



Seattle Boat Show Dashboard

March 13, 2024



PRESENTED BY

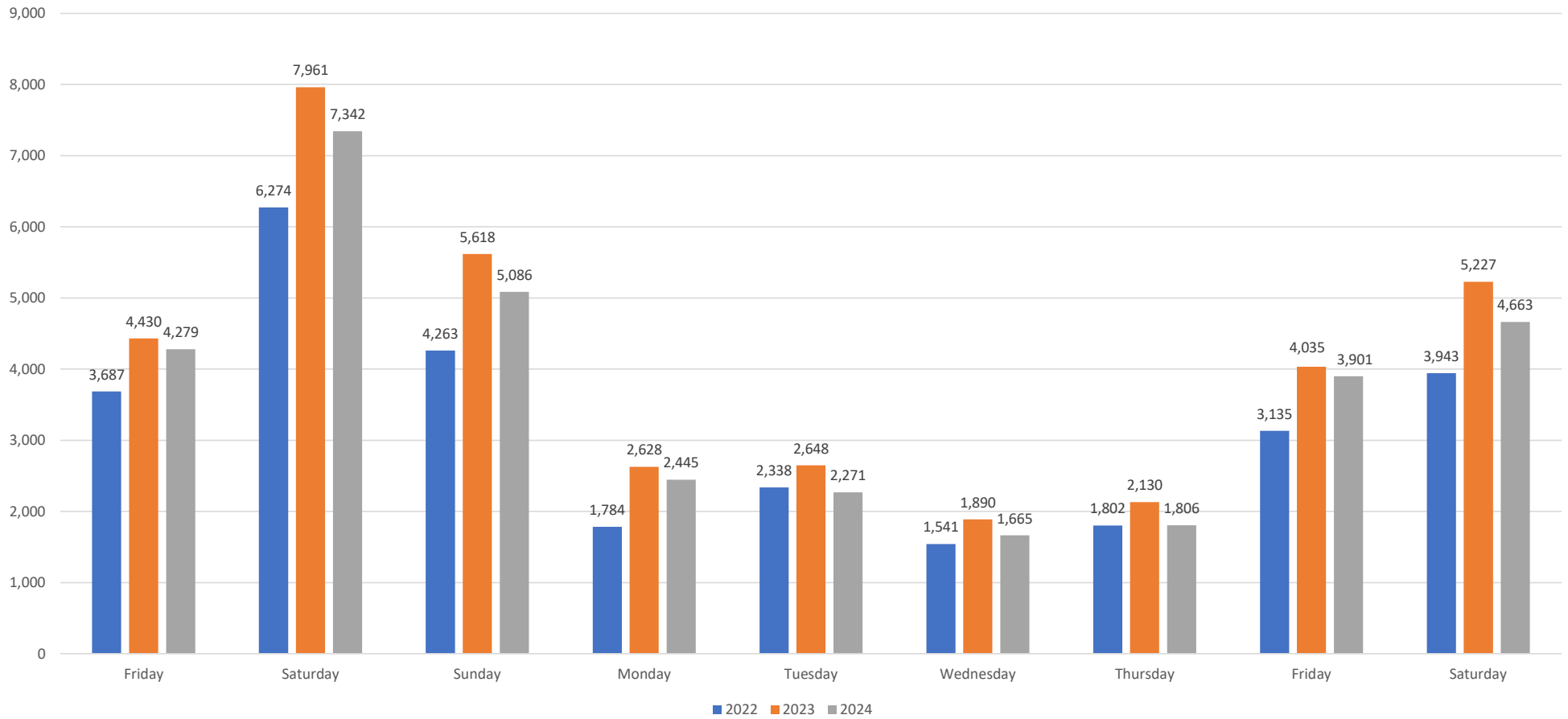




Seattle Boat Show 2024
Lumen Field + Bell Harbor Marina
Daily NET Attendance

9-Day attendance -8.5% (33,458) compared to 2023 (36,567)
9-Day attendance +16.3% (33,458) compared to 2022 (28,767)

Updated: 2.13.24



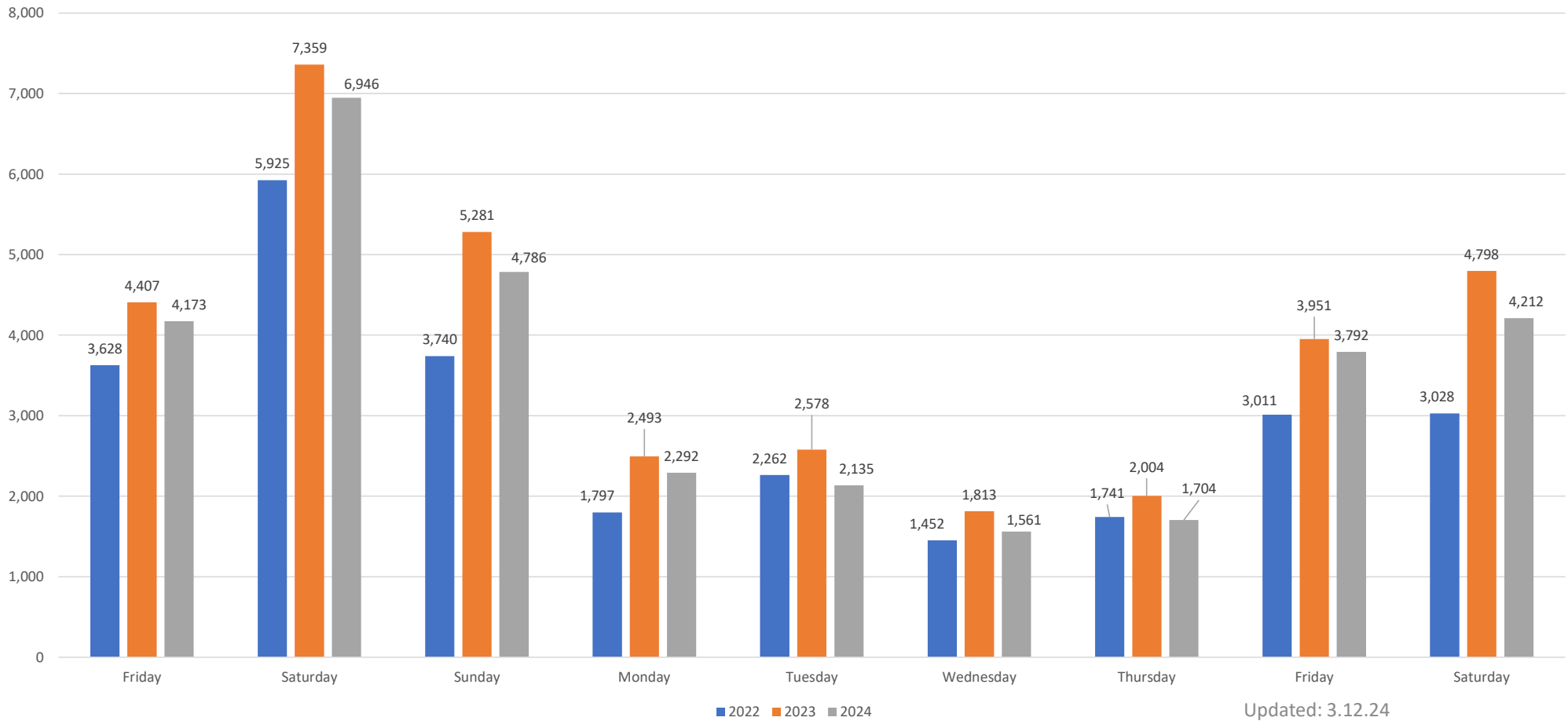
Updated: 3.12.24



Seattle Boat Show 2024
Lumen Field Event Center
Daily Attendance

Updated: 2.13.24

9-Day attendance -8.9% (31,601) compared to 2023 (34,684)
9-Day attendance +18.9% compared to 2022 (26,584)

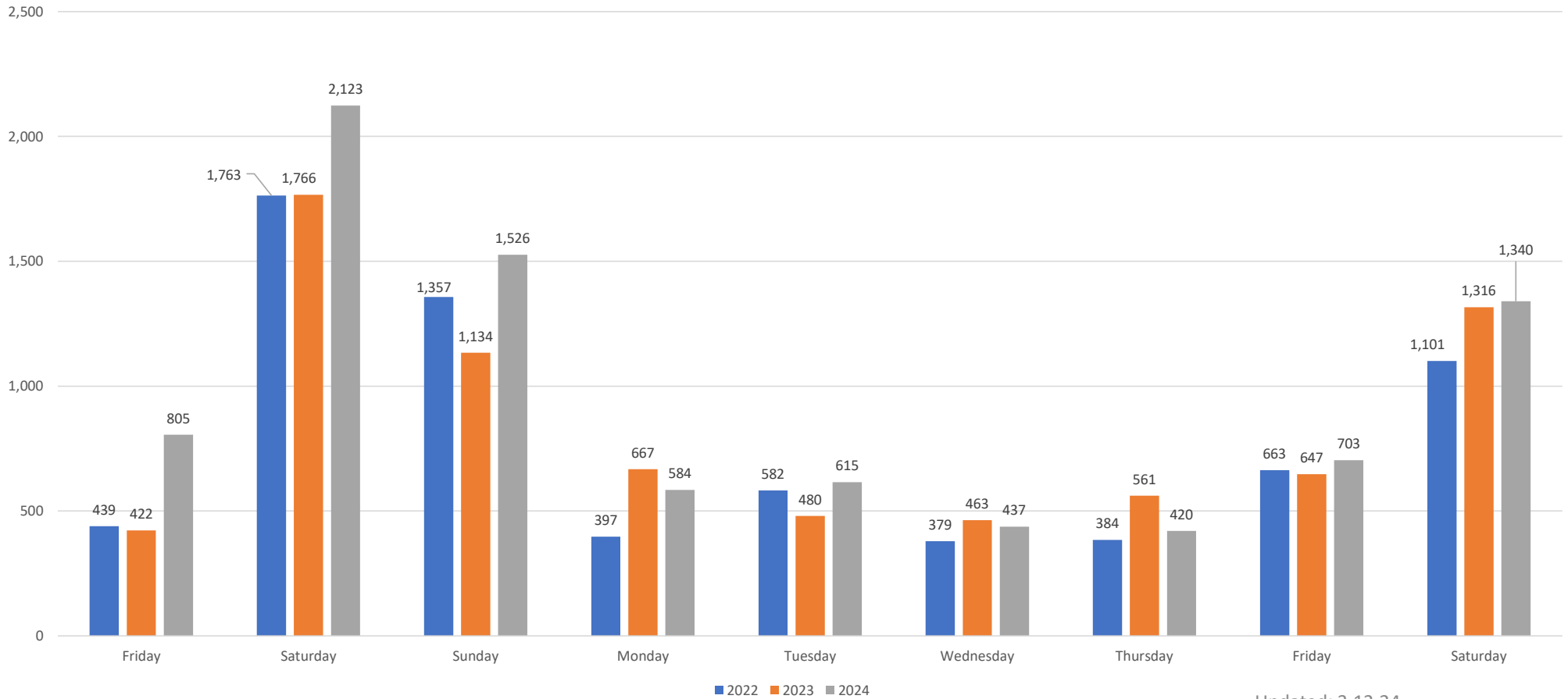


Updated: 3.12.24



Seattle Boat Show 2024
Bell Harbor Marina
Daily Attendance
9-Day attendance +2.6% (8,553) compared to 2023 (8,336)
9-Day attendance +21.1% compared to 2022 (7,065)

