



Seattle Boat Show Dashboard

April 16, 2025



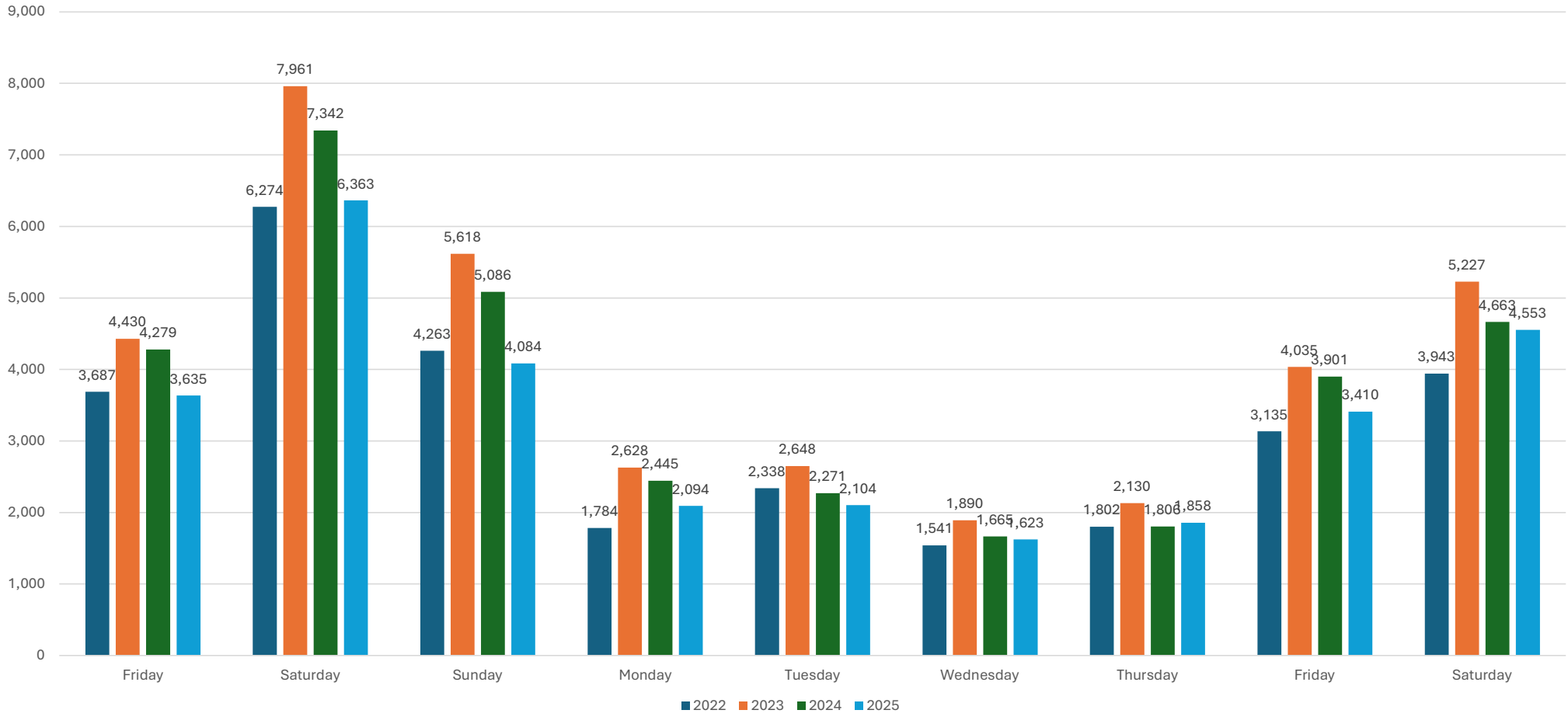


Attendance



Updated: 2.26.25

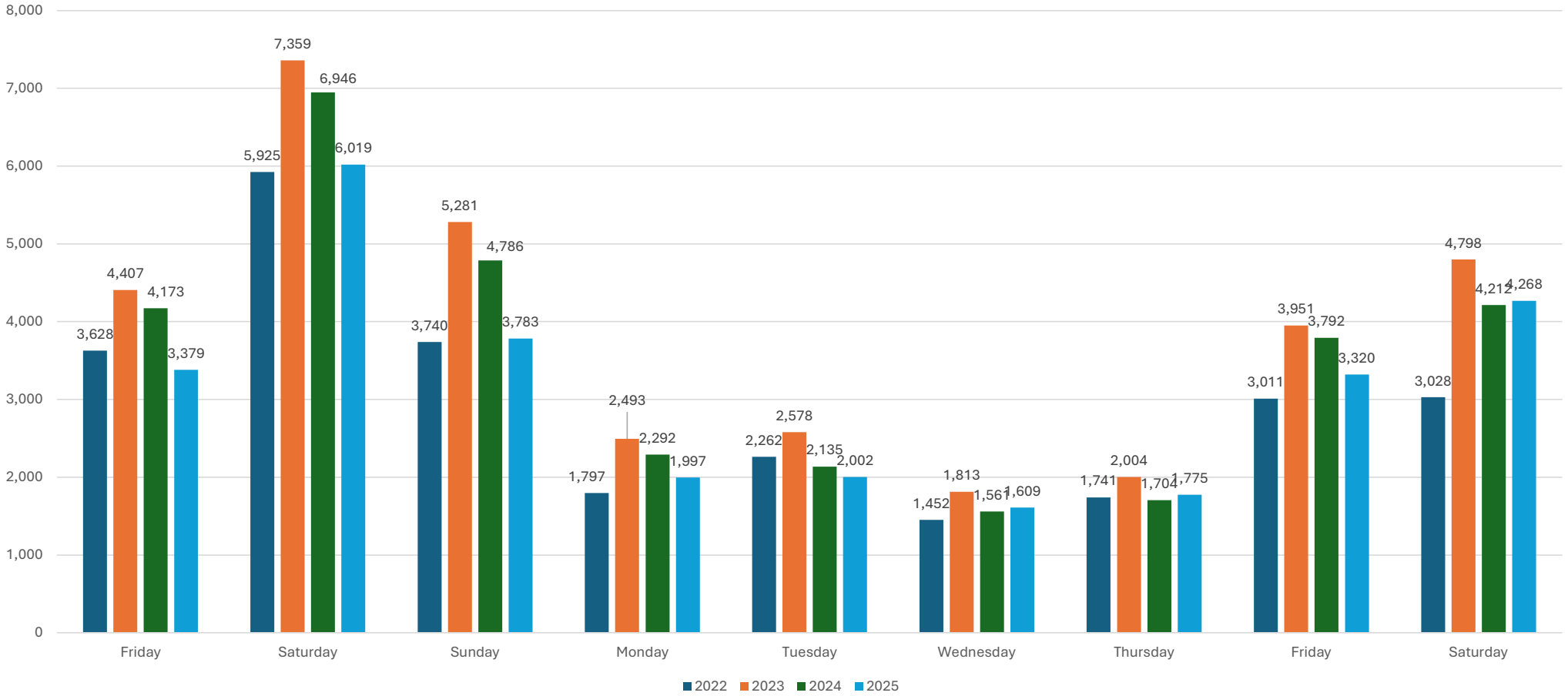
Seattle Boat Show 2025
Lumen Field + Bell Harbor Marina
Daily NET Attendance
9-Day attendance -11.2% (29,724) compared to 2024 (33,458)



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)



