



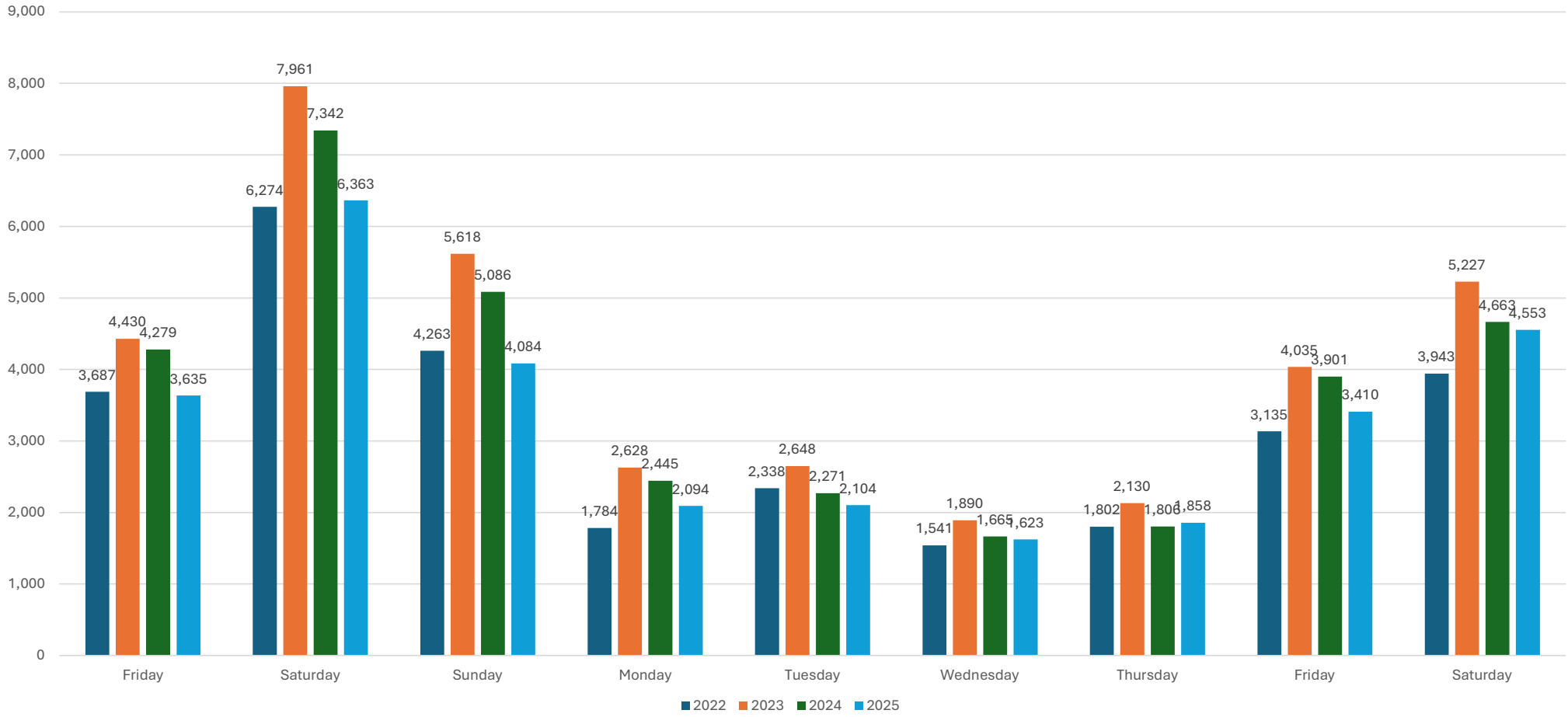
# Seattle Boat Show Dashboard

## March 12, 2025



Updated: 2.26.25

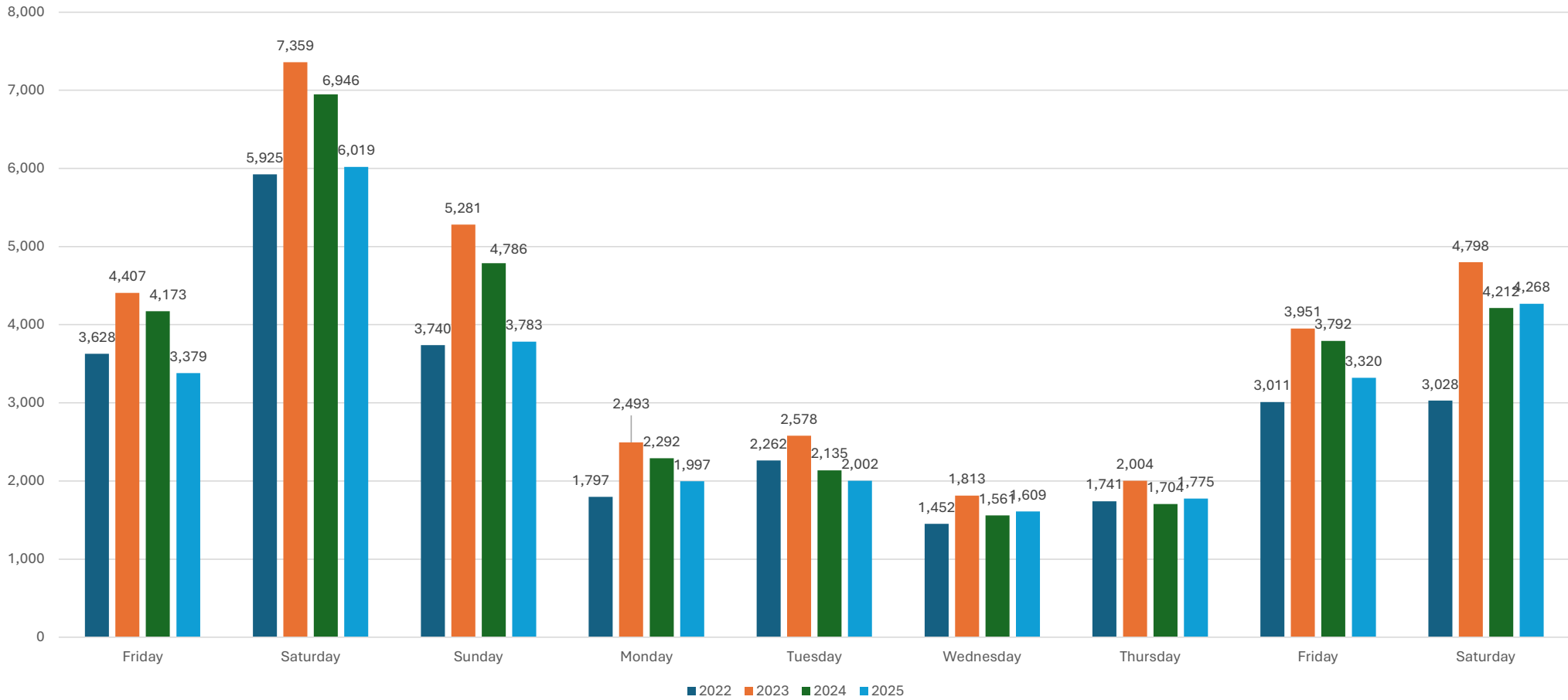
**Seattle Boat Show 2025**  
**Lumen Field + Bell Harbor Marina**  
**Daily NET Attendance**  
**9-Day attendance -11.2% (29,724) compared to 2024 (33,458)**



Updated: 2.26.25