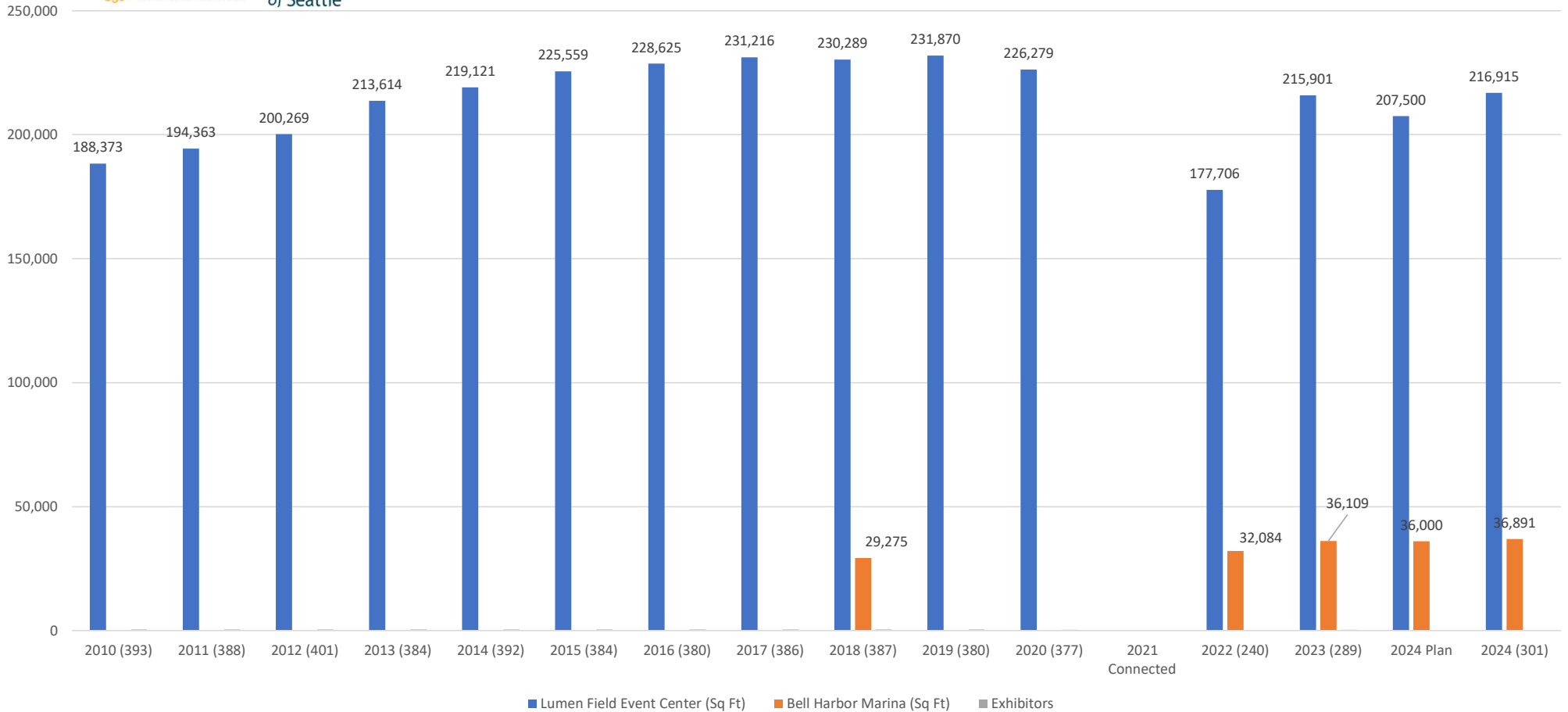
Updated: 2.13.24



Updated: 3.12.24

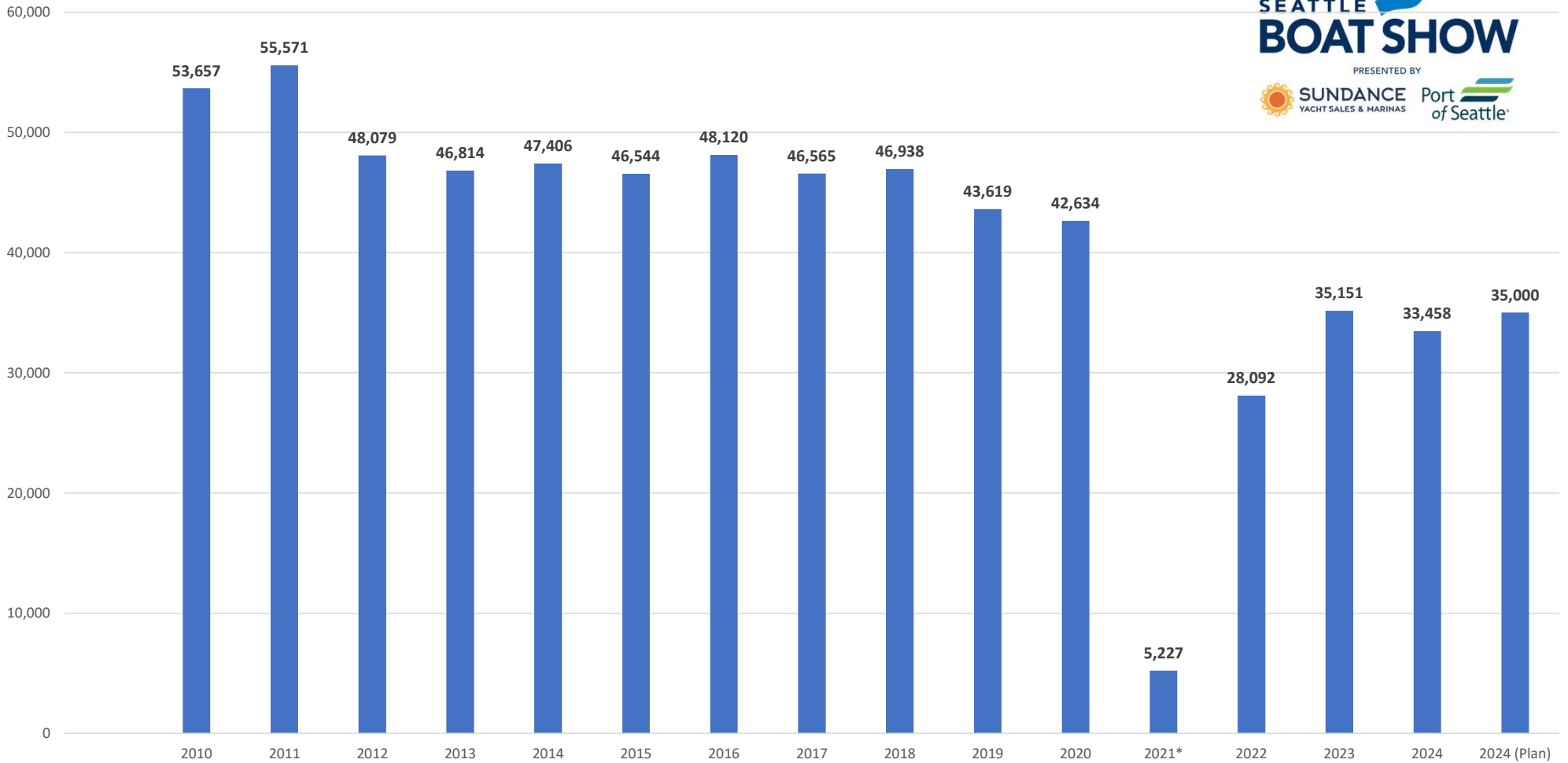


Seattle Boat Show Space Rental Lumen Field Event Center & Bell Harbor Marina (Year/Exhibitors)



Updated: 3.12.24

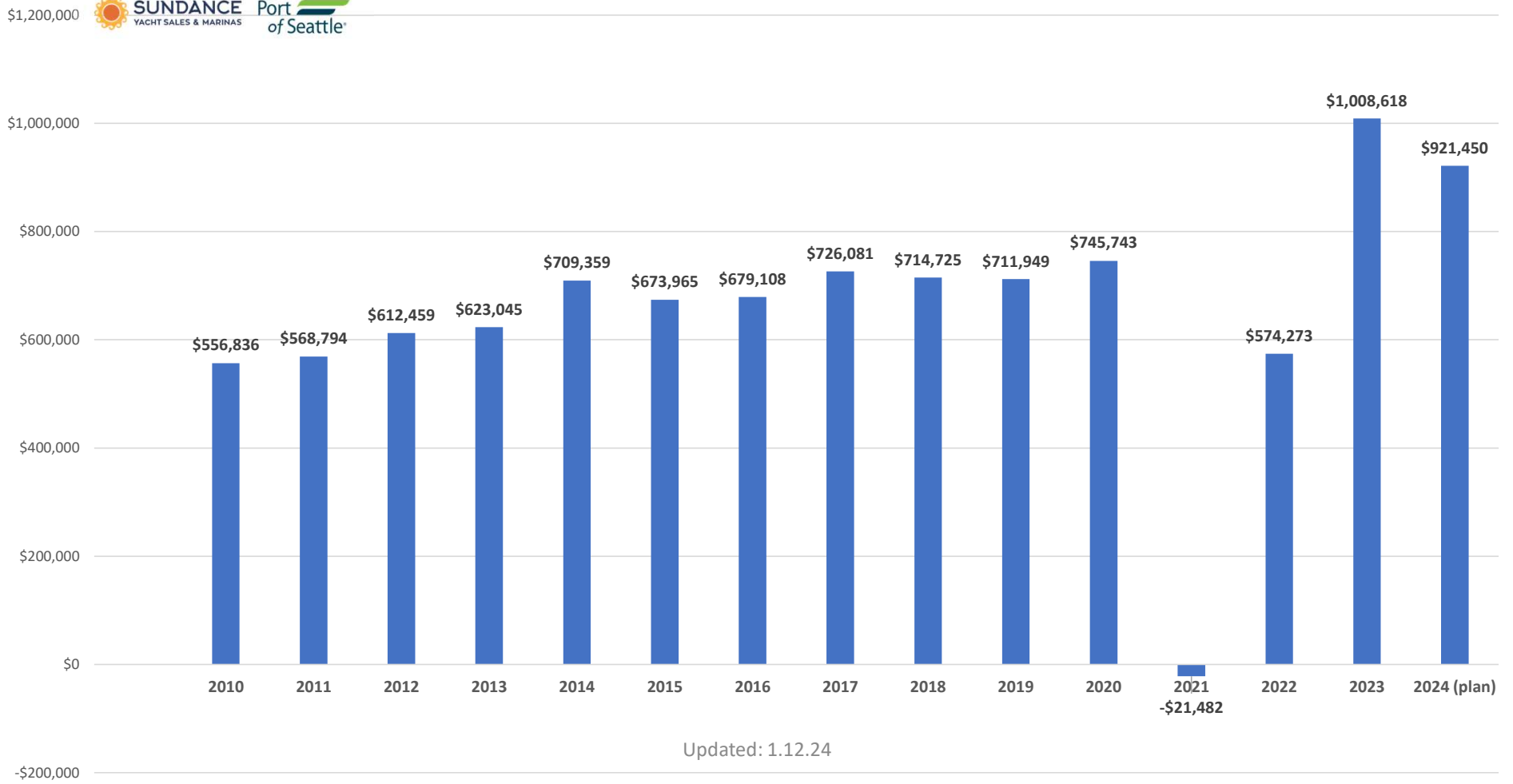
Seattle Boat Show (indoor attendance)



Updated: 3.12.24



Seattle Boat Show (net income)



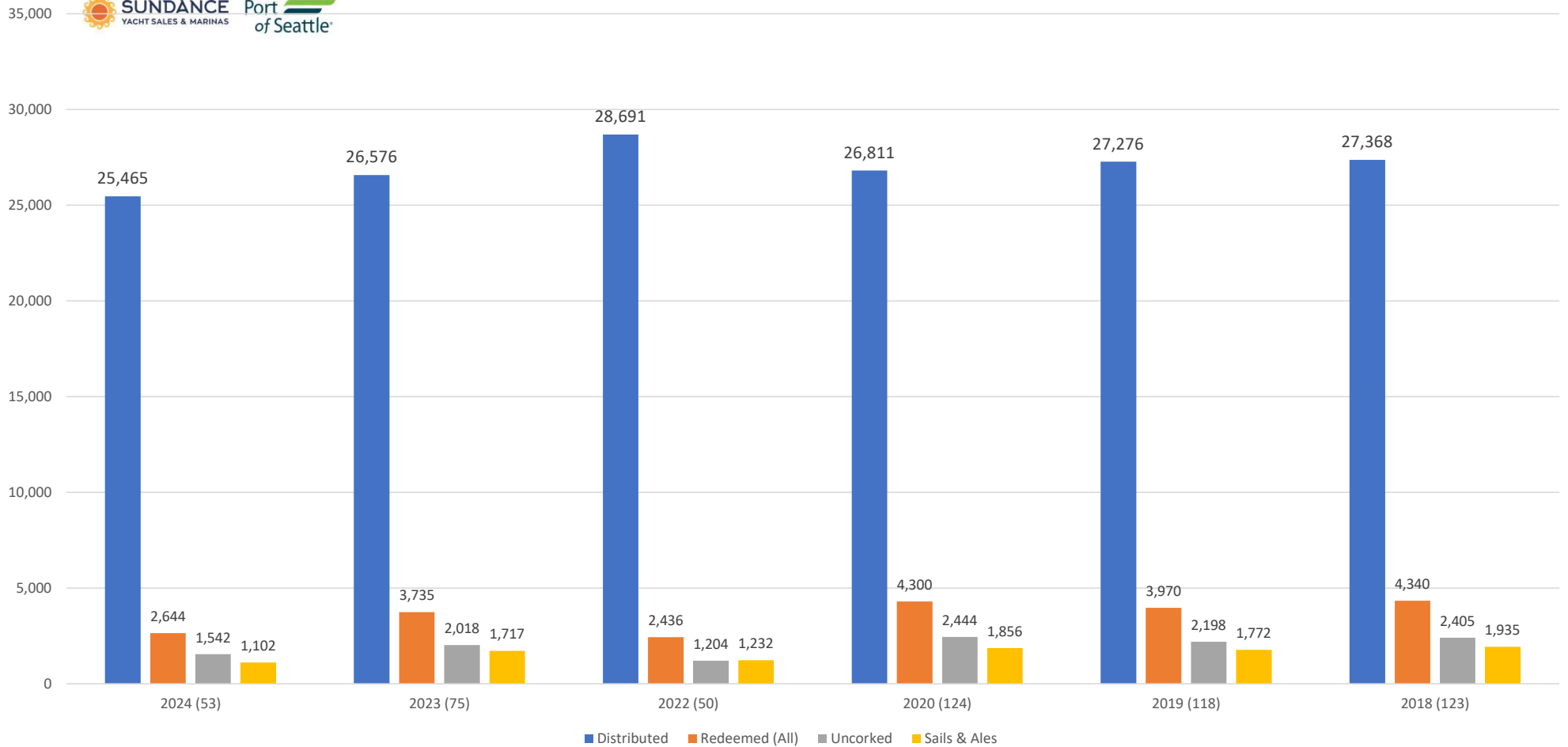


SBS24					SBS23			SBS22			SBS20		
Name (Online Tickets)	Online Sold	Price	Scanned	% Use	Online Sold	Scanned	% Use	Online Sold	Scanned	% Use	Online Sold	Scanned	% Use
2 for 1 Tuesday - Adult Ticket 1 (online)	1,186	\$20.00	893	75.3%	1,198	1,046	87.3%	1,099	852	77.5%	762	608	79.8%
9-Day Pass (online)	500	\$40.00	479	95.8%	535	501	93.6%	567	515	90.8%	1,564	1,398	89.4%
Adult - \$20 (includes NMTA adult admission)	7,651	\$20.00	7,476	97.7%	7,660	6,957	90.8%	6,792	6,137	90.4%	11,209	10,447	93.2%
Adult - \$5	293	\$5.00	193	65.9%	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Boys in the Boat - Show Admission	49	\$39.00	34	69.4%	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
The Boys in the Boat - Panel Presentation	34	\$20.00	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Bring A Friend - Ticket 1	4	\$20.00	4	100.0%	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
9 - Day Pass, All Aboard Package (Seminar Package)	177	\$249.00	148	83.6%	665	489	73.5%	940	631	67.1%	n/a	n/a	n/a
BSU Show Admission	222	\$39.00	116	52.3%	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
BSU Show Admission	72	\$99.00	48	66.7%	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Buy 2 Get 2	n/a	n/a	n/a	n/a	304	202	66.4%	n/a	n/a	n/a	n/a	n/a	n/a
Total:	10,188		9,391	92.2%	10,362	9,195	88.7%	9,398	8,135	86.6%	13,535	12,453	92.0%
Women's Day Monday: Free Ticket for Women	1,042	\$0.00	517	49.6%	1,319	546	41.4%	886	352	39.7%	837	402	48.0%
Name (Show Office Tickets)	Distributed	Price	Scanned	% Use	Sold	Scanned	% Use	Sold	Scanned	% Use	Sold	Scanned	% Use
Blue - Comp Tickets	5,051	\$0.00	1,946	38.5%		1,989			1,378			2,195	
Yellow - Guest Tickets	9,260	\$6.00	5,470	59.1%	9,689	5,737	59.2%	6,827	4,171	61.1%	12,402	6,690	53.9%
Name (Lumen & Bell Harbor Walk Up)	Sold	Price	Taken	% Use	Sold	Price	% Use	Sold	Price	% Use	Sold	Price	% Use
Lumen Field Event Center - \$22	6,639	\$22.00	6,639	100.0%	8,029	\$20.00	100%	6,005	\$18.00	100%	7858	\$17.00	100%
Lumen Field Event Center - \$40	216	\$42.00	216	100.0%	188	\$40.00	100%	163	\$36.00	100%	353		100%
Bell Harbor Marina - \$22	1,131	\$22.00	1,131	100.0%	974	\$20.00	100%	897	\$18.00	100%	n/a	n/a	n/a
Bell Harbor Marina - \$42	43	\$42.00	43	100.0%	37	\$40.00	100%	44	\$36.00	100%	n/a	n/a	n/a

