



The Seattle Boat Show
2026 GUEST SURVEY
RESEARCH SUMMARY REPORT

BY

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*Note: This report is confidential
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Northwest Marine Trade Assoc.*



Key Objectives

- *Measure 2026 SBS guest behavior/experience and satisfaction.*
- *Assess and identify opportunities/advantages which will result in building a growing attendance for 2027 (and beyond).*
- *Provide comparisons to previous SBS guest survey research where applicable.*
- *Establish key performance indicators to monitor the SBS guest experience over time.*
- *Conduct “ad hoc” research on topics of timely importance which will contribute to future success.*

Overview

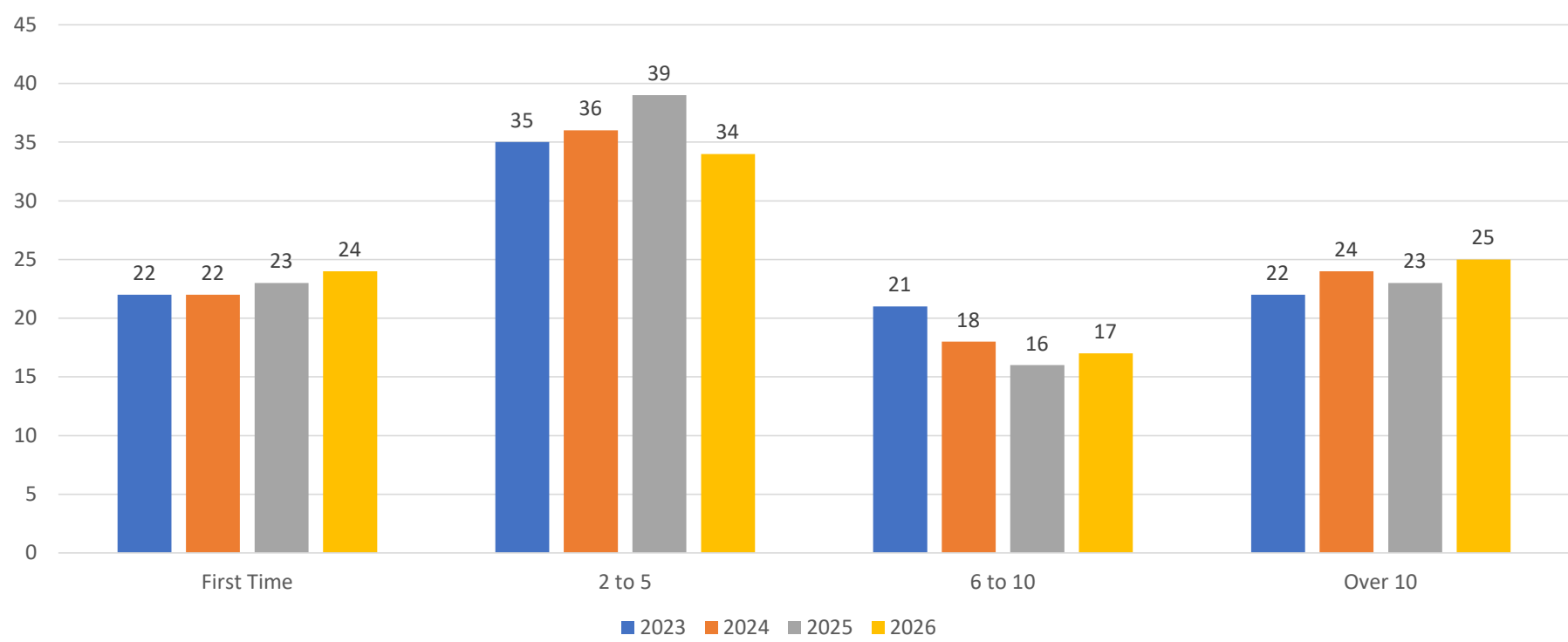
- The 2026 Seattle Boat Show took place January 30 to February 7 at the Lumen Field Event Center in Seattle and at the Bell Harbor Marina on the Seattle Waterfront.
- At the completion of the show, GMA conducted an online survey with guests to provide feedback. Email invitations and weekly reminders 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 approximately 1,600 guests responded to the survey.
- Statistically speaking, a sample of 1,600 has a maximum error of +/- 2.9% at the 95% confidence level.
- Where applicable, results from past Seattle Boat Show 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.
- *Note: 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.*

