentation

This report forecasts revenue growth at the global, regional, and country levels and provides an analysis of the latest industry trends in each of the sub-segments from 2021 to 2033. For this study, Grand View Research has segmented the global boat rental market report based on boat, power source, activity, booking channel, rental duration, and region:

Boat Outlook (Revenue, USD Million, 2021 - 2033)

Yacht

Sailing Boat

Catamaran

Motorboat

Others

Power Source Outlook (Revenue, USD Million, 2021 - 2033)

ICE

Hybrid

Full-Electric

Activity Outlook (Revenue, USD Billion, 2021 - 2033)

Fishing

Leisure Sailing/Cruising

Watersports

Others

Booking Channel Outlook (Revenue, USD Million, 2021 - 2033)

Online Aggregator Platform

Marina/Offline Desk

Subscription and Club Models

Rental Duration Outlook (Revenue, USD Million, 2021 - 2033)

Hourly

Half-Day

Full-Day

Multi-Day/Weekly

Regional Outlook (Revenue, USD Million, 2021 - 2033)

North America

U.S.

Canada

Mexico

Europe

Germany

UK

France

Asia Pacific

China

Japan

India

South Korea

Australia

Latin America

Brazil

Middle East and Africa (MEA)

KSA

UAE

South Africa

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