Updated: 3.12.24



Tasting Nights Uncorked - Sail & Ales



Updated: 3.12.24



March 13, 2024

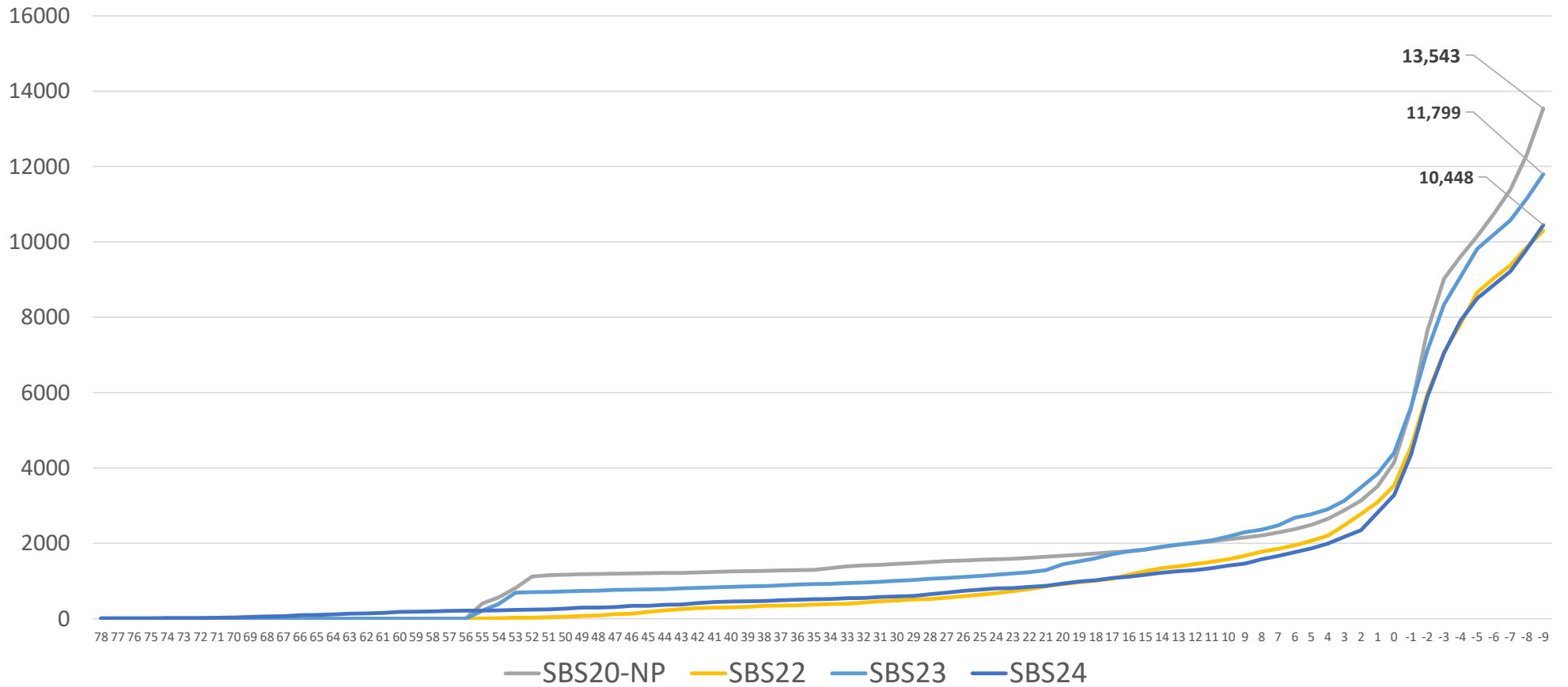
Boat Show University Recap: 2024 - 2018

	2024	2023	2022	2021	2020	2019	2018
9 - Day Pass, All Aboard Package (Seminar Package) - \$249	177						
BSU Show Admission - \$39	222						
Seminar Package - \$99		273					
Seminar Package - \$119		385					
Seminar Package - \$139		6					
Admiral Package (Connected)				1,108			
Captain Package (Connected)				542			
Individual Classes					548	717	655
Total BSU Classes Sold	399	664	940	1,650	548	717	655

