



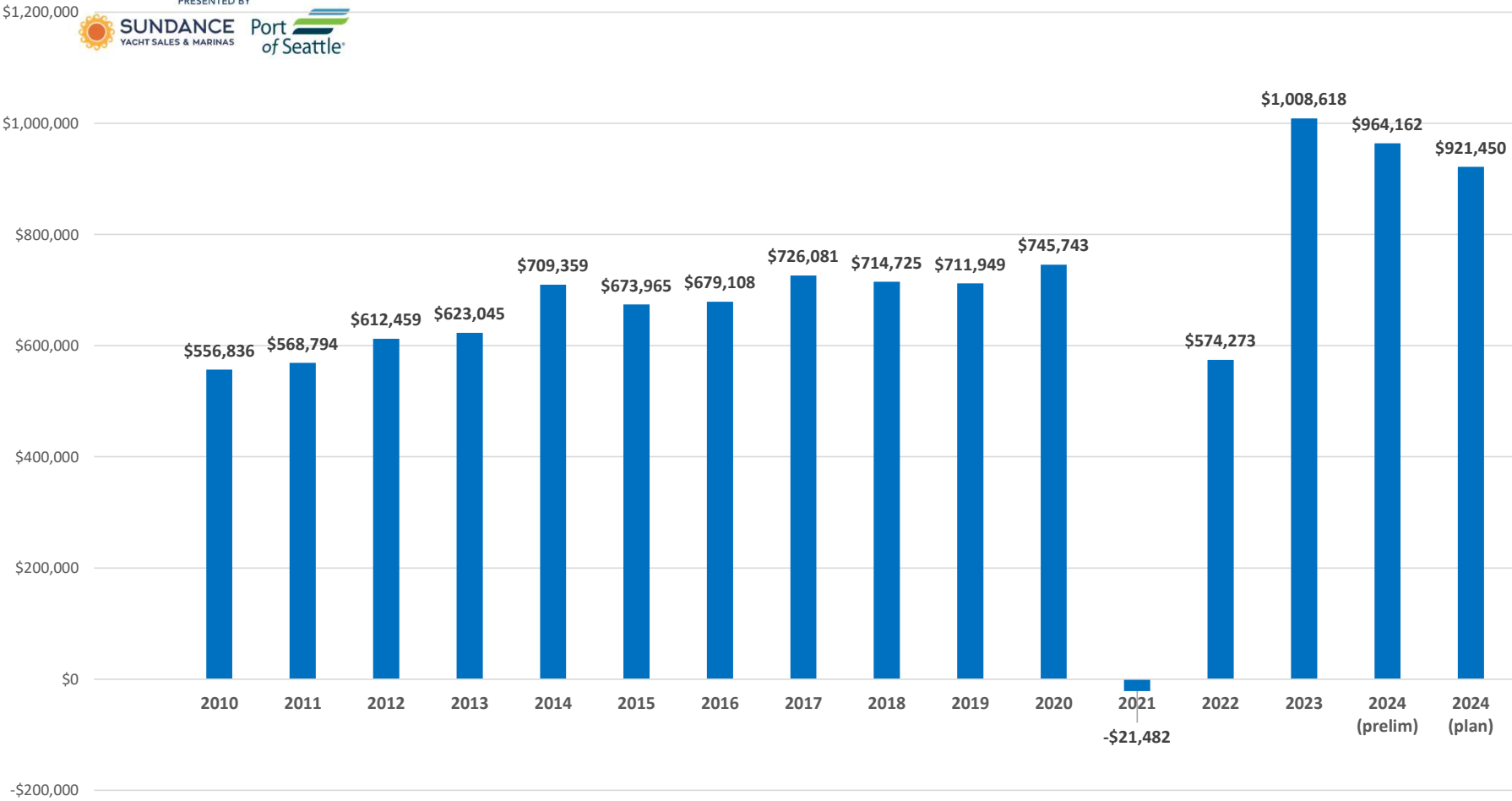
Seattle Boat Show Dashboard

April 10, 2024





Seattle Boat Show (net income)



Updated: 4.10.24

Boat Show Days & Hours Comparison

| Boat Show | Ticket | Days | Dates | Total Hours | Friday | Saturday | Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday | Sunday |
|-------------|--------|------|----------------------|-------------|----------|----------|-----------|-----------|-----------|-----------|------------|------------|------------|------------|
| Annapolis | \$30 | 4 | Oct 3-6, 2024 | 34 | | | | | | | 10a - 6:30 | 10a - 6:30 | 10a - 6:30 | 10a - 6:30 |
| Chicago | \$15 | 5 | Jan 8 - 12, 2025 | 41 | | | | | | 2p - 8p | 11a - 8p | 11a - 8p | 10a - 8p | 10a - 5p |
| Detroit | | 9 | Jan 27 - Feb 4, 2024 | 47 | | 11a - 8p | 11a - 6p | 11a - 6p | 3p - 9p | 3p - 9p | 3p - 9p | 3p - 9p | 11a - 8p | 11a - 6p |
| Huston | \$20 | 5 | Jan 24 - 28, 2024 | 45 | | | | | | 11a - 8p | 11a - 8p | 11a - 8p | 10a - 8p | 10a - 6p |
| Miami | \$42 | 3 | Feb 12 - 14, 2025 | 41 | | | | | | 10a - 6pm | 10a - 6pm | 10a - 7p | 10a - 7p | 10a - 5p |
| New England | \$20 | 5 | Jan 8 - 12, 2025 | 42 | | | | | | noon - 8p | noon - 8p | noon - 8p | 10a - 8p | 10a - 6p |
| Palm Beach | \$33 | 4 | March 20-23, 2025 | 32 | | | | | | | Noon - 7pm | 10a - 7p | 10a - 7p | 10a - 5p |
| Portland | \$16 | 5 | Jan 8 - 12, 2025 | 48 | | | | | | 11a - 9p | 11a - 9p | 11a - 9p | 10a - 8p | 10a - 6p |
| Seattle | \$22 | 9 | Jan 31 - Feb 8, 2025 | 82 | 10a - 9p | 10a - 8p | 10a - 6pm | 10a - 6pm | 10a - 6pm | 10a - 6pm | 10a - 6pm | 10a - 9p | 10a - 8p | Closed |
| Toronto | \$25 | 10 | Jan 19 - 28, 2024 | 77 | 11a - 7p | 10a - 6p | 10a - 6pm | 11a - 7p | 11a - 7p | 11a - 7p | 11a - 7p | 11a - 7p | 10a - 6p | 10a - 5p |

| Seattle Boat Show Hours | | | | | | | | | | | |
|-------------------------|-------------|-----------|----------|-----------|-----------|-----------|-----------|-----------|----------|----------|--------|
| Year | Total Hours | Friday | Saturday | Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday | Sunday |
| 2018 | 84 | 11a - 9p | 10a - 8p | 10a - 6pm | 11a - 8pm | 11a - 8pm | 11a - 8pm | 11a - 8pm | 11a - 9p | 10a - 8p | Closed |
| 2019 | 84 | 11a - 9p | 10a - 8p | 10a - 6pm | 11a - 8pm | 11a - 8pm | 11a - 8pm | 11a - 8pm | 11a - 9p | 10a - 8p | Closed |
| 2020 | 84 | 11a - 9p | 10a - 8p | 10a - 6pm | 11a - 8pm | 11a - 8pm | 11a - 8pm | 11a - 8pm | 11a - 9p | 10a - 8p | Closed |
| 2021 | | Connected | | | | | | | | | |
| 2022 | 84 | 11a - 9p | 10a - 8p | 10a - 6pm | 11a - 8pm | 11a - 8pm | 11a - 8pm | 11a - 8pm | 11a - 9p | 10a - 8p | Closed |
| 2023 | 76 | 11a - 9p | 10a - 8p | 10a - 6pm | 11a - 6pm | 11a - 6pm | 11a - 6pm | 11a - 6pm | 11a - 9p | 10a - 8p | Closed |
| 2024 | 82 | 10a - 9p | 10a - 8p | 10a - 6pm | 10a - 6pm | 10a - 6pm | 10a - 6pm | 10a - 6pm | 10a - 9p | 10a - 8p | Closed |
| 2025 | | | | | | | | | | | |

Updated: 4.10.24



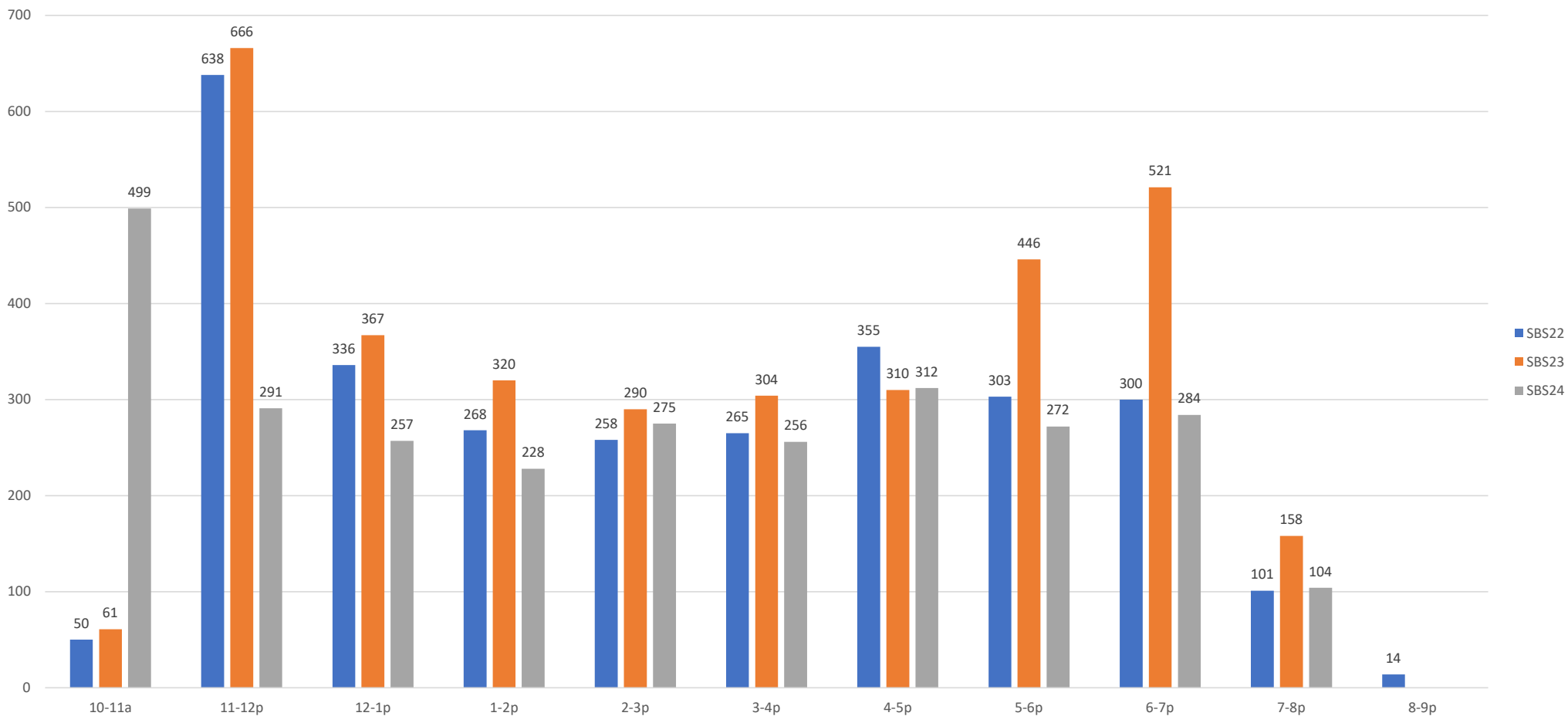
Seattle Boat Show Daily Admissions by Hour 2022, 2023, 2024



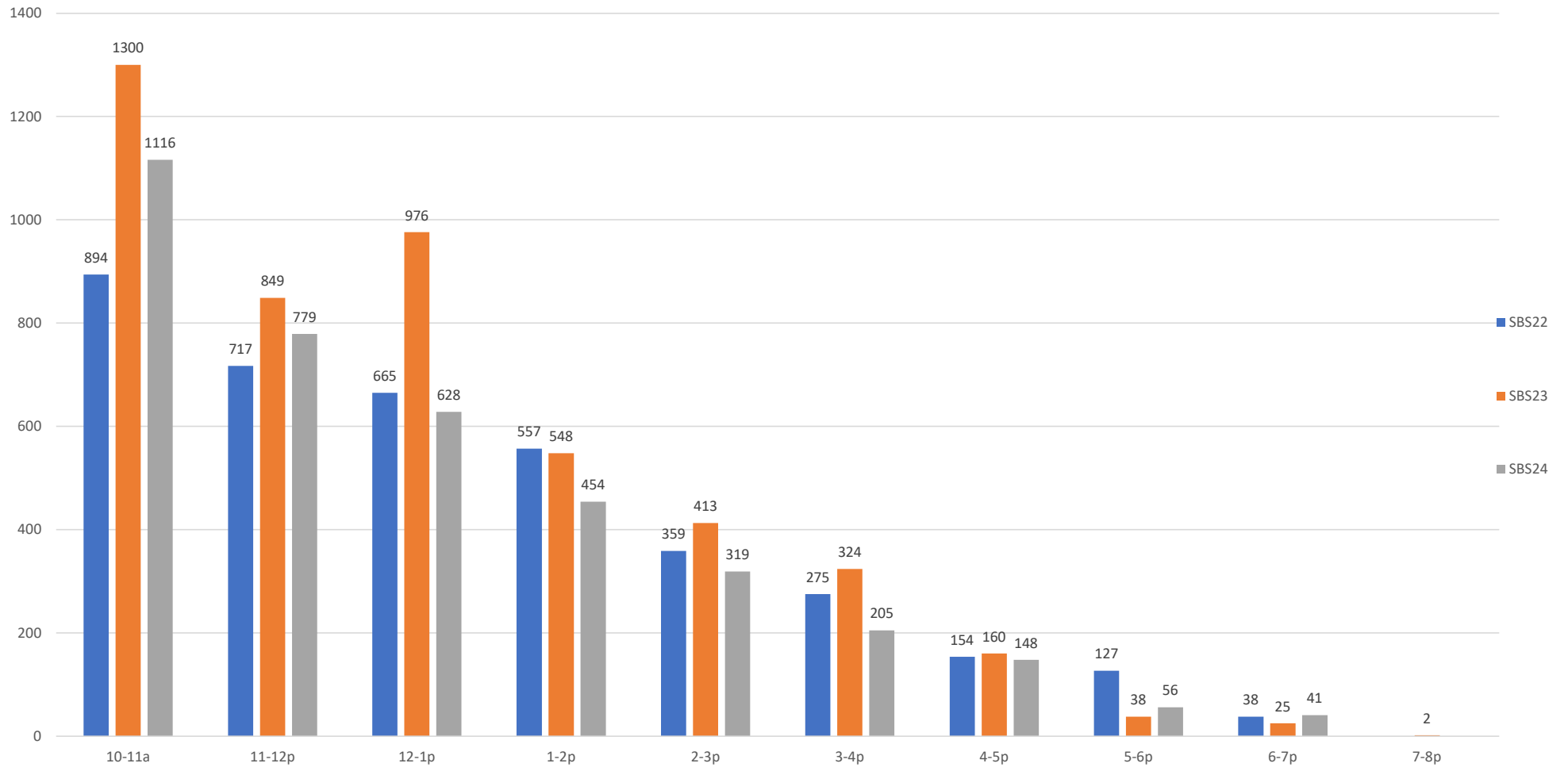
PRESENTED BY



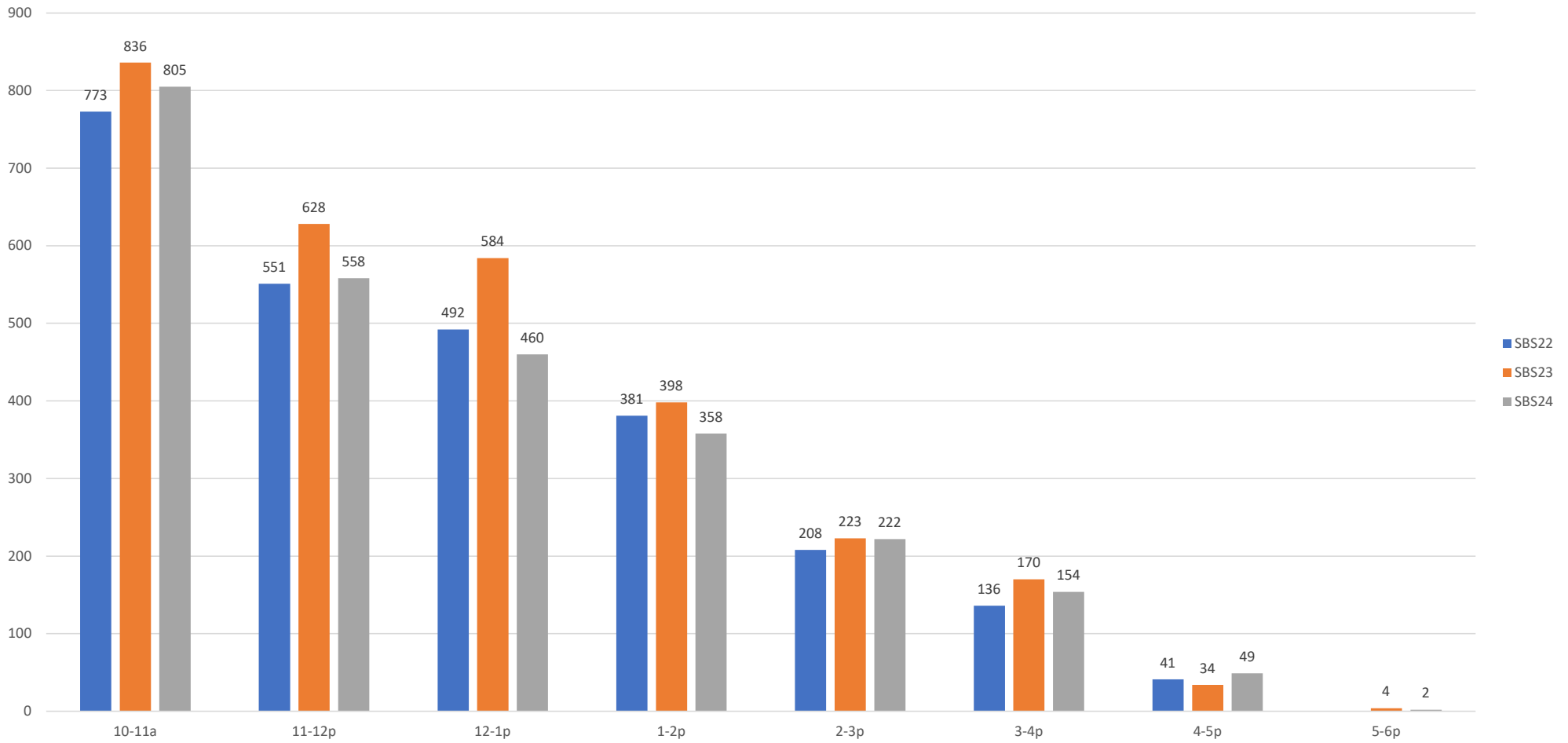
FRIDAY1
Sum of TicketCount by TimeRange2 and Show



