



The Seattle Boat Show  
2025 GUEST SURVEY  
SUMMARY REPORT – April 16, 2025

BY

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# Overview

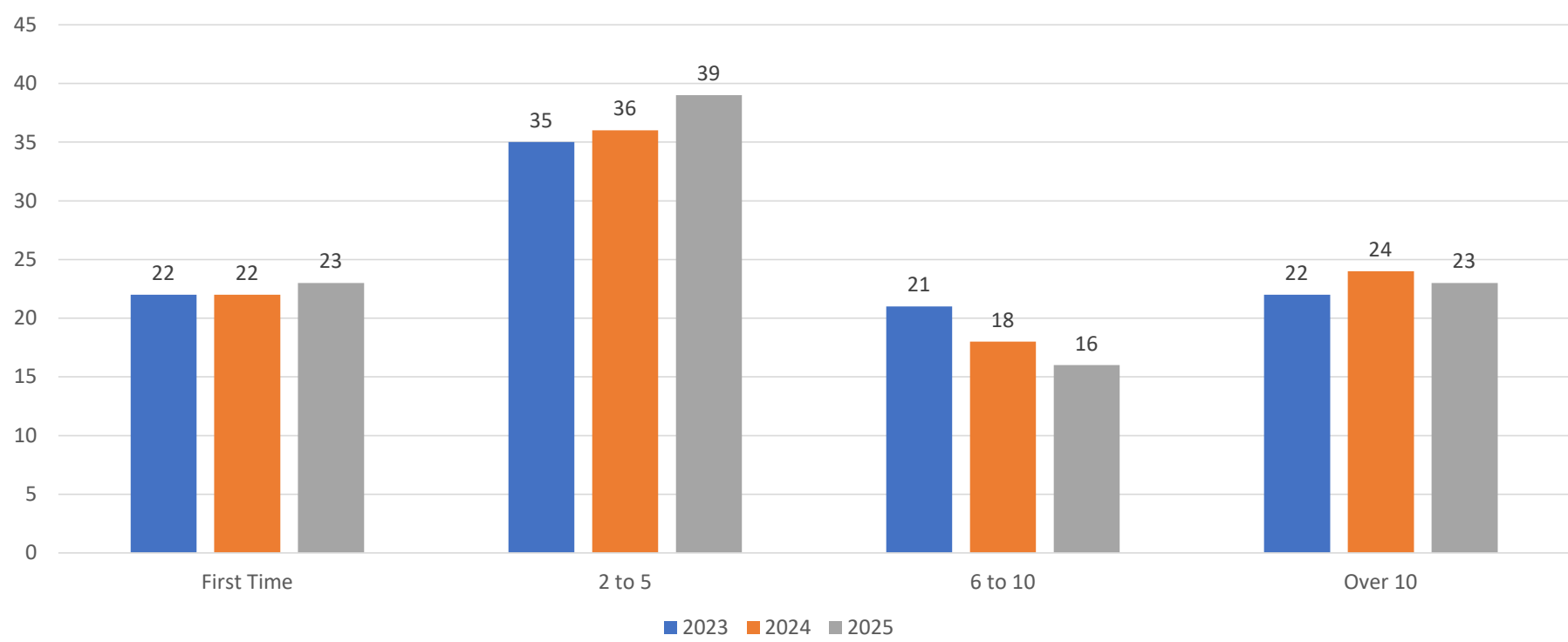
- The 2025 Seattle Boat Show took place January 31<sup>st</sup> to February 8<sup>th</sup> at the Lumen Field Event Center in Seattle and at the Bell Harbor Marina on the Seattle Waterfront. Of note this year there were several days of freezing temperatures and snow which seriously impacted transportation in the region.
- At the completion of the show, GMA conducted an online survey with guests to provide feedback. Email invitations and weekly reminders were sent to the list of guests who purchased tickets online.
- Additionally, during the show, business card size invitations with a survey QR code were distributed to guests in the afternoons as they exited the show venue.
- In total, over approx. 1,000 guests responded to the survey.
- Statistically speaking, a sample of 1,000 has a maximum error of +/- 3.2% at the 95% confidence level.
- Where applicable, results from surveys are provided.
- In addition to this summary report, an Excel file containing all verbatim responses from guests has been prepared for more detailed review and insights.
- This summary report is confidential, not intended for any public use without the written consent of the Northwest Marine Trade Association/Seattle Boat Show.