Updated: 3.12.24



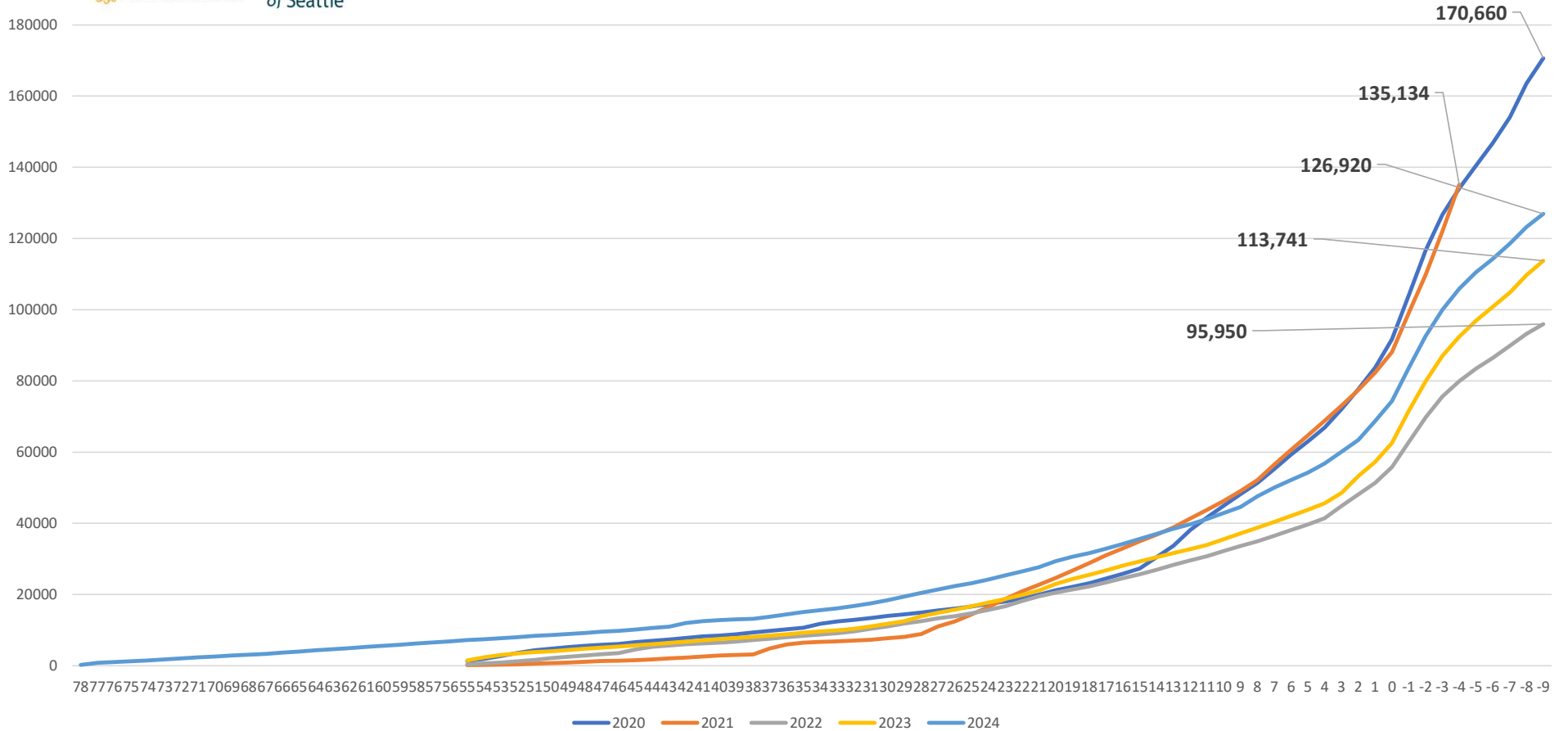
SBS24 Online Ticket Sales - Cumulative



Updated: 3.12.24



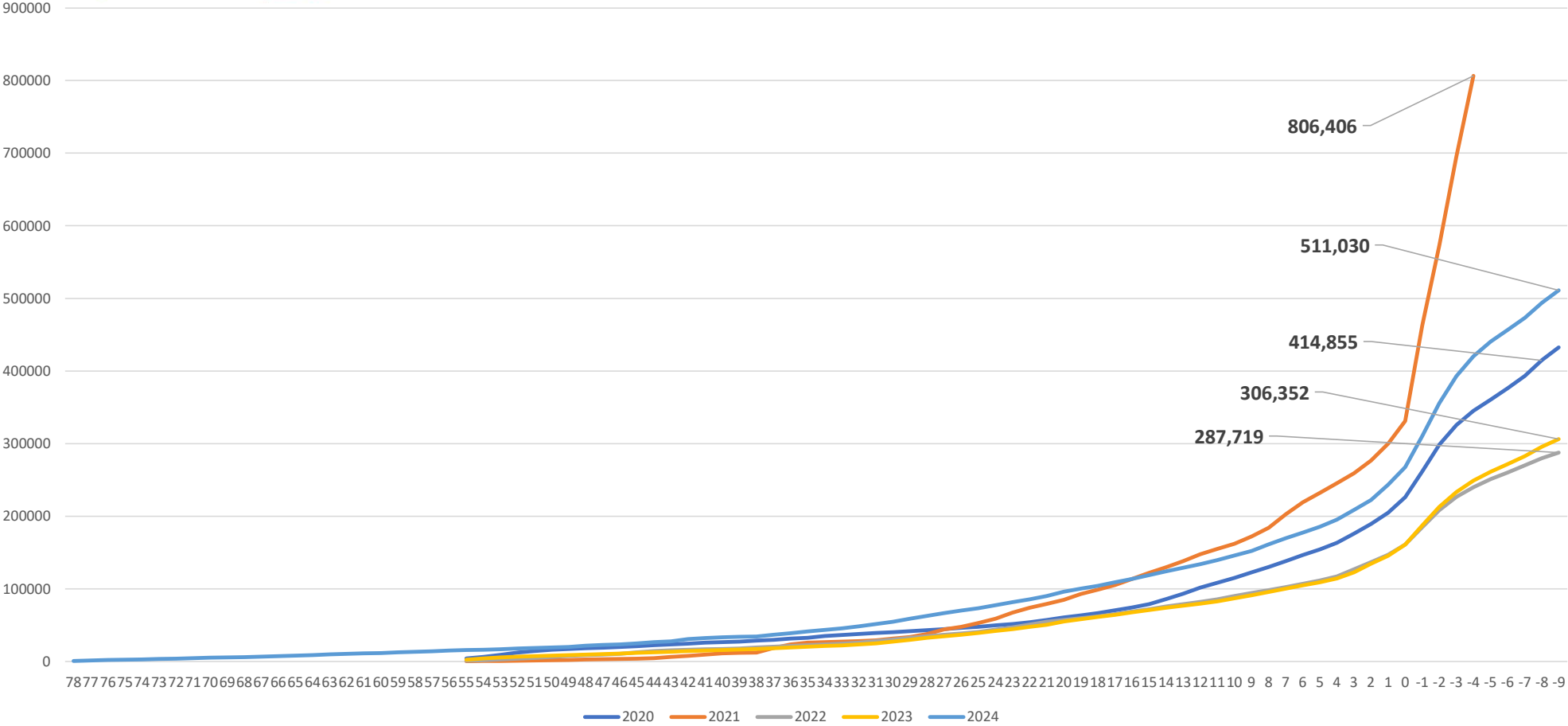
SBS.com Cumulative Users



Updated: 3.12.24



SBS.com Cumulative Page Views



Updated: 3.12.24



SBS.com AVERAGE Page Views & Users

SBS.com Page Views & Users Cumulative Average by Day								Change 23-24		Change 22-24	
Days to Show	Date 24	PViews 22	Users 22	PViews 23	Users 23	PViews 24	Users 24	Pviews	Users	Pviews	Users
12	1/20/2024	1,870	672	1,815	745	2701	747	48.8%	0.4%	44.4%	11.2%
11	1/21/2024	1,903	683	1,838	754	2766	763	50.4%	1.2%	45.4%	11.6%
10	1/22/2024	1,958	701	1,889	772	2844	783	50.5%	1.4%	45.3%	11.7%
9	1/23/2024	2,008	716	1,941	791	2917	803	50.2%	1.5%	45.3%	12.2%
8	1/24/2024	2,050	729	1,993	808	3045	849	52.8%	5.1%	48.6%	16.5%
7	1/25/2024	2,093	745	2,045	825	3155	880	54.3%	6.7%	50.7%	18.2%
6	1/26/2024	2,143	763	2,096	842	3247	905	54.9%	7.5%	51.5%	18.7%
5	1/27/2024	2,187	778	2,141	858	3341	929	56.1%	8.2%	52.8%	19.5%
4	1/28/2024	2,252	797	2,199	878	3467	960	57.6%	9.4%	53.9%	20.5%
3	1/29/2024	2,399	847	2,317	916	3654	1004	57.7%	9.6%	52.4%	18.5%
2	1/30/2024	2,534	892	2,492	986	3839	1047	54.1%	6.2%	51.5%	17.5%
1	1/31/2024	2,672	934	2,647	1,041	4156	1124	57.0%	8.0%	55.5%	20.4%
0	2/1/2024	2,878	996	2,873	1,117	4510	1204	57.0%	7.8%	56.7%	20.9%
-1	2/2/2024	3,246	1,102	3,288	1,255	5183	1346	57.6%	7.2%	59.7%	22.1%
-2	2/3/2024	3,595	1,203	3,673	1,378	5876	1479	60.0%	7.3%	63.5%	22.9%
-3	2/4/2024	3,841	1,282	3,957	1,475	6403	1578	61.8%	7.0%	66.7%	23.1%
-4	2/5/2024	4,000	1,332	4,152	1,540	6754	1650	62.7%	7.2%	68.8%	23.9%
-5	2/6/2024	4,118	1,368	4,285	1,588	6975	1699	62.8%	7.0%	69.4%	24.2%
-6	2/7/2024	4,197	1,394	4,386	1,626	7122	1732	62.4%	6.5%	69.7%	24.2%
-7	2/8/2024	4,287	1,426	4,487	1,664	7274	1772	62.1%	6.5%	69.7%	24.3%
-8	2/9/2024	4,373	1,457	4,619	1,714	7484	1818	62.0%	6.1%	71.1%	24.8%
-9	2/10/2024	4,426	1,476	4,713	1,750	7630	1847	61.9%	5.5%	72.4%	25.1%

Boats on Display Lumen + Bell Harbor



PRESENTED BY



SUNDANCE
YACHT SALES & MARINAS



SBS24: 559 + 55 = 614

SBS23: 569 + 51 = 620

SBS22: 432 + 47 = 479

Updated: 3.12.24

Media summary

- ✓ More than 100 stories and mentions
- ✓ Broadcast coverage during the show was outstanding with **FOX 13, KOMO TV, KING 5, KOMO TV, KSTW TV, KIRO TV and Northwest News Radio** and airing multiple stories or the same stories multiple times
 - ✓ This is the 1st time in 17 years we have had EVERY SINGLE TV station in Seattle cover the show!
- ✓ Coverage well into week 2 of the show
- ✓ **Seattle Times:** Feature story in the 'What's Happening' section in print and online
- ✓ **Puget Sound Business Journal** feature story
- ✓ Excellent trade coverage

Media highlights: **KOMO**^{abc}**4**

- ✓ A total of at least **TWELVE** stories
- ✓ KOMO previewed the show 4 times in the Thursday evening newscasts
- ✓ Reporter **Denise Whitaker** did 2 stories on Thursday, focusing on the reach of the show and the economic impact to Seattle and King County. These re-aired ~ 5 times on Saturday and Sunday
 - ✓ Audio version of story also aired at least three times on Northwest News Radio (formerly KOMO radio)
- ✓ **Theron Zahn** story that aired on Sunday
- ✓ Links:
 - ✓ [Seattle Boat Show brings enthusiasts to Puget Sound](#)
 - ✓ [Seattle Boat Show one of several events bringing in tax dollars](#)
 - ✓ [Ready to set sail? The Seattle Boat Show is back](#)

Media highlights: **KOMO**abc**4**

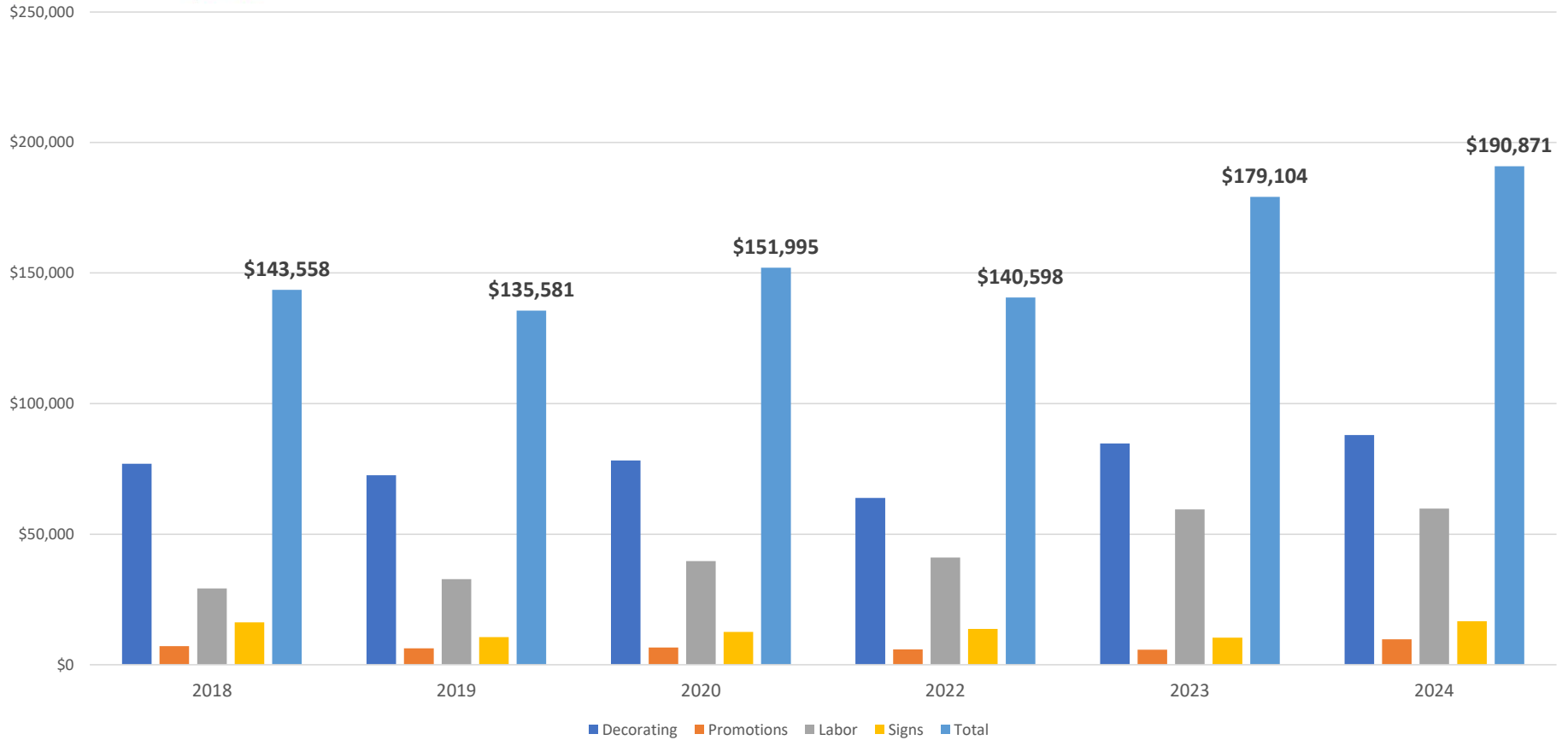




PRESENTED BY



GES Decorating Expenses



Updated: 3.12.24



Lumen Field Admission by Hour

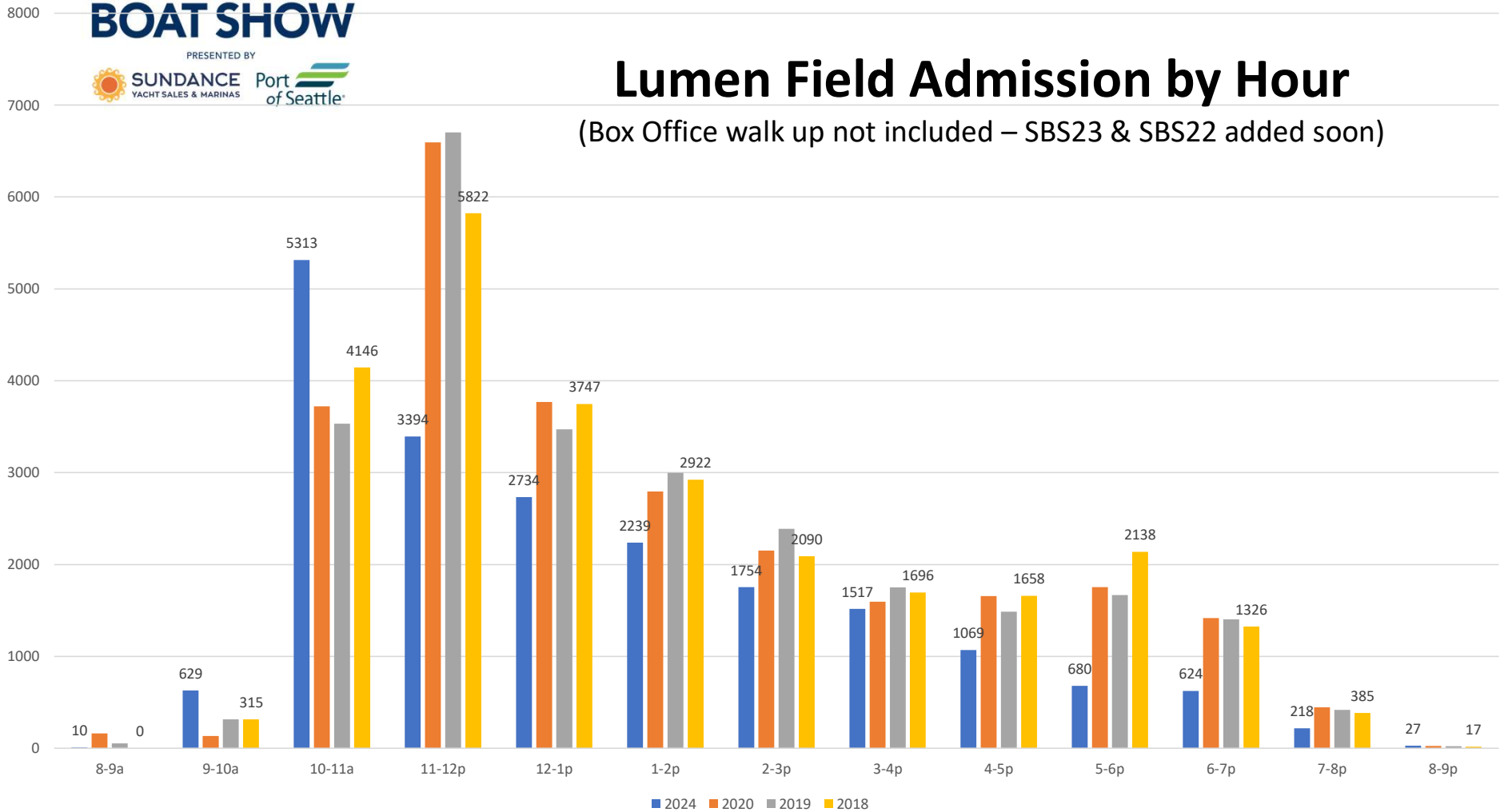
(Box Office walk up not included – SBS23 & SBS22 added soon)

TimeRange	SBS24		SBS20		SBS19		SBS18	
	Count	%	Count	%	Count	%	Count	%
8-9a	10	0.0%	162	0.6%	52	0.2%	0	0.0%
9-10a	629	3.1%	135	0.5%	314	1.2%	315	1.2%
10-11a	5,313	26.3%	3,722	14.2%	3,533	13.5%	4,146	15.8%
11-12p	3,394	16.8%	6,595	25.1%	6,702	25.6%	5,822	22.2%
12-1p	2,734	13.5%	3,769	14.4%	3,472	13.2%	3,747	14.3%
1-2p	2,239	11.1%	2,796	10.7%	2,997	11.4%	2,922	11.1%
2-3p	1,754	8.7%	2,153	8.2%	2,388	9.1%	2,090	8.0%
3-4p	1,517	7.5%	1,594	6.1%	1,750	6.7%	1,696	6.5%
4-5p	1,069	5.3%	1,656	6.3%	1,487	5.7%	1,658	6.3%
5-6p	680	3.4%	1,755	6.7%	1,668	6.4%	2,138	8.1%
6-7p	624	3.1%	1,416	5.4%	1,402	5.3%	1,326	5.0%
7-8p	218	1.1%	446	1.7%	419	1.6%	385	1.5%
8-9p	27	0.1%	26	0.1%	23	0.1%	17	0.1%
	20,208	100.0%	26,225	100.0%	26,207	100.0%	26,262	100.0%