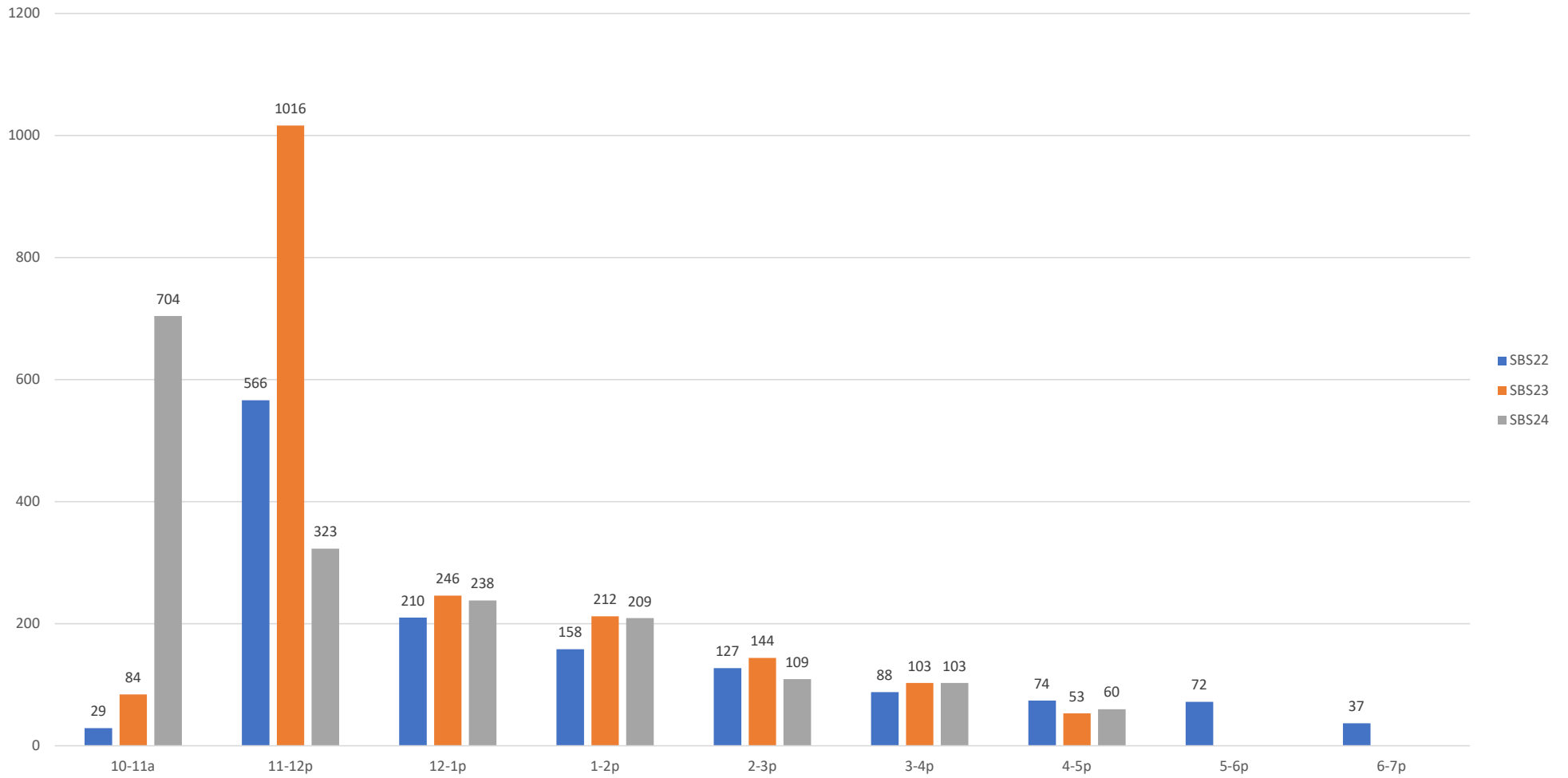
SATURDAY1
Sum of TicketCount by TimeRange2 and Show



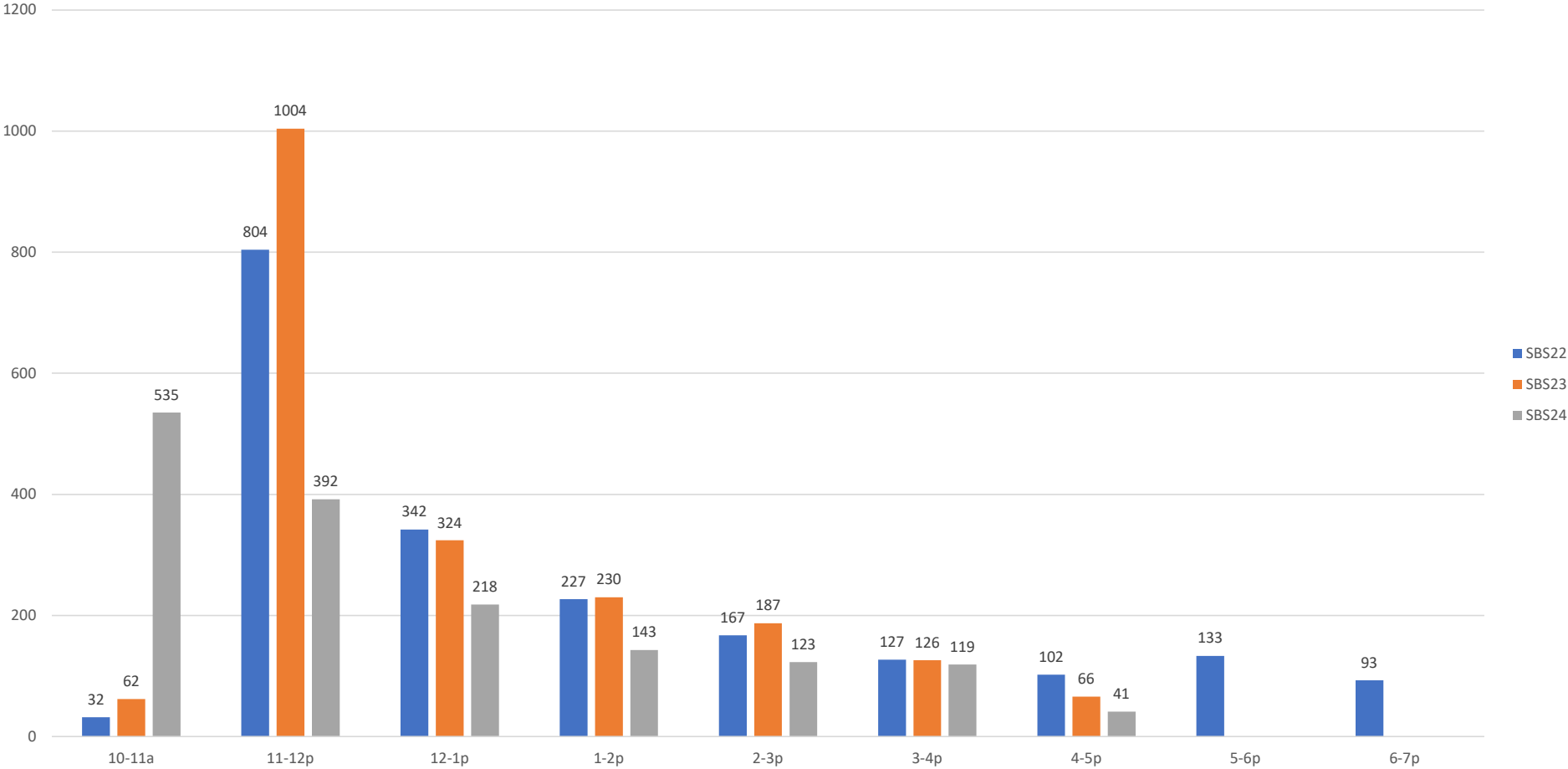
SUNDAY
Sum of TicketCount by TimeRange2



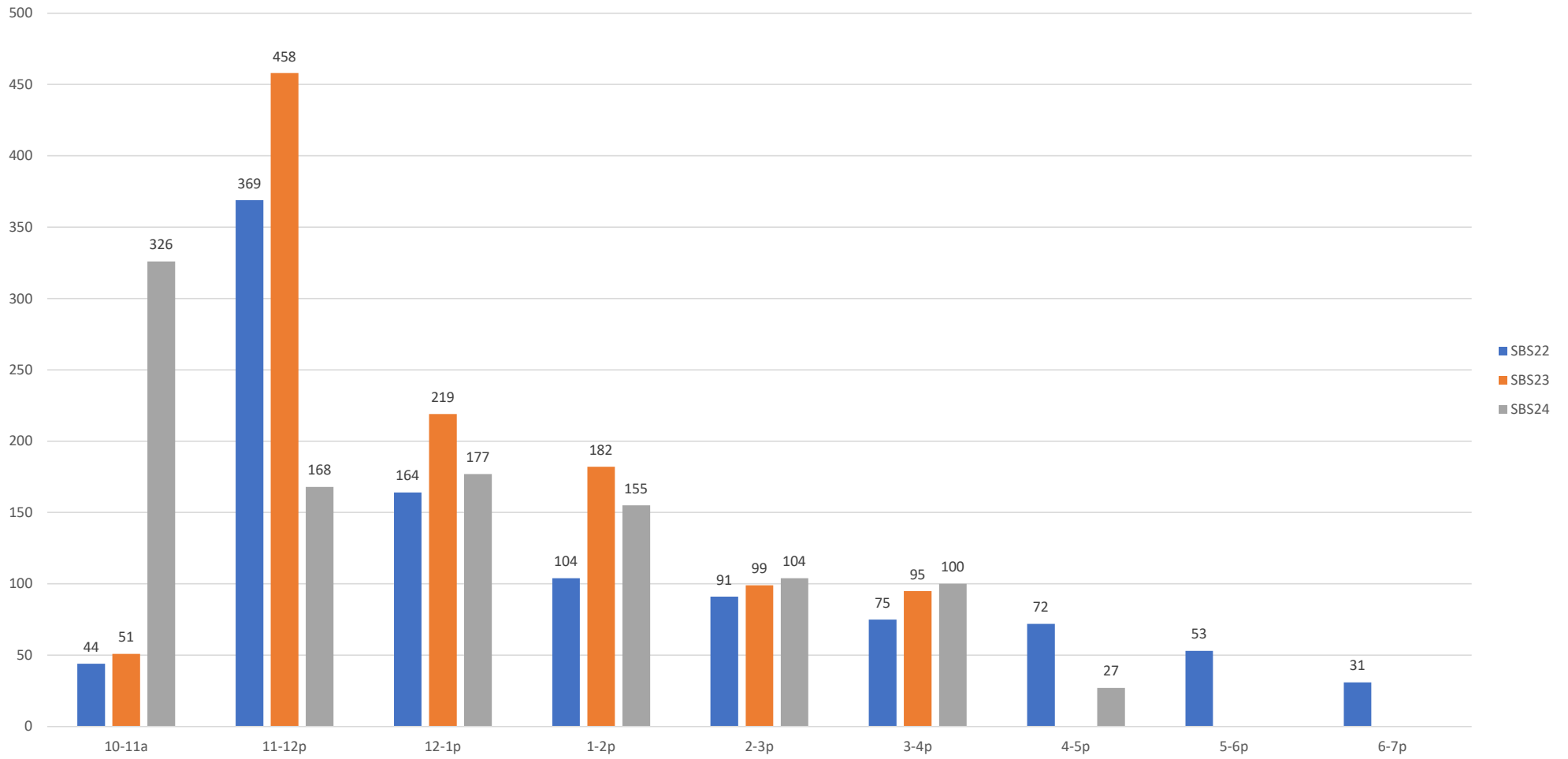
MONDAY
Sum of TicketCount by TimeRange2 and Show



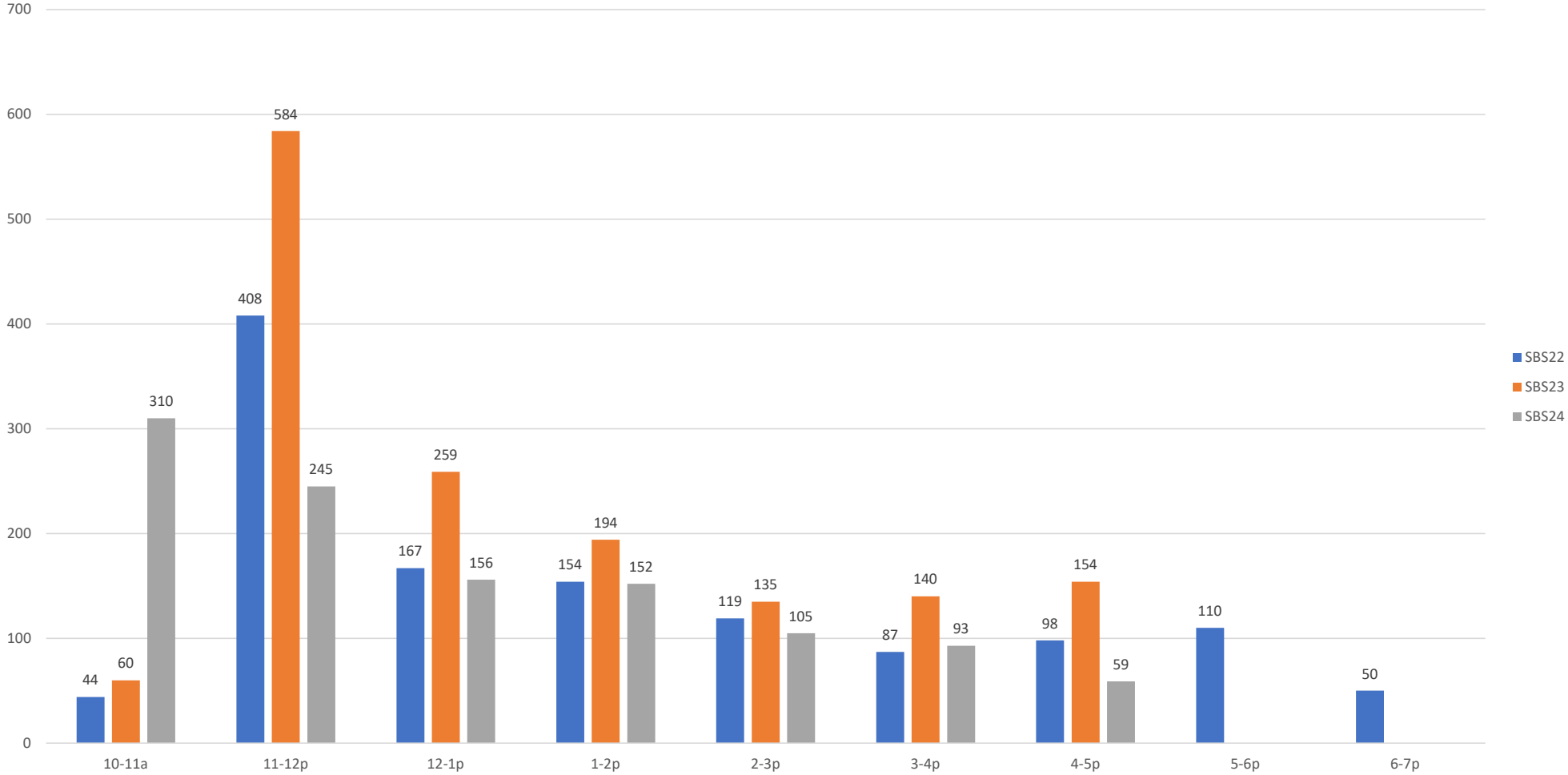
TUESDAY
Sum of TicketCount by TimeRange2



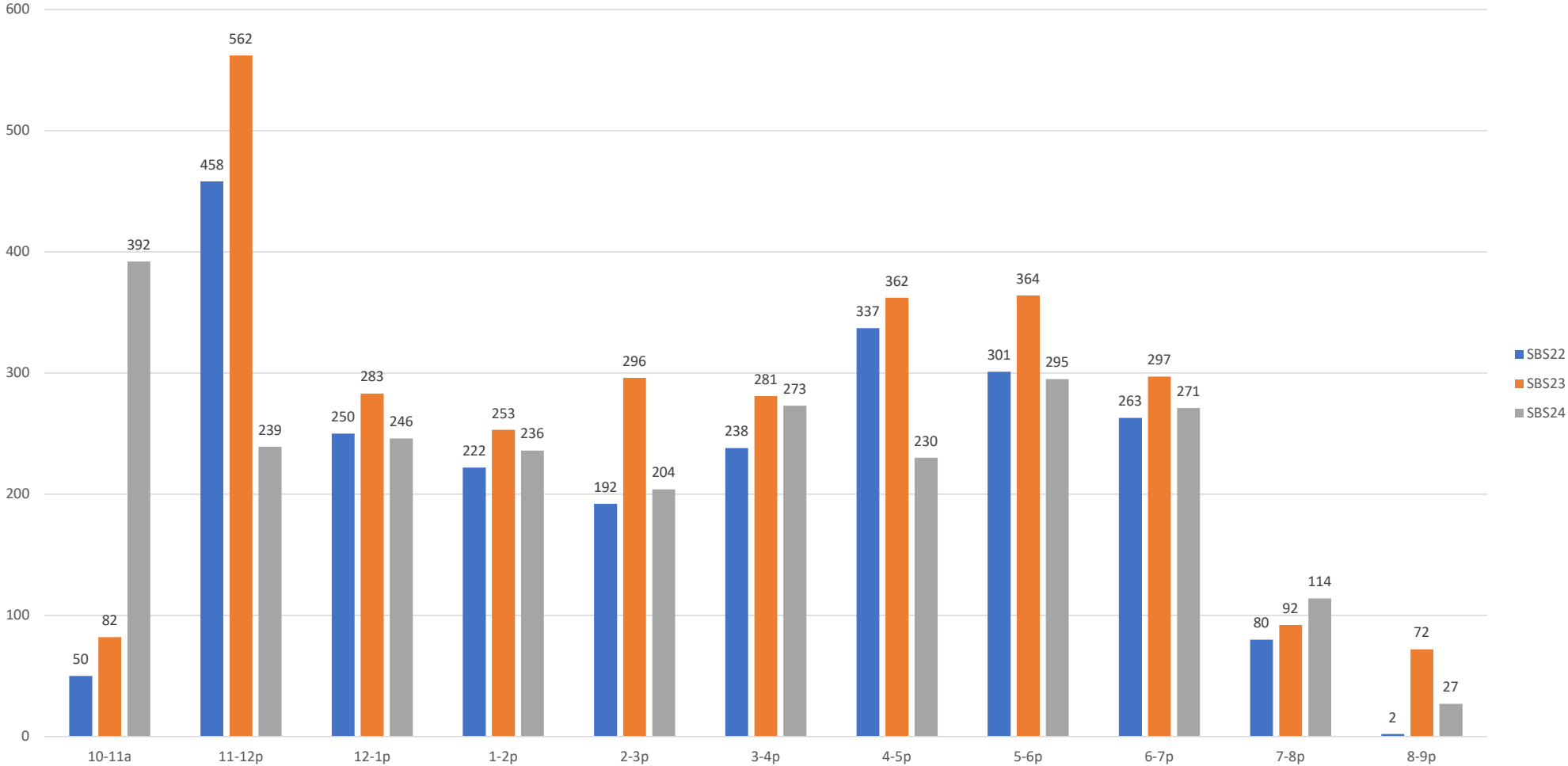
WEDNESDAY
Sum of TicketCount by TimeRange2 and Show