# Survey Results

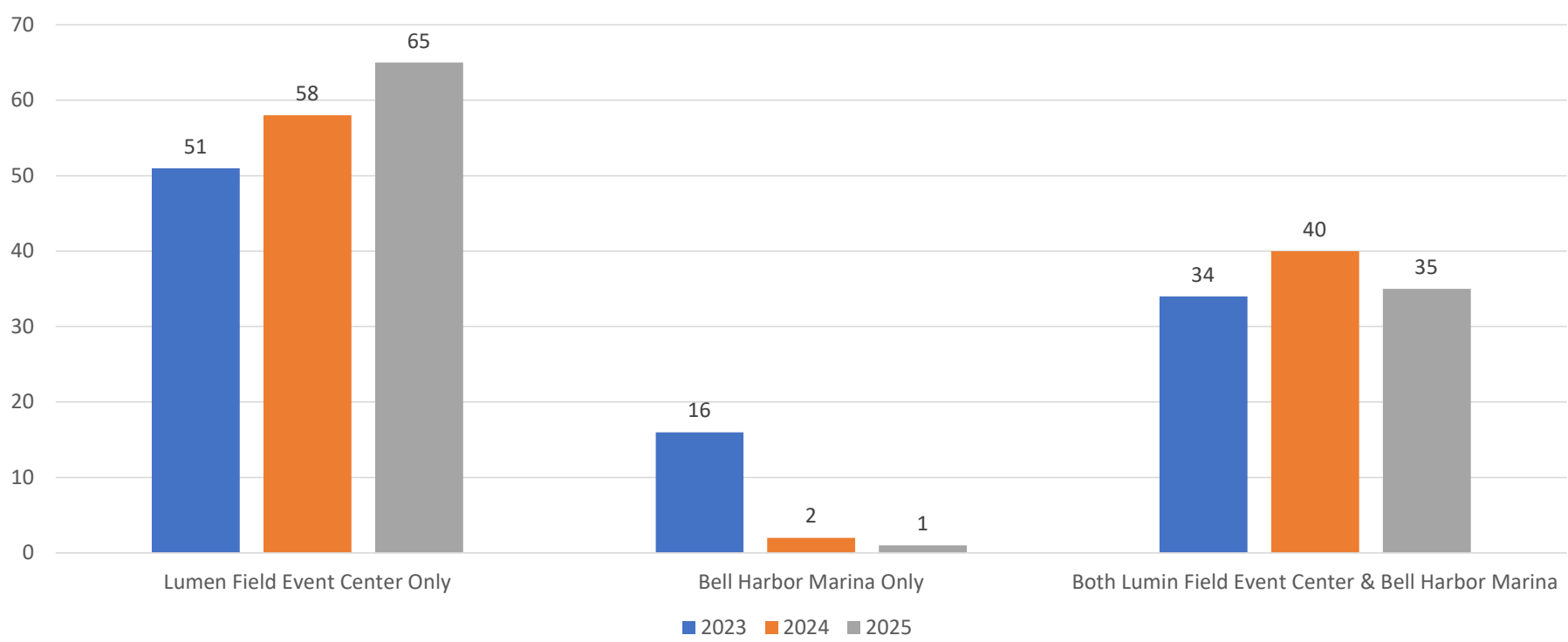
*Note: All figures shown in this report are percents unless otherwise specified.  
Results may not total 100% due to rounding or multiple mentions.*

# Show Attendance

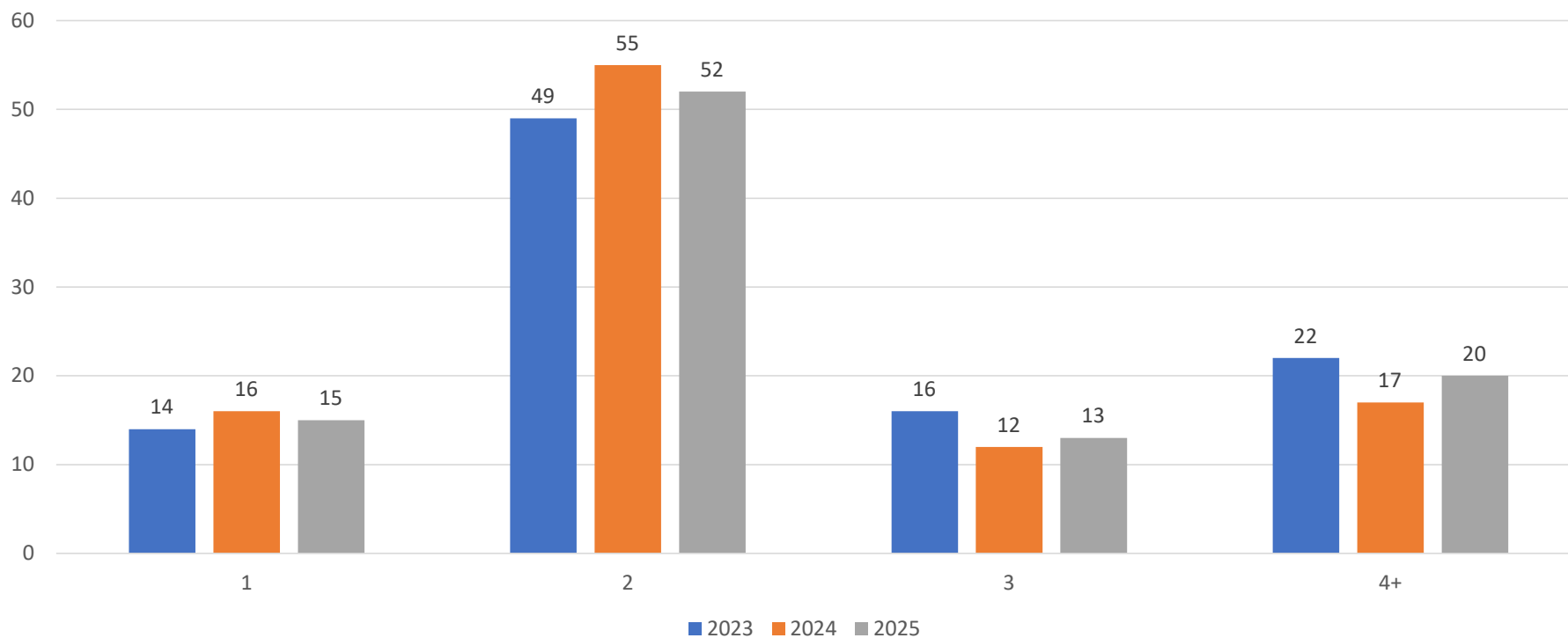
Including this year, how many times have you attended the Seattle Boat Show?