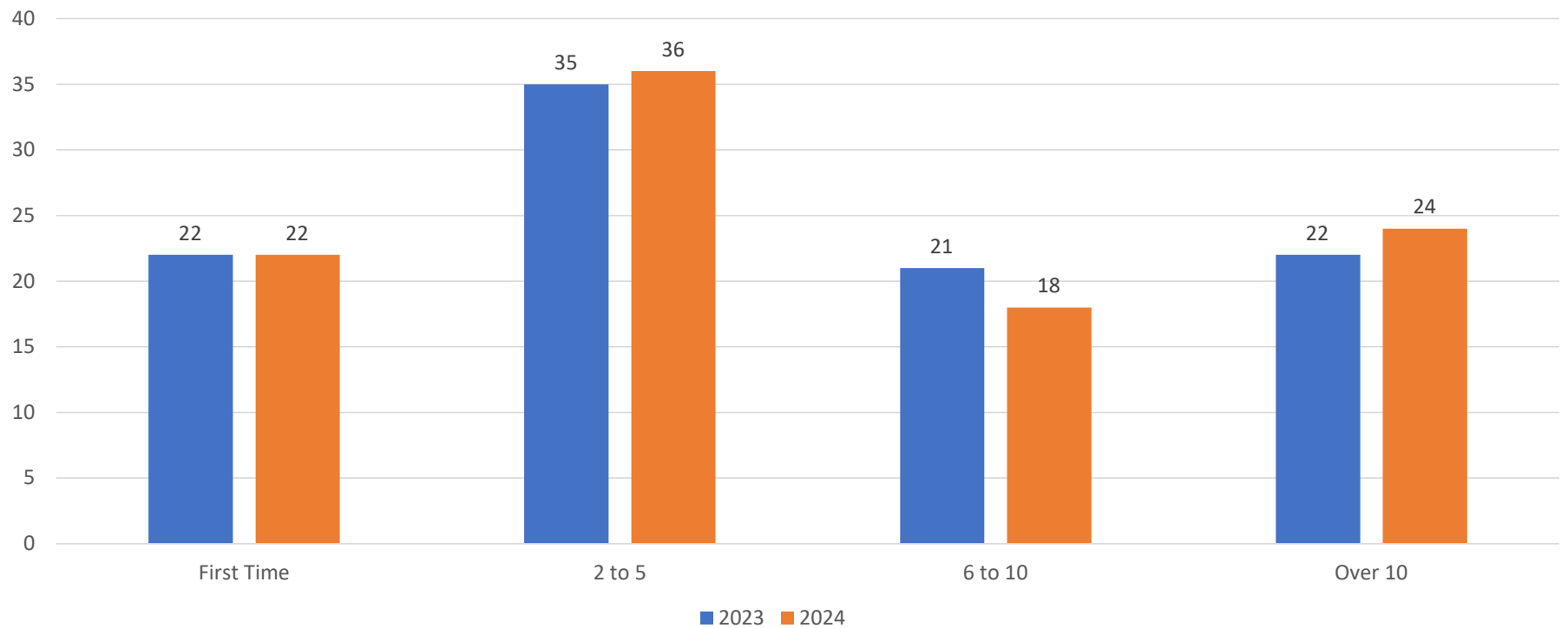
Updated: 3.12.24

Lumen Field Admission by Hour

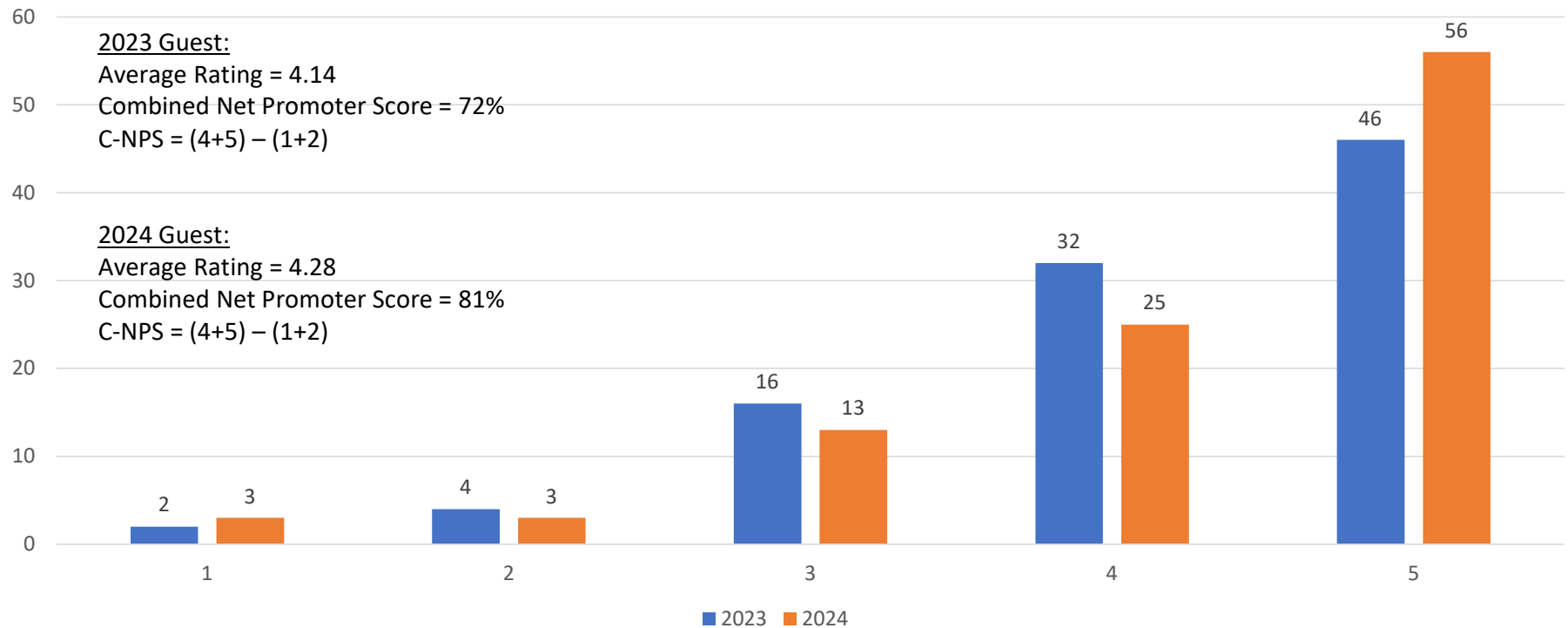
(Box Office walk up not included – SBS23 & SBS22 added soon)



Including this year, how many times have you attended the Seattle Boat Show?



NET PROMOTER SCORE: How likely are you to recommend the Seattle Boat Show to friends, relatives, colleagues who have an interest in boating, fishing other water sports?
(Use a scale from 1 to 5 where 1 means Very Unlikely and 5 means Very Likely.)





Seattle Boat Show Dashboard

March 13, 2024



PRESENTED BY





Seattle Boat Show
GUEST SURVEY
PRELIMINARY SUMMARY REPORT

March 12, 2024

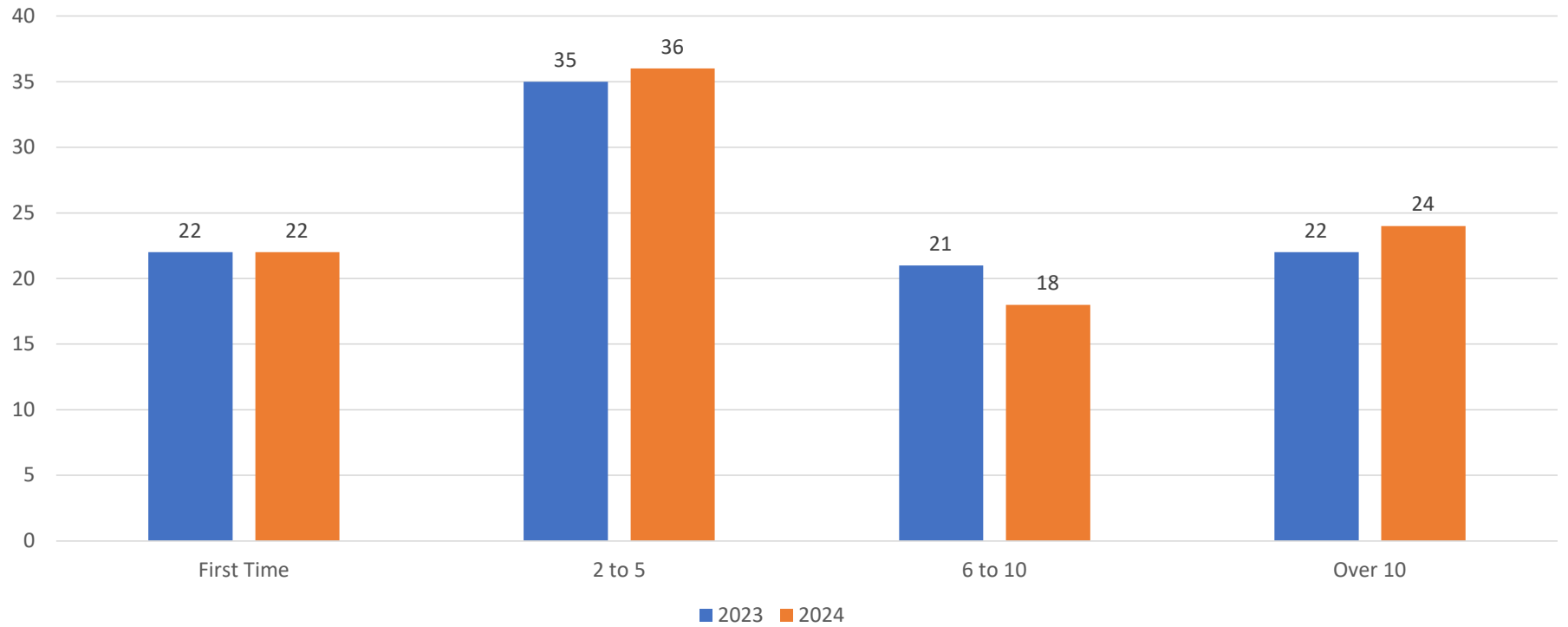
BY

GMA RESEARCH
BELLEVUE, WASHINGTON
www.gmaresearch.com

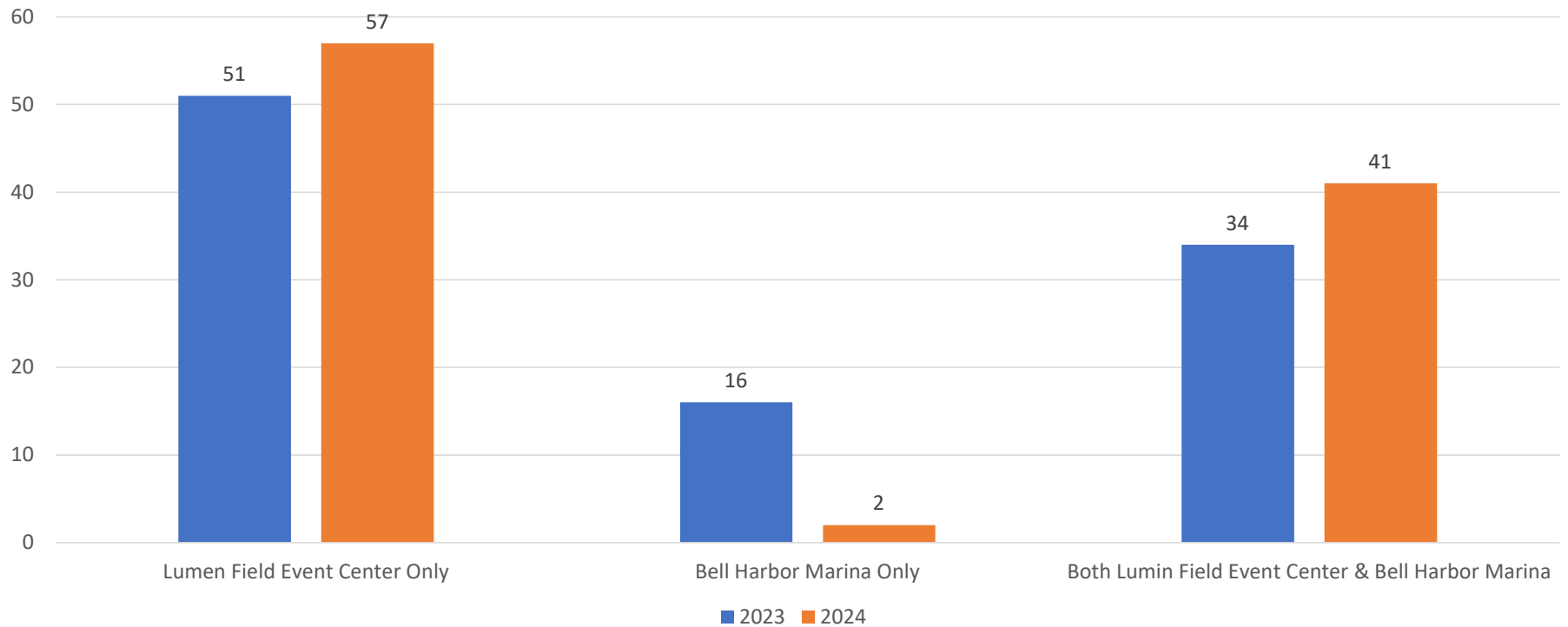
Note: This summary report is a draft only and not for distribution or use without the written consent of Northwest Marine Trade Assoc.