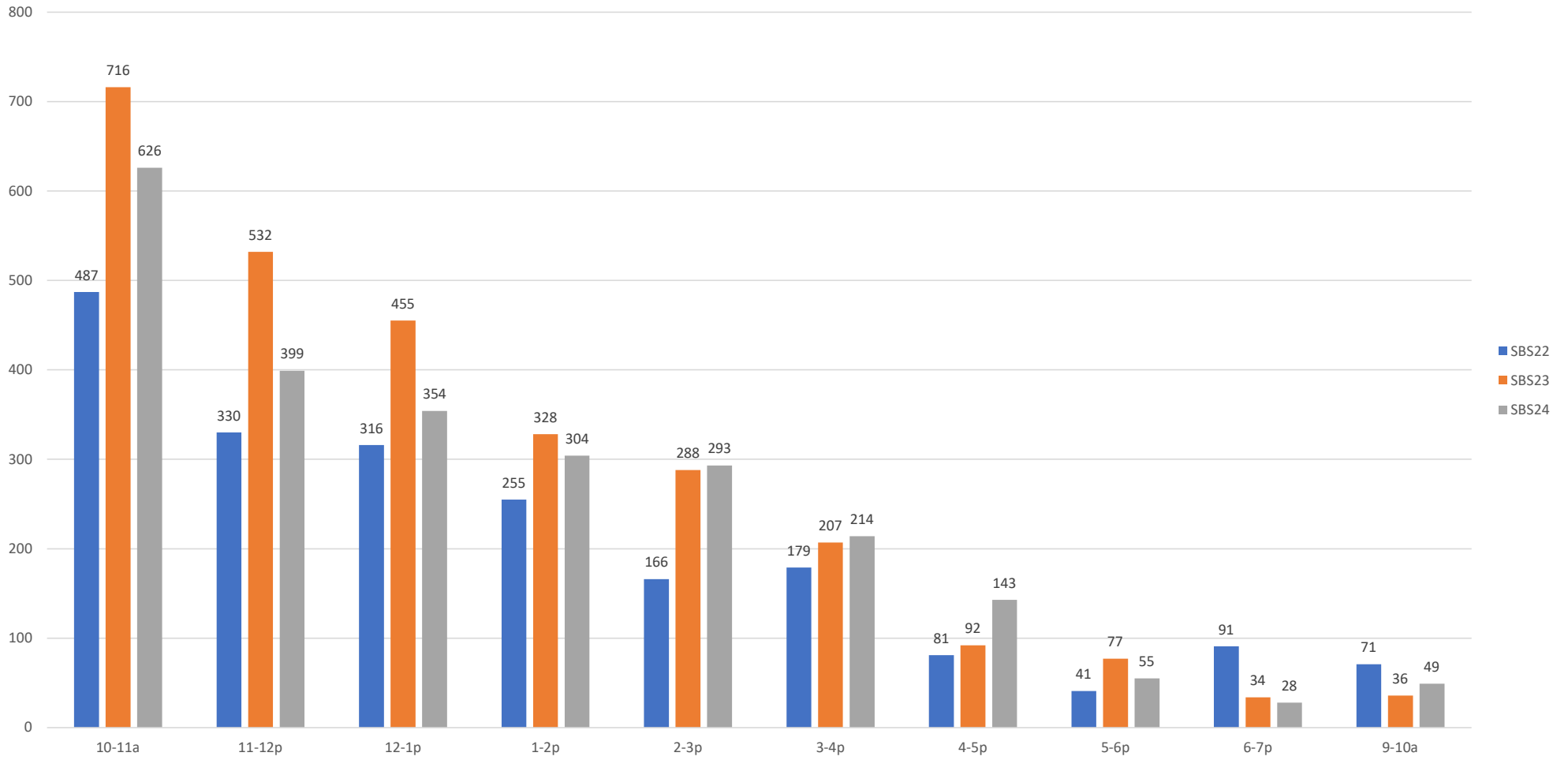
Thursday
Sum of TicketCount by TimeRange2



FRIDAY2
Sum of TicketCount by TimeRange2 and Show



SATURDAY2
Sum of TicketCount by TimeRange2 and Show





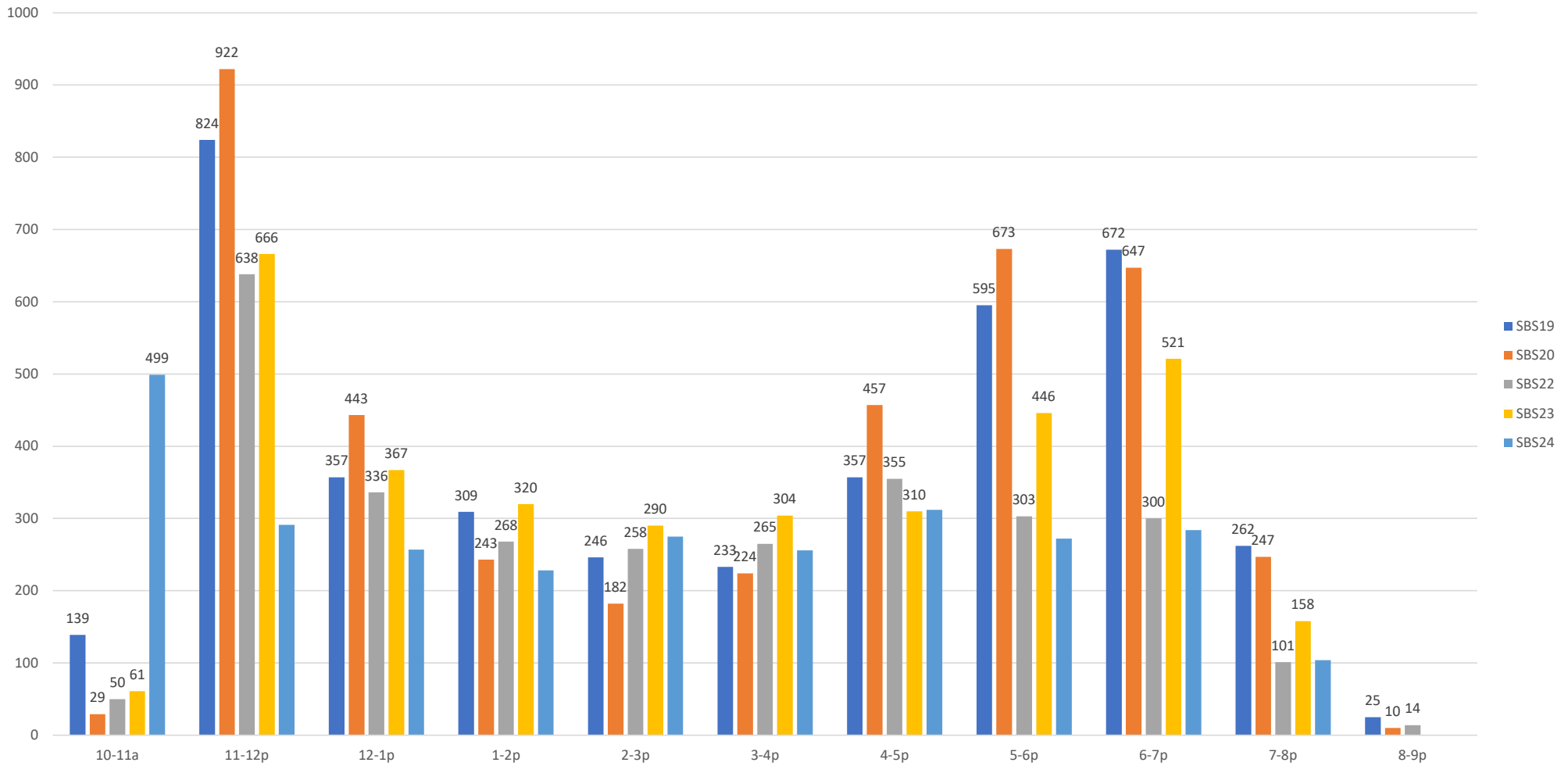
Seattle Boat Show

Daily Admissions by Hour

2019, 2020, 2022, 2023, 2024

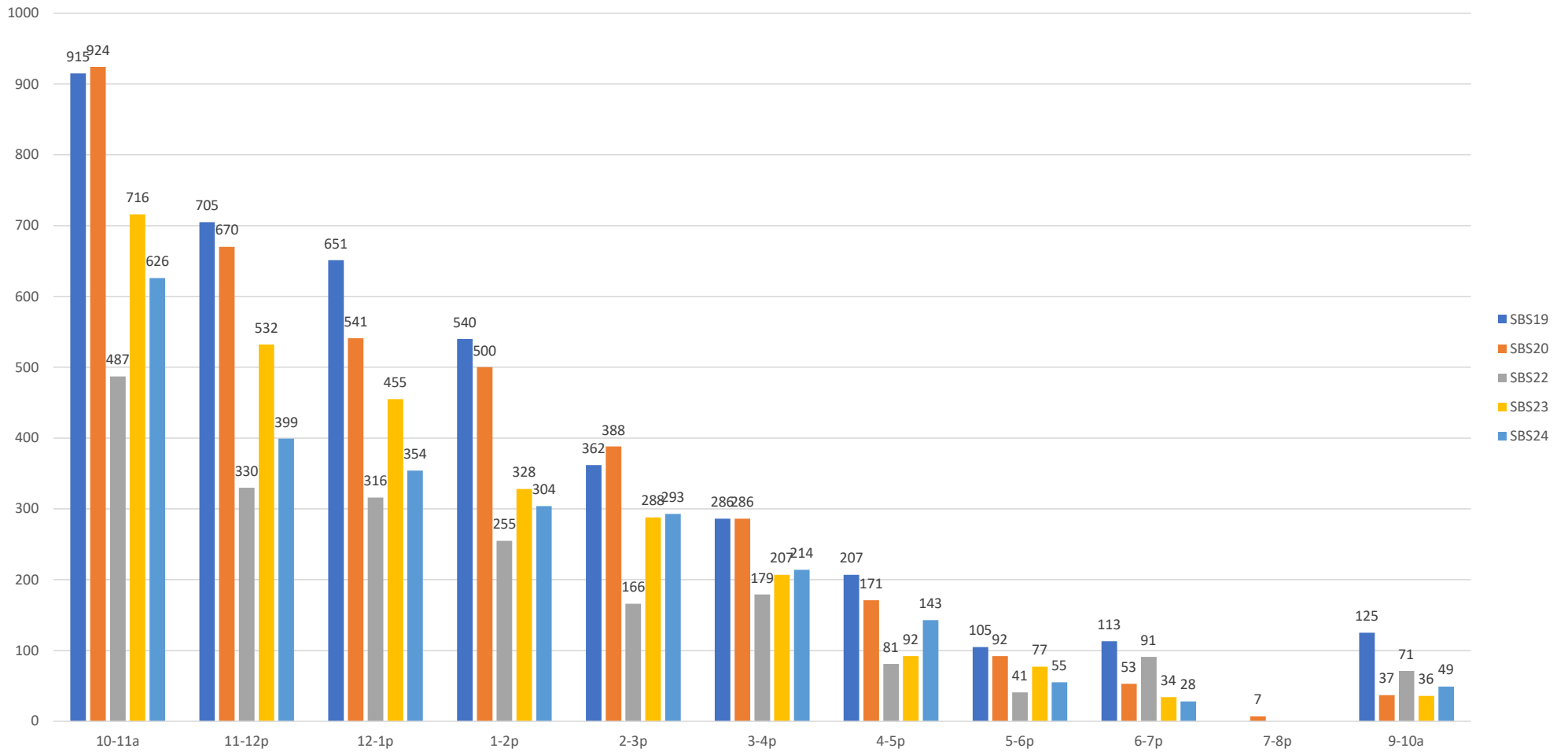


FRIDAY1
Sum of TicketCount by TimeRange2 and Show

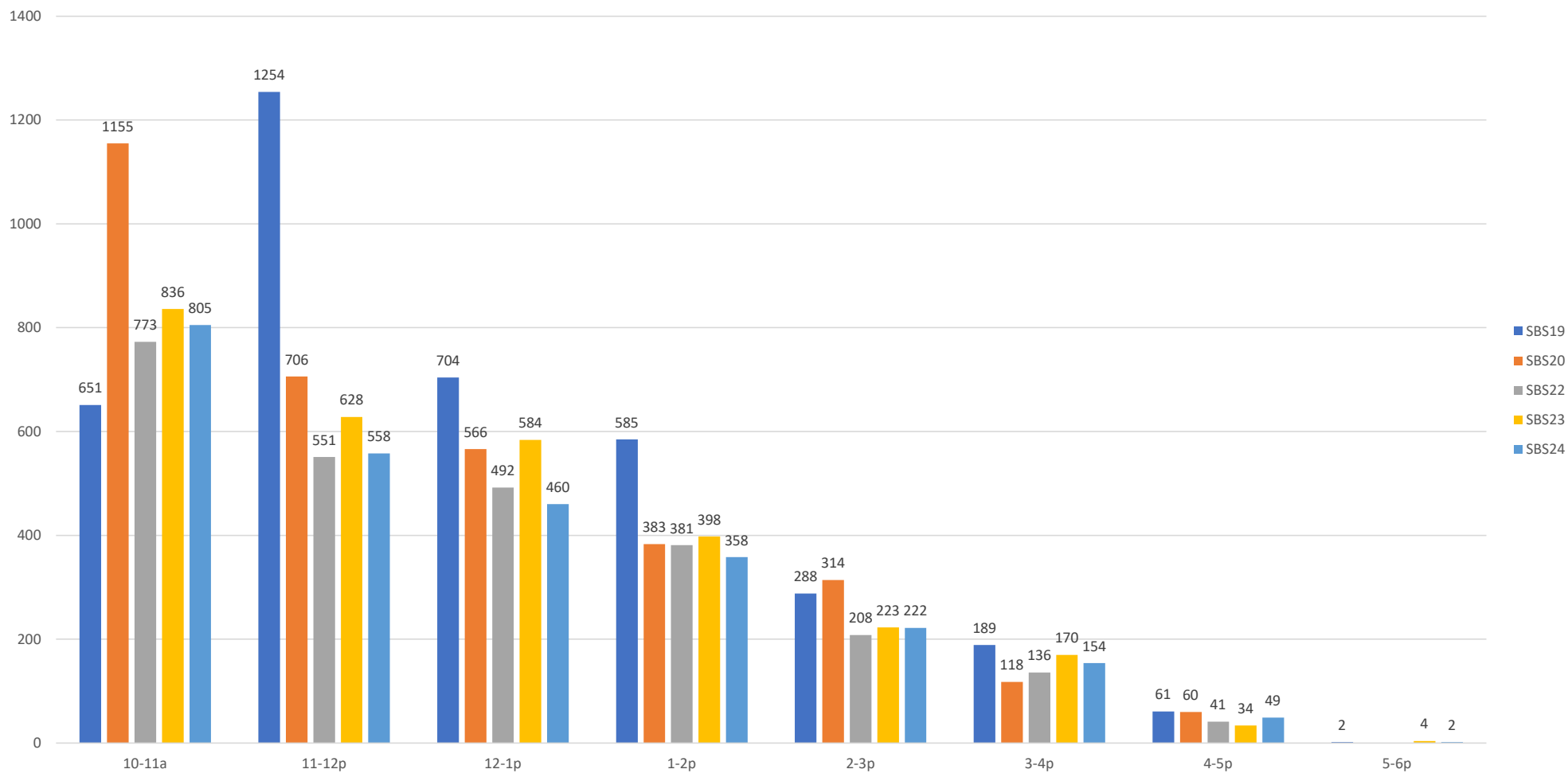


SATURDAY2

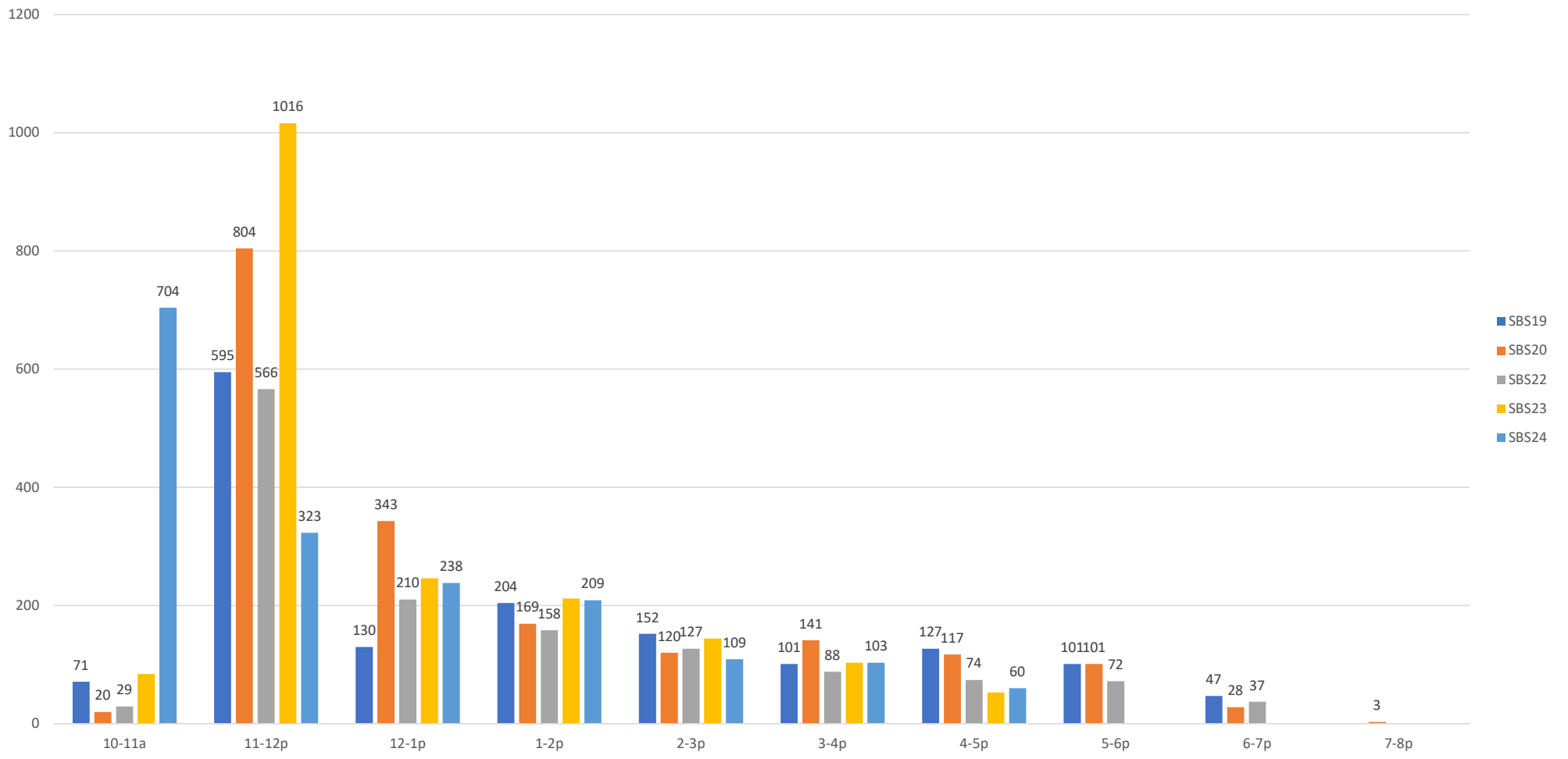
Sum of TicketCount by TimeRange2 and Show



