

A SHARED LOVE FOR BOATING

What boat fans are talking about on Instagram

Top hashtags *

1. **#BOAT**

16,000,611 posts

2. **#BOATS**

5,126,473 posts

3. **#SALLIFE**

3,967,179 posts

4. **#LAKELIFE**

3,745,264 posts

5. **#YACHT**

3,682,396 posts

6. **#BOATING**

2,985,282 posts

7. **#BOATLIFE**

2,014,560 posts

8. **#WAKEBOARDING**

1,599,310 posts

9. **#FISHINGLIFE**

1,423,757 posts

10. **#BOATPARTY**

632,686 posts



LOT VANTAGE



* Internal study on volume and hashtags, all time May, 29, 2018