## Seattle Boat Show 2025 Lumen Field Event Center Daily Attendance

9-Day attendance -10.9% (28,152) compared to 2024 (31,601)



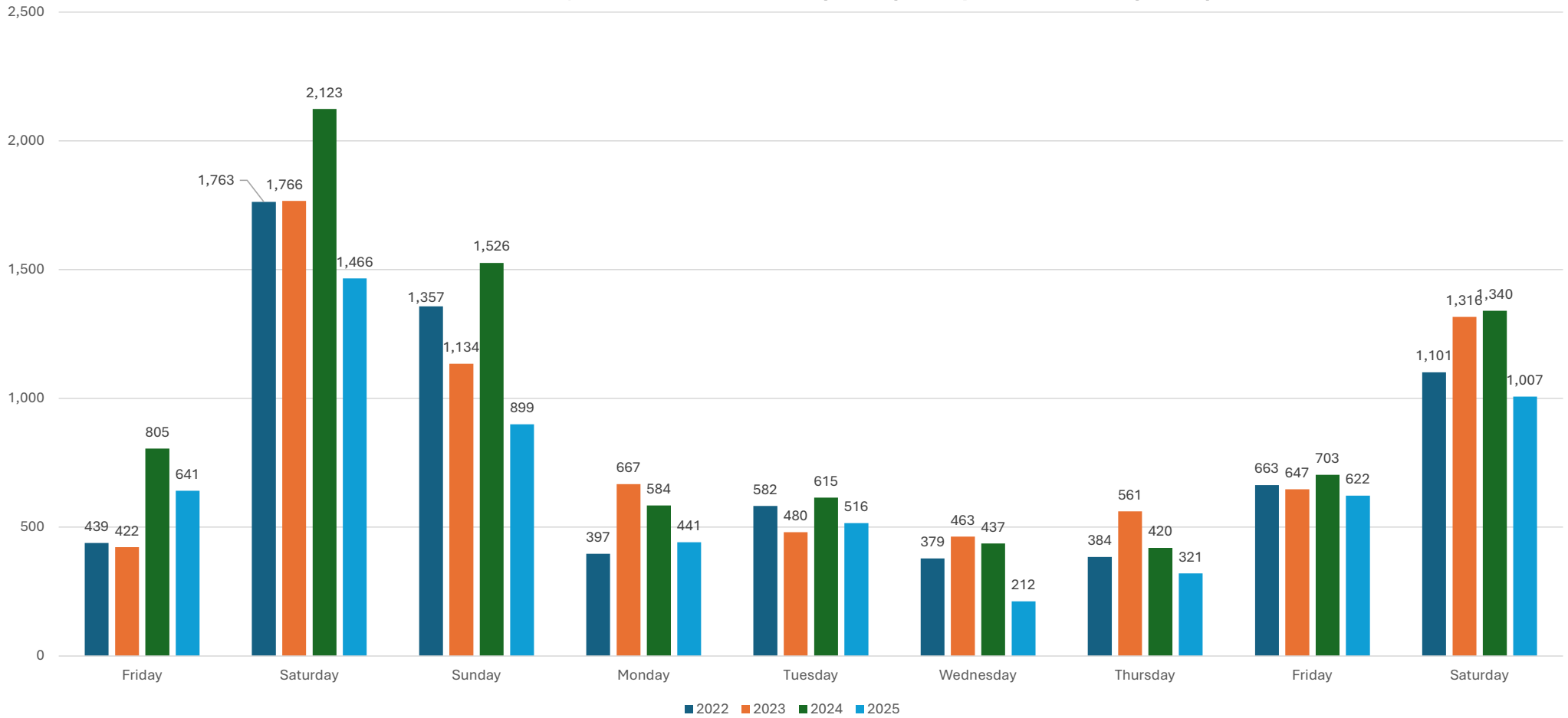
# Seattle Boat Show 2025

## Bell Harbor Marina

### Daily Attendance

9-Day attendance -28.4% (6,125) compared to 2024 (8,553)