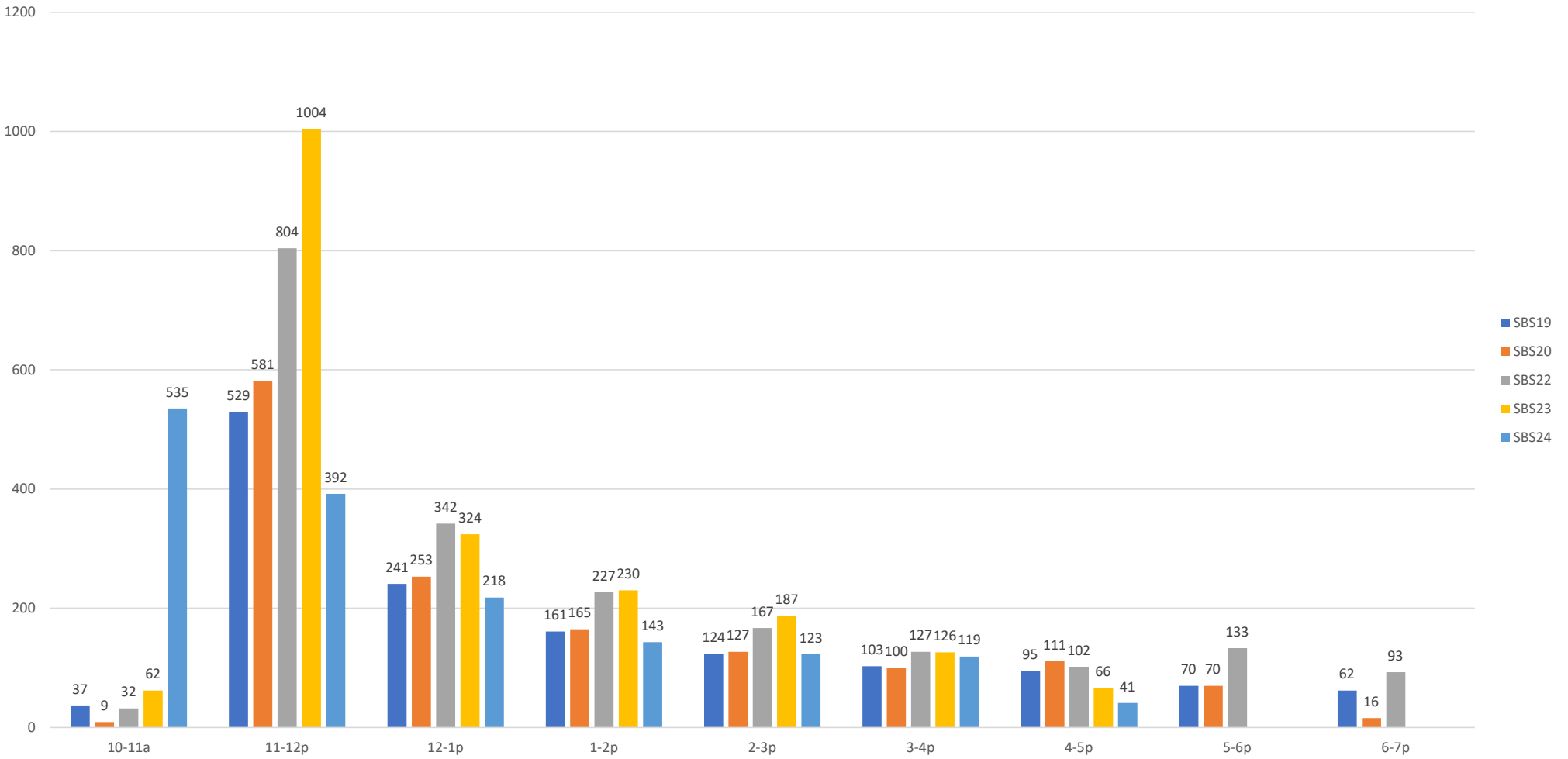
SUNDAY
Sum of TicketCount by TimeRange2



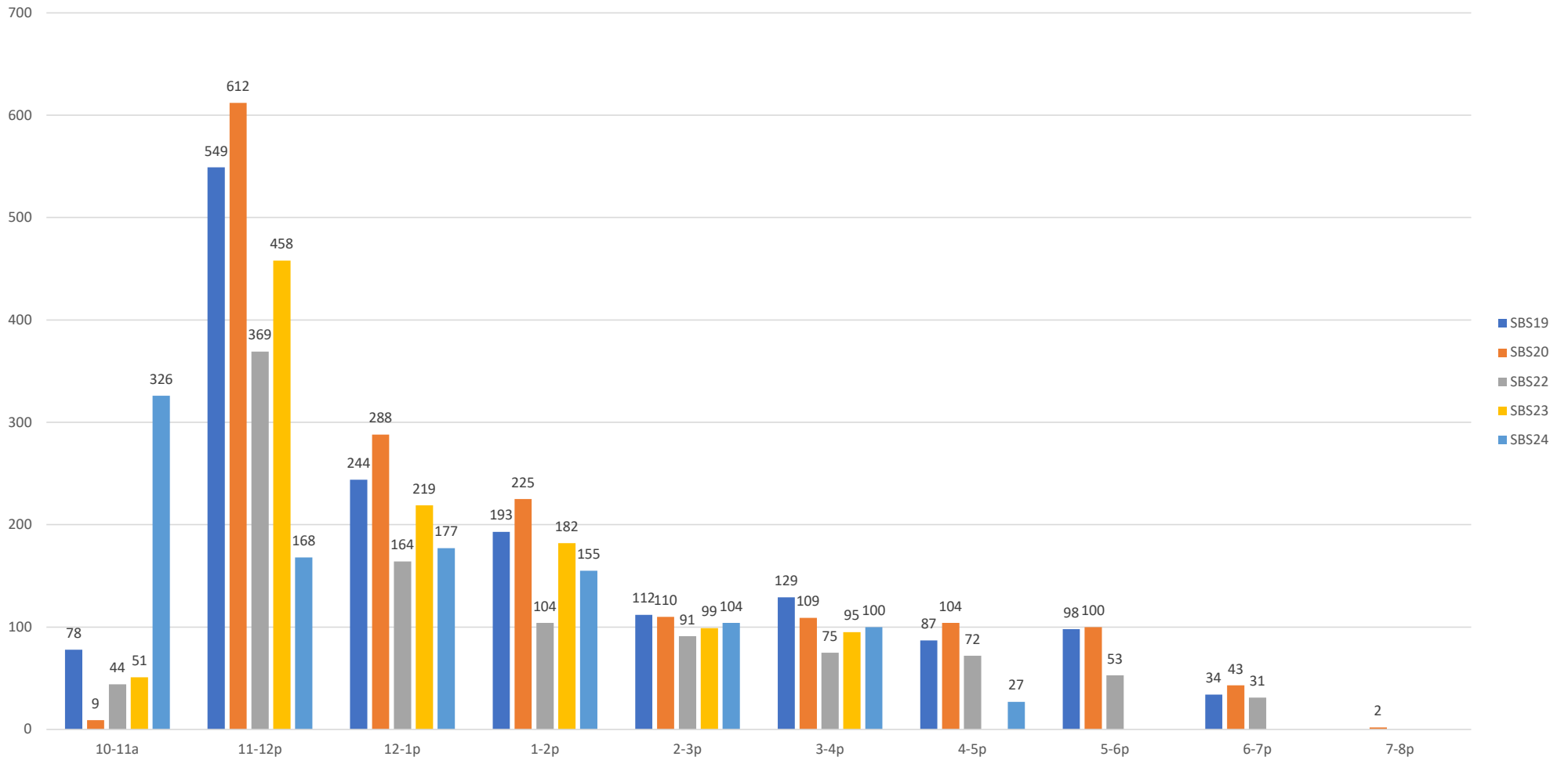
MONDAY
Sum of TicketCount by TimeRange2 and Show



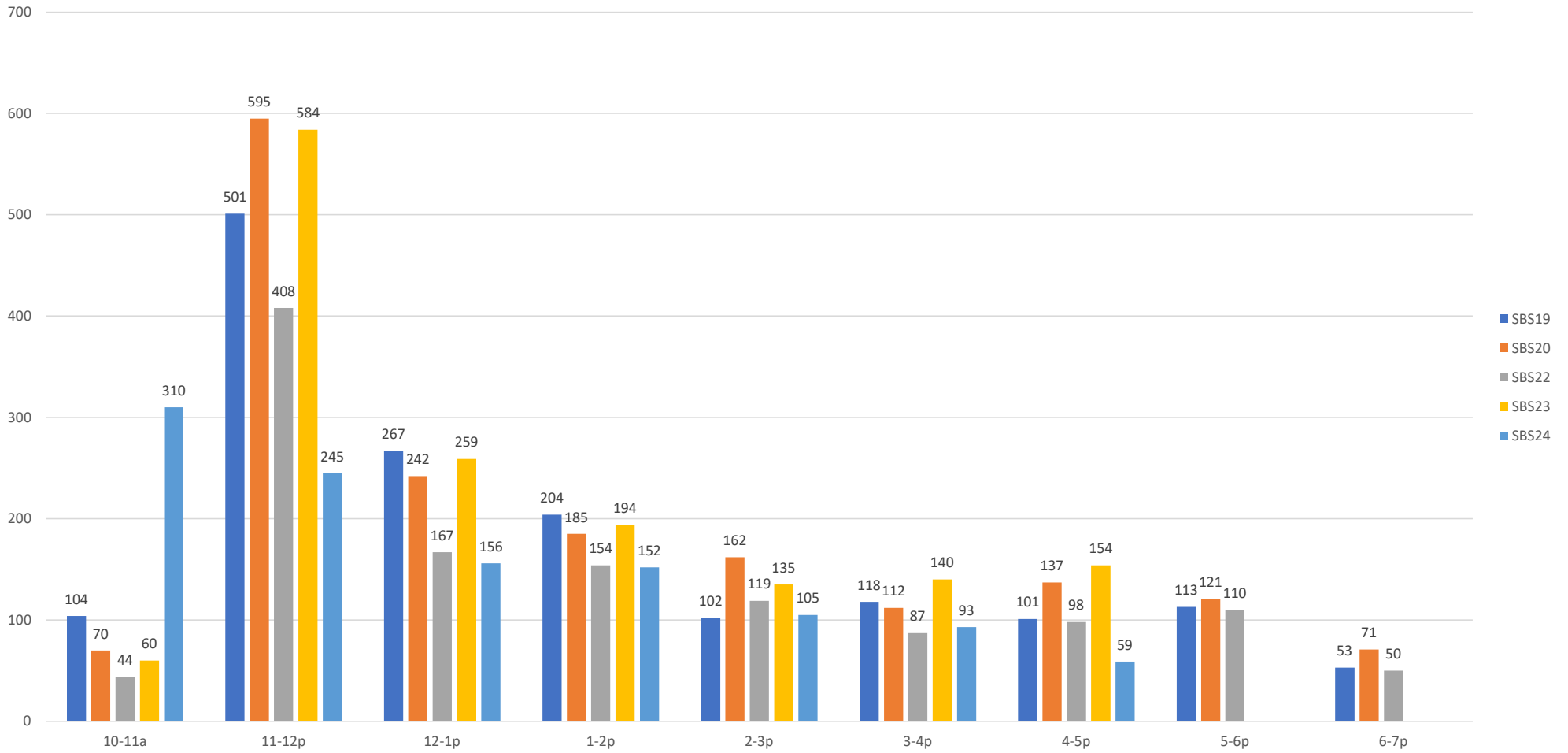
TUESDAY
Sum of TicketCount by TimeRange2



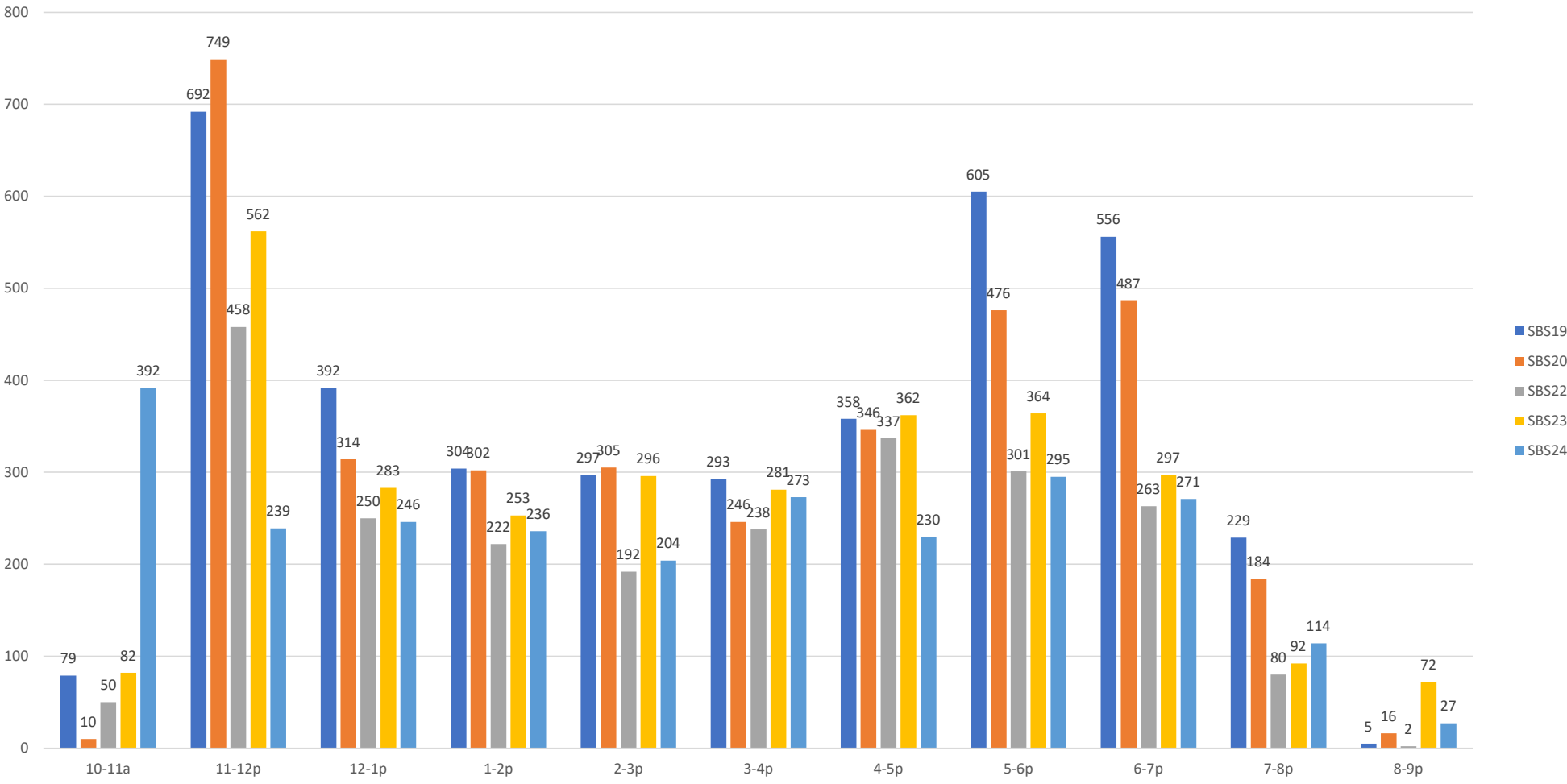
WEDNESDAY
Sum of TicketCount by TimeRange2 and Show



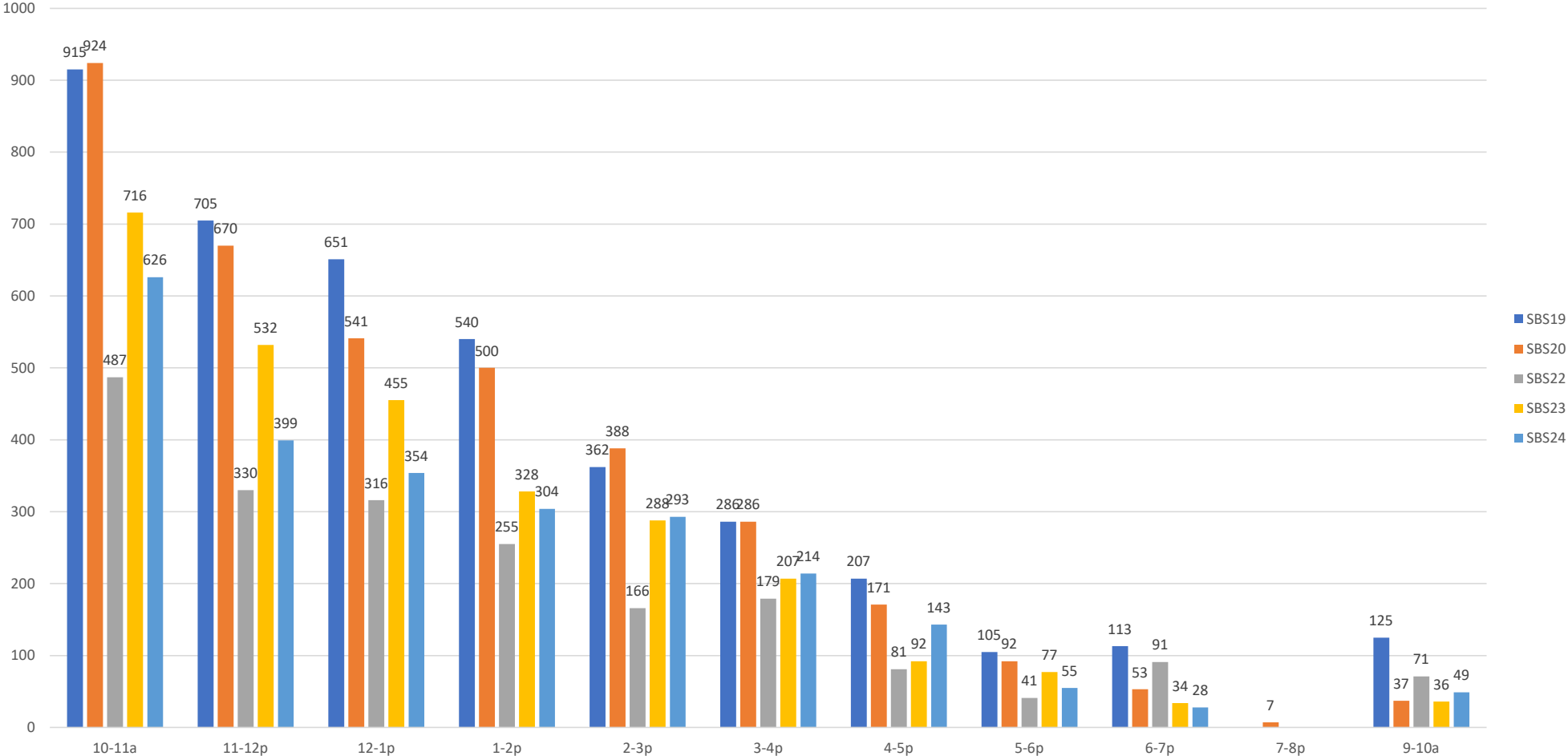
Thursday
Sum of TicketCount by TimeRange2