## Which Seattle Boat Show venue (s) did you visit?

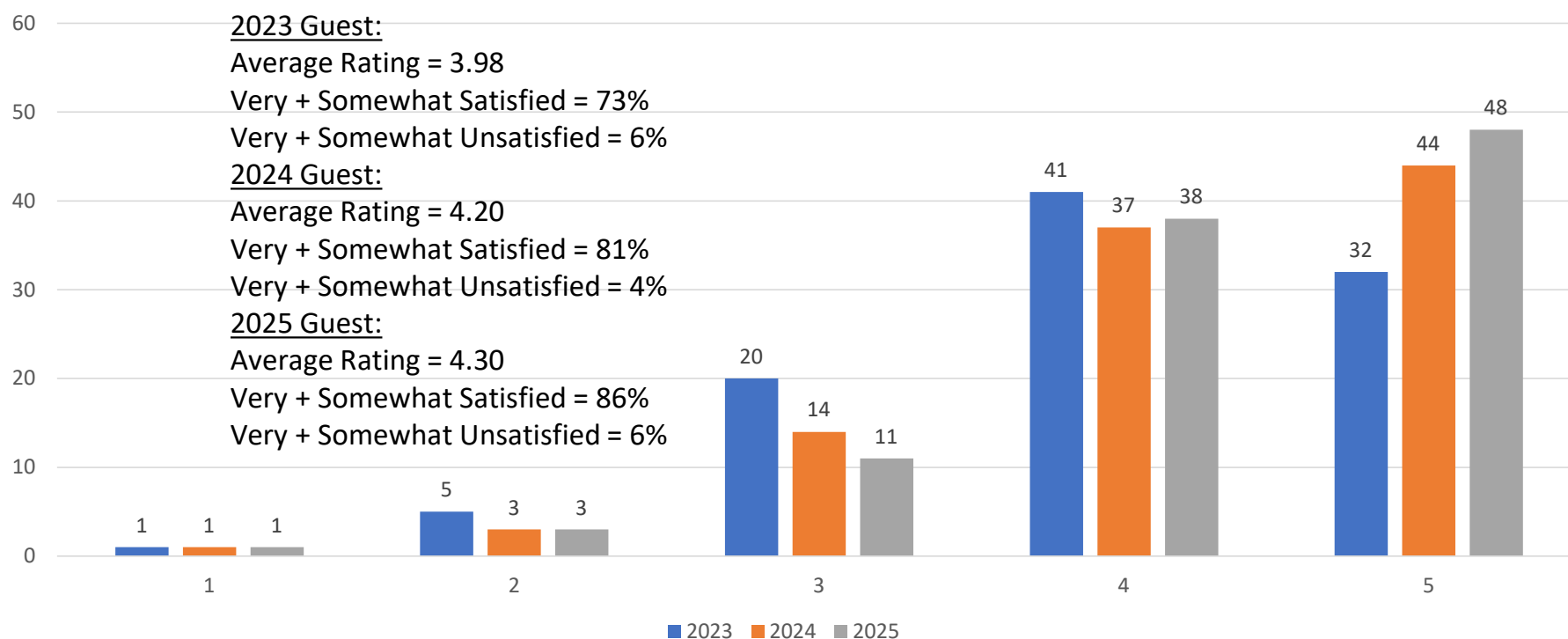


Including yourself, how many were in your party while visiting the Seattle Boat Show?