Updated: 2.26.25

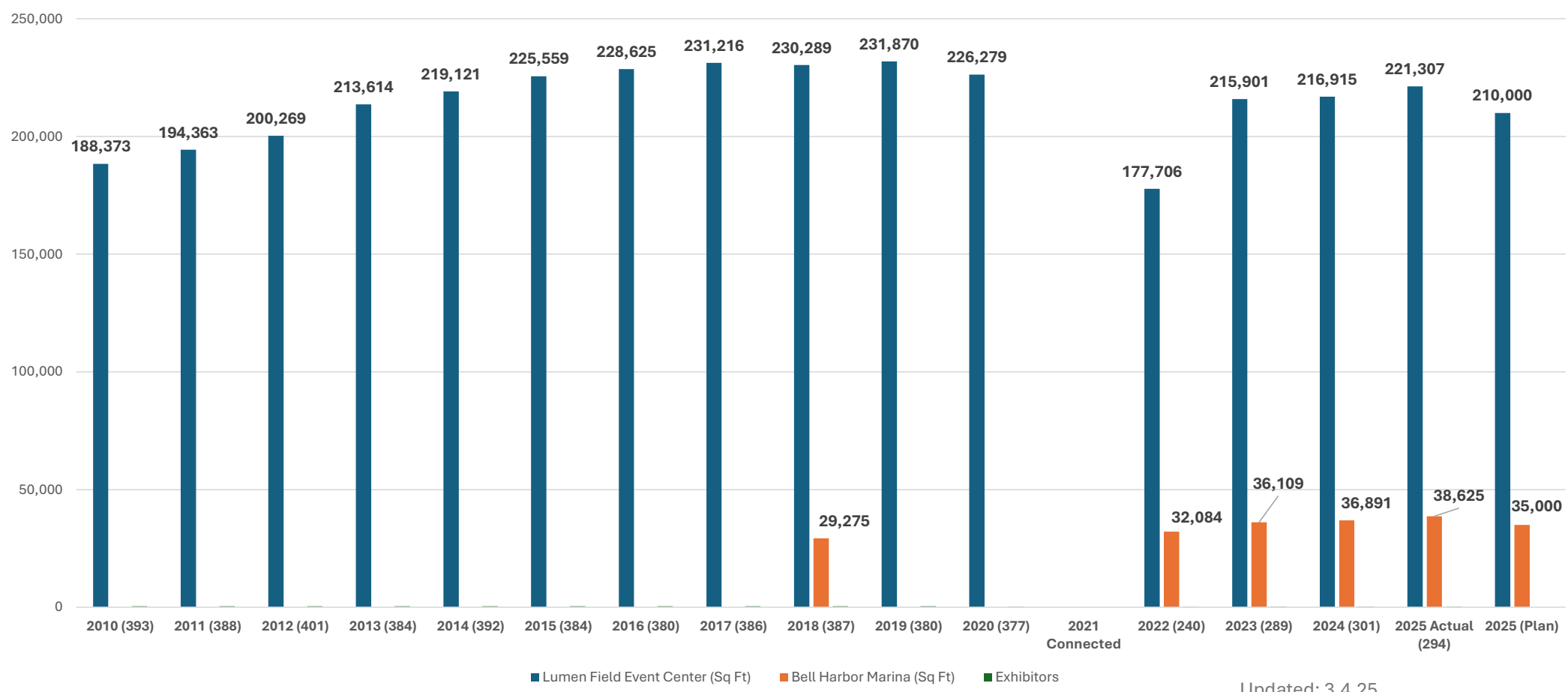




## Seattle Boat Show Space Rental

### Lumen Field Event Center & Bell Harbor Marina

**SBS25 Space Rental = \$92,869 above plan**  
(Year/Exhibitors)



Updated: 3.4.25

# Boats on Display

## Lumen + Bell Harbor



SBS25:  $540 + 56 = 596$

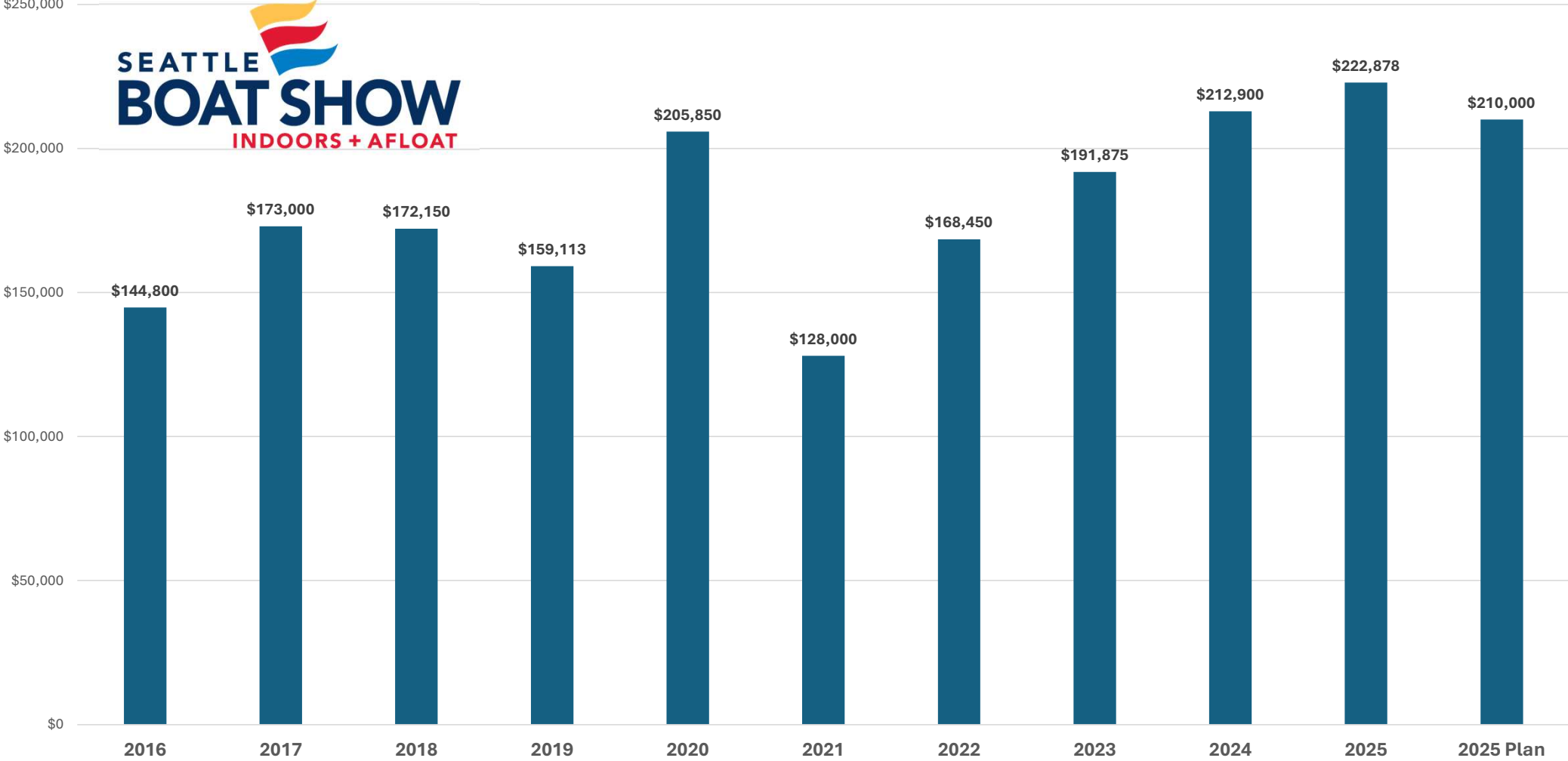
SBS24:  $559 + 55 = 614$

SBS23:  $569 + 51 = 620$

SBS22:  $432 + 47 = 479$

Updated: 3.11.255

# Seattle Boat Show Sponsorship Income

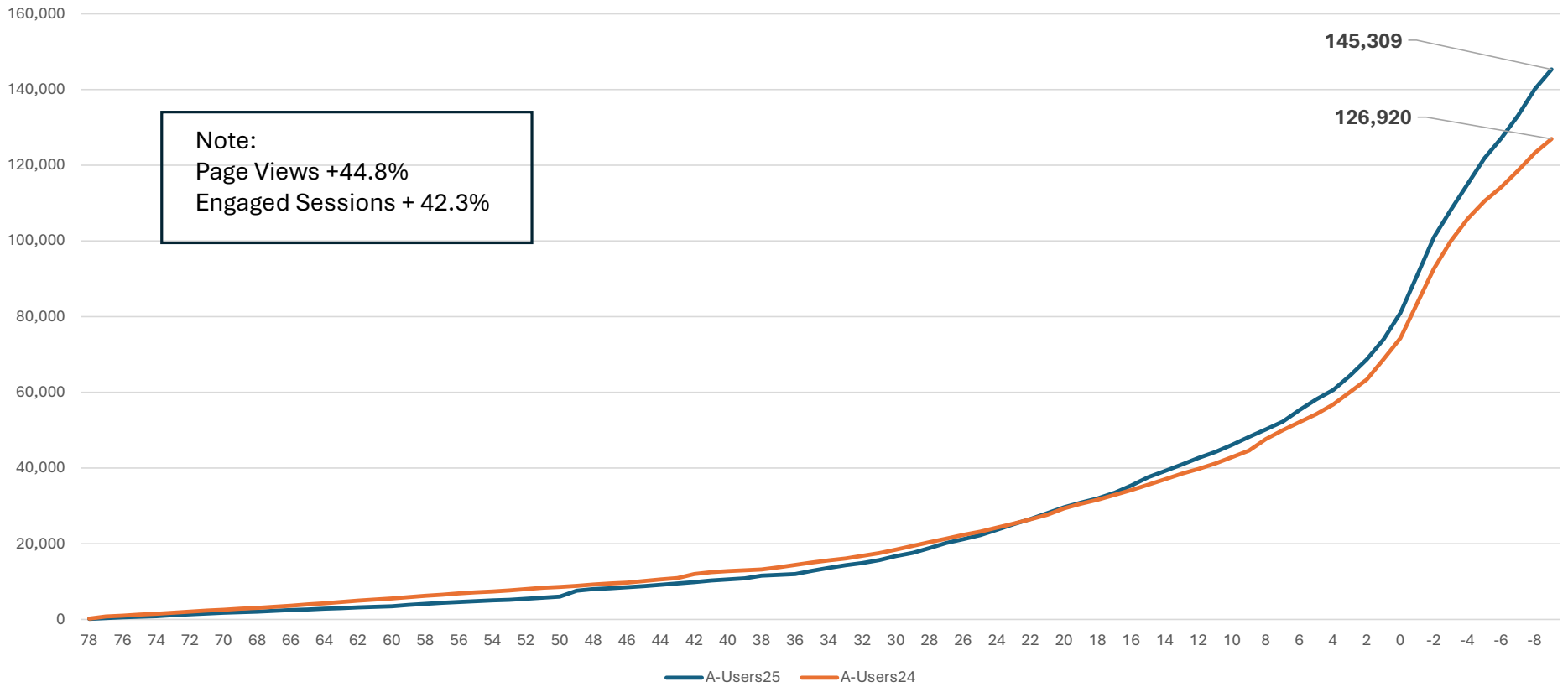


Updated: 3.4.25

# SeattleBoatShow.com Website Traffic

## Active Users – Cumulative

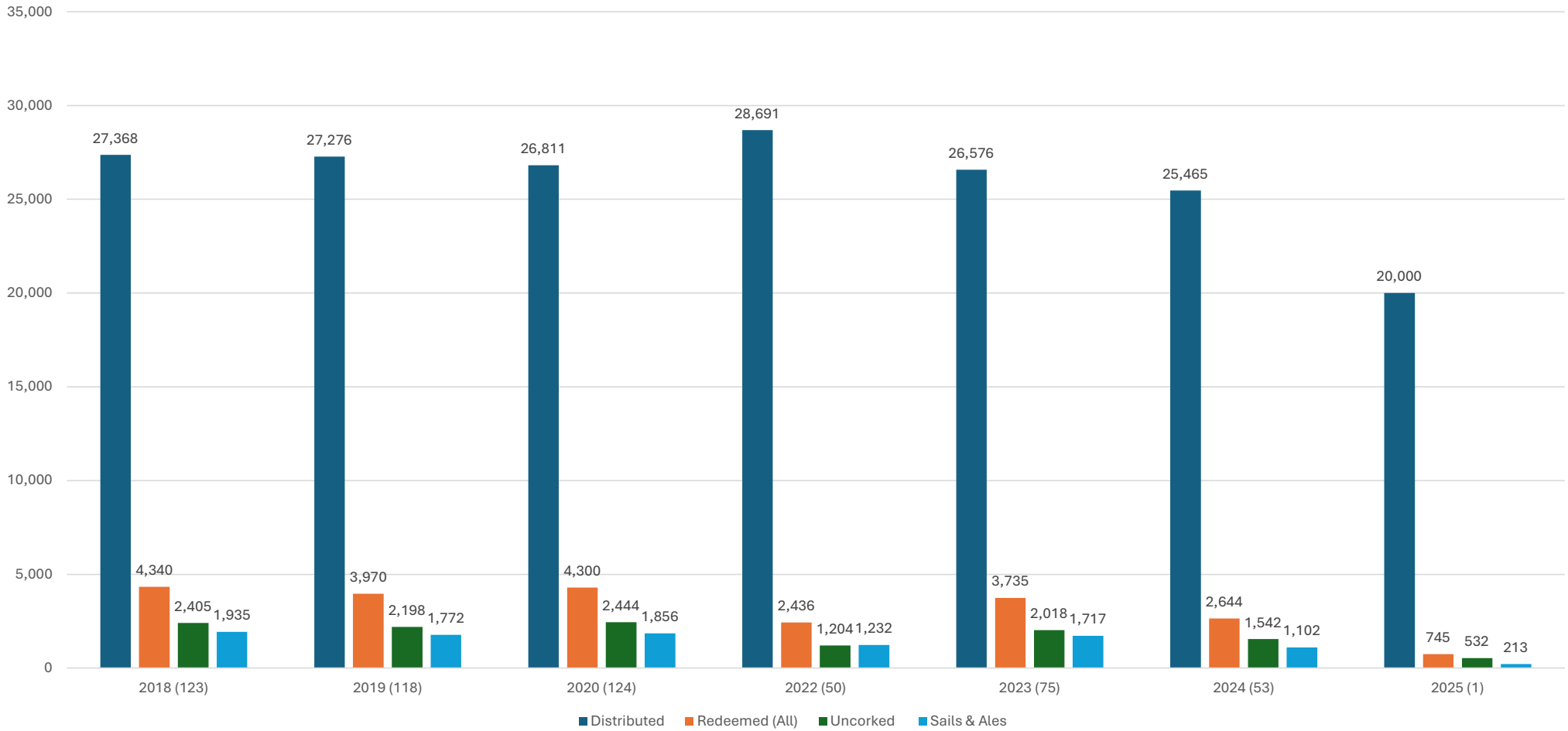
### SBS25 +14.5%



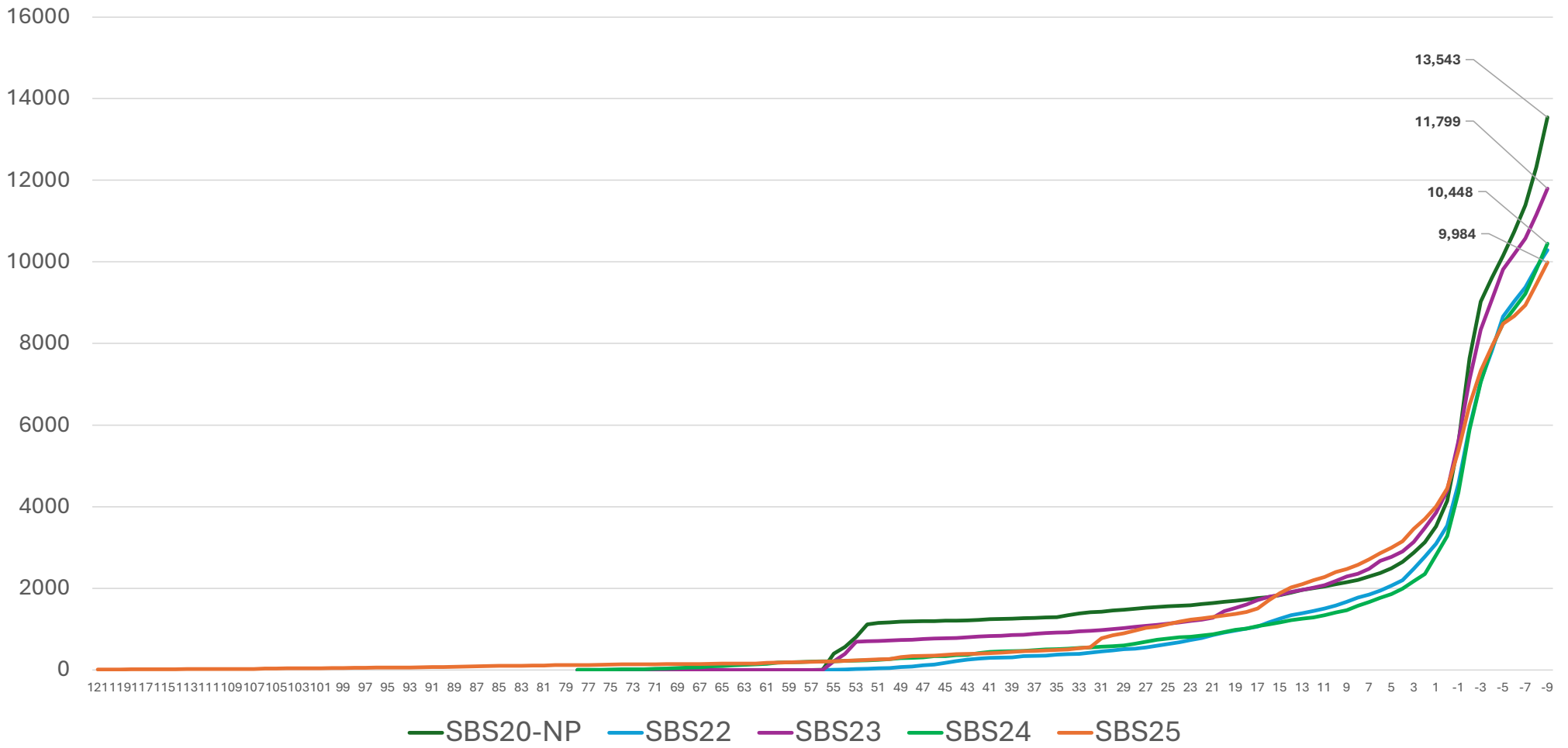


SBS25					SBS24				
Name (Online Tickets)	Online Sold	Price	Scanned	% Use	Name (Online Tickets)	Online Sold	Price	Scanned	% Use