FRIDAY2
Sum of TicketCount by TimeRange2 and Show



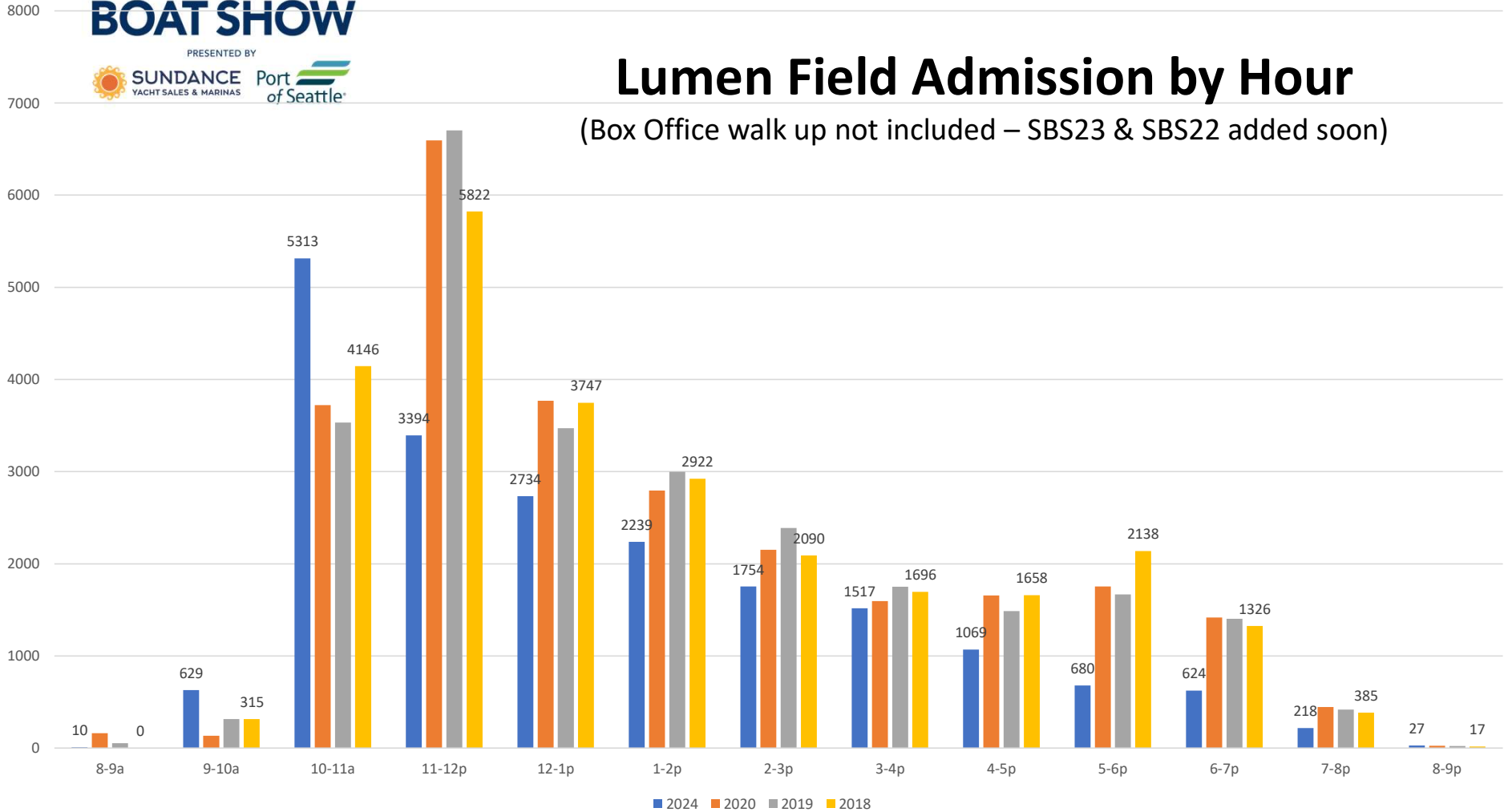
SATURDAY2
Sum of TicketCount by TimeRange2 and Show





Lumen Field Admission by Hour

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



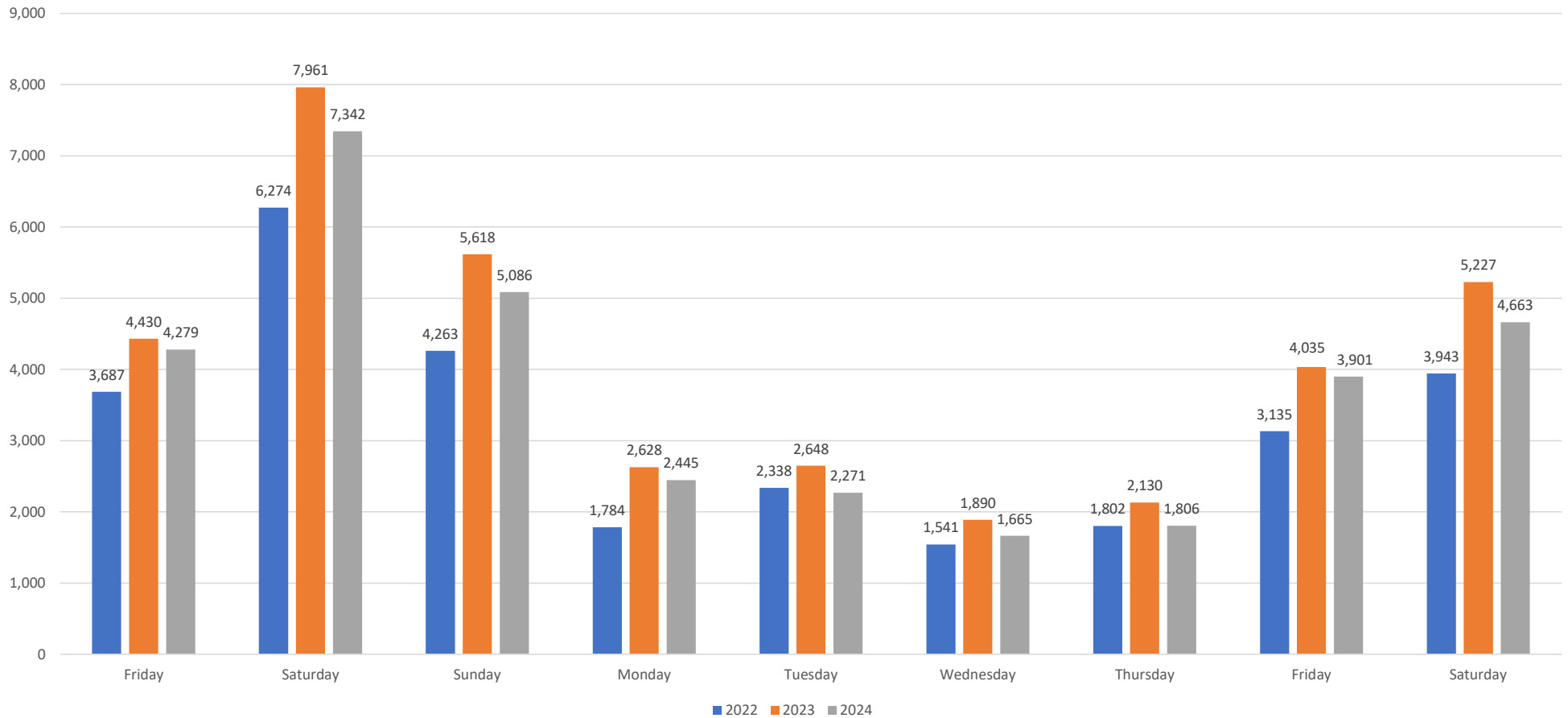
Updated: 3.12.24



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



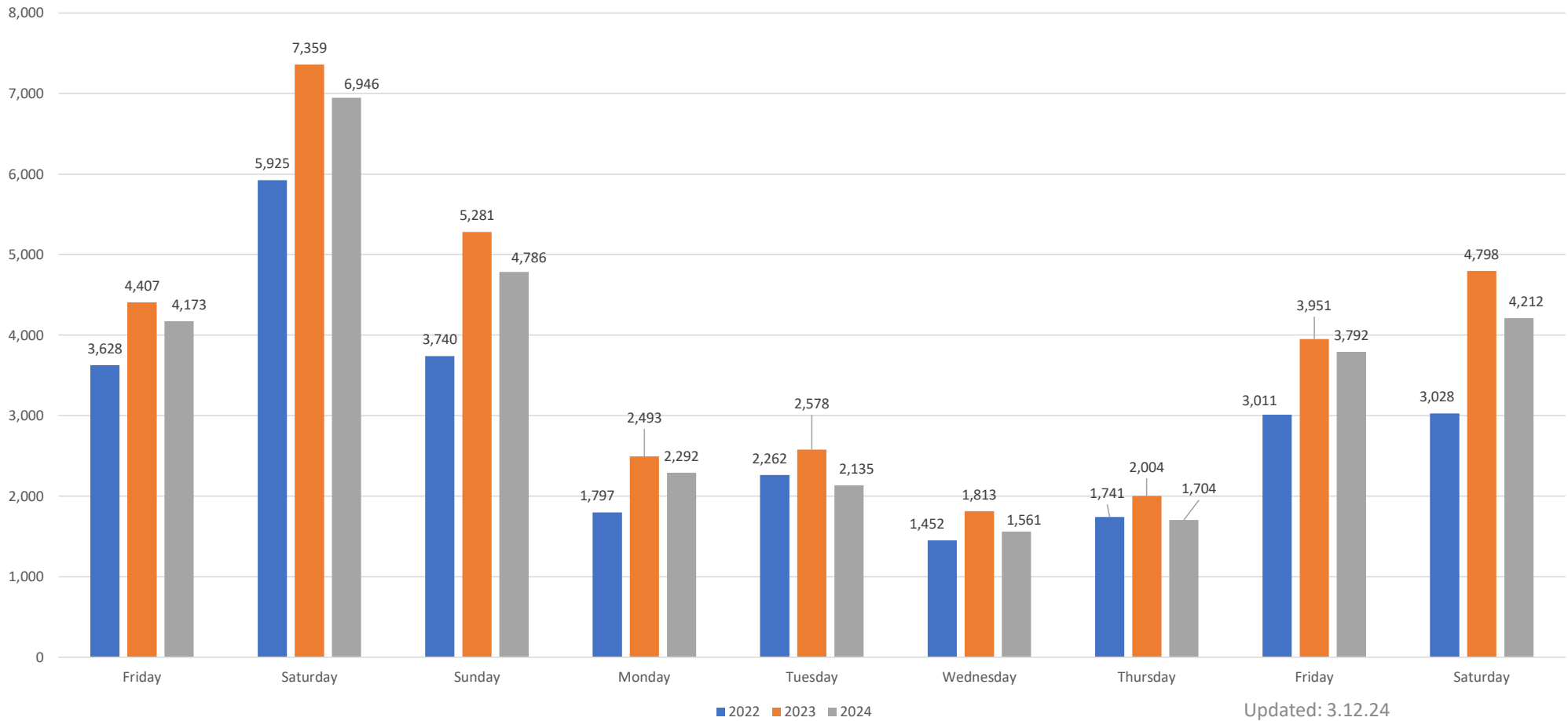
Updated: 3.12.24



Seattle Boat Show 2024
Lumen Field Event Center
Daily Attendance

Updated: 2.13.24

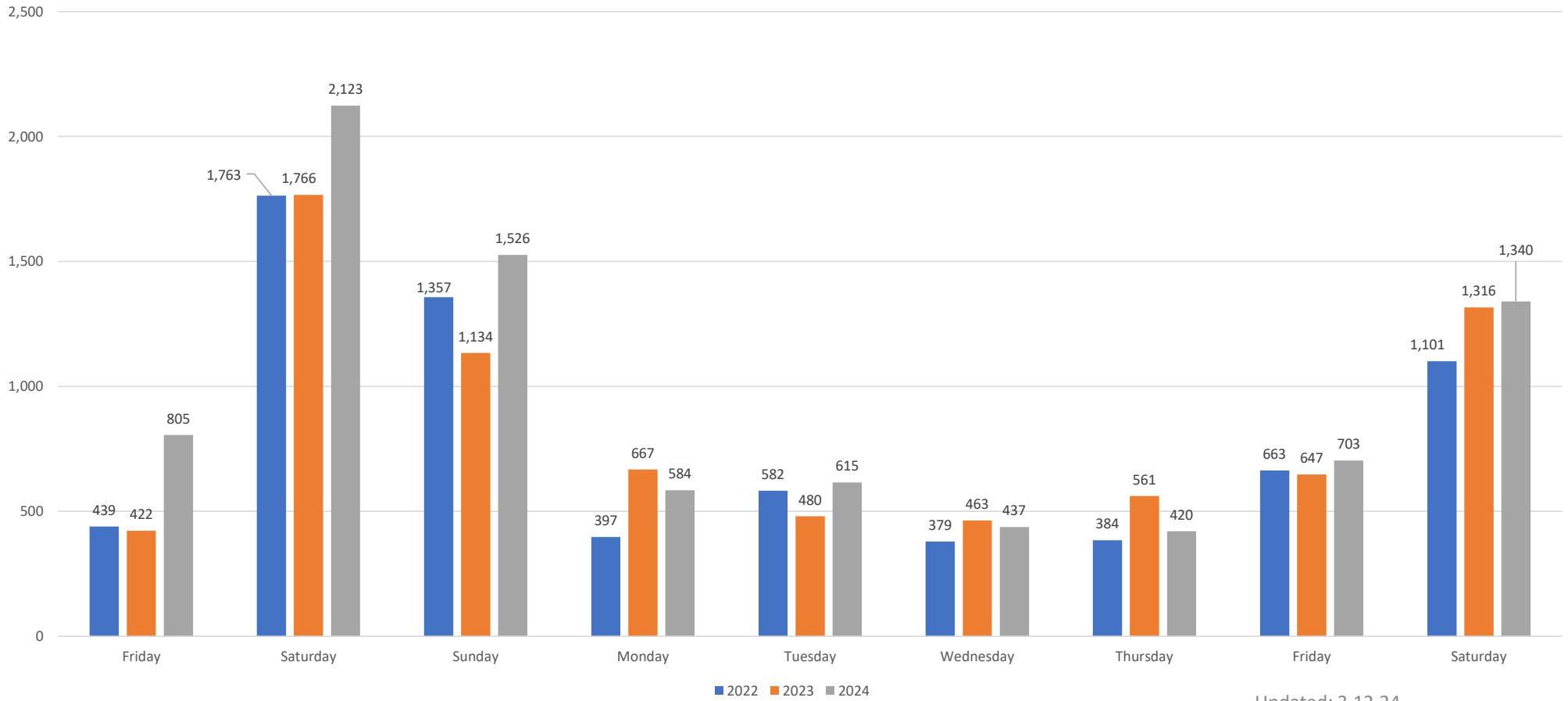
9-Day attendance -8.9% (31,601) compared to 2023 (34,684)
9-Day attendance +18.9% compared to 2022 (26,584)





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)