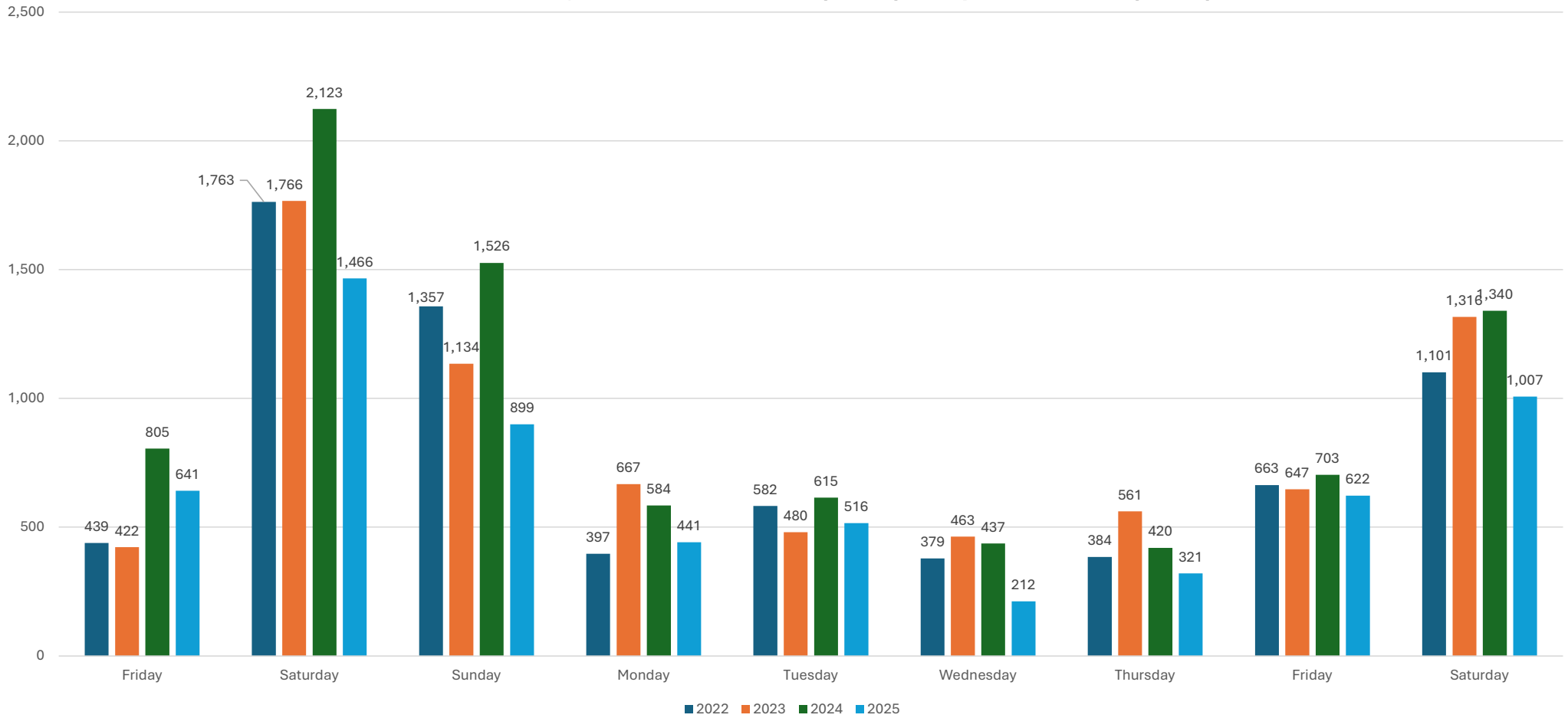
Seattle Boat Show 2025

Bell Harbor Marina

Daily Attendance

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

Updated: 2.26.25





Admissions by Hour

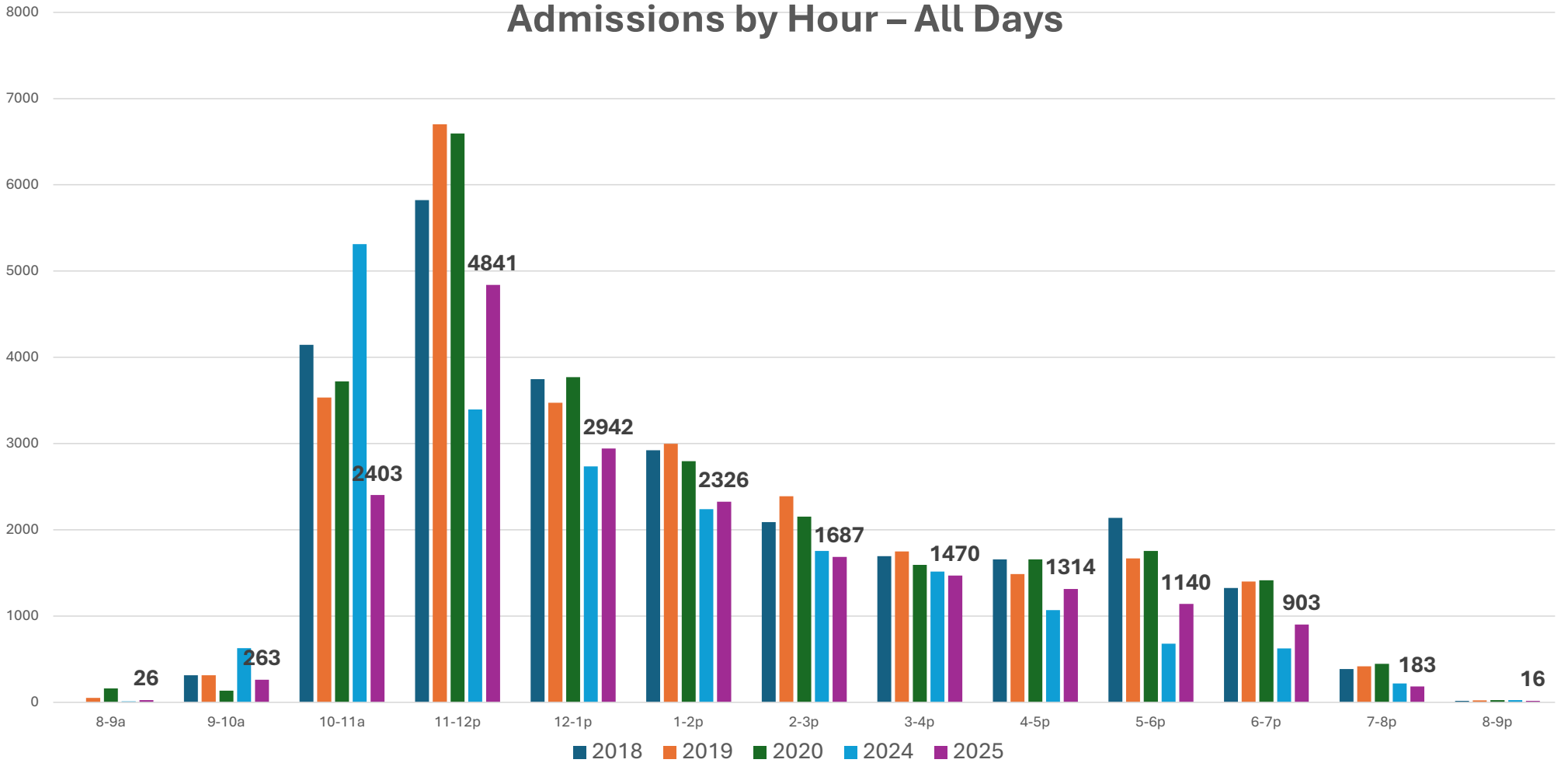


Seattle Boat Show Admissions by Hour

	SBS18		SBS19		SBS20		SBS24		SBS25	
TimeRange	Count	%	Count	%	Count	%	Count	%	Count	%
8-9a	0	0.0%	52	0.2%	162	0.6%	10	0.0%	26	0.1%
9-10a	315	1.2%	314	1.2%	135	0.5%	629	3.1%	263	1.3%
10-11a	4,146	15.8%	3,533	13.5%	3,722	14.2%	5,313	26.3%	2,403	12.3%
11-12p	5,822	22.2%	6,702	25.6%	6,595	25.1%	3,394	16.8%	4,841	24.8%
12-1p	3,747	14.3%	3,472	13.2%	3,769	14.4%	2,734	13.5%	2,942	15.1%
1-2p	2,922	11.1%	2,997	11.4%	2,796	10.7%	2,239	11.1%	2,326	11.9%
2-3p	2,090	8.0%	2,388	9.1%	2,153	8.2%	1,754	8.7%	1,687	8.6%
3-4p	1,696	6.5%	1,750	6.7%	1,594	6.1%	1,517	7.5%	1,470	7.5%
4-5p	1,658	6.3%	1,487	5.7%	1,656	6.3%	1,069	5.3%	1,314	6.7%
5-6p	2,138	8.1%	1,668	6.4%	1,755	6.7%	680	3.4%	1,140	5.8%
6-7p	1,326	5.0%	1,402	5.3%	1,416	5.4%	624	3.1%	903	4.6%
7-8p	385	1.5%	419	1.6%	446	1.7%	218	1.1%	183	0.9%
8-9p	17	0.1%	23	0.1%	26	0.1%	27	0.1%	16	0.1%
	26,262	100.0%	26,207	100.0%	26,225	100.0%	20,208	100.0%	19,514	100.0%

