

A person wearing a red jacket and a grey cap is sitting on the deck of a sailboat, looking out at the ocean. The sun is shining brightly in the sky, creating a lens flare effect. The sailboat's rigging and a blue cover are visible on the left side of the frame. In the background, a bridge and a city skyline are visible across the water.

**West Marine**<sup>®</sup>  
For your life on the water<sup>®</sup>



# How Tapestry aids Location Intelligence for West Marine

Dr. Lawrence Joseph  
Research Manager

ESRI Business Summit – July 18, 2015 – San Diego, CA

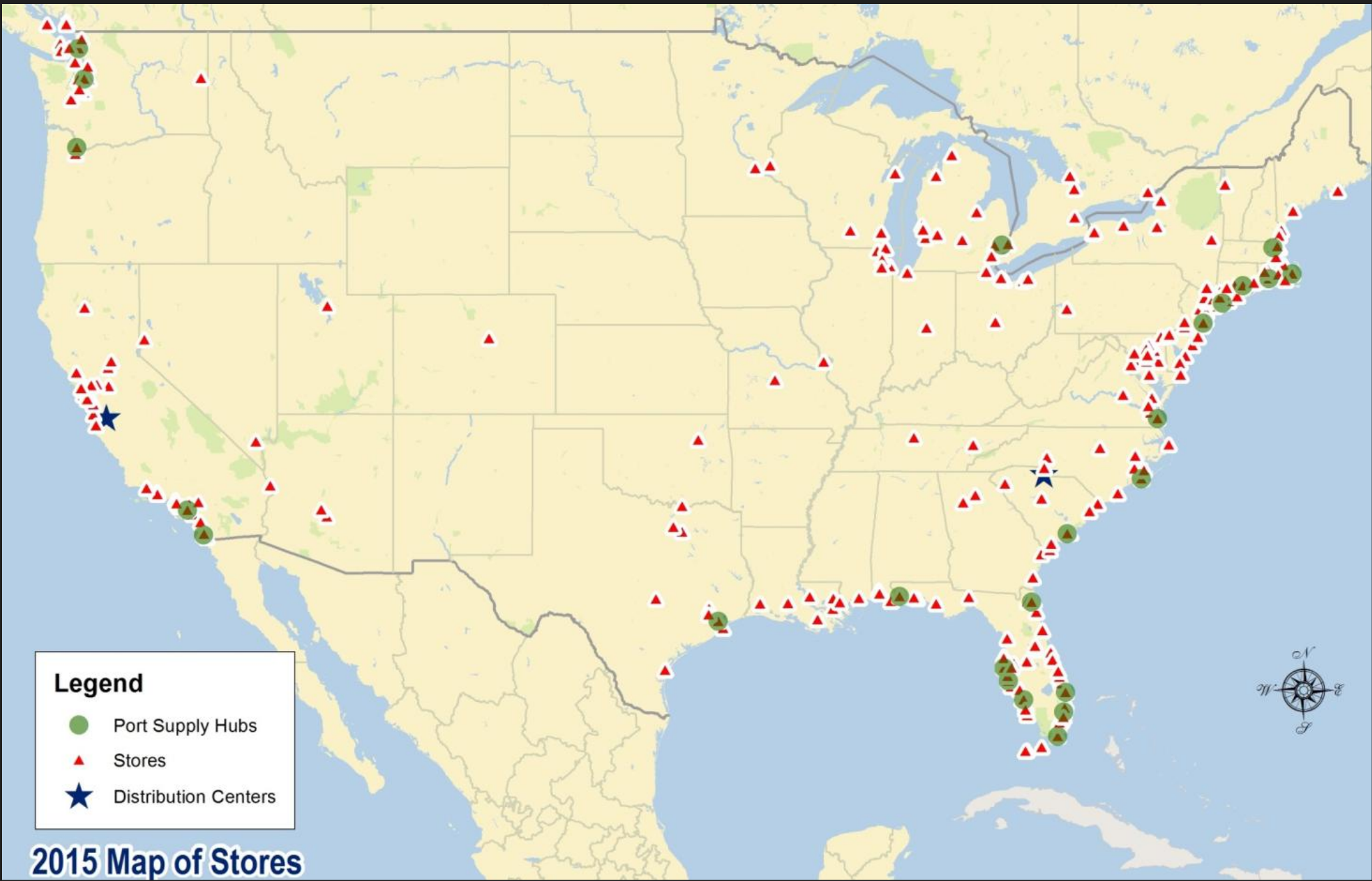
# West Marine®

47 Years of History

- **1968** - “West Coast Ropes”  
in founder’s garage
- **1975** - First store in Palo Alto, CA
- **1993** - Company goes public
- **1996** - Acquired E&B Marine  
store count to 152 doors
- **2003** - Acquired 63 Boat U.S. stores
- **Today** - Expanding the business  
as a Omni-Channel, Waterlife Outfitter







## 2015 Map of Stores

265 Stores including Hawaii, Alaska and Puerto Rico



# Customers

- People who recreate on or around the water
  - Boating participants
  - Coastal lifestyle
  - Outdoor activity enthusiasts