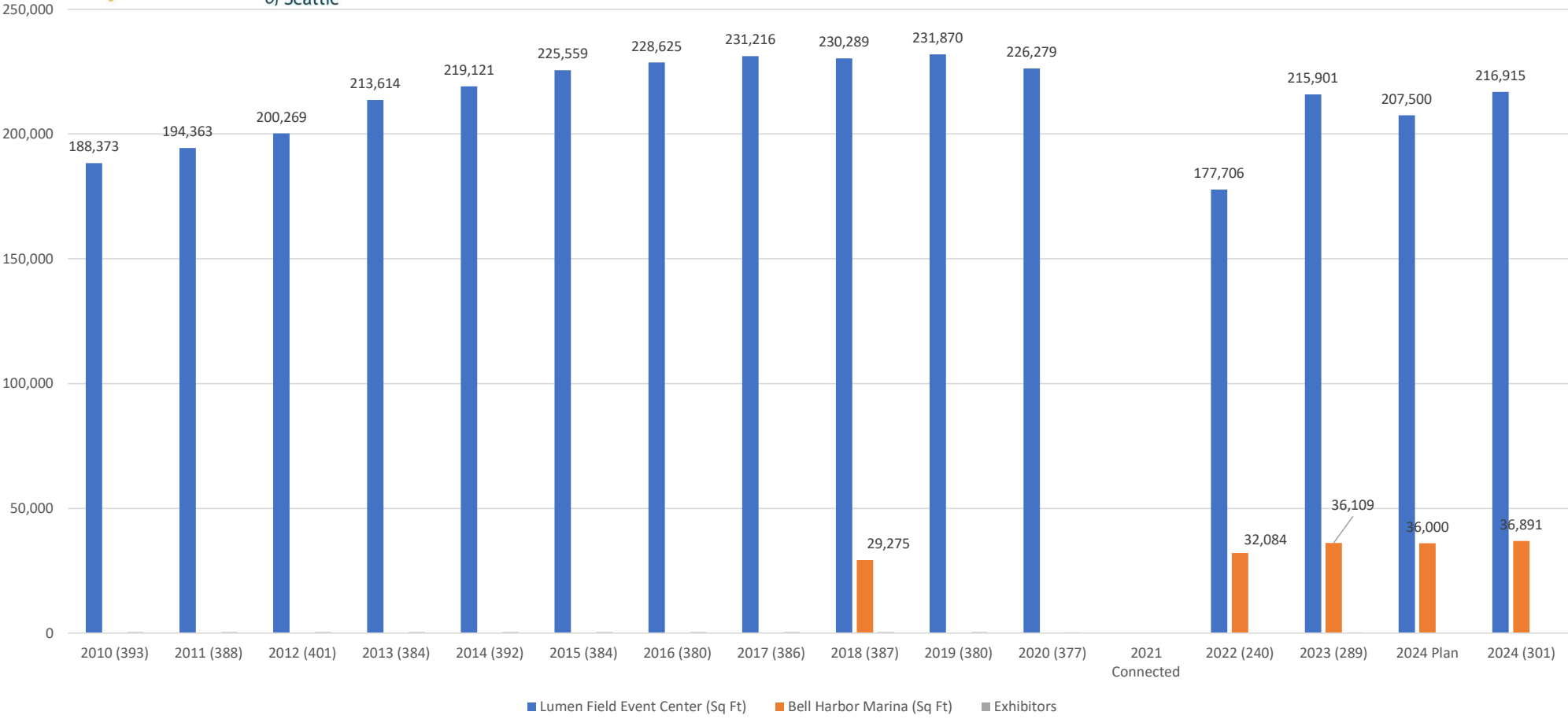
Updated: 2.13.24



Updated: 3.12.24

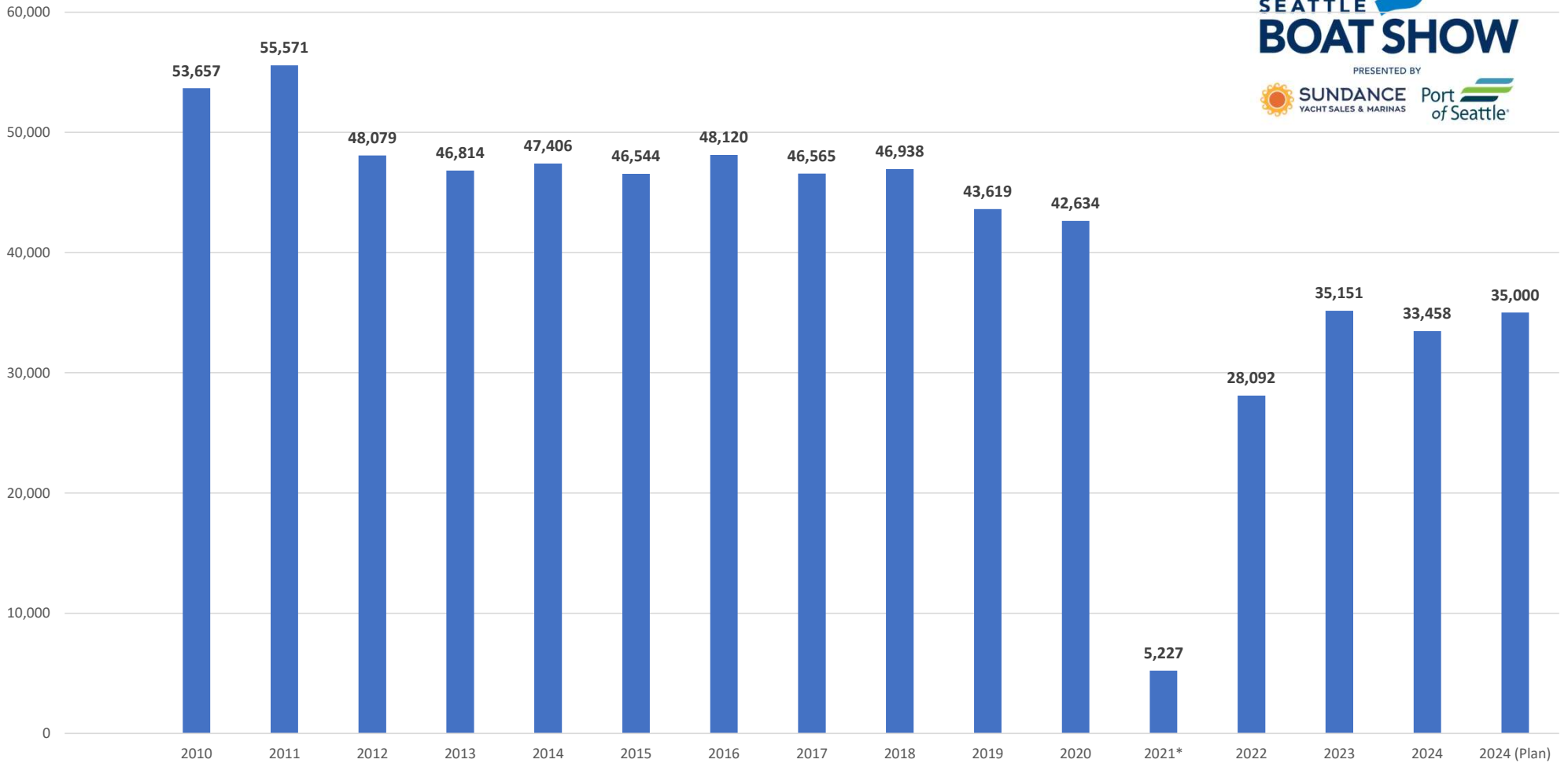


Seattle Boat Show Space Rental Lumen Field Event Center & Bell Harbor Marina (Year/Exhibitors)



Updated: 3.12.24

Seattle Boat Show (indoor attendance)



Updated: 3.12.24

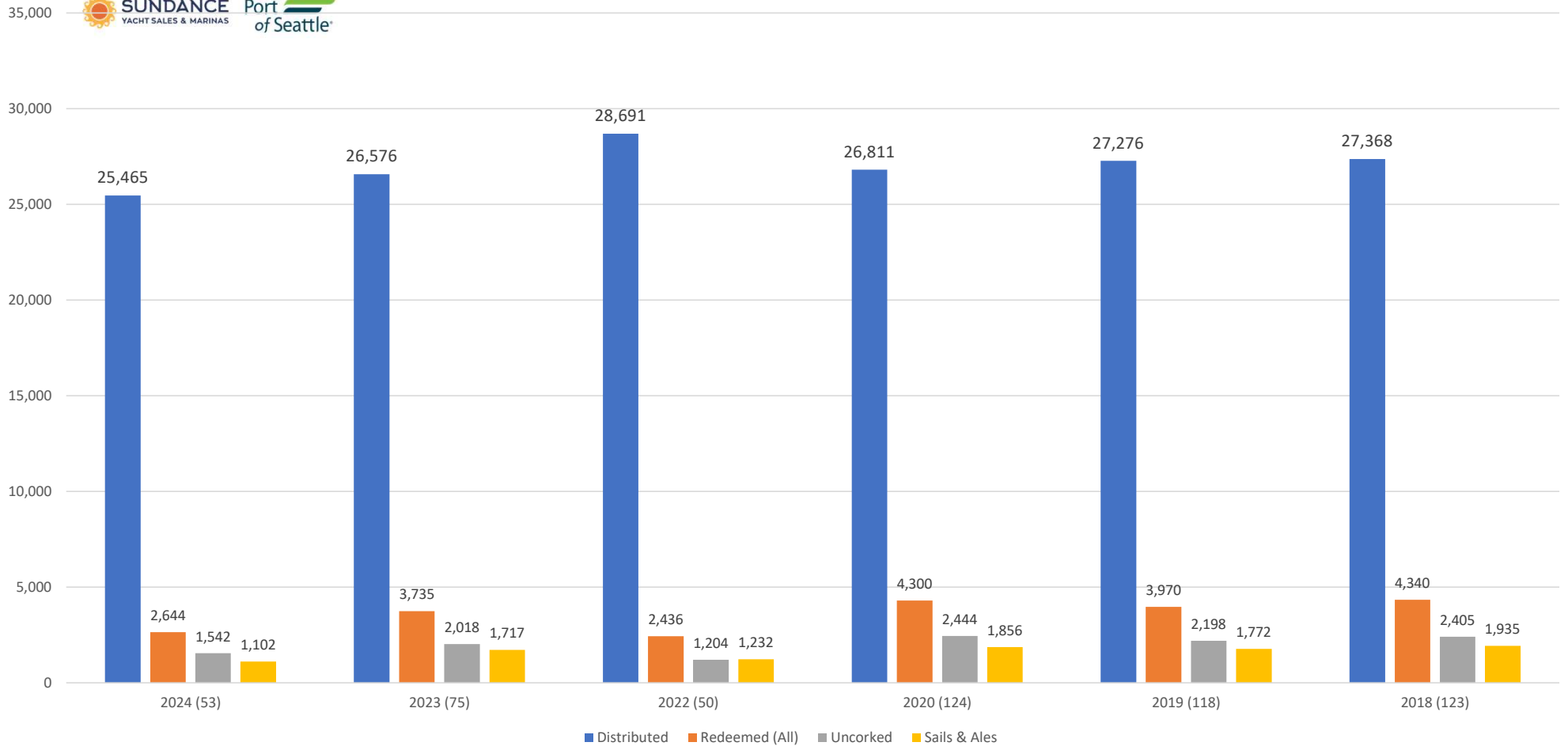


| SBS24 | | | | | SBS23 | | | SBS22 | | | SBS20 | | |
|----------------------------------------------------|---------------|----------|--------------|--------------|---------------|--------------|--------------|--------------|--------------|--------------|---------------|---------------|--------------|
| 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