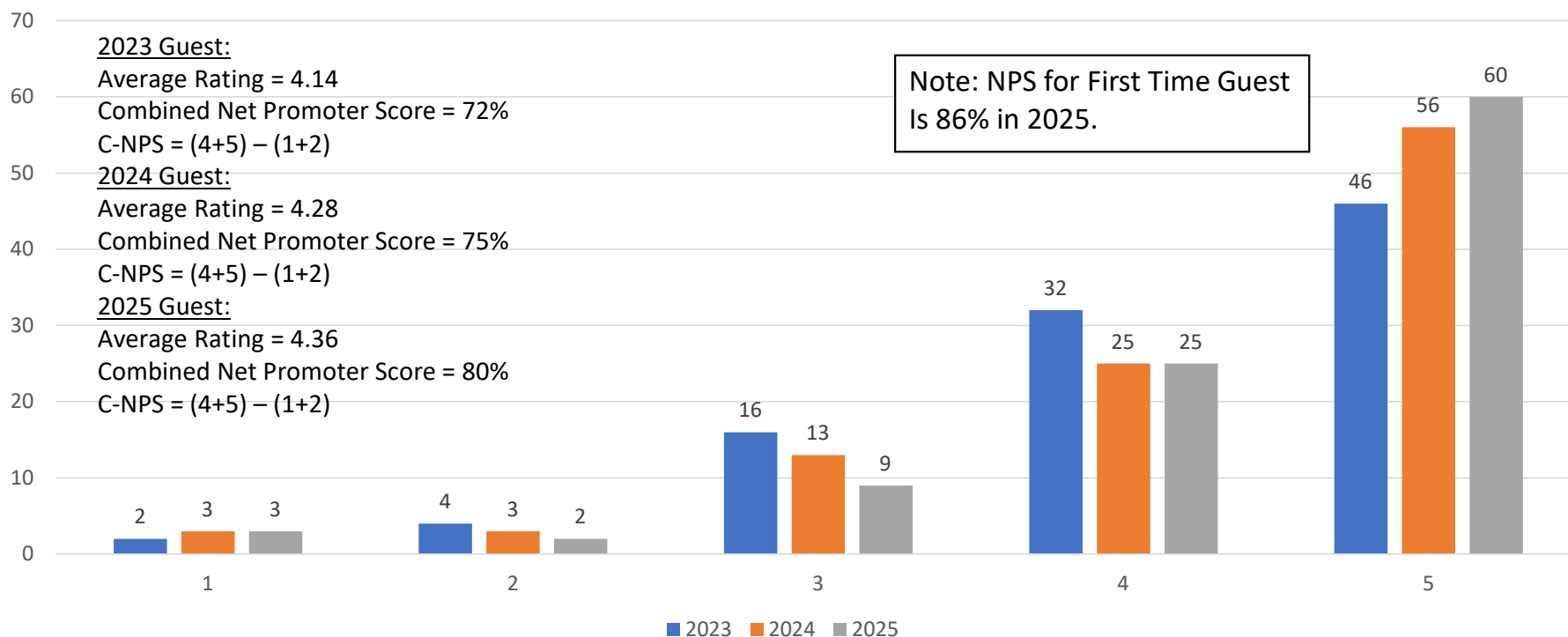
# Guest Satisfaction

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



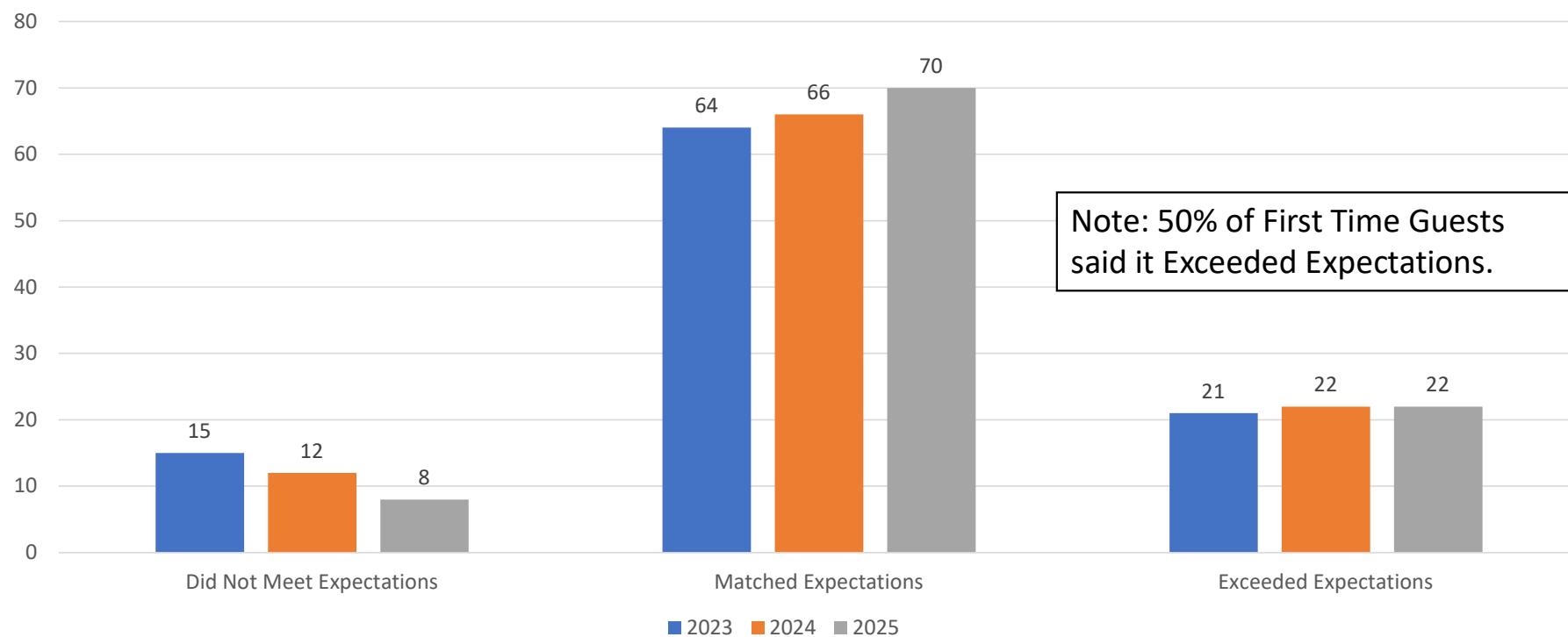
# Guest Net Promoter Score

**NET PROMOTER SCORE:** How likely are you to recommend the Seattle Boat Show to friends, r 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.)

