

NMTA
BOAT SHOW COMMITTEE MEETING
March 11, 2026, 10:00 A.M.
Teams Meeting

Present: Elizabeth Bohling, Chair
Sam Bisset
Tony Bulpin
Greg Dick
Patrick Harrigan
Jon Josephson
Stephanie Riley
Jace Romine

NMTA Staff George Harris, President
Katie McPhail, VP and Boat Show Director
Wyatt Asbury, Membership Coordinator
Katie Groseclose, Board & Events Manager
Joan Collins, Boat Show Assistant
Karsten McIntosh, Director of Communications

Absent: Jay Quam

MINUTES

Elizabeth Bohling called the meeting to order at 10:00 am.

New Members

Wyatt Asbury presented six new member applications which are pending Board approval.

The Committee moved, seconded and passed a recommendation to the Board to approve the following NMTA membership applications:

- Horizon Yachts Inc – Active
- HuntfishPNW – Active
- Mekan Yacht Group – Active
- Sideshift – Active
- Fujimi Corporation – Affiliate
- TOC Seattle Terminal 1 LLC– Affiliate

Committee Feedback

Katie McPhail opened the floor for feedback from the committee. A few things the committee brought up:

- The NMTA Team did a great job and move-in was smooth
- Advertising was very strong
- The new guest ticketing system went smoothly and there were some issues with adding tickets to the Apple Wallet.
- After Dark was good but could start an hour later or add something to make it more of an event
- Security was smooth, even with the new metal detectors
- Would love a new marketing campaign, reinvented and not just the same thing as previous years
- The ads were everywhere, all over social media and other websites
- Typical move-in struggles and a few logistic issues from the Seahawk schedule
- After Dark, people liked the vibes but it was not a selling atmosphere
- The accessory booths seemed busy the whole show
- The security line on the concourse needs to be covered for the mornings it is raining
- Exhibitors in the East Hall missed being able to use the elevator and enter the hall through the glass doors and not having to use the Concourse Entrance

2026 Seattle Boat Show Attendance

George Harris reported the 2026 Seattle Boat Show had its first year over year attendance increase since 2018 with 33,199 attendees. The first eight days of the show all had attendance increases over 2025. Not surprisingly, the closing Saturday was down from the closing Saturday of 2025. The Seahawks gear promotion on the closing Saturday was helpful with 499 admissions for people wearing Seahawks gear.

Exhibitor Onions & Roses

Katie McPhail presented the traditional Onions & Roses report from the exhibitors and shared examples of exhibitor feedback regarding show days and hours. She noted that there were very few exhibitor responses this year, so the Onions & Roses report is based on only 15 responses. The number one Rose was the NMTA staff and good communication. The number one Onion was Show Days or Hours.

April BSC Meeting & Spring Meetings

Katie McPhail reported that staff will have a final P&L at the April Board meeting. She said there are still a few invoices she is waiting to receive and staff still need to schedule settlement with First & Goal.

George Harris reported there will not be a joint Board & Boat Show Committee in April this year but George would like the Boat Show Committee to focus on a few strategic items at the April

meeting, including space allocations and Boat Show Guidelines. George mentioned staff will need to start work on lease renewal with the stadium.

2027 Seattle Boat Show Dates

Katie McPhail reported that the dates for 2027 Seattle Boat Show will be Friday, February 5 to Saturday, February 13. This means the show will end on Superbowl weekend, President's Day weekend, and Valentine's Day weekend. This also means the show will overlap with the Miami Boat Show, Feb. 10-14.

Katie said the committee will discuss dates and times more at the April meeting.

At 11AM these additional guests joined the meeting:

- Don Morgan
- Floyd Komer
- Chloe Forrer
- Emily Lewis
- Molli Moss
- Peter Klauser
- Paul Sorensen
- Bryce Hansen
- Owen Leinbach
- Huso Paco
- Laurie Spader
- Jay Jennings

Exit Survey Results

Don Morgan from GMA Research presented the results of the 2026 Seattle Boat Show Exit Survey. Don said the objective is measure the 2026 SBS guest behavior/experience and satisfaction. Don mentioned the following items of interests from the survey results:

- 24% were first-time attendees (up from 23% last year)
- 52% come in a party of 2, 22% come in a party of 4 or more
- 64% only visit Lumen Field
- 94% recall their ticket being scanned at the entrance
- The top two reasons for coming to the show include: Gathering Information & Seeing what's new
- The Net Promoter Score (how likely are you to recommend the Seattle Boat Show to a friends, family and colleagues)
 - 2026 Average Rating = 4.37 Combined Net Promoter Score = 80%
 - 2025 Average Rating = 4.36 Combined Net Promotor Score = 80%
 - 2024 Average Rating = 4.28 Combined Net Promotor Score = 75%
- The word clouds:
 - What comes to mind with the Seattle Boat Show include: Boat, boat, big, and fun.

- What they liked most: boats, vendors, seminars, variety.
 - What they liked least: boats, food, nothing, and vendors
- Guest Satisfaction Ratings: Factor Importance vs Satisfaction
 - Positive: Ticket price, venues, shuttle, seminars, daily events, hours
 - Negative: Variety, food, parking, special deals/discounts
- 75% saw advertising and promotions for the show
- Top three social media platforms: Facebook, Instagram, and Youtube
- Don covered the profile of the attendees and verbatim responses from the guests.

The meeting was adjourned at 12:03 PM. The next Boat Show Committee meeting will be Wednesday, April 8 at 10AM on Microsoft Teams.