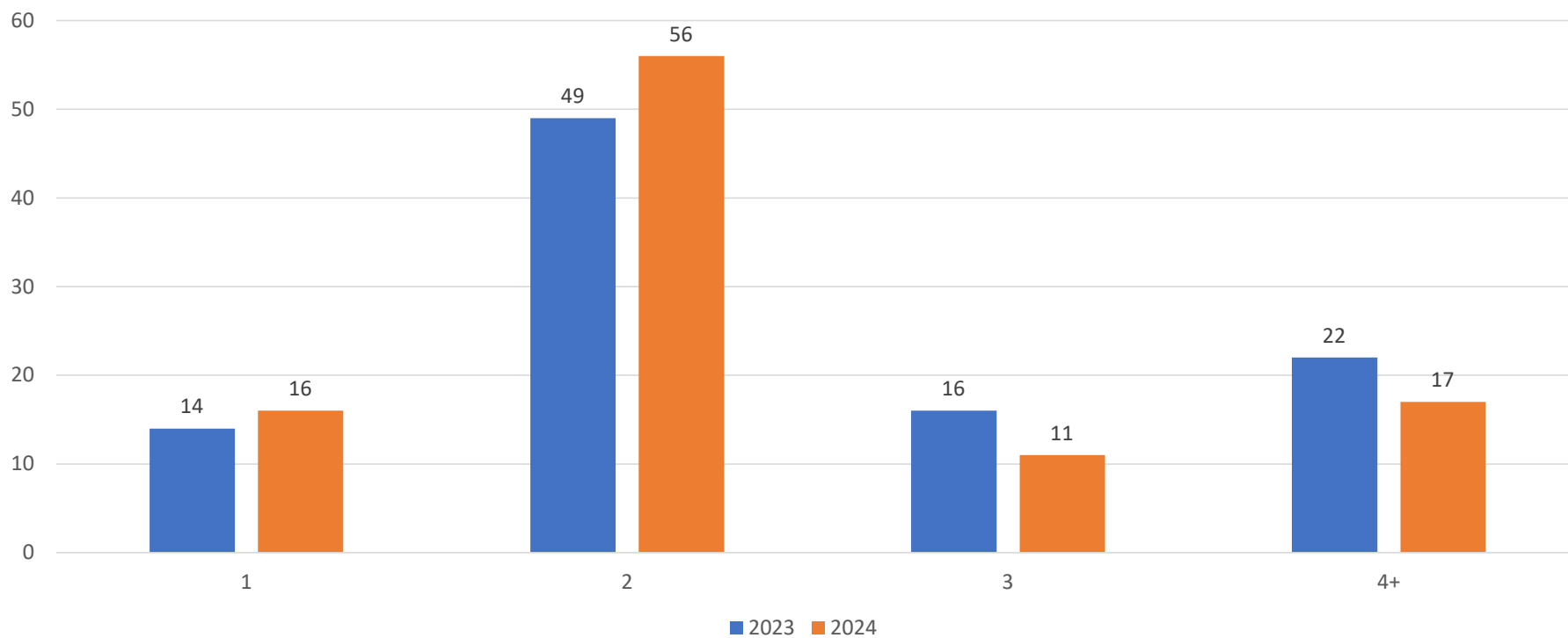
Including this year, how many times have you attended the Seattle Boat Show?



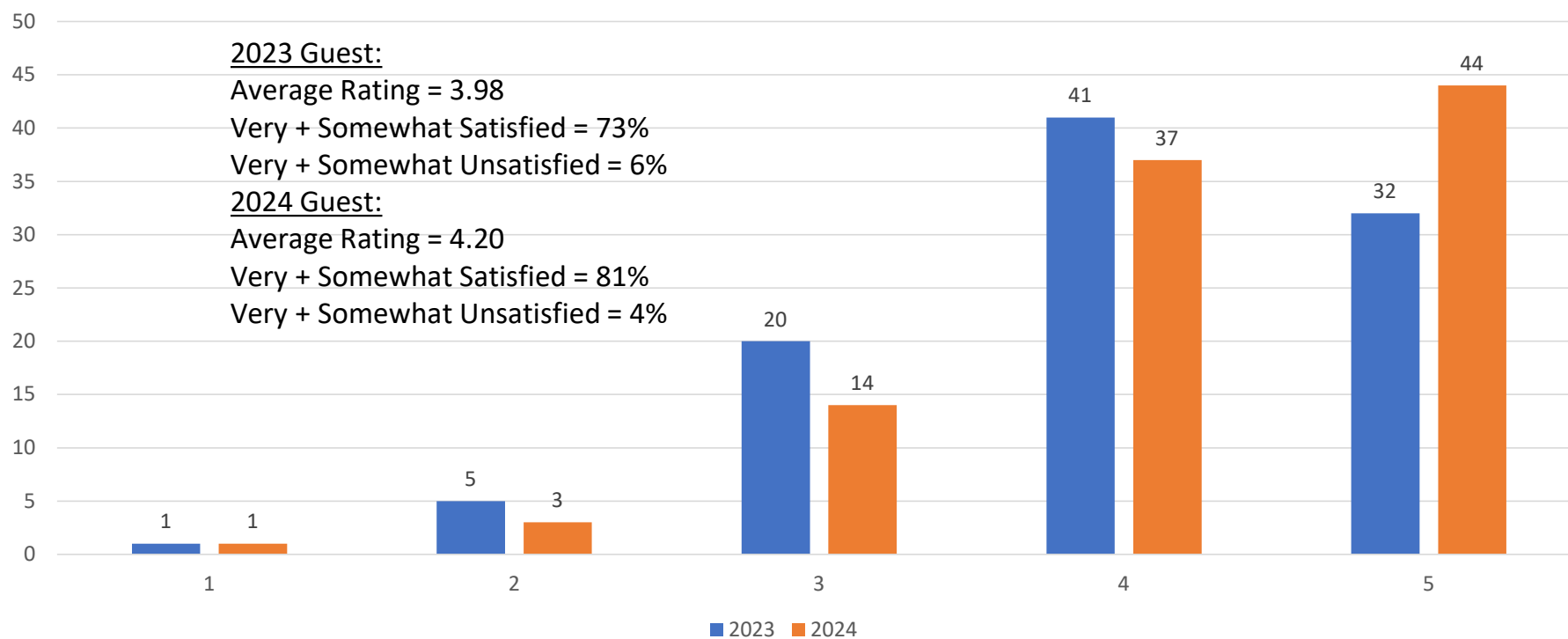
Which Seattle Boat Show venue did you visit?



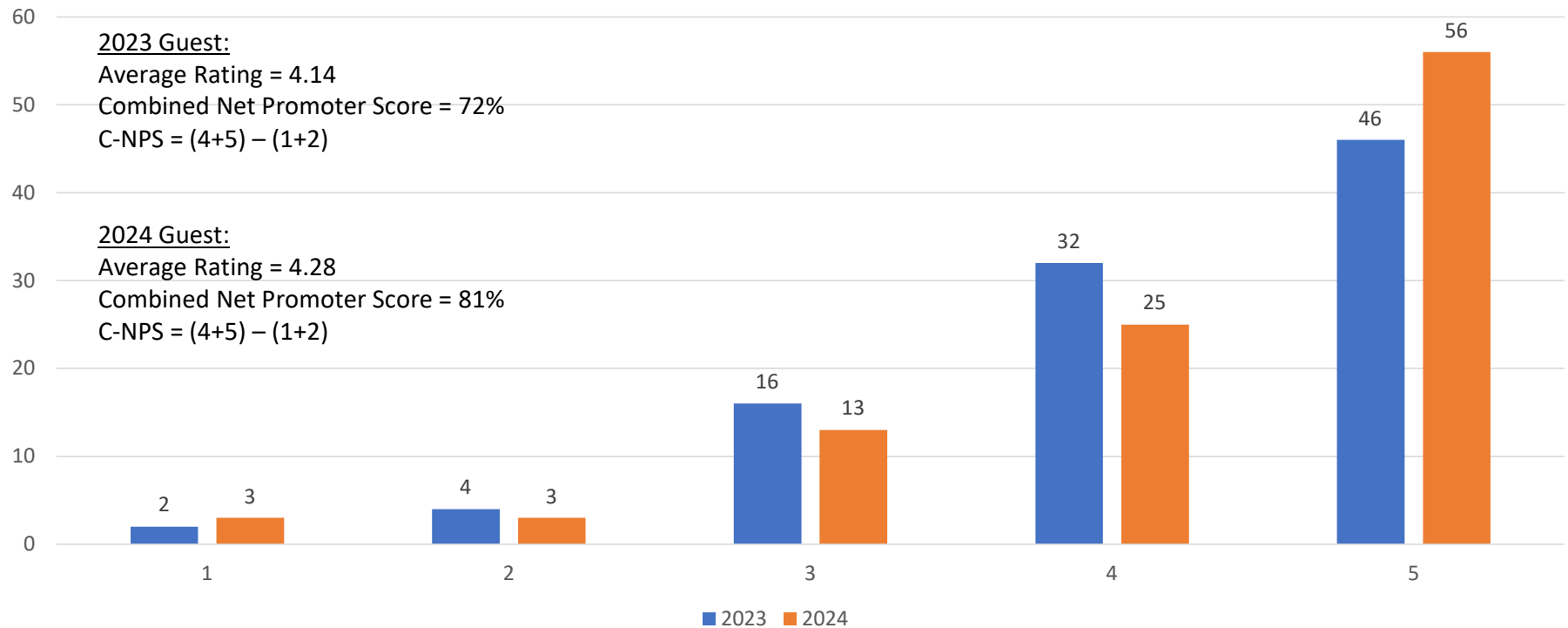
Including yourself, how many were in your party while visiting the Seattle Boat Show?



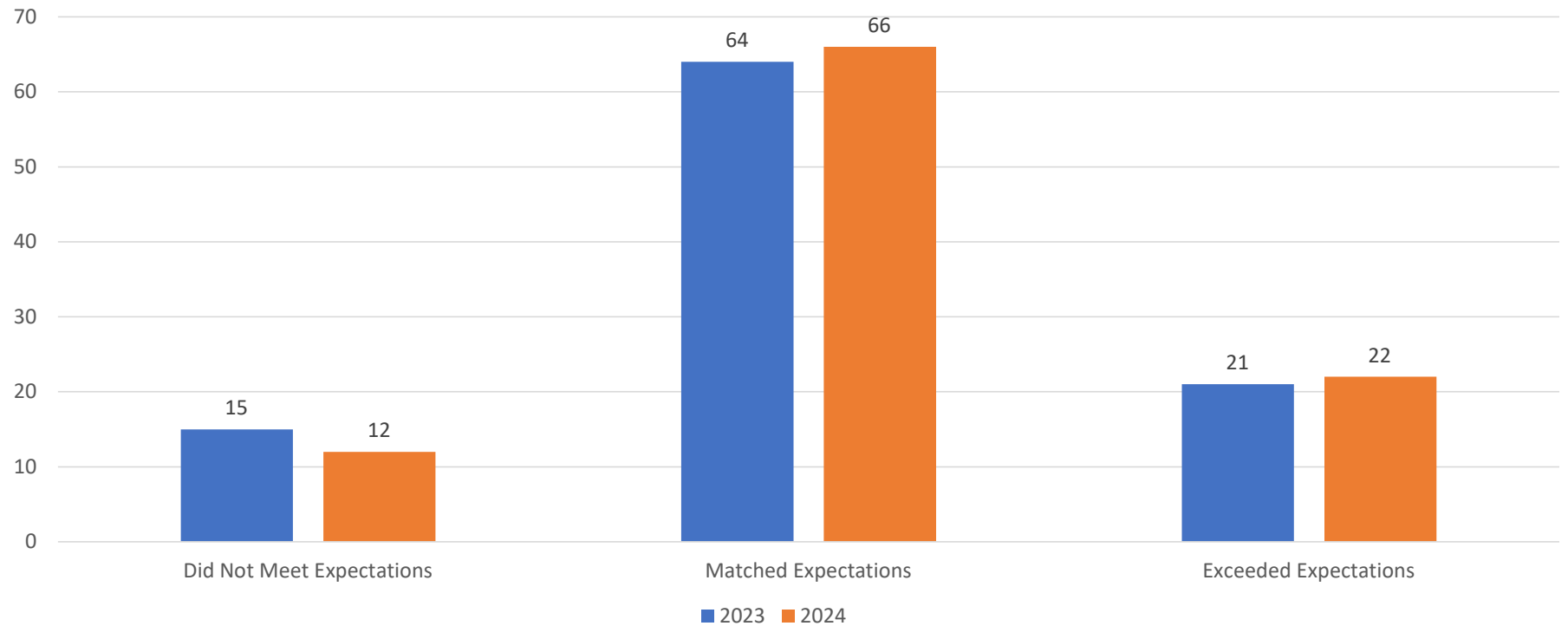
How satisfied are you with the Seattle Boat Show? (Rating Scale: 1 to 5 where 1 = Very Unsatisfied, 5 = Very Satisfied)



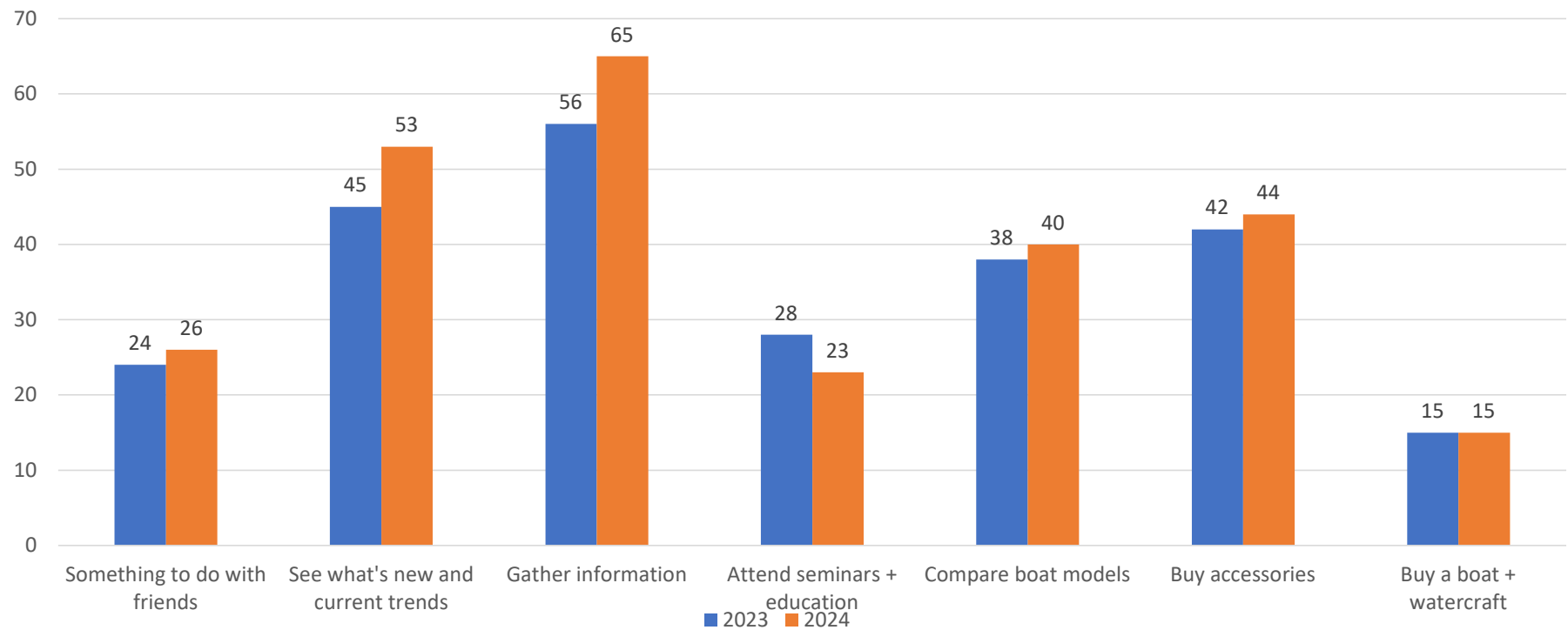
NET PROMOTER SCORE: How likely are you to recommend the Seattle Boat Show to friends, relatives, colleagues who have an interest in boating, fishing other water sports?
(Use a scale from 1 to 5 where 1 means Very Unlikely and 5 means Very Likely.)