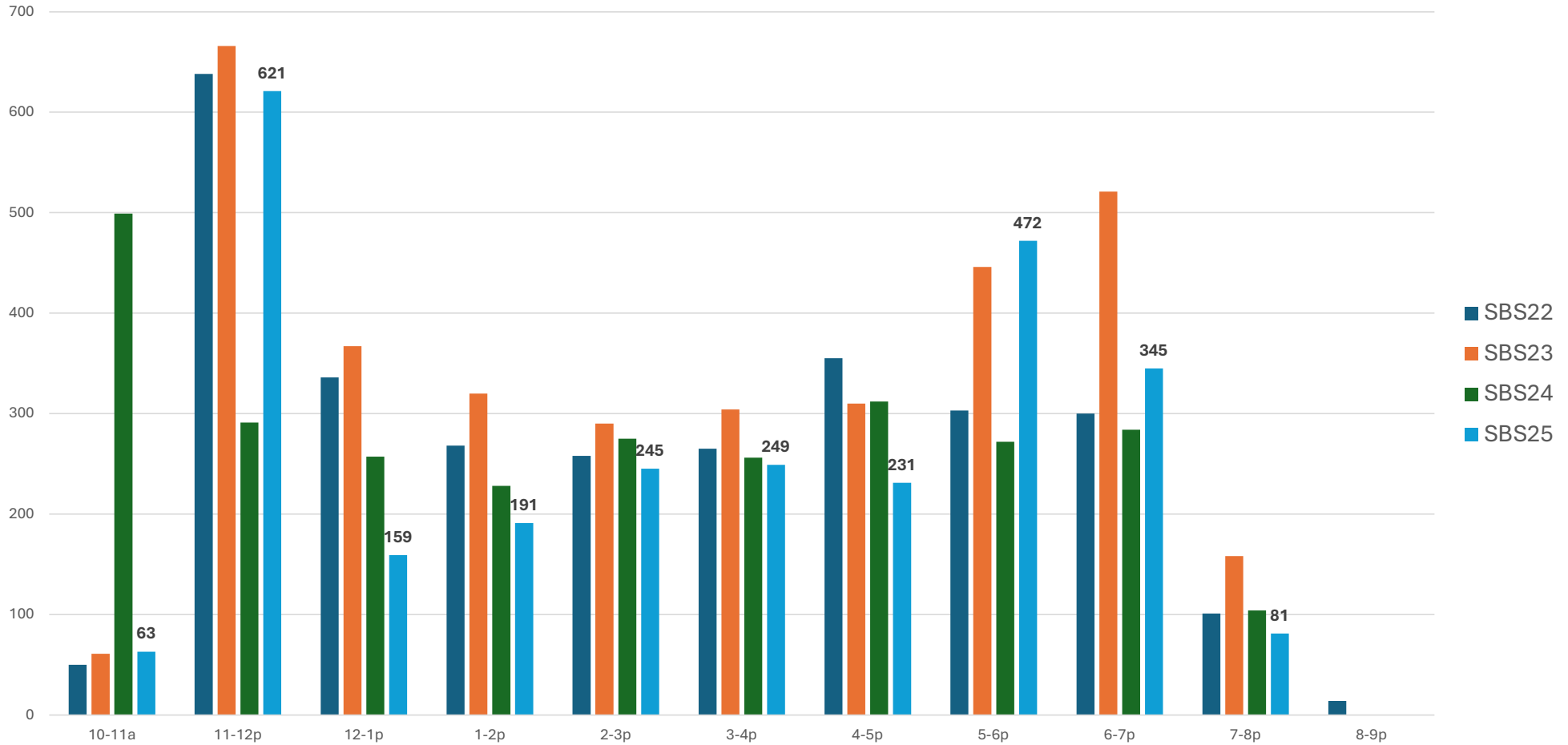
Seattle Boat Show

Admissions by Hour – All Days



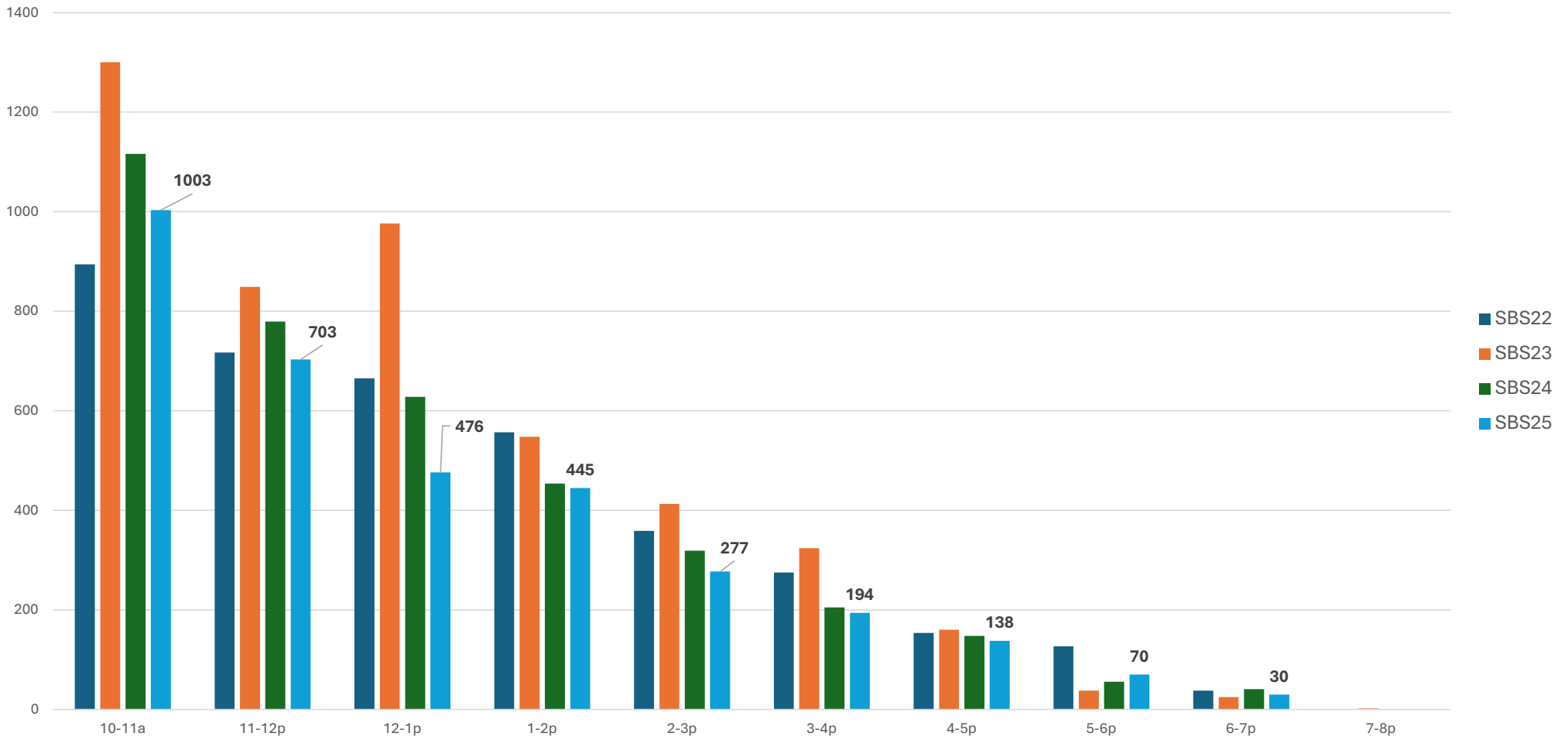
Friday1

Sum of TicketCount by TimeRange2 and Show



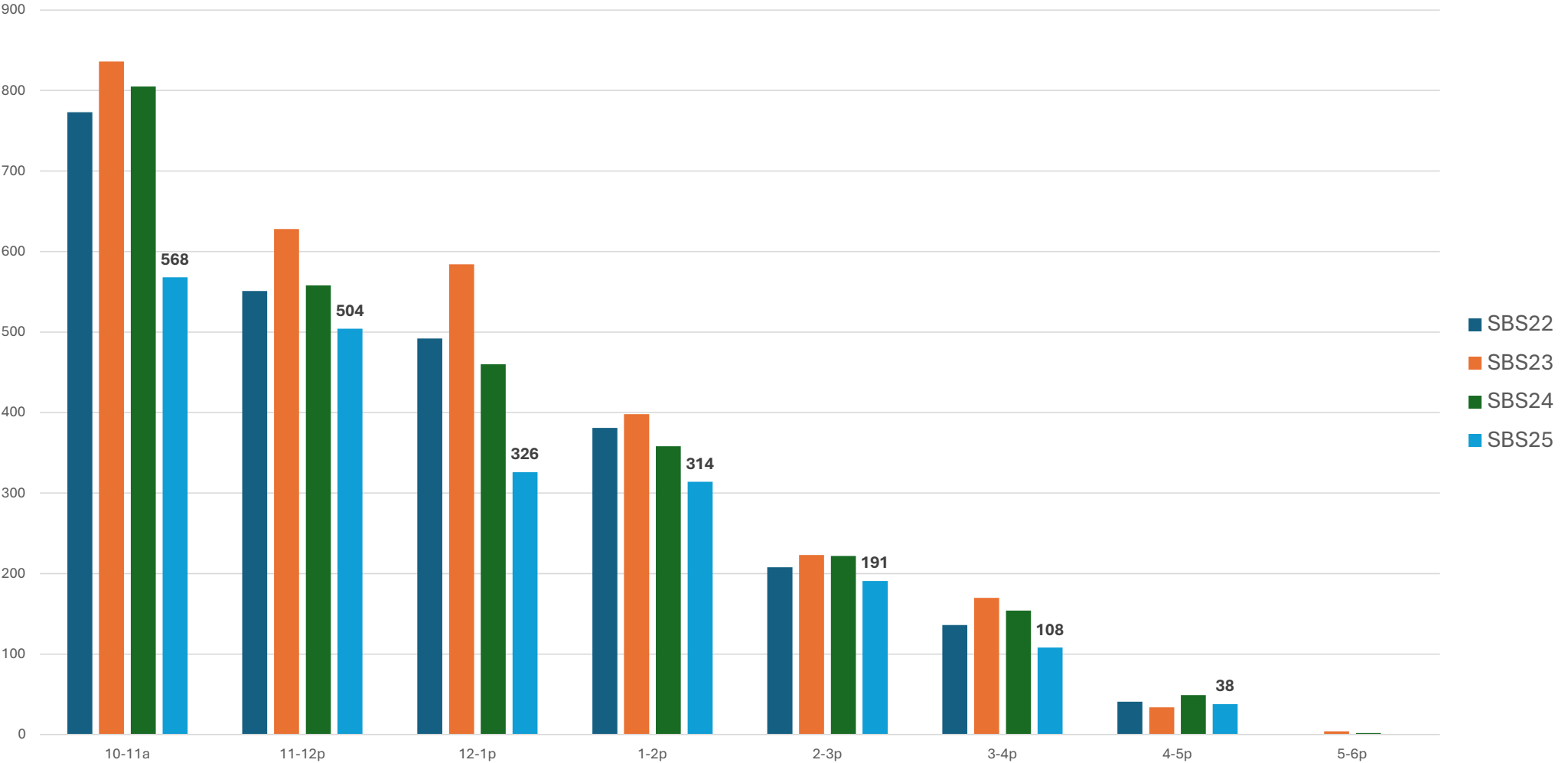
Saturday1

Sum of TicketCount by TimeRange2 and Show



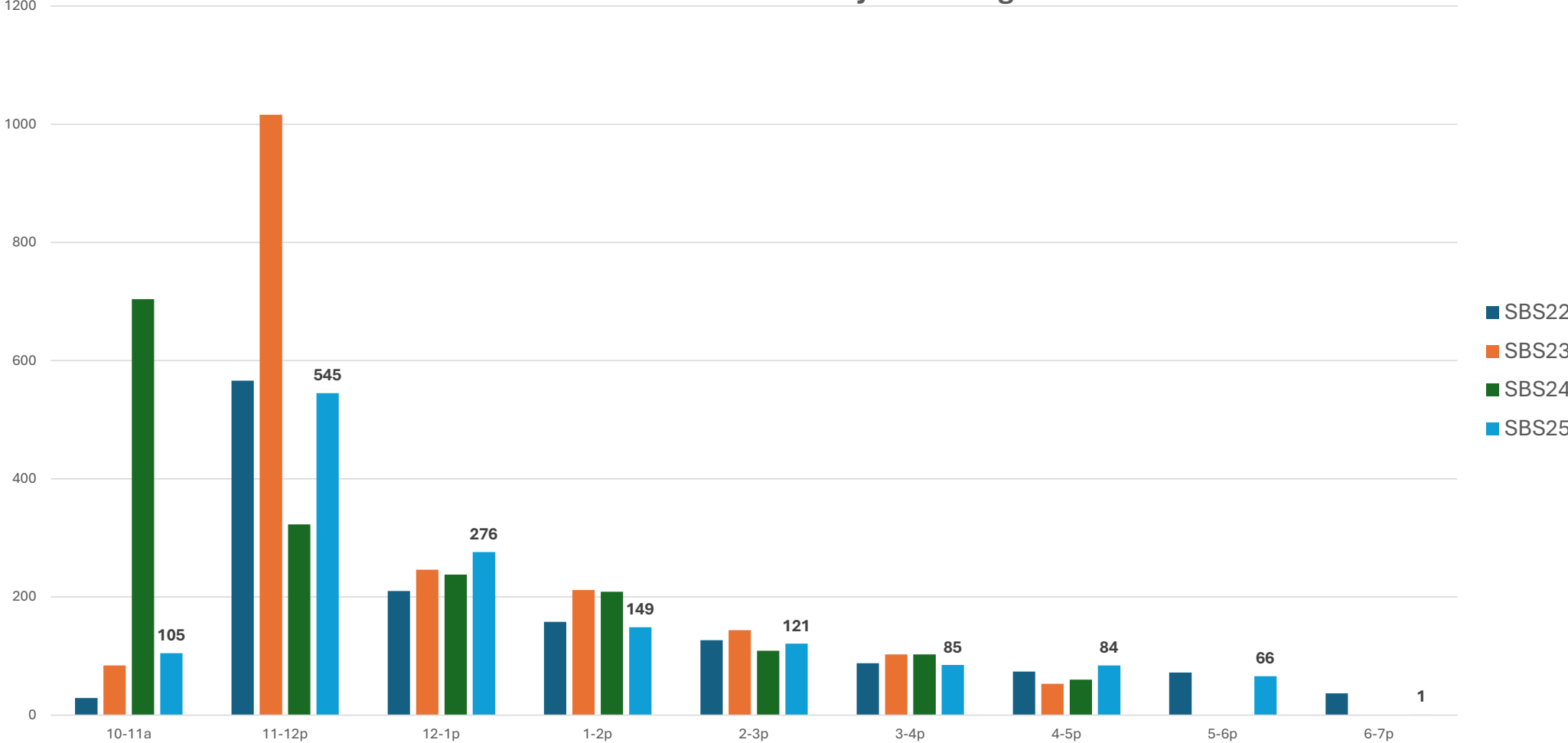
Sunday

Sum of TicketCount by TimeRange2 and Show



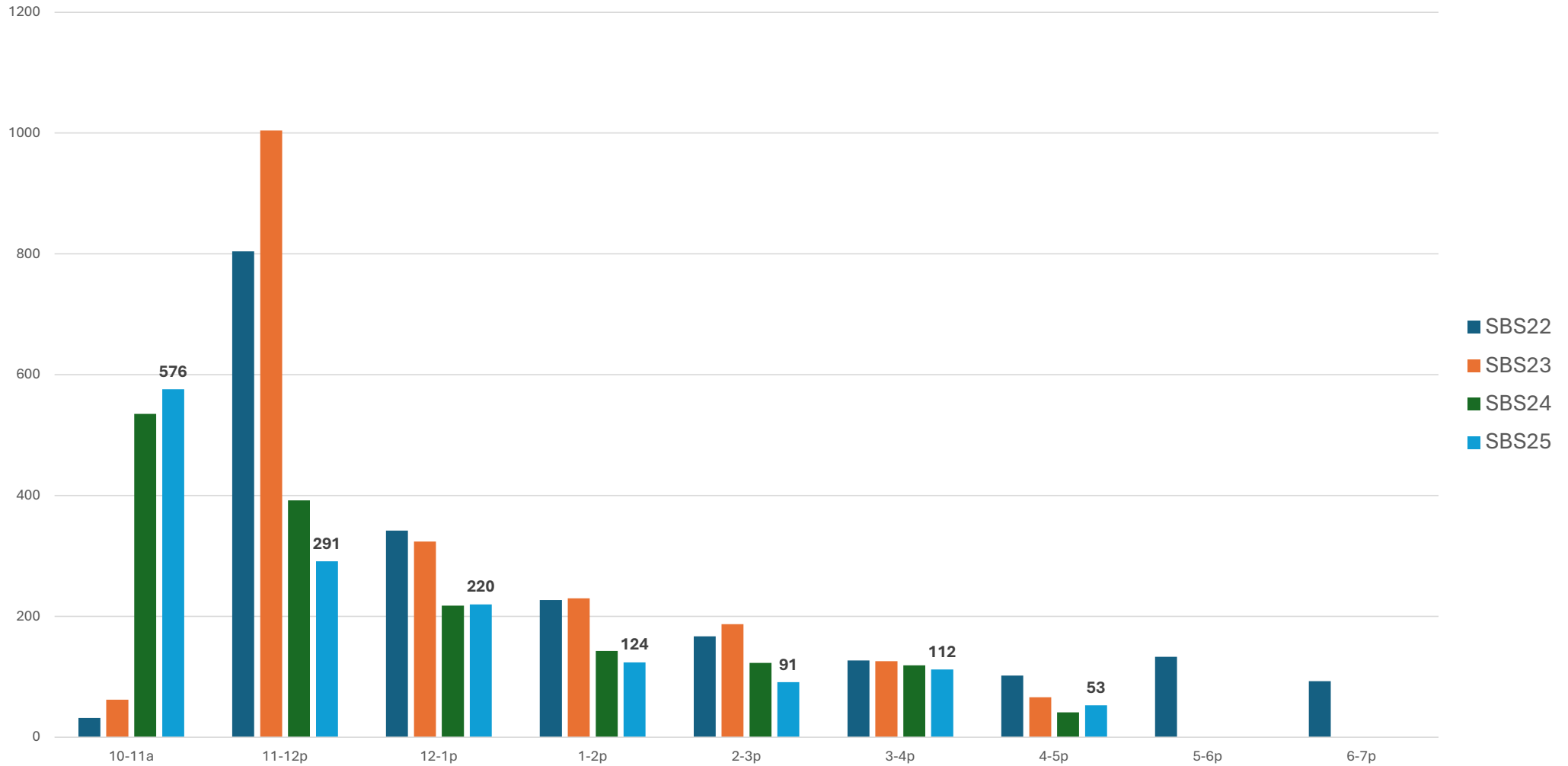
Monday

Sum of TicketCount by TimeRange2 and Show