# Core Products



Electronics



Safety



Maintenance



Hardware



# Waterlife



Apparel



Water sports



Footwear



Fishing





Small Store



Flagship





Old



New





Chicago – May 2015





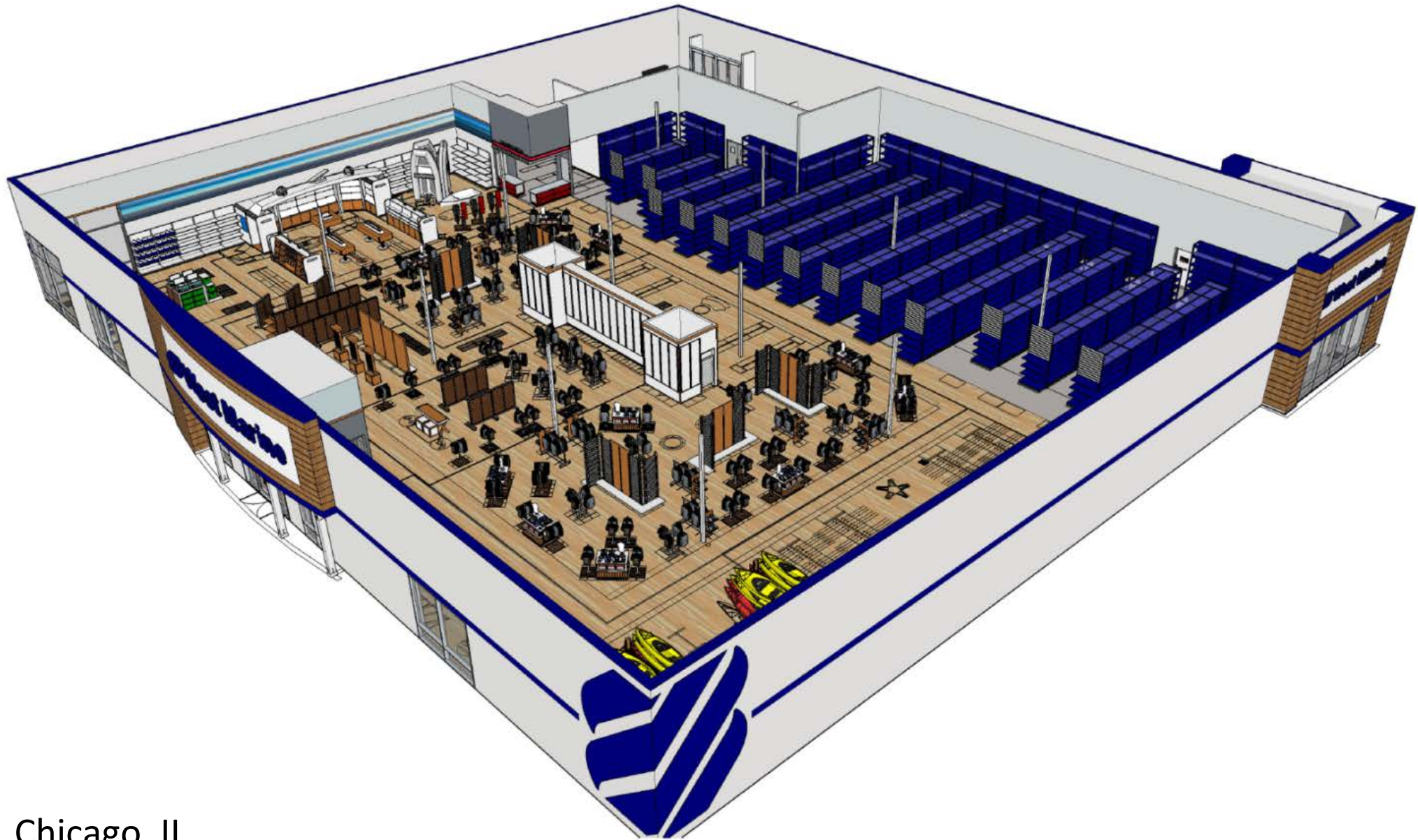




## Core Departments







Chicago, IL

# Esri Business Analyst

## Data

- Over 1,600 data variables
- Demographics
- Tapestry (Lifestyle Segmentation)
- Consumer spending
- Market potential
- Shopping center/businesses
- Competitors
- Street data
  - Drive-time analysis