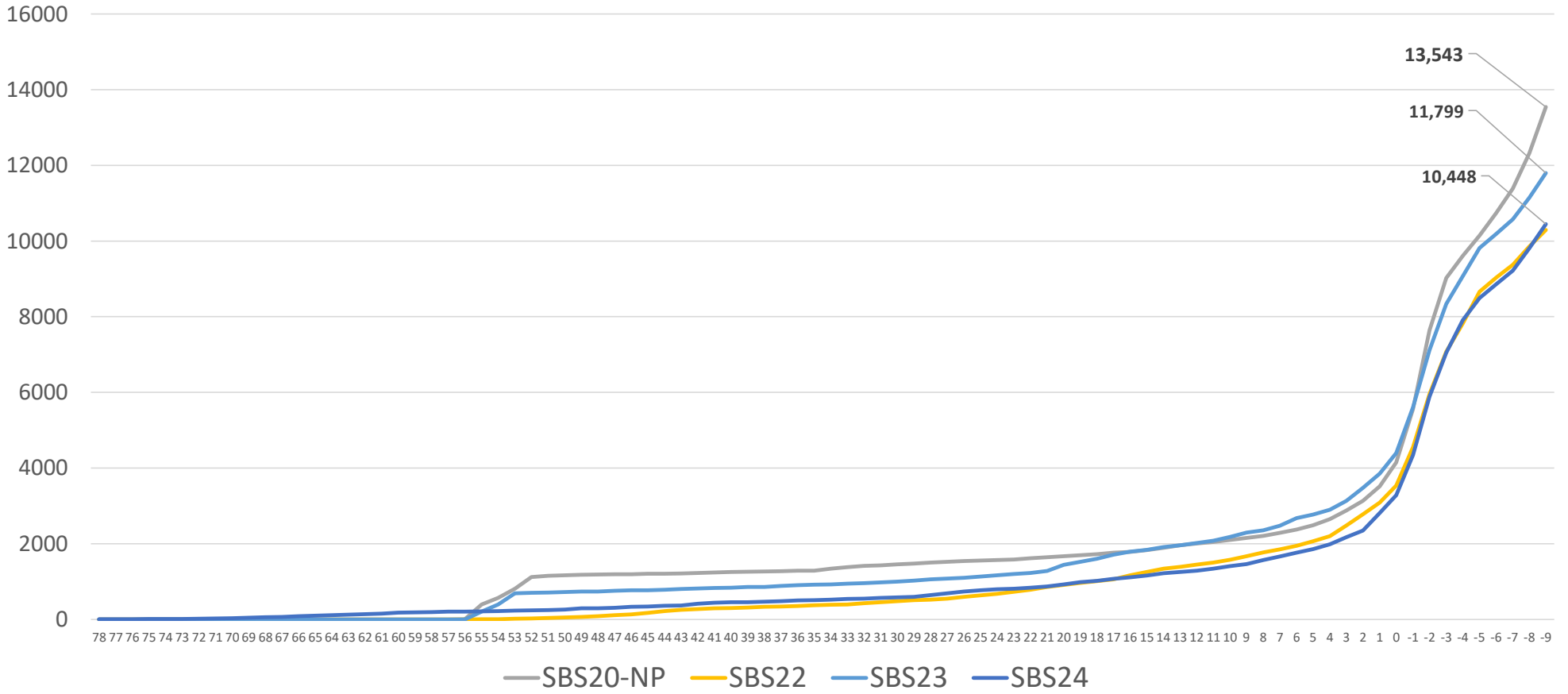
Boat Show University Recap: 2024 - 2018

| | 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



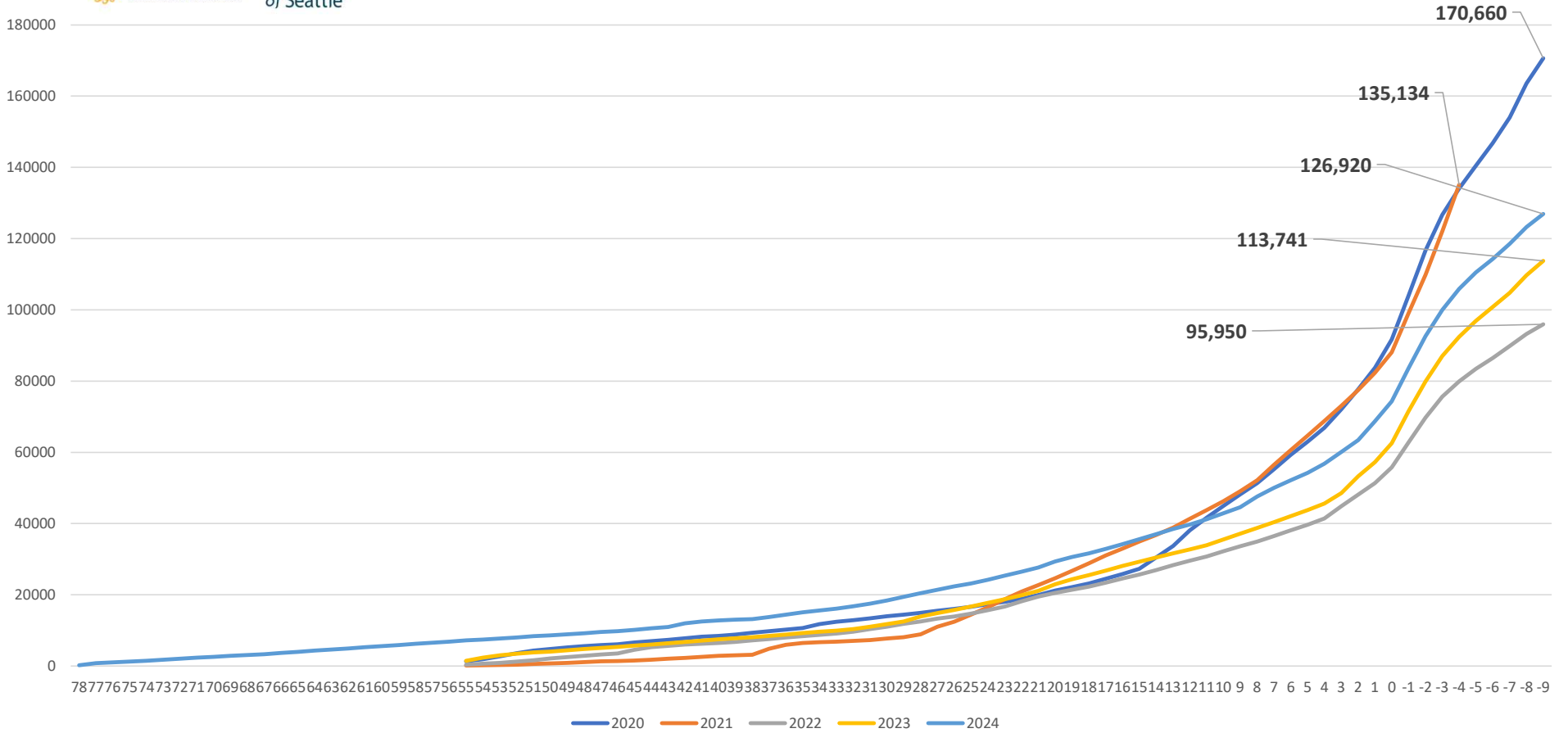
SBS24 Online Ticket Sales - Cumulative



Updated: 3.12.24



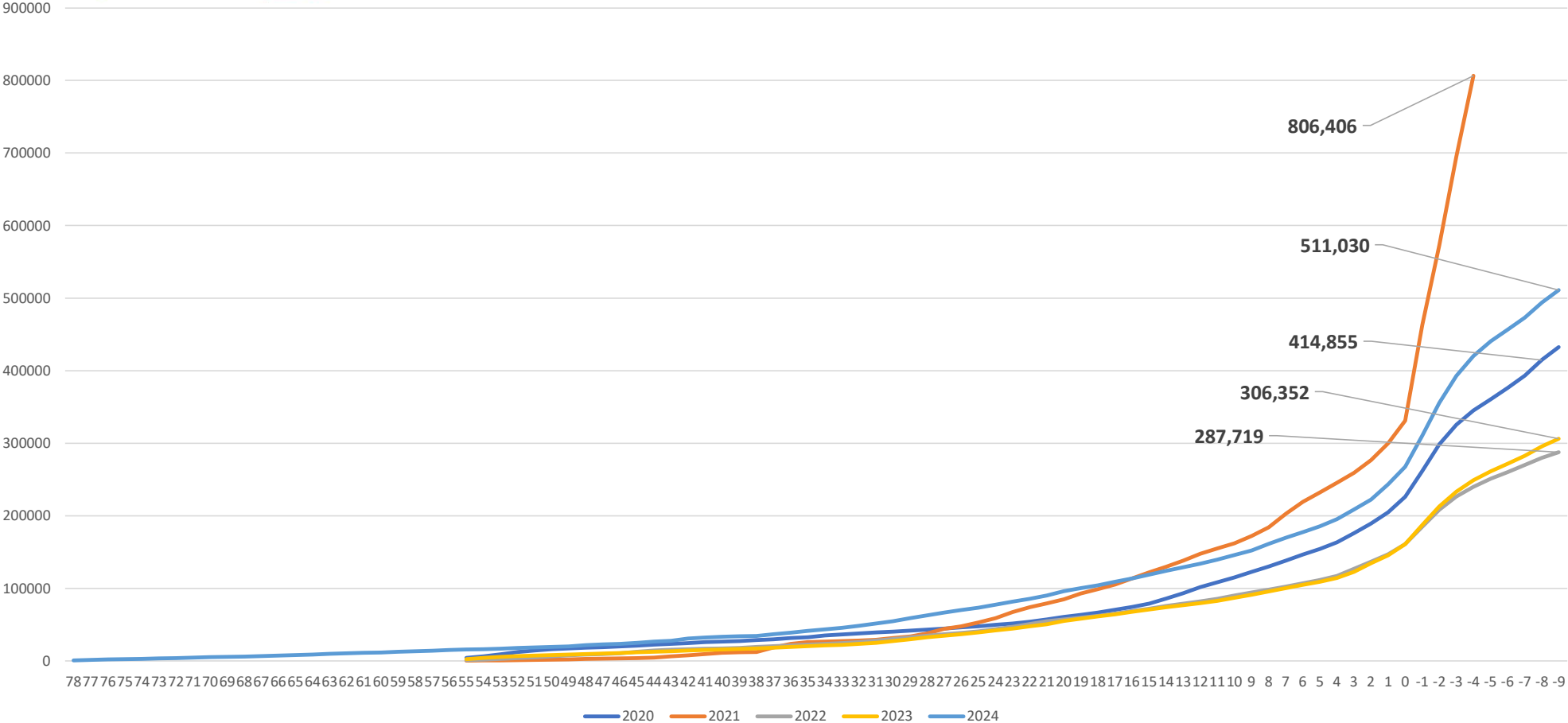
SBS.com Cumulative Users



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**

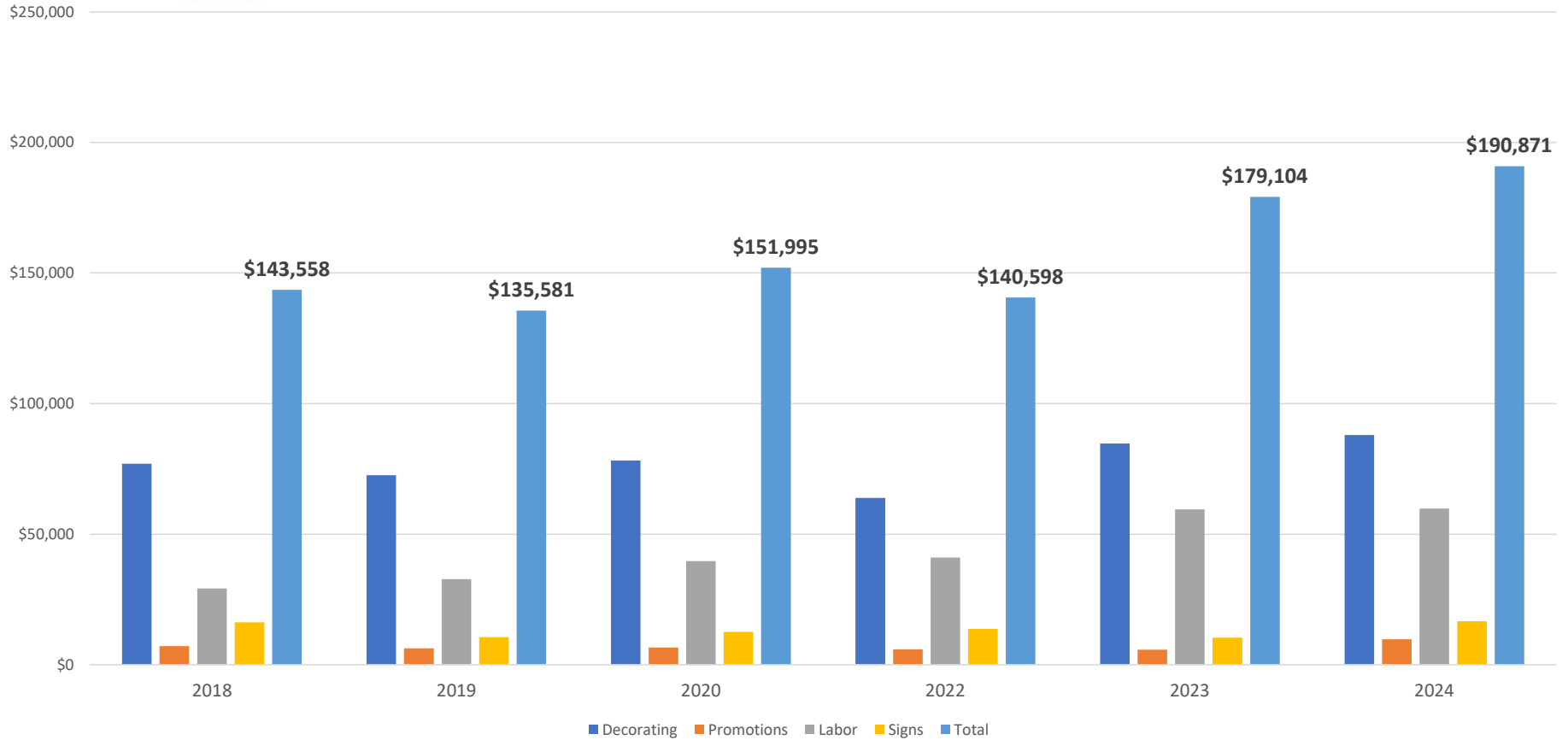




PRESENTED BY



GES Decorating Expenses



Updated: 3.12.24



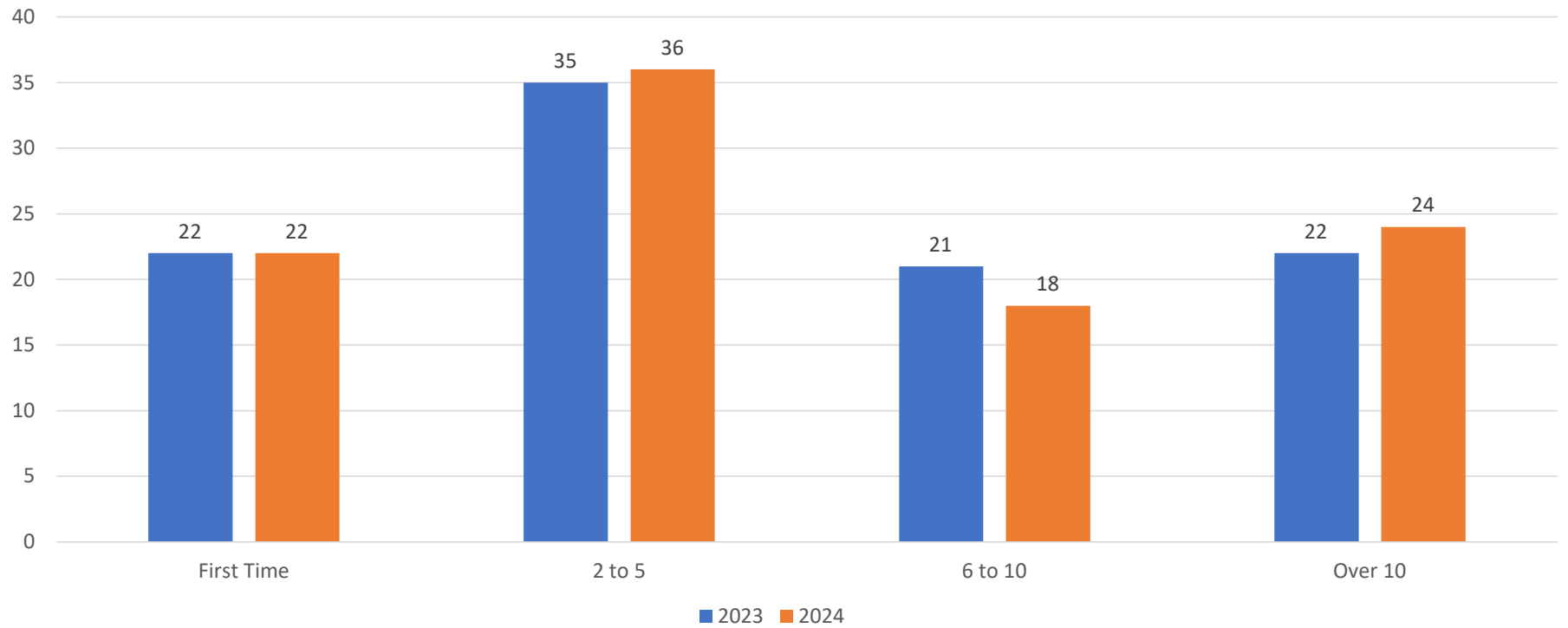
Lumen Field Admission by Hour

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

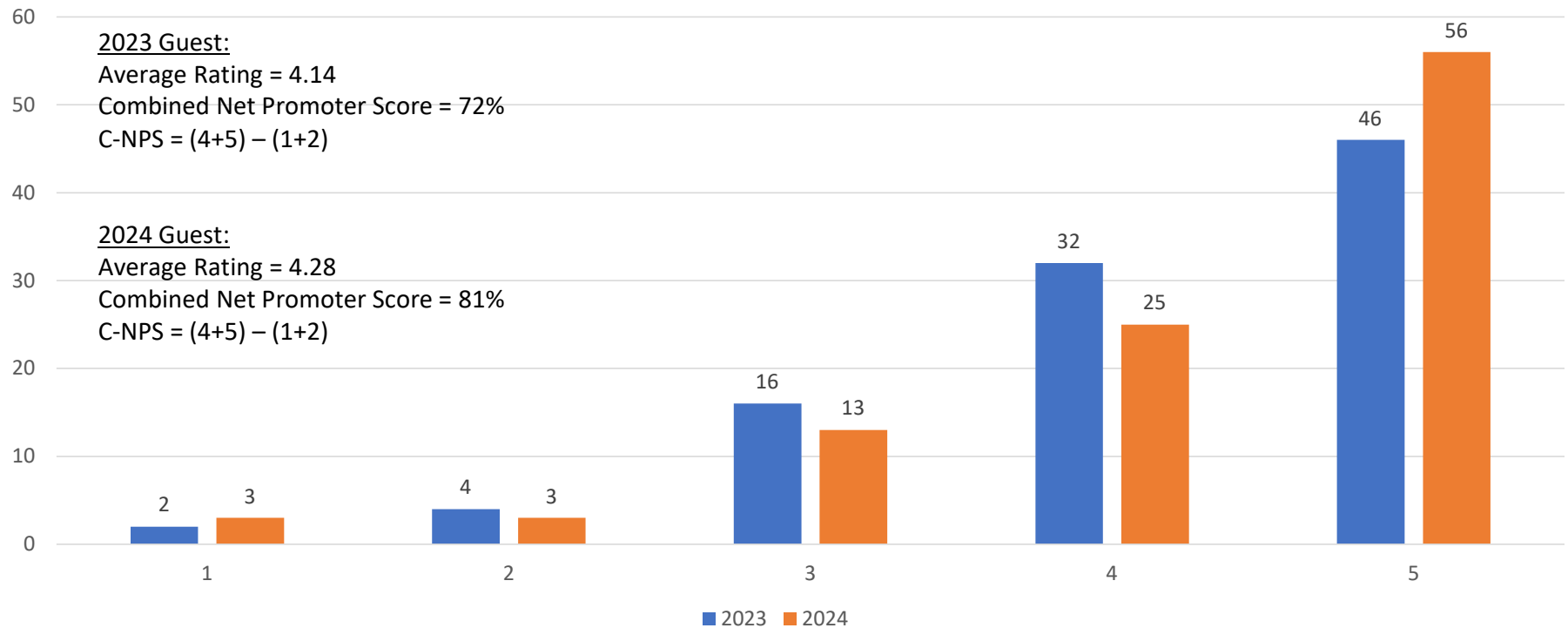
| TimeRange | SBS24 | | SBS20 | | SBS19 | | SBS18 | |
|-----------|--------|--------|--------|--------|--------|--------|--------|--------|
| | Count | % | Count | % | Count | % | Count | % |
| 8-9a | 10 | 0.0% | 162 | 0.6% | 52 | 0.2% | 0 | 0.0% |
| 9-10a | 629 | 3.1% | 135 | 0.5% | 314 | 1.2% | 315 | 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

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

GUEST SURVEY

PRELIMINARY SUMMARY REPORT

March 12, 2024

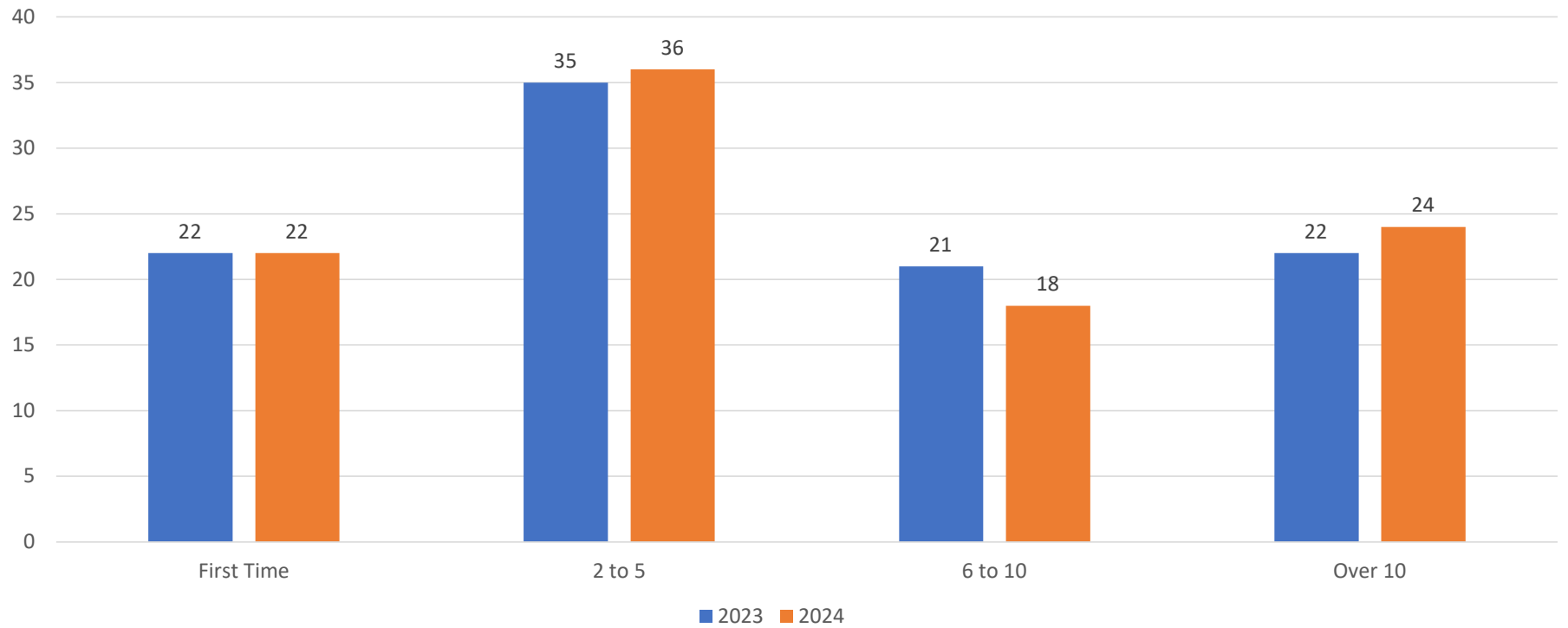
BY

GMA RESEARCH
BELLEVUE, WASHINGTON
www.gmaresearch.com

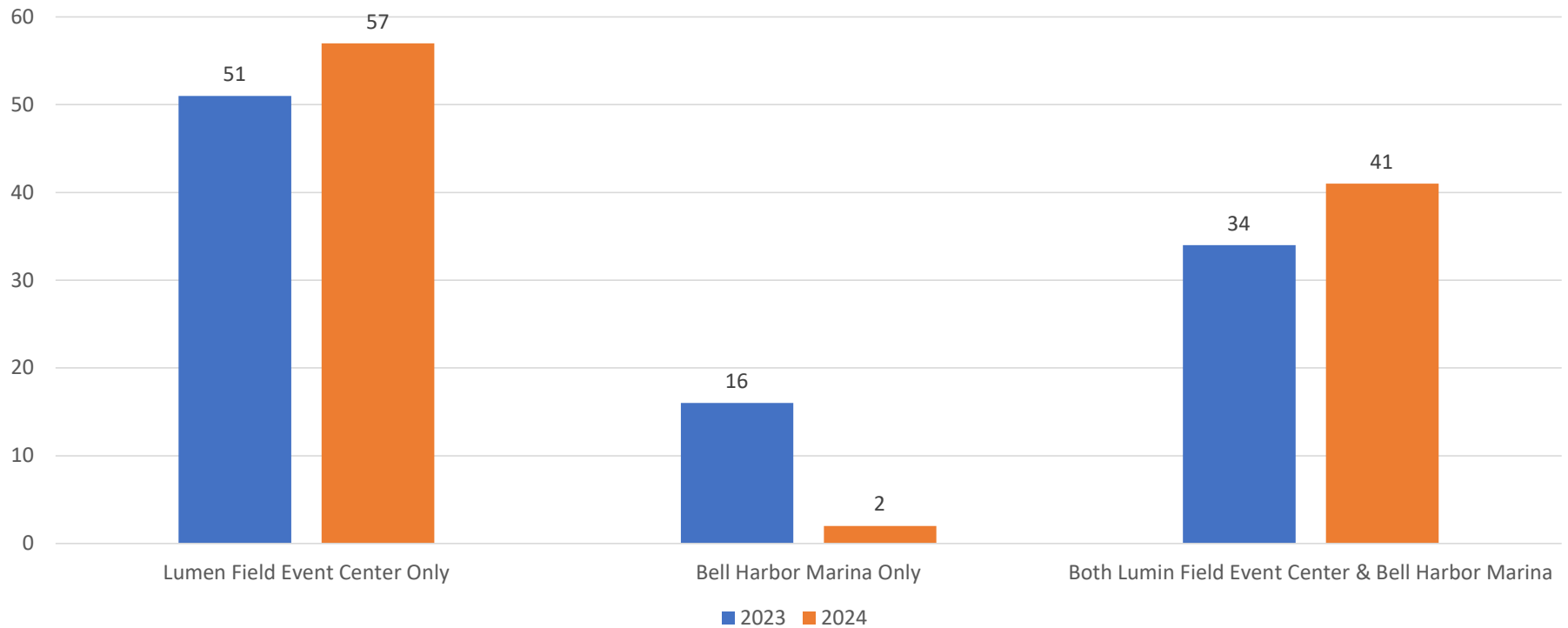
Note: This summary report is a draft only and not for distribution or use without the written consent of Northwest Marine Trade Assoc.



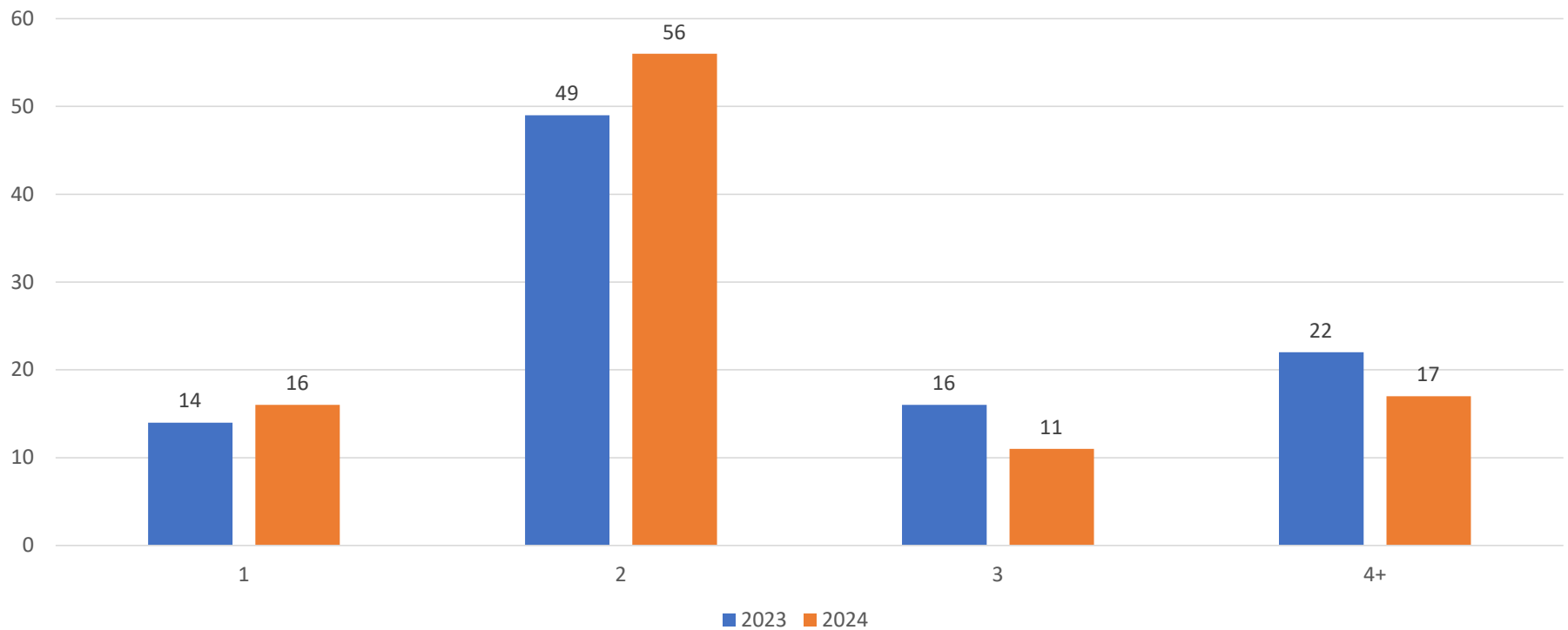
Including this year, how many times have you attended the Seattle Boat Show?