How well did your experience at this year's Seattle Boat Show match your expectations?

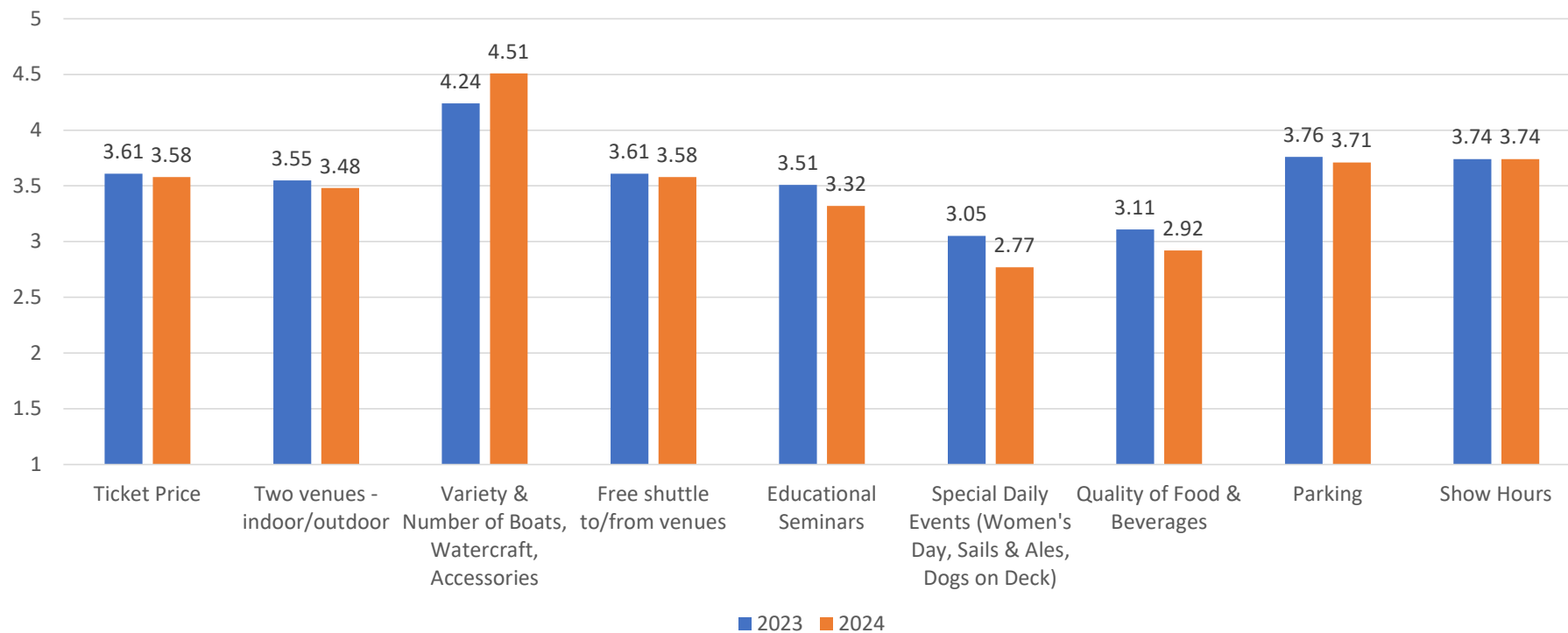


Why did you choose to attend the Seattle Boat Show?



2023 Guest: Rate how important the following features were to you in deciding to attend. Use a scale from 1 to 5 where 1 means Not Important At All and 5 means Very Important.

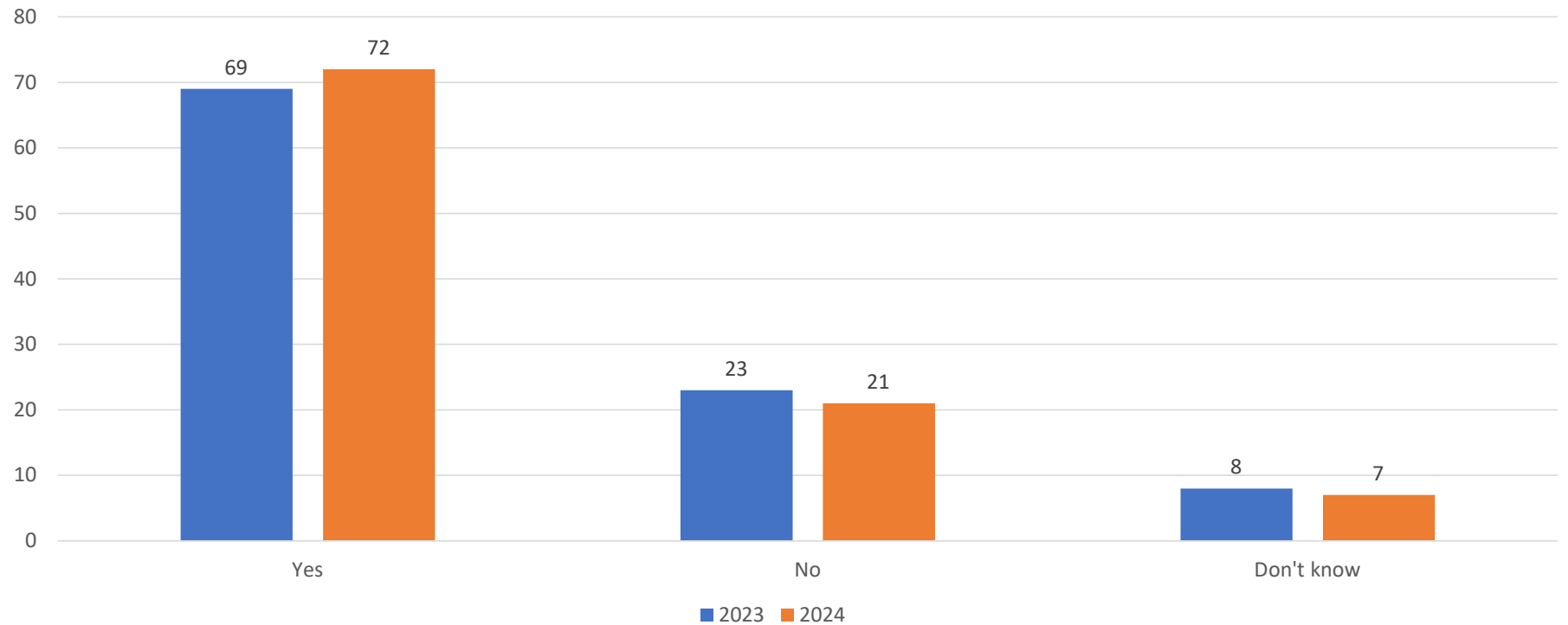
(Avg Ratings Shown)



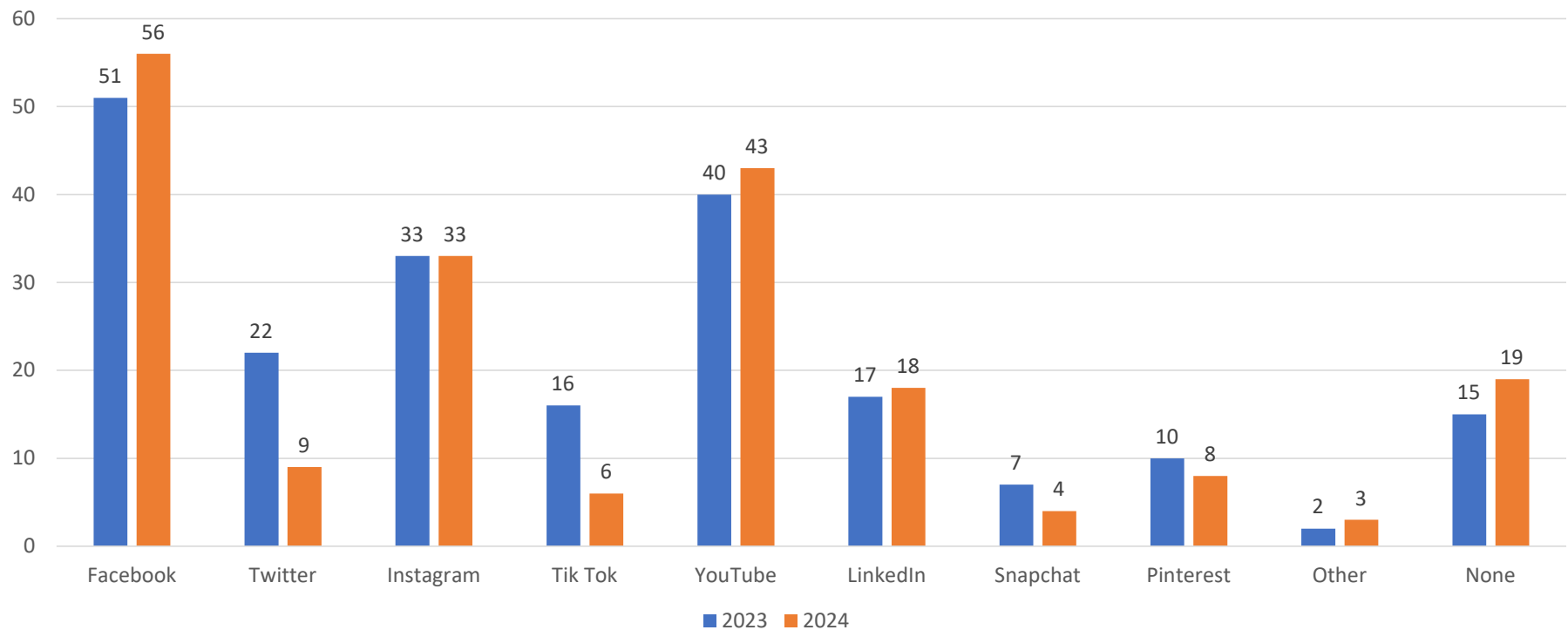
Rate your level of satisfaction with each of these features?
 (1 = Not Satisfied At all, 5 = Very Satisfied)

FEATURE – Average Ratings Shown	2023	2024
Ticket Price	3.54	3.51
Two venues: one indoor, one outdoor	3.80	3.90
Variety/Number of boats, watercraft and accessories	3.62	3.80
Free shuttle to/from venues	3.86	3.92
Educational seminars	3.55	3.52
Special daily events (Women’s Day, Sails & Ales, Dogs on Deck, etc.)	3.45	3.43
Quality of food & beverages	2.93	2.64
Parking	3.56	3.58
Show hours	3.87	4.02

Do you recall seeing or hearing any advertising, promotion or news stories about the Seattle Boat Show?



84% of 2024 guests searched online for SBS information Social media used regularly (multiple mentions)?