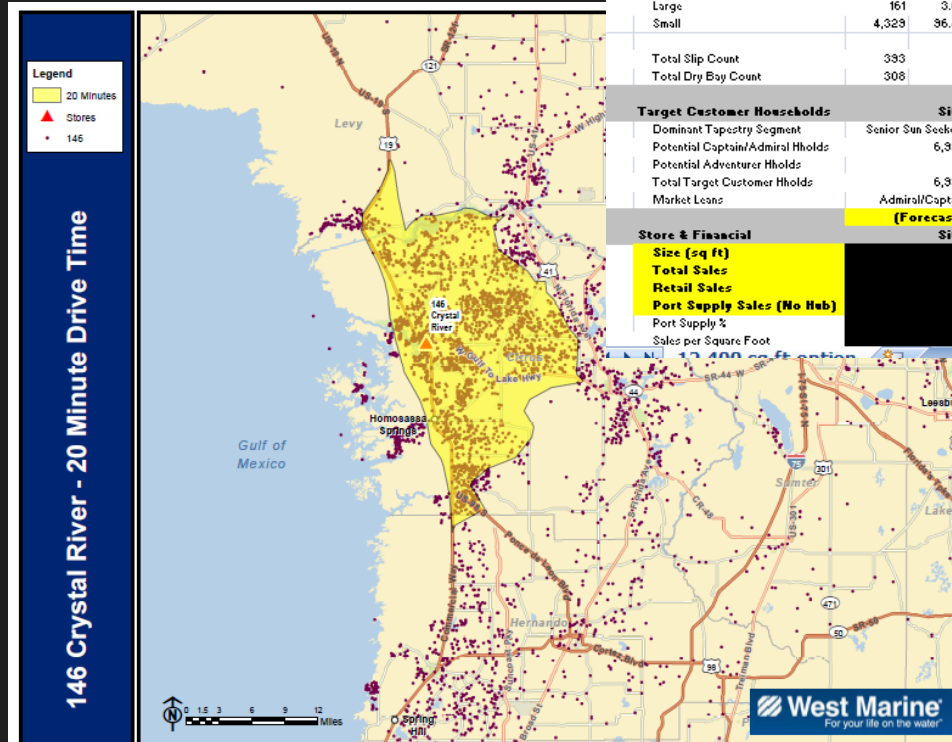
## Customer Profiling

- Prospecting
  - Admirals
  - Captains
  - Adventurers

## Sales Forecasting

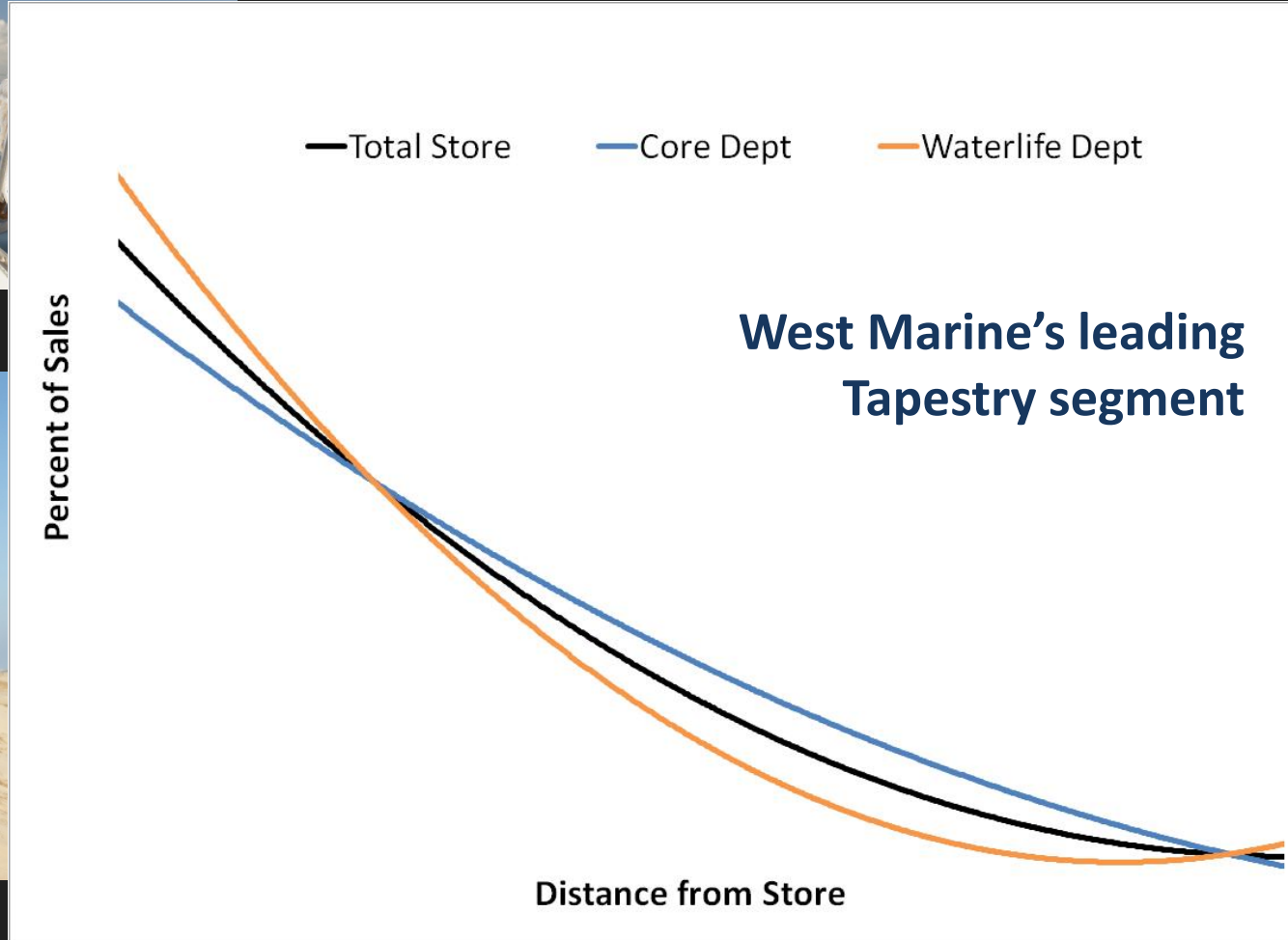
- Modeling
- Analogs
- Cannibalization

West Marine		Trade Area Profile				Prepared By Business Analyst				
Crystal River, FL						Latitude: 28.893093				
1/22/2015						Longitude: -82.586501				
Drive Time: 20 minutes										
Summary	Site	Analog 1		Analog 2		Analog 3		Analog Avg		
Population	73,405	146 Crystal		1287 Ft Walton		1306 Bradenton		164,391		
Households	33,285	33,285		36,236		143,633		71,051		
Population Families	56,445	56,445		63,083		251,927		123,818		
Average Household Size	2.18	2.18		2.31		2.30		2.26		
Population Density	395	395		1,129		1,541		1,021		
Owner Occupied Housing Units	26,583	26,583		19,483		92,578		46,215		
Renter Occupied Housing Units	6,702	6,702		16,753		51,055		24,837		
Vacant Housing Units	7,506	7,506		7,453		34,781		16,580		
Median Age	56.2	56.2		37.8		46.0		46.7		
Avg January High Temperature	70	70		60		71		67		
Avg July High Temperature	92	92		90		91		91		