2 for 1 Tuesday - Adult Ticket 1 (online)	996	\$10.00	880	88.4%	2 for 1 Tuesday - Adult Ticket 1 (online)	1,186	\$10.00	893	75.3%
9-Day Pass (online)	602	\$40.00	550	91.4%	9-Day Pass (online)	500	\$40.00	479	95.8%
Adult - \$20 (includes NMTA Member adult)	5,449	\$20.00	4,878	89.5%	Adult - \$20 (includes NMTA Member adult)	7,651	\$20.00	7,476	97.7%
Adult - \$0 (Discover Boating)	1,094	\$0.00	484	44.2%	Adult - \$5	293	\$5.00	193	65.9%
					Boys in the Boat - Show Admission	49	\$39.00	34	69.4%
					The Boys in the Boat - Panel Presentation	34	\$20.00	n/a	n/a
					Bring A Friend - Ticket 1	4	\$20.00	4	100.0%
					9 - Day Pass, All Aboard Package (Seminar Package)	177	\$249.00	148	83.6%
BSU Show Admission - \$49	388	\$49.00	205	52.8%	BSU Show Admission	222	\$39.00	116	52.3%
BSU Show Admission - \$175	91	\$175.00	50	54.9%	BSU Show Admission	72	\$99.00	48	66.7%
					Buy 2 Get 2	n/a	n/a	n/a	n/a
Total:	8,620		7,047		Total:	10,188		9,391	92.2%
Women's Day Monday: Free Ticket for Women	1,555	\$0.00	520	33.4%	Women's Day Monday: Free Ticket for Women	1,042	\$0.00	517	49.6%
Uncorked - Sail & Ales (Paper, Seattle Boat Co.)	20,000		745	3.7%	Uncorked - Sails & Ales	25,465		2,644	10.4%
Name (Show Office Tickets)	Distributed	Price	Scanned	% Use	Name (Show Office Tickets)	Distributed	Price	Scanned	% Use
Digital Guest Tickets (YGT - NMTA Comp)	3,928	\$0.00	1,375	35.0%	Blue - Comp Tickets	5,051	\$0.00	1,946	38.5%
Digital Guest Tickets (YGT - Exhibitors)	11,793	\$10.00	5,956	50.5%	Yellow - Guest Tickets	9,260	\$6.00	5,470	59.1%
	15,721		7,331			14,311		7,416	51.8%
Name (Lumen & Bell Harbor Walk Up)	Sold	Price	Taken	% Use	Name (Lumen & Bell Harbor Walk Up)	Sold	Price	Taken	% Use
Lumen Field - \$18 (senior)	2,545	\$18.00	2,545	100.0%	Lumen Field Event Center - \$22	6,639	\$22.00	6,639	100.0%
Lumen Field - \$20	4,618	\$20.00	4,618	100.0%	Lumen Field Event Center - \$40	216	\$42.00	216	100.0%
Lumen Field - \$40	190	\$40.00	190	100.0%					
Lumen Field - 2 for 1 Tuesday - \$10	90	\$10.00	90	100.0%					
Lumen Field - Military Day - \$0	196	\$0.00	196	100.0%					
	7,639		7,639	100.0%		6,855		6,855	100.0%
Bell Harbor - \$18	273	\$18.00	273	100.0%	Bell Harbor Marina - \$22	1,131	\$22.00	1,131	100.0%
Bell Harbor - \$20	573	\$20.00	573	100.0%	Bell Harbor Marina - \$42	43	\$42.00	43	100.0%
Bell Harbor - \$40	17	\$40.00	17	100.0%					
Bell Harbor - 2 for 1 Tuesday - \$10	10	\$10.00	10	100.0%					
Bell Harbor - Military Day - \$0	22	\$0.00	22	100.0%					