Seattle Boat Show Dashboard

March 13, 2024

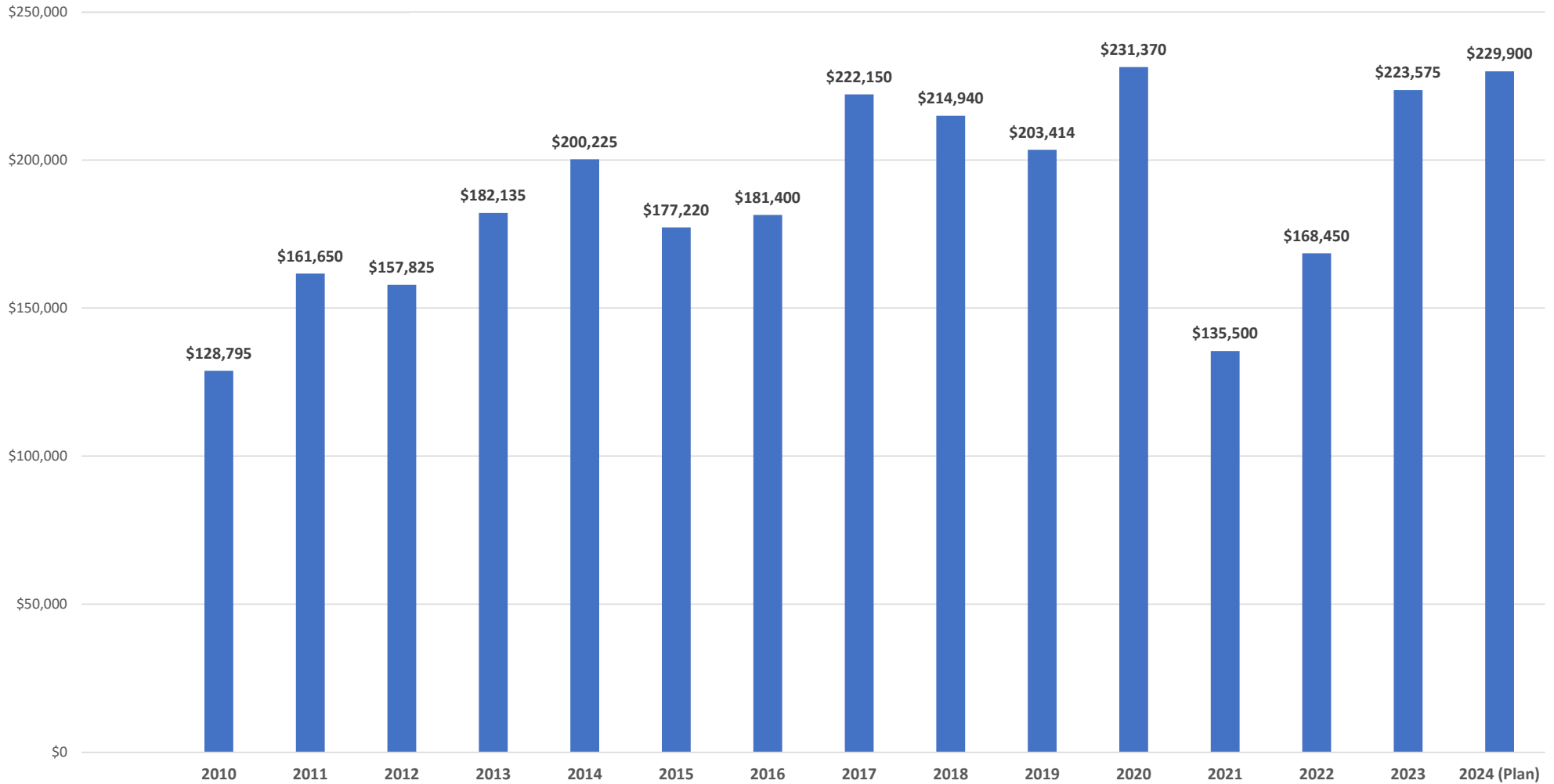


PRESENTED BY





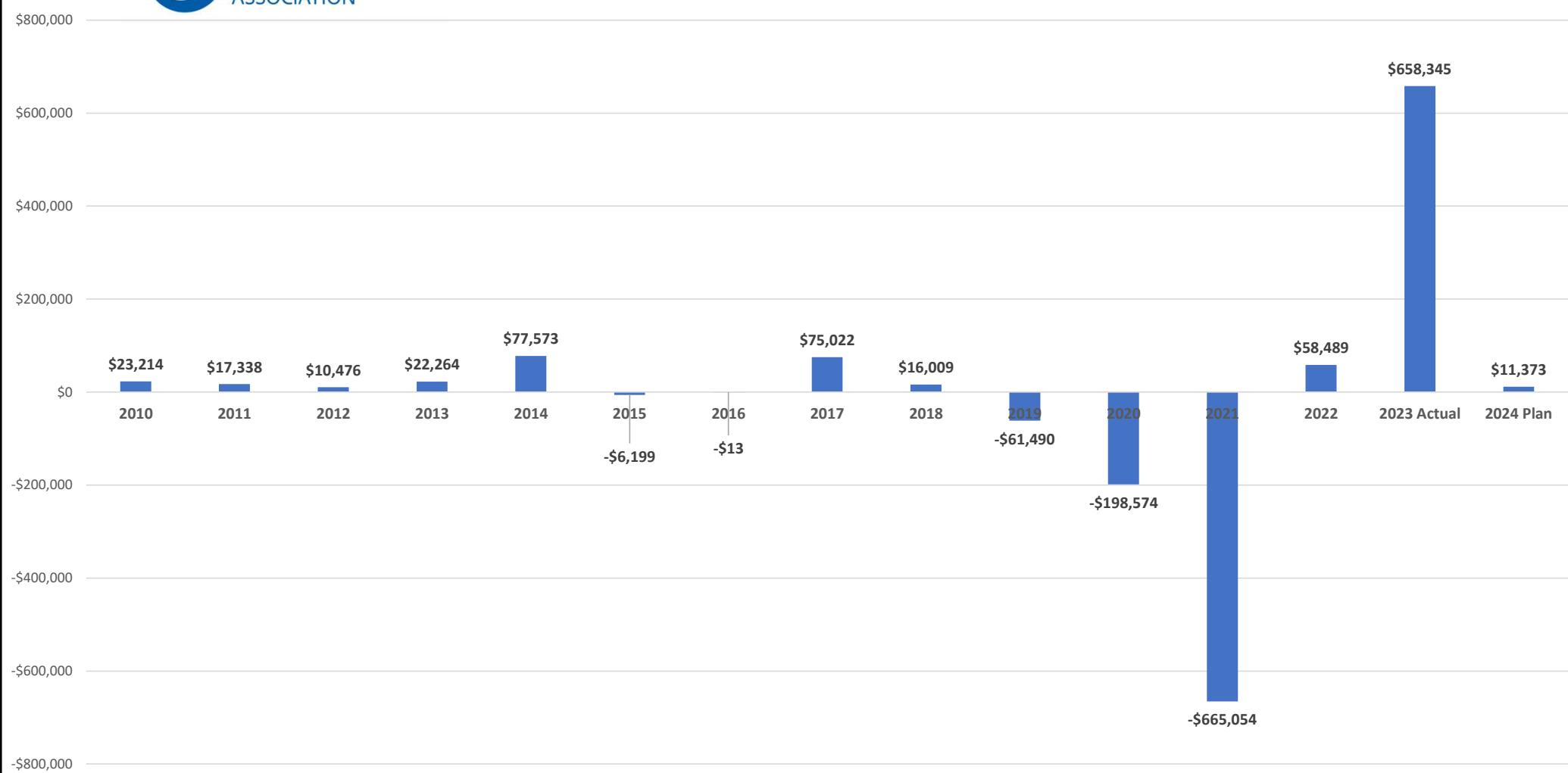
NMTA Sponsorship Income (all events)



Updated: 1.12.24



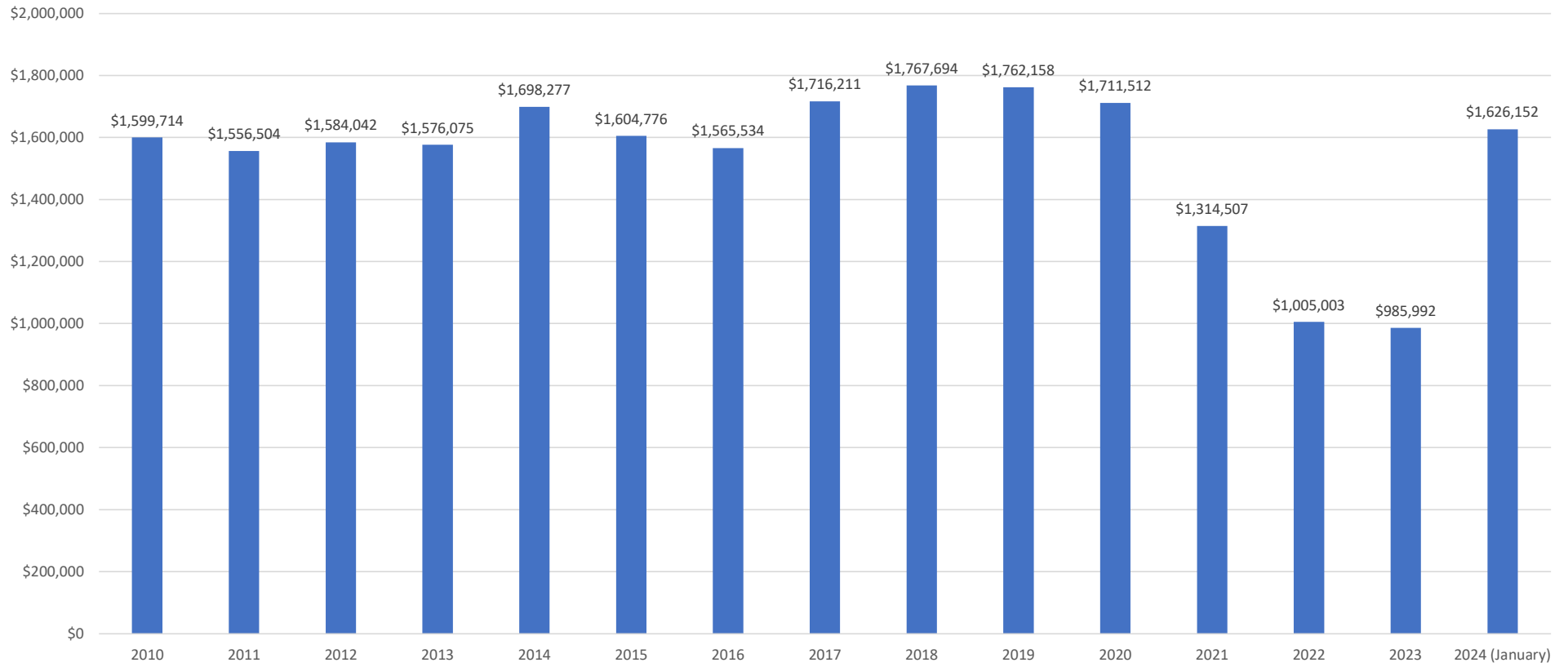
NMTA Consolidated Budget



Updated: 1.12.24



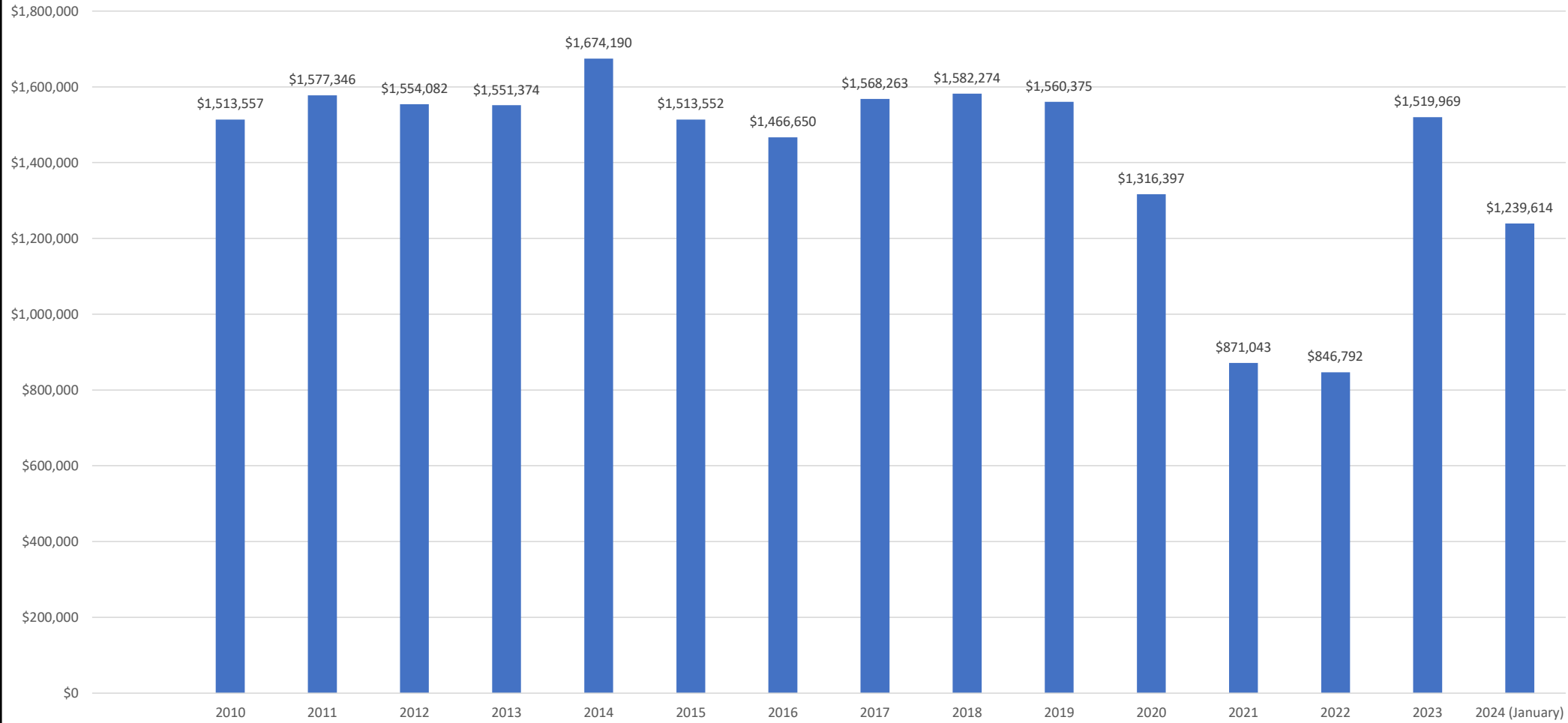
NMTA Reserves (FYE)



Updated: 1.12.24



Unrestricted Net Assets (audited)



Updated: 1.12.24



NMTA Audiences

Social & WaterLife

(SBS direct email is 53,103 compared to 46,966 in 2019)