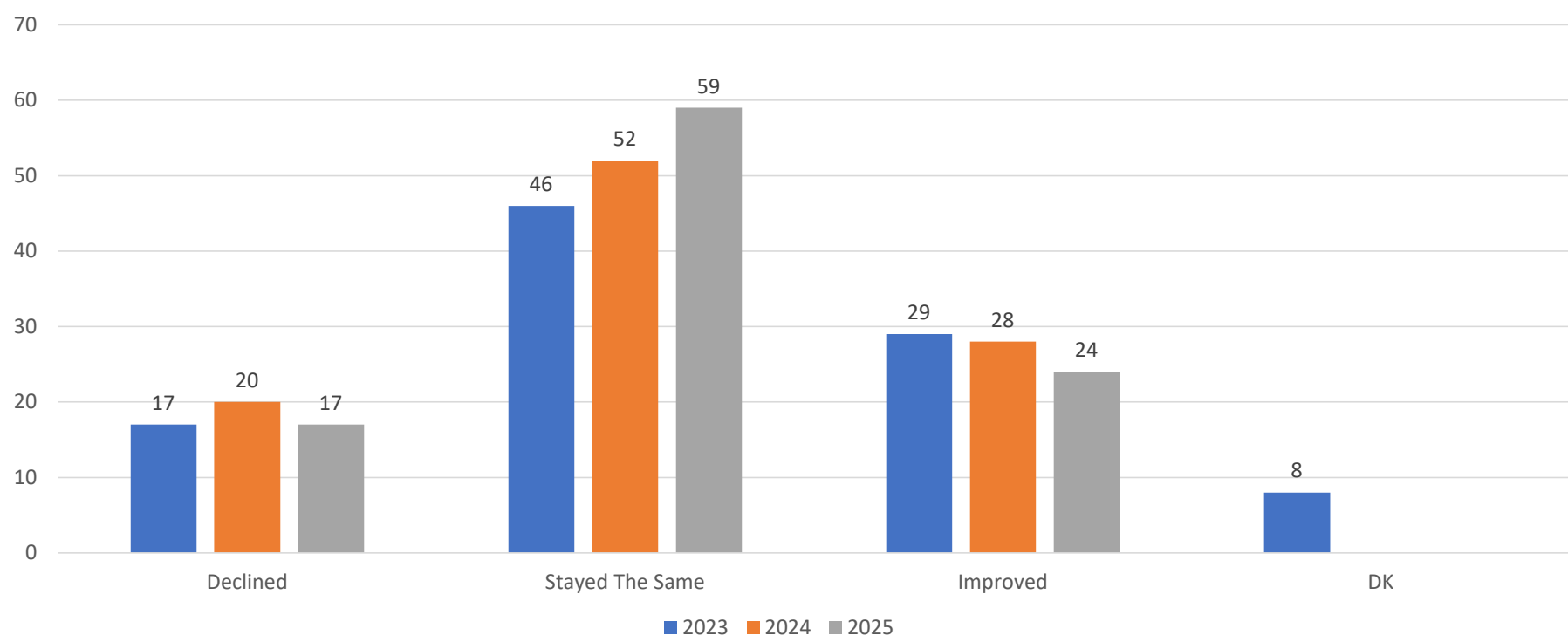


# Guest Experience/Trends

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



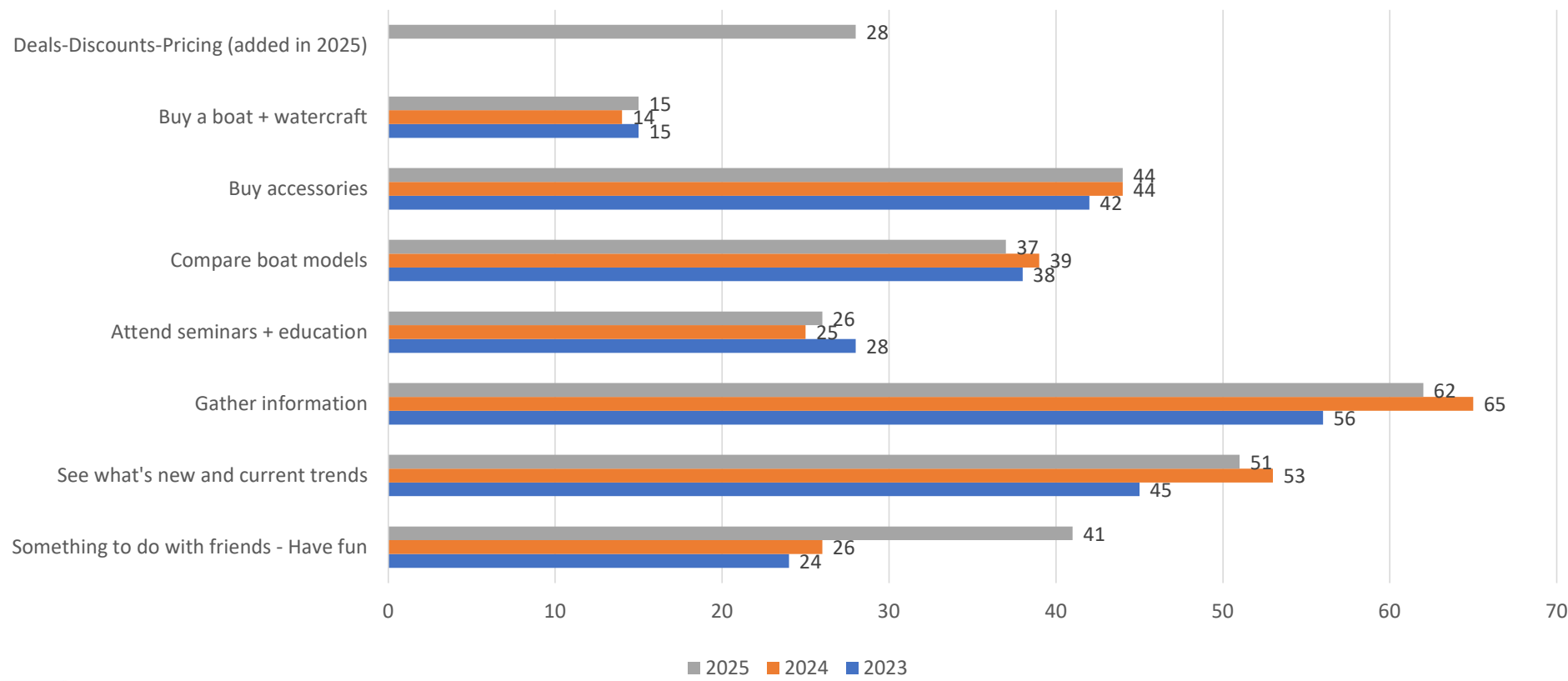
Based on all you know or have heard about the Seattle Boat Show, would you say, compared to years past, it has improved, stayed the same or declined?  
*(Note: In 2024 & 2025, the DK response was deleted)*



# Reason for Attending

# Why did you choose to attend the Seattle Boat Show?

(May choose more than one, "Deals-Discounts-Pricing" added in '25)



# Guest Annual Attendance Behavior

New Question: 2024

If this was not your first time visiting the Seattle Boat Show, how frequently do you come?