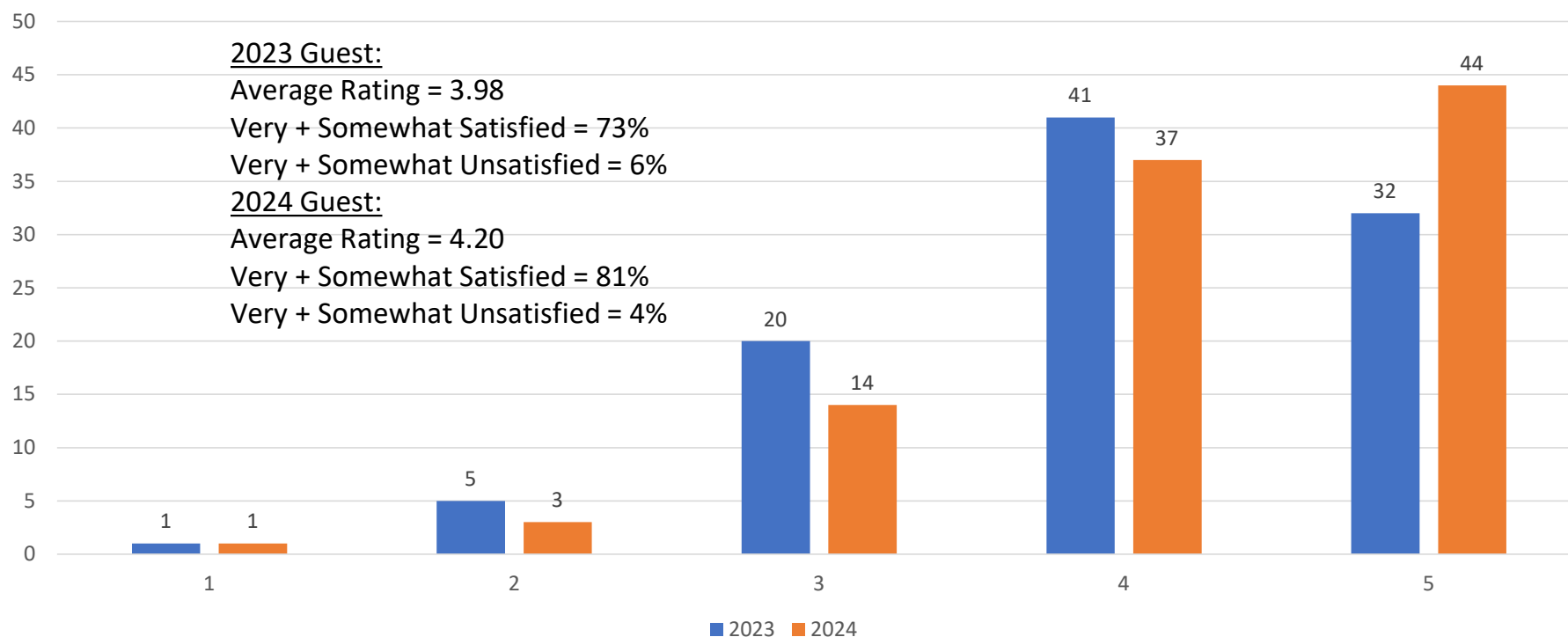
Which Seattle Boat Show venue did you visit?



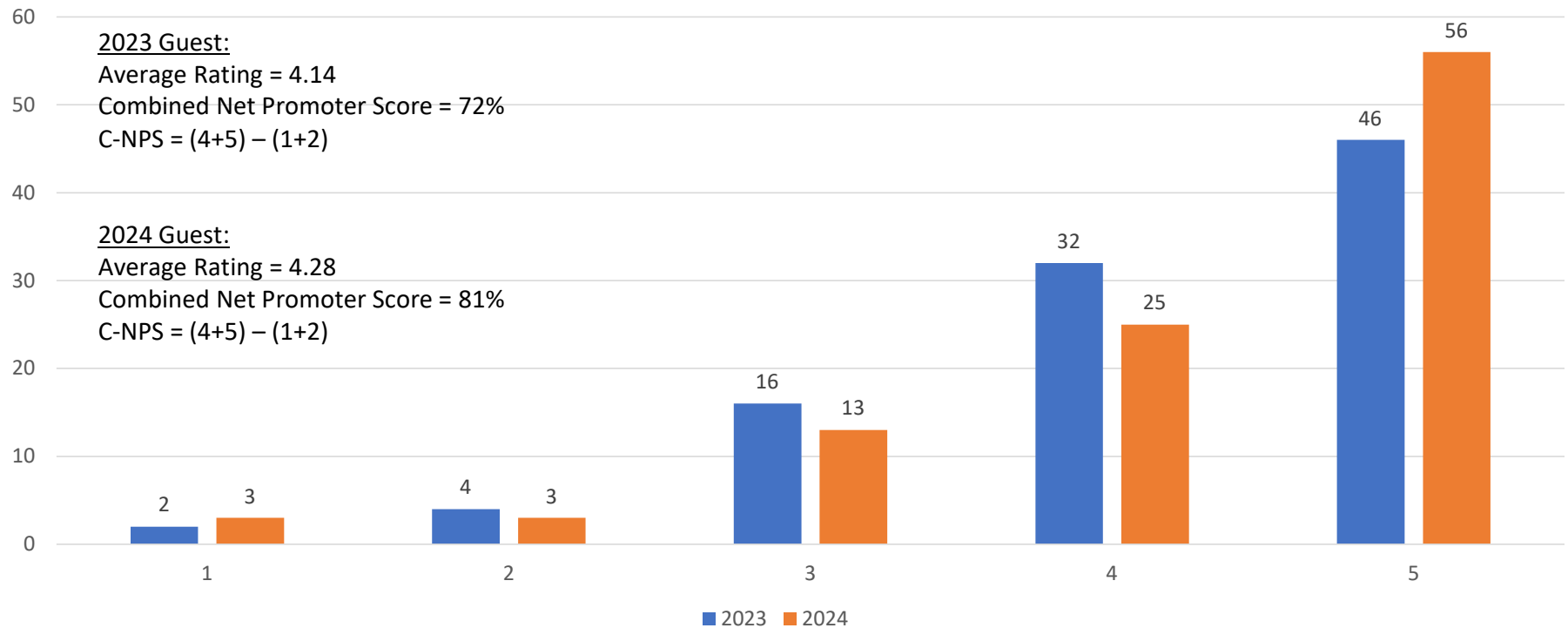
Including yourself, how many were in your party while visiting the Seattle Boat Show?



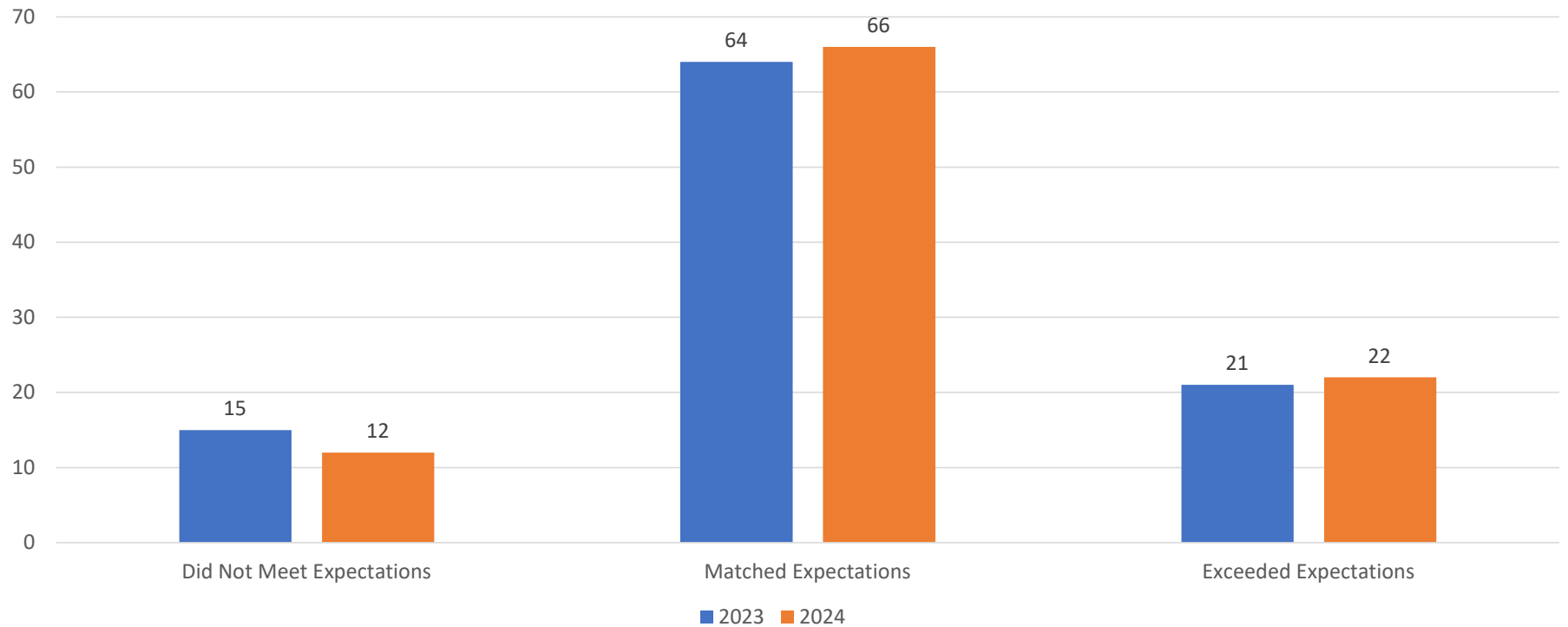
How satisfied are you with the Seattle Boat Show? (Rating Scale: 1 to 5 where 1 = Very Unsatisfied, 5 = Very Satisfied)



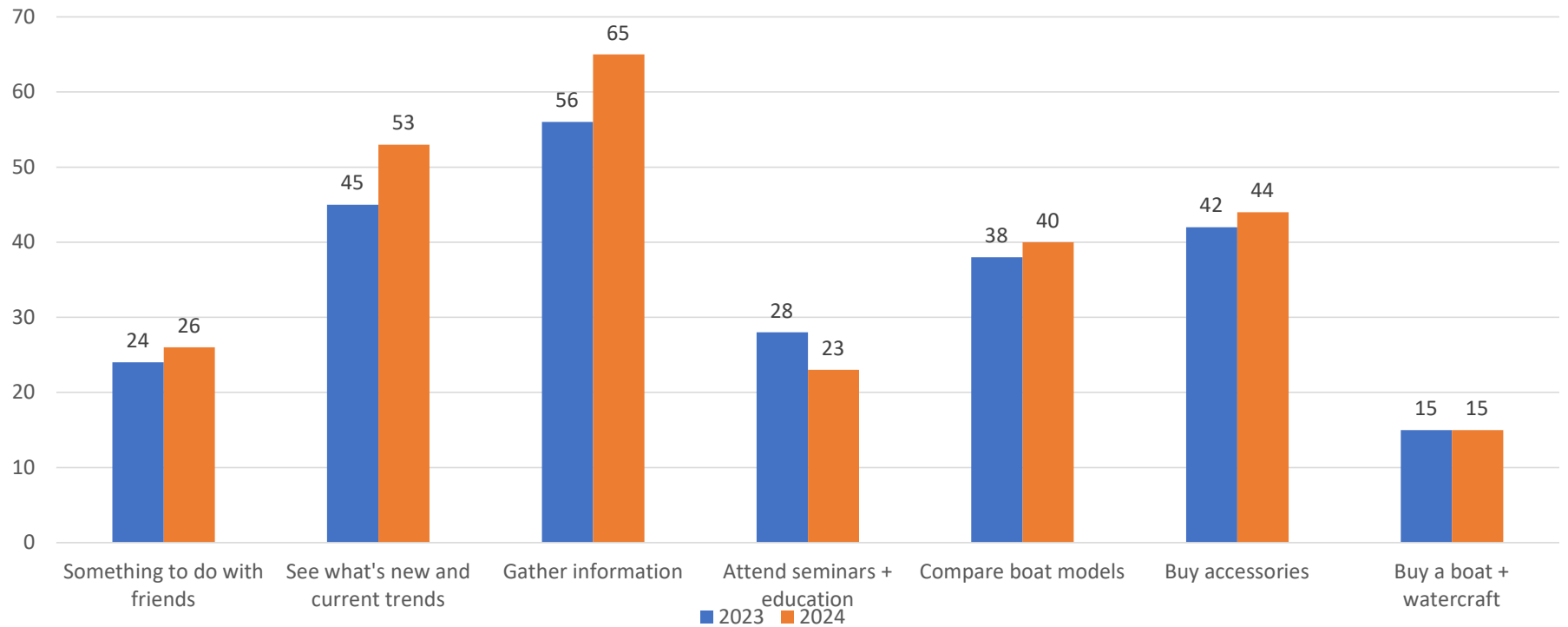
NET PROMOTER SCORE: How likely are you to recommend the Seattle Boat Show to friends, relatives, colleagues who have an interest in boating, fishing other water sports?
 (Use a scale from 1 to 5 where 1 means Very Unlikely and 5 means Very Likely.)



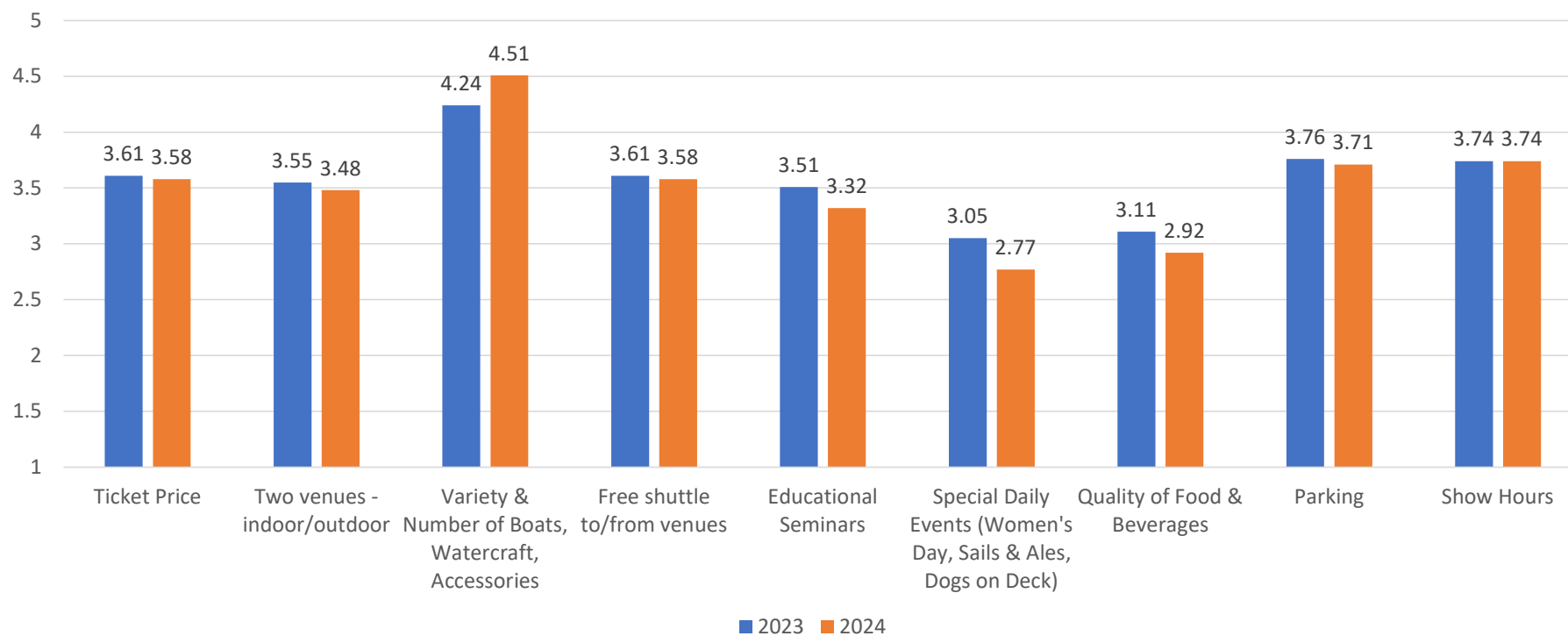
How well did your experience at this year's Seattle Boat Show match your expectations?



Why did you choose to attend the Seattle Boat Show?



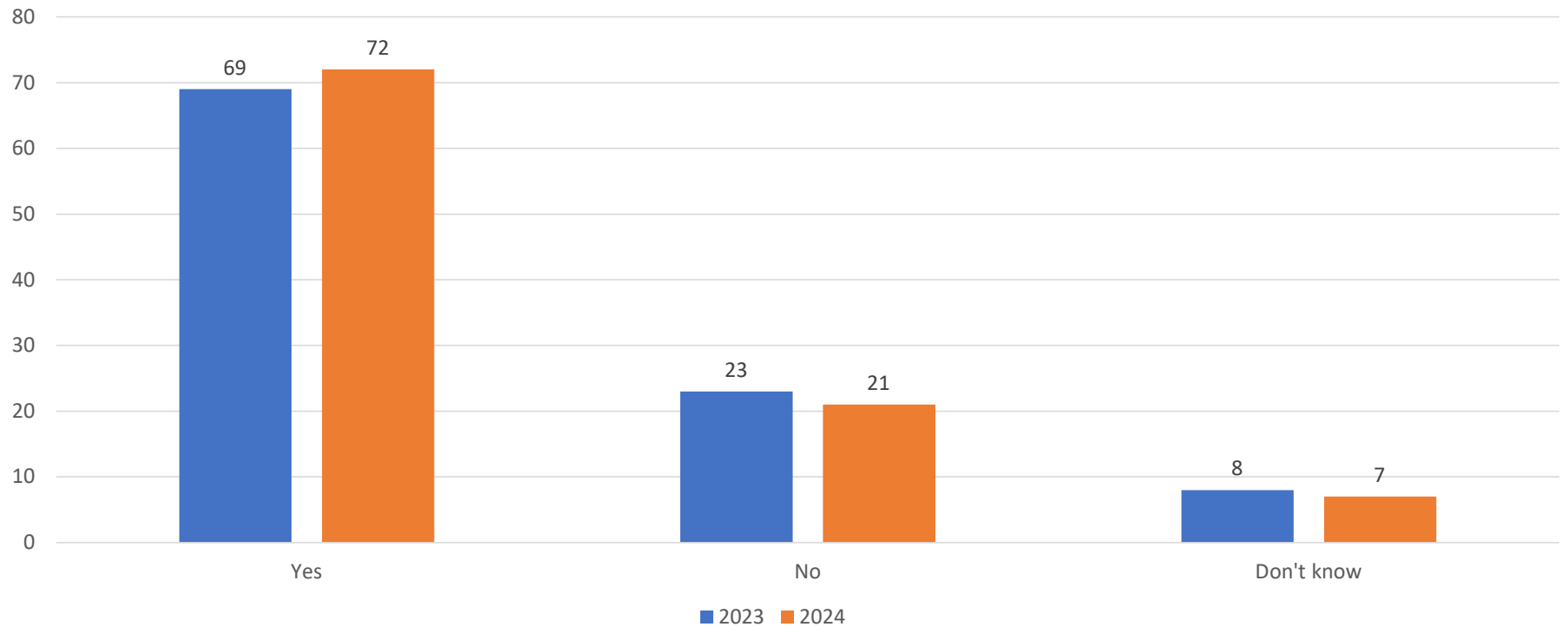
2023 Guest: Rate how important the following features were to you in deciding to attend. Use a scale from 1 to 5 where 1 means Not Important At All and 5 means Very Important. (Avg Ratings Shown)



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)?