# Tasting Nights Uncorked - Sail & Ales



# SBS25 OnlineTicket Sales - Cumulative



<b>February 26, 2025 - FINAL</b>											
<b>2025 Seattle Boat Show Redeemed Tickets</b>											
* Asterisk = scanned data											
	1/31/2025	2/1/2025	2/2/2025	2/3/2025	2/4/2025	2/5/2025	2/6/2025	2/7/2025	2/8/2025		
<b>LUMEN FIELD EVENT CENTER</b>	Friday	Saturday	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Total	
9-Day Pass DOS Lumen Field (not counted for attendance) (\$40)	79	43	19	7	11	17	7	7	0	190	
9-day pass (first time scan at Lumen (not counted for attendance))	241	178	54	39	29	40	22	21	5	629	
<b>Primary Box Office:</b>											
Adult (Box Office - \$20)	425	1175	782	176	99	225	234	574	928	4,618	
Senior (Box Office - \$18)	303	445	305	162	127	188	301	367	347	2,545	
2 for 1 Tuesday (Box Office - \$10)	0	0	0	0	90	0	0	0	0	90	
Military Day (Box Office - \$0)	0	0	0	0	0	196	0	0	0	196	
<b>Redeemed Promoter Tickets:</b>											
9-Day Pass - BIG* (Paper)	79	73	72	32	25	41	39	51	29	441	
9-Day Pass*	174	202	135	117	85	99	99	93	88	1,092	
Adult (\$20,\$0)*	408	1361	808	266	86	156	244	470	885	4,684	
BSU Show Admission*	80	28	38	13	4	23	28	9	12	235	
Women's Day Monday*	0	1	1	434	0	2	2	1	2	443	
Uncorked/Sails & Ales (\$10)*	532	0	0	0	0	0	0	203	10	745	
Yellow (Guest) Tickets (\$10)*	812	1252	801	352	396	412	553	904	933	6,415	
2 for 1 Tuesday*	0	0	0	4	745	0	0	0	0	749	
Women's Day Clicker	0	0	0	48	0	0	0	0	0	48	
2 for 1 Tuesday (Clicker)	0	0	0	0	0	0	0	0	0	0	
Venue/FGI Comps	50	0	0	0	0	0	0	2	0	52	
Bell Harbor Marina Clicker (from BHM)	239	466	198	176	210	99	98	323	334	2,143	
Youth 17 & Under Clicker	227	931	593	73	85	118	87	253	650	3,017	
Meetings (CorePlus, SAMS, Career Fair, Misc)	0	35	0	94	0	0	40	20	0	189	
Missed Scans & Clicks	50	50	50	50	50	50	50	50	50	450	
Dogs on Deck	0	0	0	0	0	0	0	80	0	80	28,152
<b>Lumen Field 2025 Daily Total</b>	3,379	6,019	3,783	1,997	2,002	1,609	1,775	3,320	4,268	28,152	
Daily Diff. from 2024	-794	-927	-1,003	-295	-133	48	71	-472	56		
Daily % Change from 2024	-19.0%	-13.3%	-19.0%	-11.8%	-5.2%	2.6%	3.5%	-11.9%	1.2%		
<b>Lumen Field 2025 Cum. Total</b>	3,379	9,398	13,181	15,178	17,180	18,789	20,564	23,884	28,152		
Cum. Diff. from 2024	-794	-1,721	-2,724	-3,019	-3,152	-3,104	-3,033	-3,505	-3,449		
Cum. % Change from 2024	-19.0%	-15.5%	-17.1%	-16.6%	-15.5%	-14.2%	-12.9%	-12.8%	-10.9%		