How frequently do you come to the show?	'24	'25
Annually, every year	63%	64%
Every 2 or 3 years	27%	26%
Every 4 or 5 years	4%	3%
Less frequently than 5 years	6%	6%

# Word Clouds



2025 Word Cloud: What one word comes to mind when you think of the Seattle Boat Show?

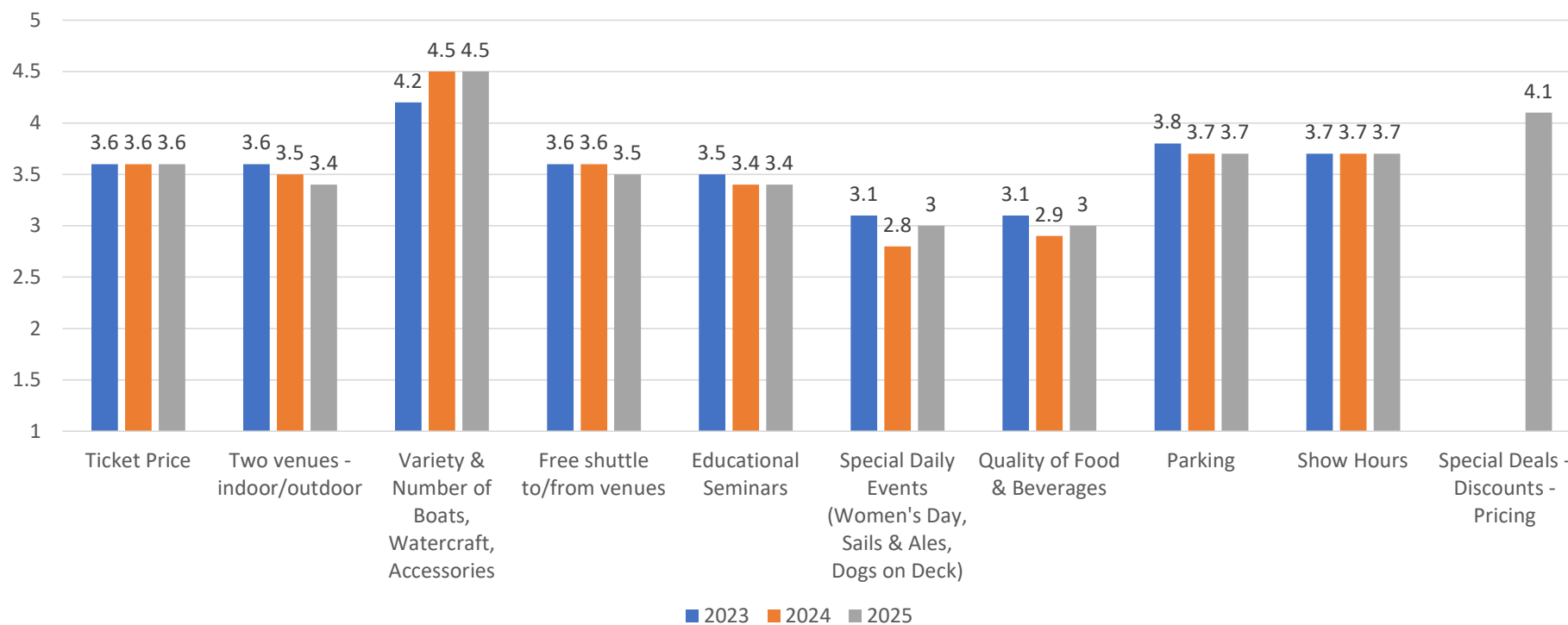




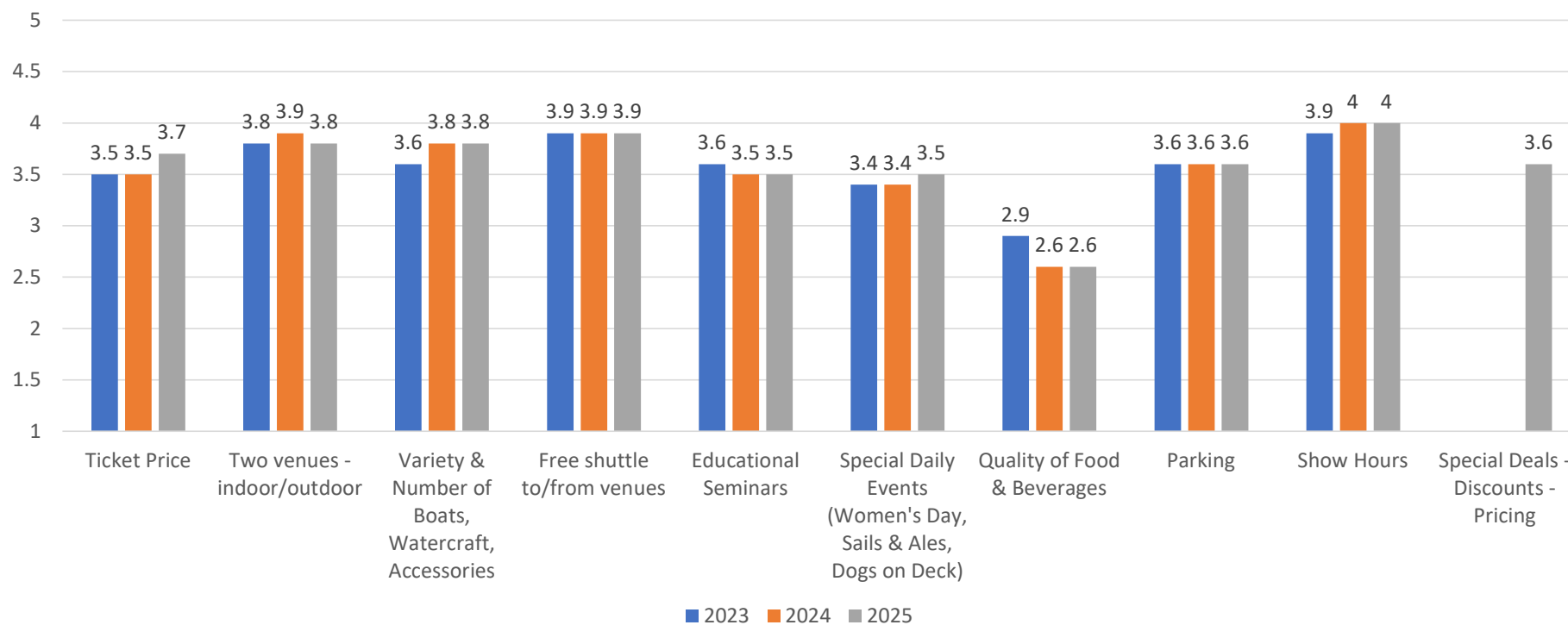


# Ratings: Show Feature Importance vs Satisfaction

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



Rate your satisfaction with the following features of the show this year.  
 Use a scale from 1 to 5 where 1 means Not Satisfied At All and 5 means Very Satisfied.  
 (Avg Ratings Shown)

