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## Reaching Out to Women and Next-Gen Boaters

Ladies Let’s Go Fishing hosted its Bass Fishing Academy in Florida, and a Discover Boating campaign used social media influencers to bring younger new boaters into the fold.

**NORM SCHULTZ • OCT 5, 2023**

If you’ve assumed bass fishing is a guy thing, Ladies, Let’s Go Fishing will change your mind. Meanwhile, reaching younger generations where they are is a goal of new Discover Boating initiatives.

In Lake Wales, Fla., last month, women came to tackle bass fishing at Camp Mack, a Guy Harvey lodge, marina and RV resort, in the latest LLGF Bass Angling Academy.

Typical of these events, the program started with seminars and hands-on learning sessions led by Capt. Scott Taylor. Then the participants headed for the water for a fun tournament. It was capped off by a “bass burning bonfire,” dinner and entertainment. The participating anglers all caught their share of bass, with many releasing the first bass of their lives. The fish were up to 20.5 inches in length.

“We’re all about women and their endeavors to try fishing,” said Betty Bauman, the founder of the LLGF non-profit. “Our only goal is to introduce women to fishing, and surveys by the Recreational Boating & Fishing Foundation document overall participation by women is steadily growing.”

The top tournament winners were Joanne Salvador, of Pompano Beach, Fla., for a 20.5-inch bass (caught aboard Taylor’s boat), and Samantha Spaulding from Key Largo, Fla., who also landed a 20.5-inch bass, with Capt. Reno Alley.

“What an amazing experience to release my first bass ever and meet other ladies who like fishing. I’ll be back for more LLGF events,” said Angler Rita Bennett of Surfside, Fla.

The remaining LLGF events for the year are:

- Oct. 13-15: Keys Saltwater Weekend Seminar and Fishing in Islamorada, Fla.
- Nov. 18-19: St. Augustine Surf Fishing Academy at the Guy Harvey Outpost Resort.

**[Click here for more information.](#)**

### Content Creators Pitch Boating Lifestyle

Some call them influencers; others dub them content creators. Regardless, they’re all striving to inspire the next generation of boaters to get on the water.

The current Discover Boating campaign partnered with dozens of Instagram and TikTok content creators across the United States and Canada during the summer. These influencers showed their followers how to experience boating, from cruising and wakesurfing to fishing and sailing, with help from Discover Boating resources. The number of engagements generated (likes, shares, comments, etc.) indicates the content resonated with large and varied audiences.

A few samples of recent Instagram and TikTok posts include:

- [@Cococox](#) (58K IG followers)
- [@\\_asipoftee\\_](#) (171K IG followers)
- [@canadiantravelgal](#) (122K TT followers)
- [@brooke\\_lynnmilne](#) (643K TT followers)
- [@atxandchill](#) (43K TT followers)
- [@cookwithdarryl](#) (2.8M TT followers)

Examples of the comments generated by viewers of the posts include:

- “This all looks so fun! Thanks for sharing!” - @blairvmeeks
- “Love this! Hopefully we can check it out one weekend!”- @morristosee
- “Wakesurfing is so much fun!!”- @madelynonthemove
- “OK, I need to try! I’ve been craving a boat day!” - @kate\_trafford
- “You’ve been out on the water this summer! I love it! That’s what I should be doing.” - @blackhikingqueen

The use of influencers is a popular and powerful tool for reaching millions with video and digital messages. This can help draw viewers to the main Discover Boating website and volumes of information ranging from finding the right boat to buying tips and facts. It is the world’s largest online resource and guide to recreational boating.

The Discover Boating program is conducted by NMMA and MRAA.