<b>February 26, 2025 - FINAL</b>	1/31/2025	2/1/2025	2/2/2025	2/3/2025	2/4/2025	2/5/2025	2/6/2025	2/7/2025	2/8/2025	
<b>2024 Seattle Boat Show Redeemed Tickets</b>	Friday	Saturday	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Total
* Asterisk = scanned data										
<b>BELL HARBOR MARINA:</b>										
9-Day Pass DOS Bell Harbor (not counted for attendance) (\$42)	3	2	4	2	1	2	3	0	0	17
9-day pass* (first time scan - not counted for attendance)								0		
<b>Bell Harbor Box Office:</b>										
Adult (Box Office - \$20)	33	153	105	28	19	26	23	71	115	573
Senior (Box Office - \$18)	22	30	12	11	14	11	34	30	49	213
2 for 1 Tuesday (Box Office - \$10)	0	0	0	0	10	0	0	0	0	10
Military Day (Box Office - \$0)	0	0	0	0	0	22	0	0	0	22
<b>Redeemed Promoter Tickets:</b>										
9-Day Pass - BIG* (Paper)	1	16	12	7	7	7	7	4	13	74
9-Day Pass*	38	93	42	23	26	7	20	37	18	304
Adult (\$20,\$0)*	46	208	100	44	18	6	23	90	148	683
BSU Show Admission*	1	6	0	0	1	0	3	2	1	14
Women's Day Monday*	0	1	2	72	0	1	0	0	1	77
Uncorked/Sails & Ales (\$8)*	5	0	0	0	0	0	0	2	0	7
Yellow (Guest) Tickets (\$10)*	106	210	106	67	64	25	64	139	149	930
2 for 1 Tuesday*	0	0	1	0	129	2	0	0	0	132
Lumen Tix	0	6	1	0	2	2	1	6	7	25
Women's Day Clicker	0	0	0	4	0	0	0	0	0	4
2 for 1 Tuesday (Clicker)	0	0	0	0	4	0	0	0	0	4
Venue/FGI Comps	0	0	0	0	0	0	0	0	0	0
Bell Harbor Marina Clicker (from Lumen)	146	656	400	168	204	99	140	209	388	2,410
Youth 17 & Under Clicker	43	87	118	17	18	4	6	32	118	443
Meetings (CorePlus, SAMS, Career Fair, Misc)										
Missed Scans	200	0	0	0	0	0	0	0	0	200
Dogs on Deck	0	0	0	0	0	0	2	0	0	
<b>Bell Harbor 2025 Daily Total</b>	641	1,466	899	441	516	212	321	622	1,007	6,125
Daily Diff. from 2024	-164	-657	-627	-143	-99	-225	-99	-81	-333	
Daily % Change from 2024	-20.4%	-30.9%	-41.1%	-24.5%	-16.1%	-51.5%	-23.6%	-11.5%	-24.9%	
Daily Diff. from 2024	202	-297	-458	44	-66	-167	-63	-41	-94	
<b>Bell Harbor 2025 Cum. Total</b>	641	2,107	3,006	3,447	3,963	4,175	4,496	5,118	6,125	
Cum. Diff. from 2024	-164	-821	-1,448	-1,591	-1,690	-1,915	-2,014	-2,095	-2,428	
Cum. % Change from 2024	-20.4%	-28.0%	-32.5%	-31.6%	-29.9%	-31.4%	-30.9%	-29.0%	-28.4%	

<b>Bell Harbor 2024 Daily Total</b>		805	2,123	1,526	584	615	437	420	703	1,340	8,553
<b>Bell Harbor 2024 Cum. Total</b>		805	2,928	4,454	5,038	5,653	6,090	6,510	7,213	8,553	
<b>Bell Harbor 2023 Daily Total</b>		451	1,904	1,346	714	500	552	573	704	1,592	8,336
<b>Bell Harbor 2023 Cum. Total</b>		451	2,355	3,701	4,415	4,915	5,467	6,040	6,744	8,336	
<b>Bell Harbor 2022 Daily Total</b>		439	1,763	1,357	397	582	379	384	663	1101	7,065
<b>Bell Harbor 2022 Cum. Total</b>		439	2,202	3,559	3,956	4,538	4,917	5,301	5,964	7,065	
<b>Lumen Field + Bell Harbor 2025 GROSS</b>		4,020	7,485	4,682	2,438	2,518	1,821	2,096	3,942	5,275	34,277
<b>Lumen Field + Bell Harbor 2025 NET Daily Total</b>		3,635	6,363	4,084	2,094	2,104	1,623	1,858	3,410	4,553	29,724
Daily Diff. from 2024		-795	-1,598	-1,534	-534	-544	-267	-272	-625	-674	
<b>Daily % Change from 2024</b>		-17.9%	-20.1%	-27.3%	-20.3%	-20.5%	-14.1%	-12.8%	-15.5%	-12.9%	
<b>Lumen Field + Bell Harbor 2025 NET Cum Total</b>		3,635	9,998	14,082	16,176	18,280	19,903	21,761	25,171	29,724	
Cum Diff. from 2024		-644	-1,623	-2,625	-2,976	-3,143	-3,185	-3,133	-3,624	-3,734	
<b>Cum % Change from 2024</b>		-15.1%	-14.0%	-15.7%	-15.5%	-14.7%	-13.8%	-12.6%	-12.6%	-11.2%	
<b>Lumen Field + Bell Harbor 2024 NET Daily Total</b>		4,279	7,342	5,086	2,445	2,271	1,665	1,806	3,901	4,663	33,458
<b>Lumen Field + Bell Harbor 2024 NET Cum. Total</b>		4,279	11,621	16,707	19,152	21,423	23,088	24,894	28,795	33,458	
<b>Lumen Field + Bell Harbor 2023 NET Daily Total</b>		4,430	7,961	5,618	2,628	2,648	1,890	2,130	4,035	5,227	36,567
<b>Lumen Field + Bell Harbor 2023 NET Cum. Total</b>		4,430	12,391	18,009	20,637	23,285	25,175	27,305	31,340	36,567	
<b>Lumen Field + Bell Harbor 2022 NET Daily Total</b>		3687	6274	4263	1784	2328	1541	1802	3135	3943	28,757
<b>Lumen Field + Bell Harbor 2022 NET Cum. Total</b>										28,757	