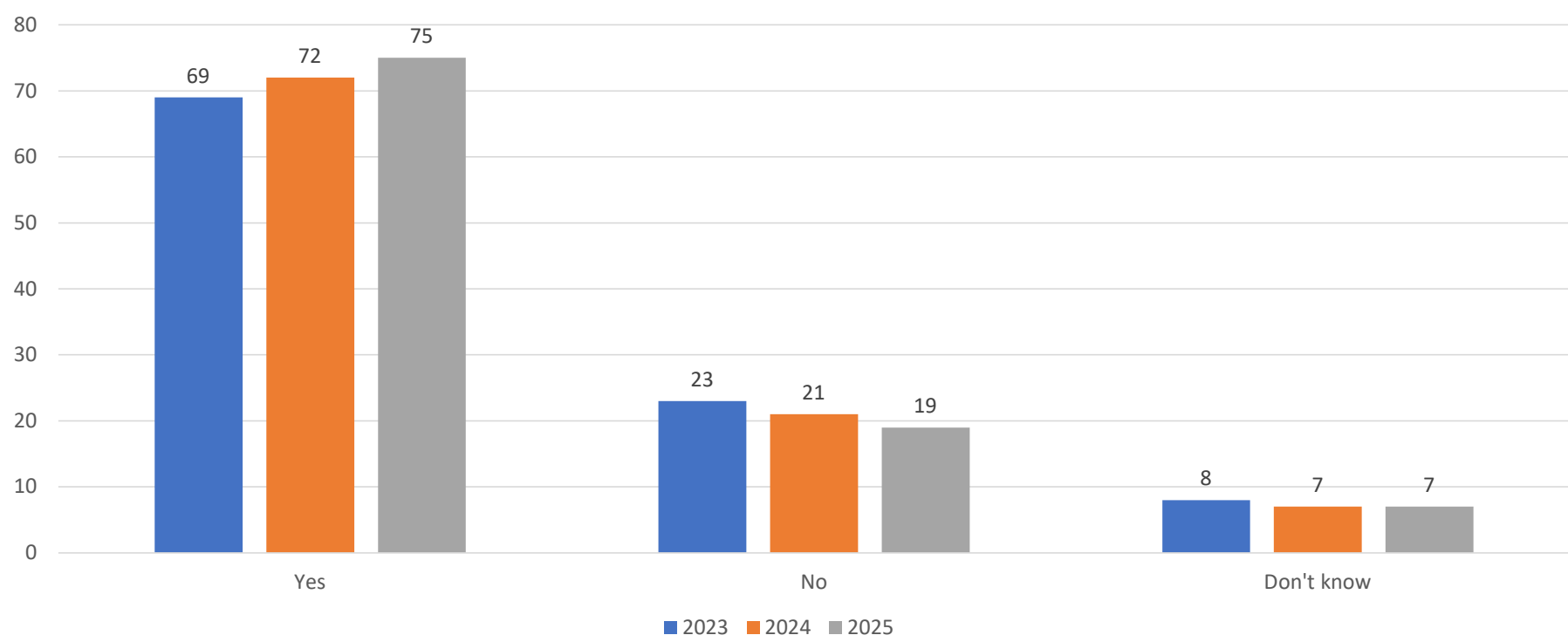


## 2023 vs 2024 Guest Ratings: Factor Importance vs Satisfaction (avg. ratings)

FEATURE	'23 IMP	'23 SAT	'24 IMP	'24 SAT	'25 IMP	'25 SAT
Ticket Price	3.60	3.54	3.58	3.51	3.56	3.66
Two venues: one indoor, one outdoor	3.55	3.80	3.47	3.90	3.40	3.83
Variety/Number of boats, watercraft and accessories	4.24	3.62	4.48	3.80	4.46	3.79
Free shuttle to/from venues	3.60	3.86	3.57	3.92	3.47	3.90
Educational seminars	3.50	3.55	3.36	3.52	3.36	3.50
Special daily events (Women's Day, Sails & Ales, Dogs on Deck, etc.)	3.05	3.45	2.79	3.43	3.00	3.48
Quality of food & beverages	3.11	2.93	2.92	2.64	3.00	2.60
Parking	3.76	3.56	3.71	3.58	3.67	3.60
Show hours	3.74	3.87	3.74	4.02	3.69	4.01
Special Deals – Discounts – Pricing (added 2025)					4.05	3.62
<b>Red = Importance exceeds Satisfaction</b> <b>Green = Satisfaction exceeds Importance</b>						