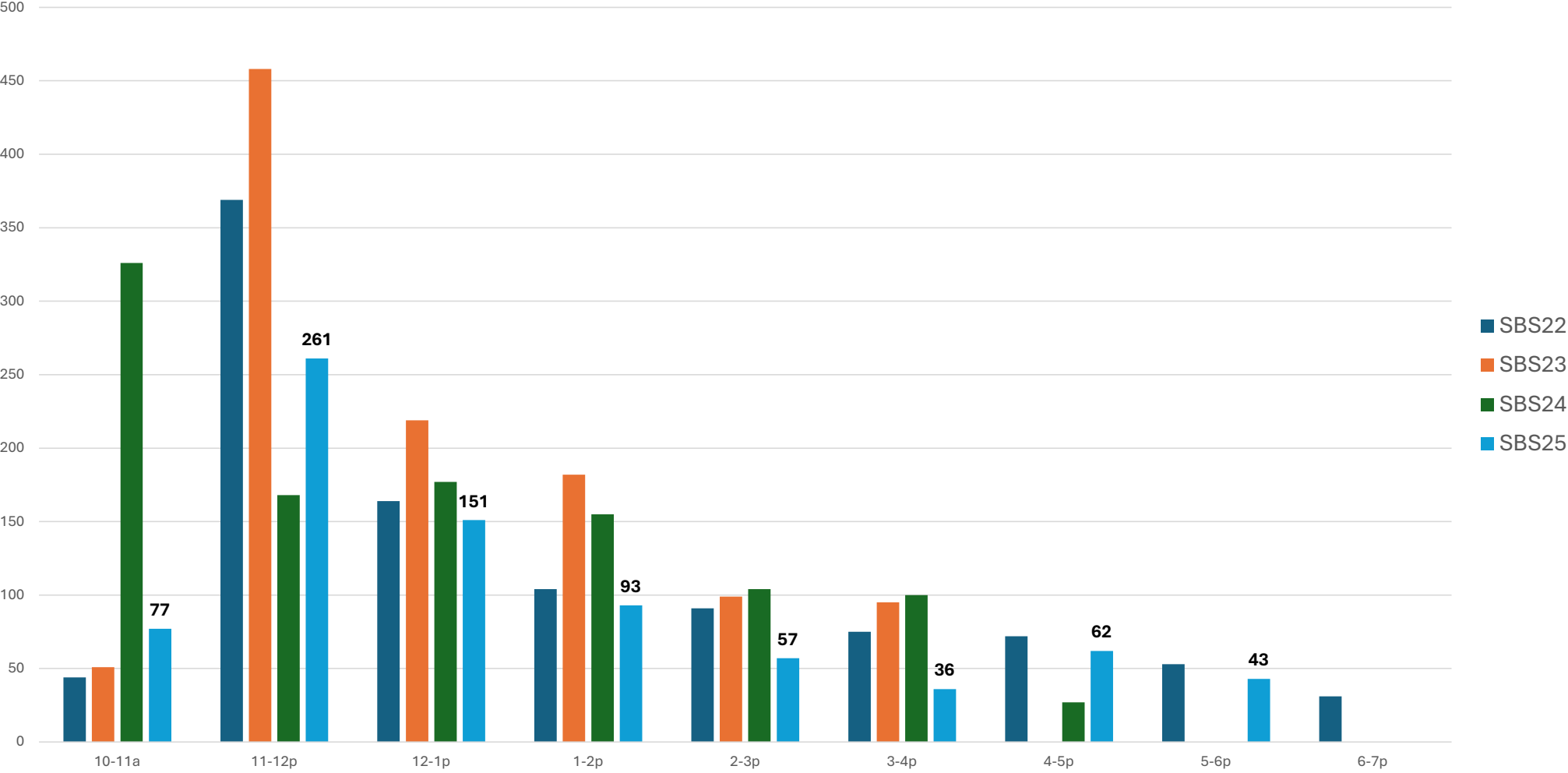
Tuesday

Sum of TicketCount by TimeRange2 and Show



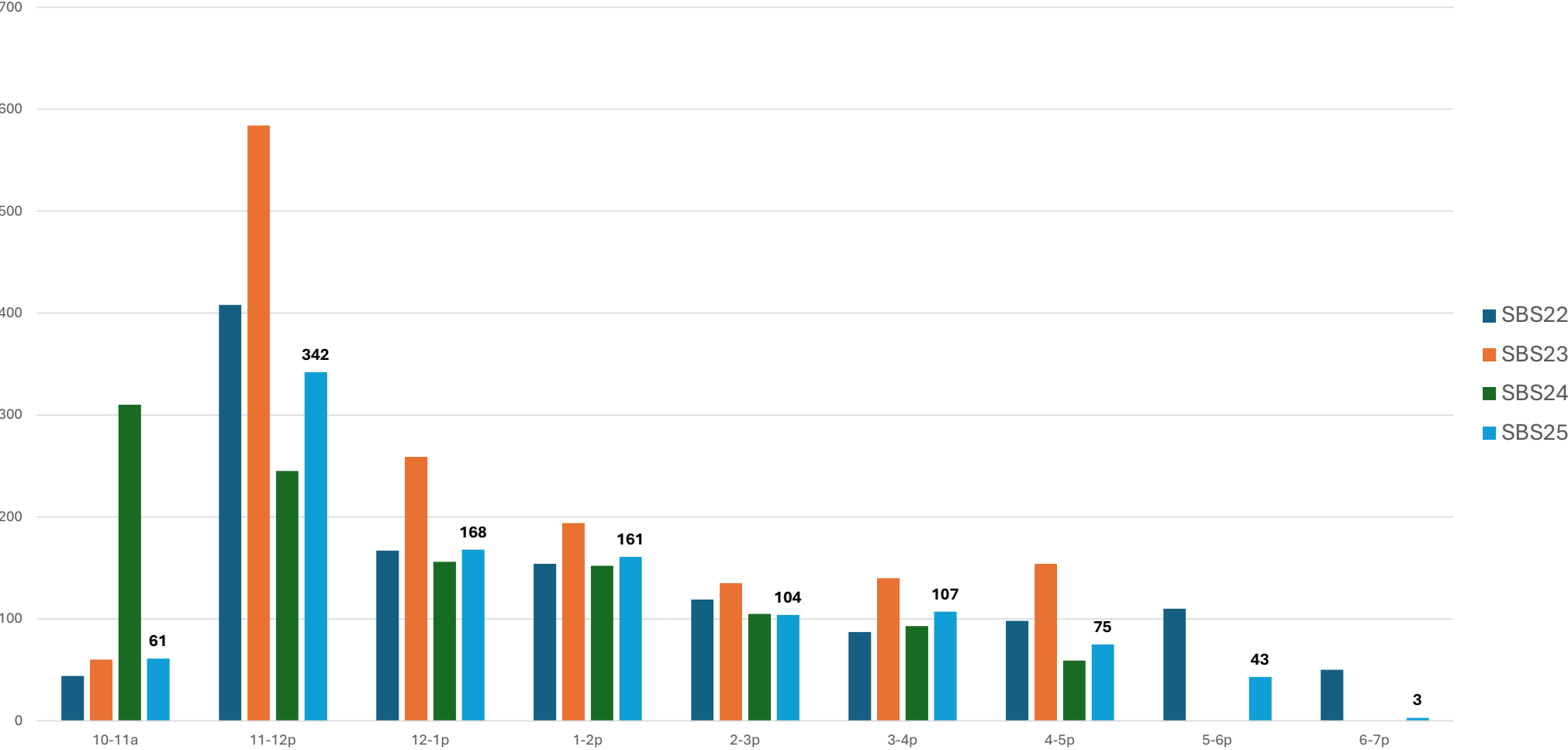
Wednesday

Sum of TicketCount by TimeRange2



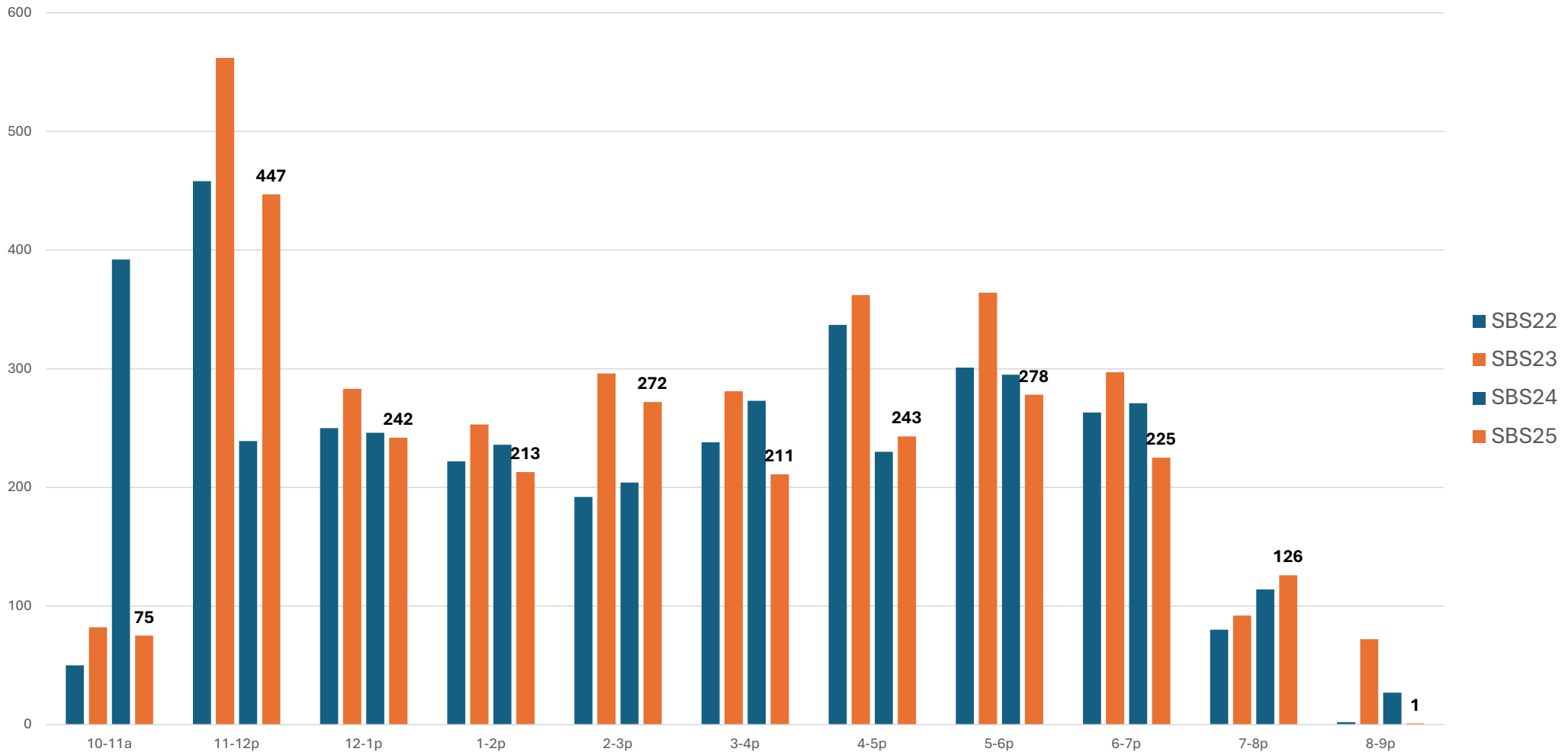
Thursday

Sum of TicketCount by TimeRange2 and Show



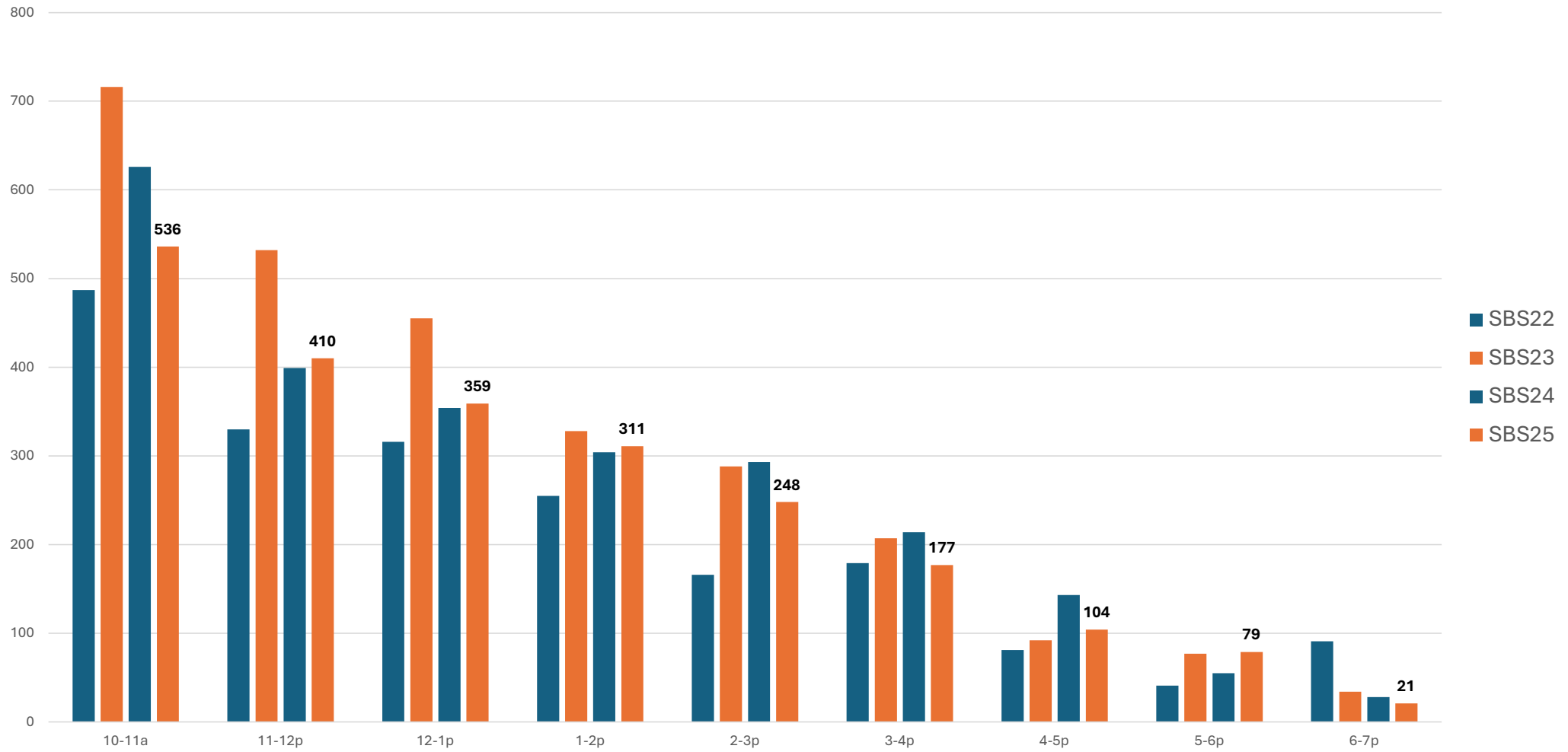
Friday2

Sum of TicketCount by TimeRange2 and Show



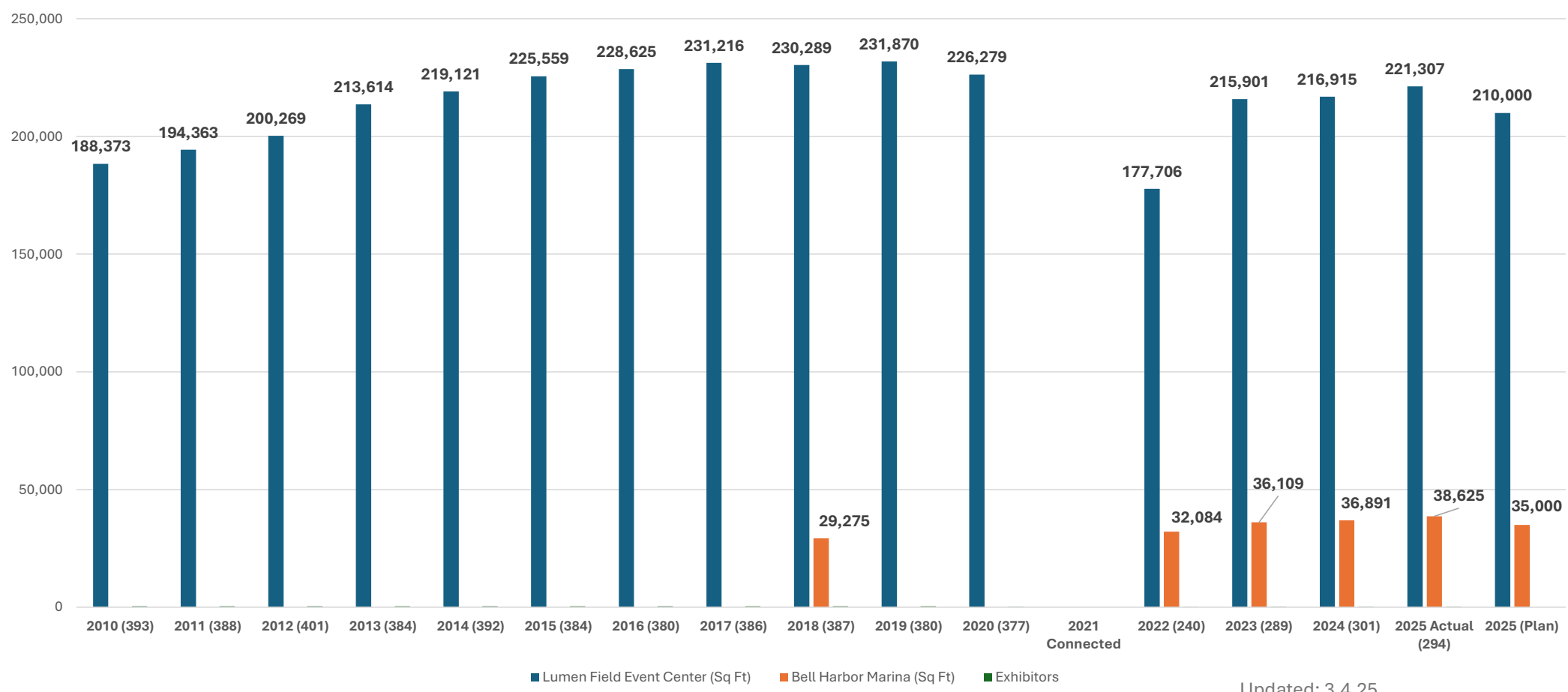
Saturday2

Sum of TicketCount by TimeRange2 and Show