Households by Income	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
\$75,000 - \$99,999	2,337	8.8%	2,337	8.8%	4,044	11.2%	13,810	9.6%	6,330	8.8%
\$100,000 - \$149,999	2,225	6.7%	2,225	6.7%	3,408	9.4%	12,629	8.8%	6,087	8.6%
\$150,000 - \$199,999	539	1.8%	539	1.8%	1,201	3.3%	4,070	2.8%	1,957	2.8%
\$200,000+	590	1.8%	590	1.8%	845	2.3%	3,567	2.5%	1,667	2.3%
Median Household Income	\$37,623		\$37,623		\$47,778		\$42,190		\$42,530	
Median Disposable Income	\$33,179		\$33,179		\$40,462		\$36,925		\$36,855	
Per Capita Income	\$23,592		\$23,592		\$27,149		\$25,640		\$25,460	
Registered Boats & Slips	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Boats	4,430		4,430		3,659		16,618		8,256	
Fishing	2,375	52.3%	2,375	52.3%	1,356	37.1%	7,240	43.6%	3,657	44.3%
Power	1,634	36.4%	1,634	36.4%	1,405	38.4%	6,487	39.0%	3,175	38.5%
PWC/Other	435	9.7%	435	9.7%	736	20.1%	2,170	13.1%	1,114	13.5%
Sail	46	1.0%	46	1.0%	162	4.4%	721	4.3%	310	3.8%
Large	161	3.6%	161	3.6%	388	10.6%	1,673	10.1%	741	9.0%
Small	4,329	96.4%	4,329	96.4%	3,271	89.4%	14,945	89.9%	7,515	91.0%
Total Slip Count	393		393		1,479		2,087		1,320	
Total Dry Bay Count	308		308		884		763		654	
Target Customer Households	Site	146 Crystal	1287 Ft Walton	1306 Bradenton	Analog Avg					
Dominant Tapestry Segment	Senior Sun Seekers	49	28	49						
Potential Captain/Admiral Hholds		6,933	11,636	42,358	20,309					
Potential Adventurer Hholds		0	3,857	7,820	3,892					
Total Target Customer Hholds		6,933	15,493	50,178	24,201					
Market Leans	Admiral/Captain	Admiral/Captain	Admiral/Captain	Admiral/Captain	Admiral/Captain					
	(Forecast)									
Store & Financial	Site	146 Crystal	1287 Ft Walton	1306 Bradenton	Analog Avg					
Size (sq ft)					12,132					
Total Sales					\$2,574,745					
Retail Sales					\$2,111,936					
Port Supply Sales (No Hub)					\$462,810					
Port Supply %					18.3%					
Sales per Square Foot					\$212					





# Distance Decay Analysis



Lifestyle affects distance decay and varies by product



# Targeted Growth Segments



Growth segments have greater friction of distance...why?



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Contact: [LawrenceJ@westmarine.com](mailto:LawrenceJ@westmarine.com)