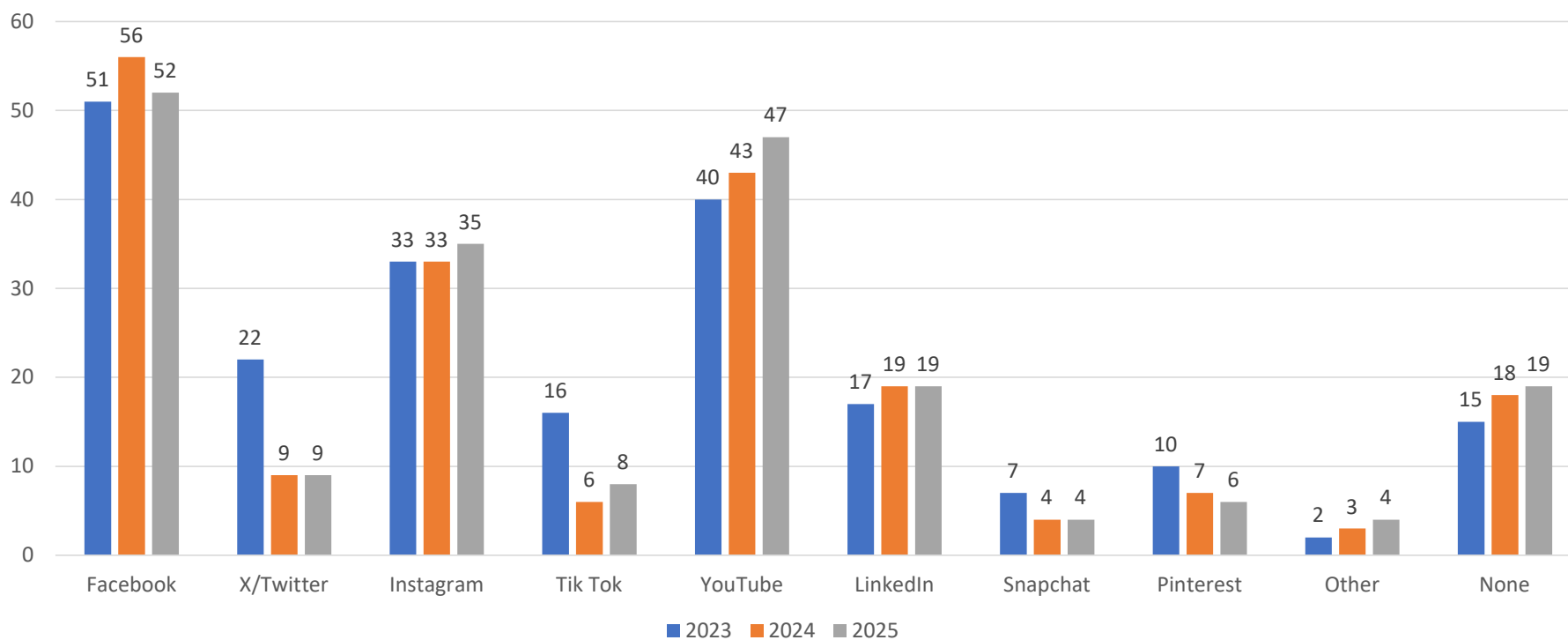
# Show Advertising/Info Search

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



Guests who searched online before attending: 84% of 2024, 81% in 2025

Social media channels used regularly by guests(multiple mentions)?



# Guest Profile

# Seattle Boat Show Guest Profile (Total)

	'23	'24	'25		'23	'24	'25		'23	'24	'25
<u>Type of boat/watercraft owned?</u>				<u>Recreation – Outdoor Activities</u>				<u>Own, rent, lease waterfront property</u>			
None	14	13	13	Pleasure boating	70	87	85	Yes	40	29	28
Power Boat – Pleasure	46	48	45	Fishing	52	58	60	No	60	71	72
Power Boat – Fishing	29	29	31	Diving, scuba	23	20	21	<u>Primarily boat/enjoy water sports on...</u>			
Sail Boat	24	23	24	Other water sports	26	29	30	Fresh water	23	12	12
Jet Ski	9	5	4	Biking	33	38	39	Salt water	42	46	48
Tow Boat	5	2	3	Hiking	40	54	53	Both	35	41	40
Paddled/Row Boat	17	18	17	Camping	36	45	44	<u>Gender:</u>			
Other	8	11	11	RVing	21	22	22	Female	35	27	28
				ATVing	9	9	10	Male	65	73	72
				Motorcycling	11	13	16				
				Other	8	10	9				

# Seattle Boat Show Guest Profile)

	'23	'24	'25		'23	'24	'25		'23	'24	'25
<u>Age Group</u>				<u>Children at home under 18 yrs.</u>				<u>WA county do you live?</u>			
18-24	2	2	3	No children at home	65	79	77	Whatcom	7	3	3
25-34	17	6	5	Children at home but don't bring to show	18	10	11	Skagit	11	4	3
35-44	20	11	13	Children at home and bring them along	16	11	13	Island	6	4	2
45-54	14	17	19					Jefferson	3	1	2
55-64	22	32	33	<u>Lived in Western Washington area</u>				Snohomish	11	13	14
65+	26	34	27	Don't live in WW area	15	16	17	King	30	42	44
<u>Marital Status</u>				Less than 2 yrs	8	3	3	Kitsap	8	8	8
Married	79	79	79	2 to 5 yrs	14	6	6	Pierce	11	10	12
Not Married	21	22	21	6 to 10 yrs	7	6	6	Thurston	4	4	3
				Over 10 yrs	55	69	68	Other WA county	9	10	8

# Seattle Boat Show Guest Profile (Total)

	'23	'24	'25
<u>Estimated Combined HH Income (before taxes)</u>			
Less than \$50,000	3	2	3
\$50,000 to \$99,999	18	10	11
\$100,000 to \$149,999	20	17	13
\$150,000 to \$199,999	16	16	16
\$200,000 or more	24	31	34
Prefer not to answer	18	24	23

## Verbatim Responses

*A number of questions solicited verbatim responses from guests. These are compiled into Excel files for further review and A/I trend analysis.*

*Summaries employing GMA A/I analysis are included in the report.*

Thank You!