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

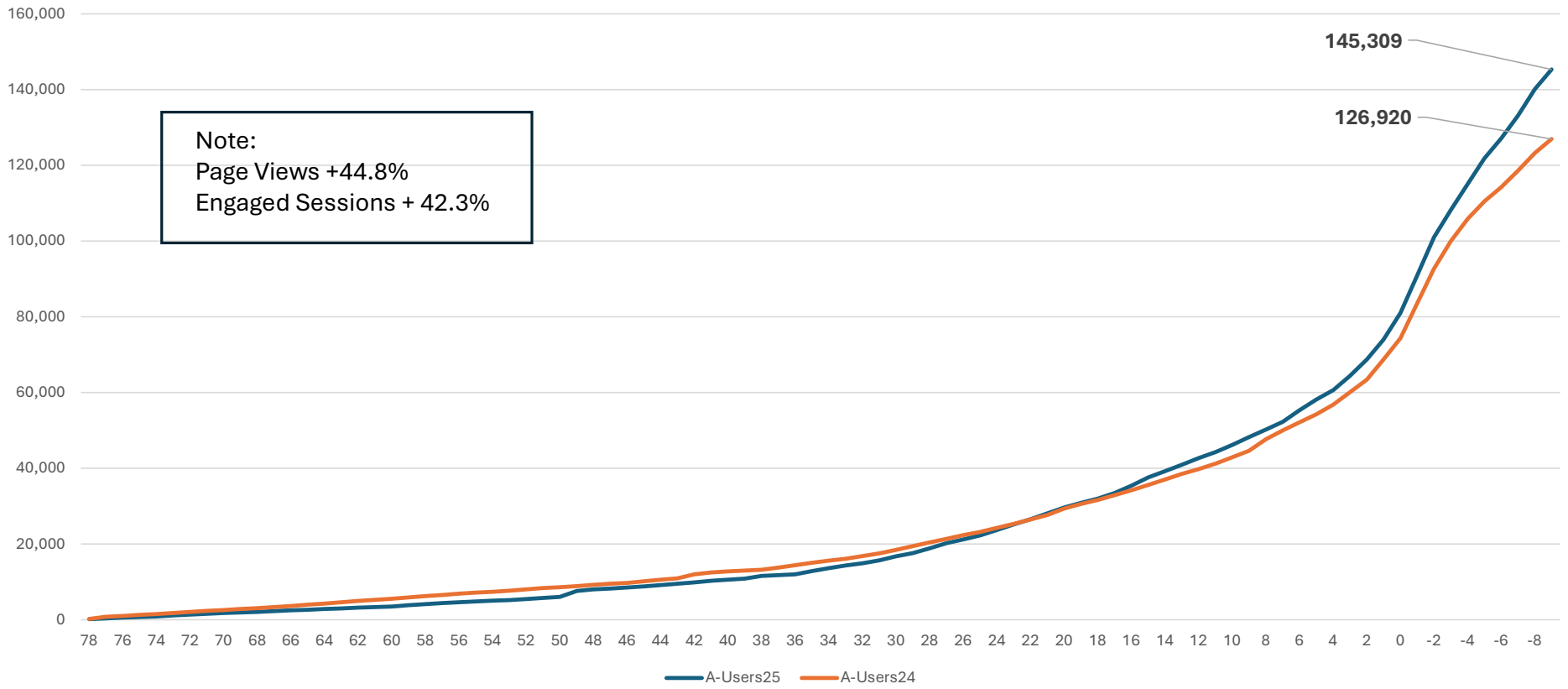


Updated: 3.4.25

SeattleBoatShow.com Website Traffic

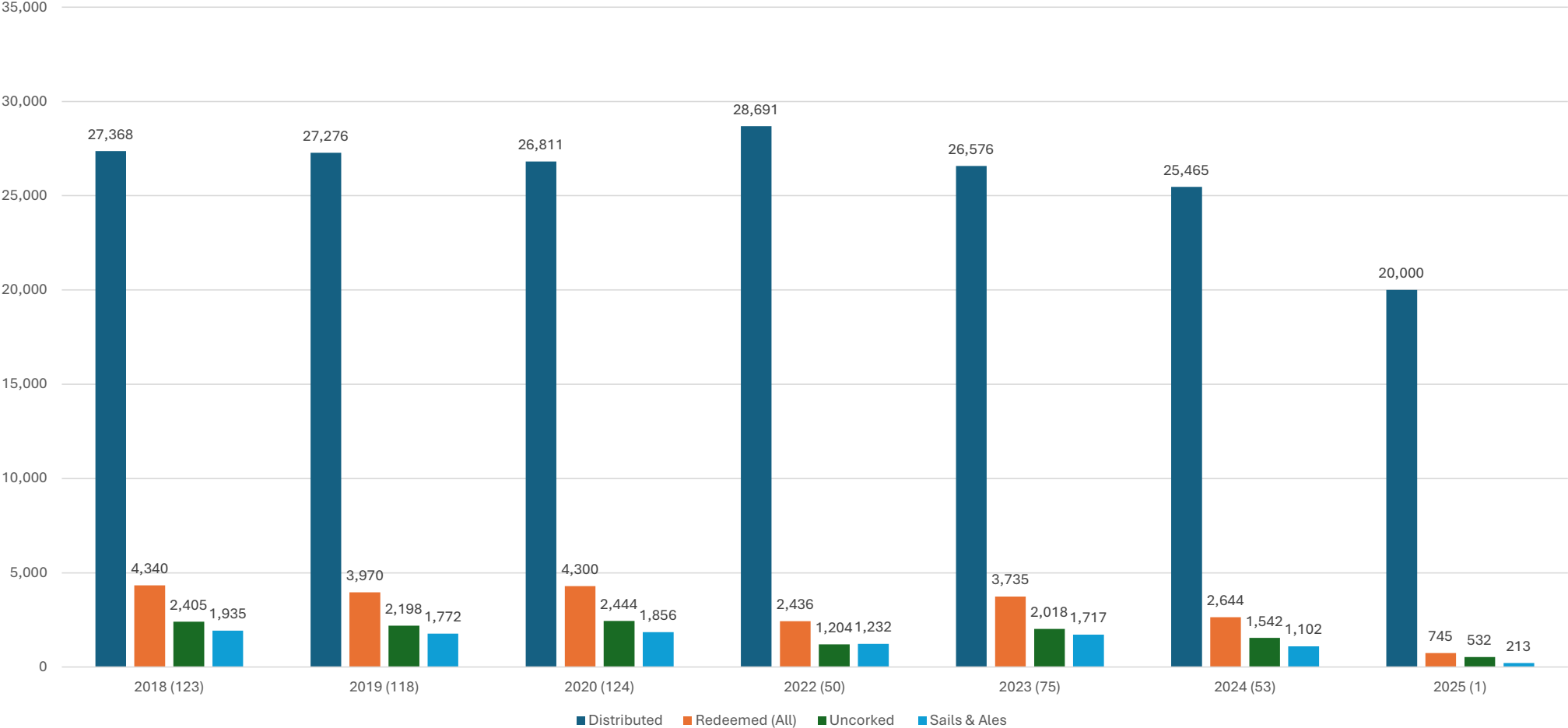
Active Users – Cumulative

SBS25 +14.5%

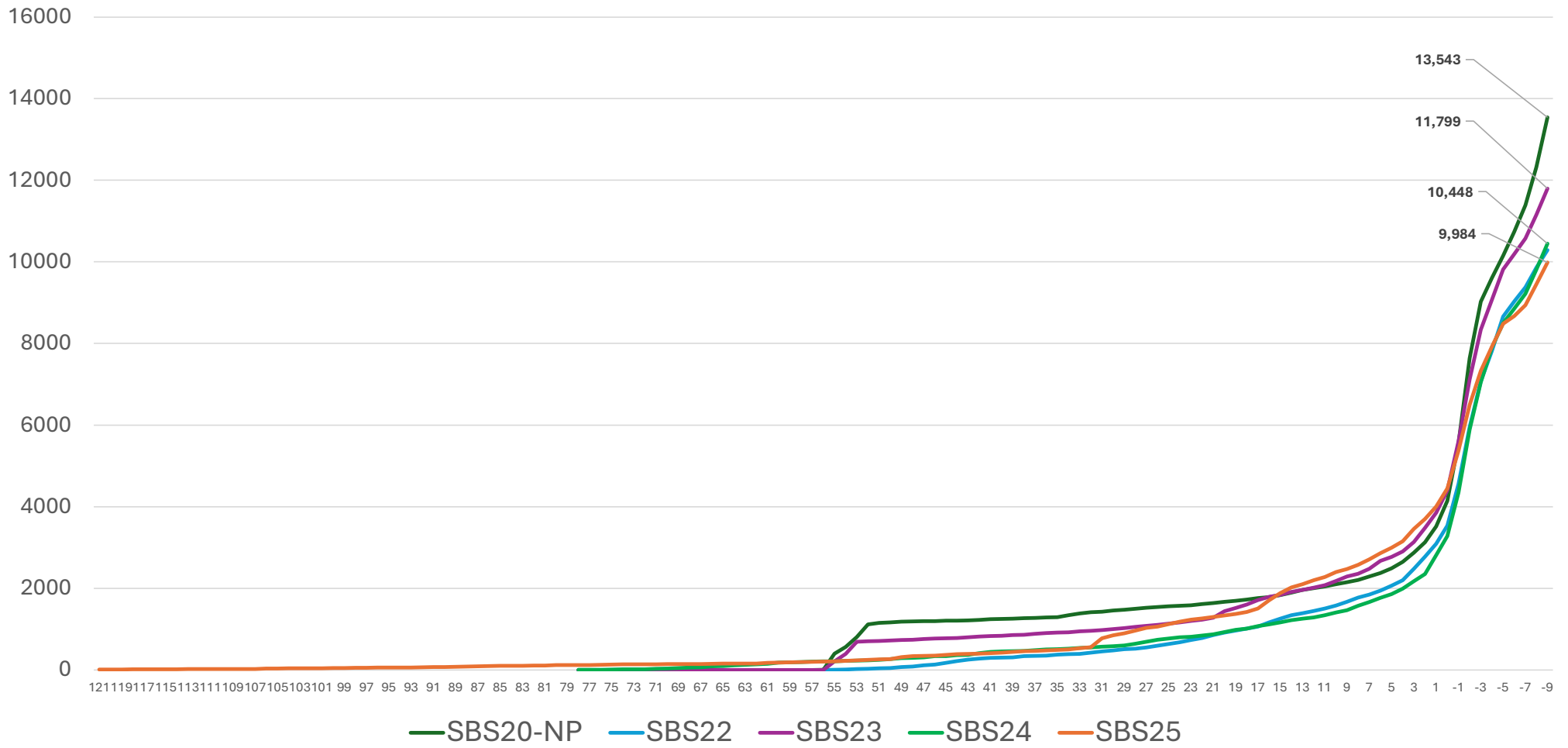


SBS25					SBS24				
Name (Online Tickets)	Online Sold	Price	Scanned	% Use	Name (Online Tickets)	Online Sold	Price	Scanned	% Use
2 for 1 Tuesday - Adult Ticket 1 (online)	996	\$10.00	880	88.4%	2 for 1 Tuesday - Adult Ticket 1 (online)	1,186	\$10.00	893	75.3%
9-Day Pass (online)	602	\$40.00	550	91.4%	9-Day 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



February 26, 2025 - FINAL											
2025 Seattle Boat Show Redeemed Tickets											
* 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		
LUMEN FIELD EVENT CENTER	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	
Primary Box Office:											
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	
Redeemed Promoter Tickets:											
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
Lumen Field 2025 Daily Total	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%		
Lumen Field 2025 Cum. Total	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%		

February 26, 2025 - FINAL	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	
2024 Seattle Boat Show Redeemed Tickets	Friday	Saturday	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Total
* Asterisk = scanned data										
BELL HARBOR MARINA:										
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		
Bell Harbor Box Office:										
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
Redeemed Promoter Tickets:										
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	
Bell Harbor 2025 Daily Total	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	
Bell Harbor 2025 Cum. Total	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%	

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