Guest Annual Attendance Behavior

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

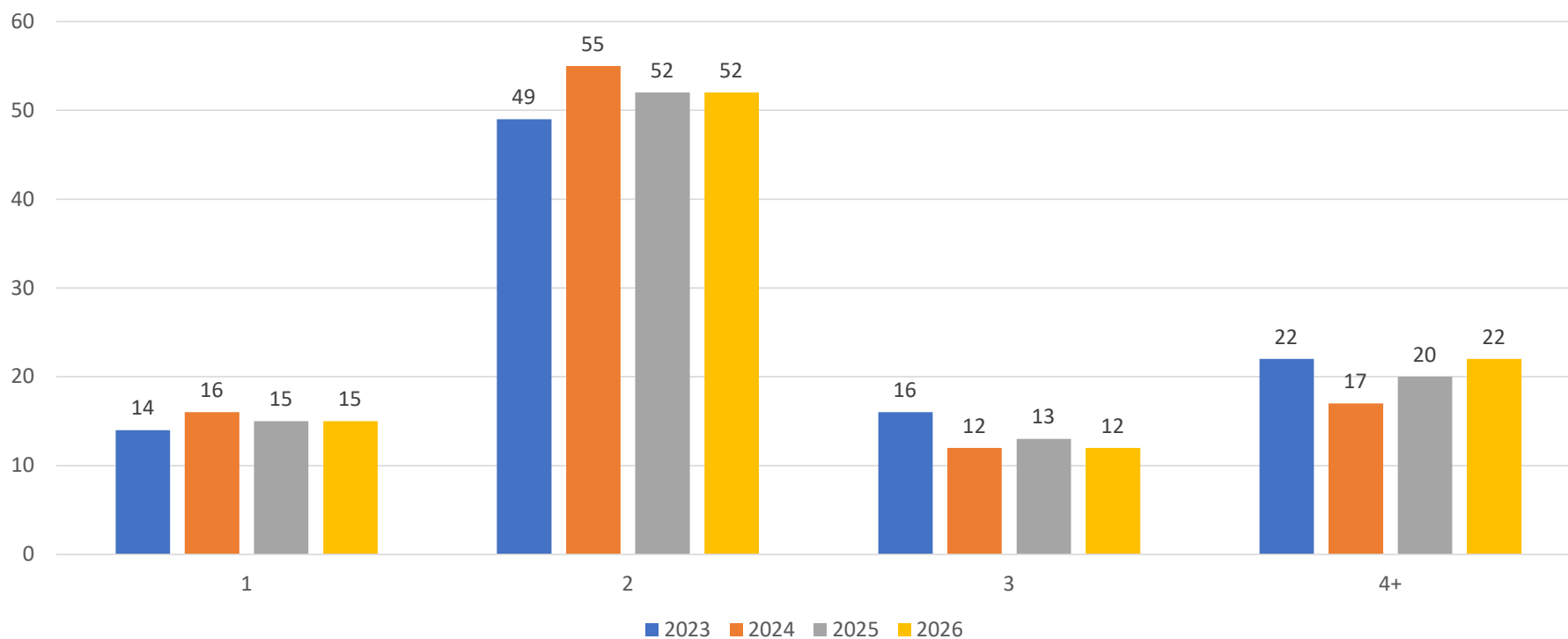


New Question: 2024

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

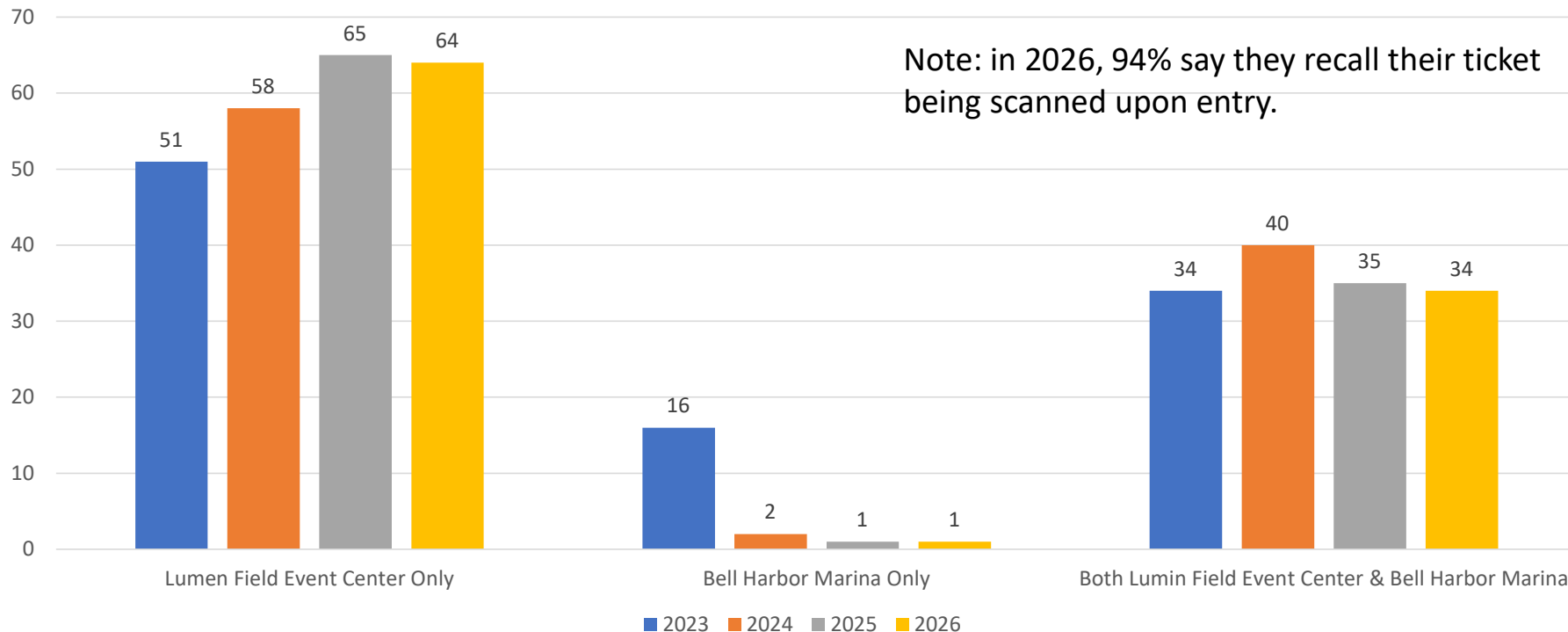
How frequently do you come to the show?	'24	'25	'26
Annually, every year	63%	64%	67%
Every 2 or 3 years	27%	26%	24%
Every 4 or 5 years	4%	3%	4%
Less frequently than 5 years	6%	6%	6%

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



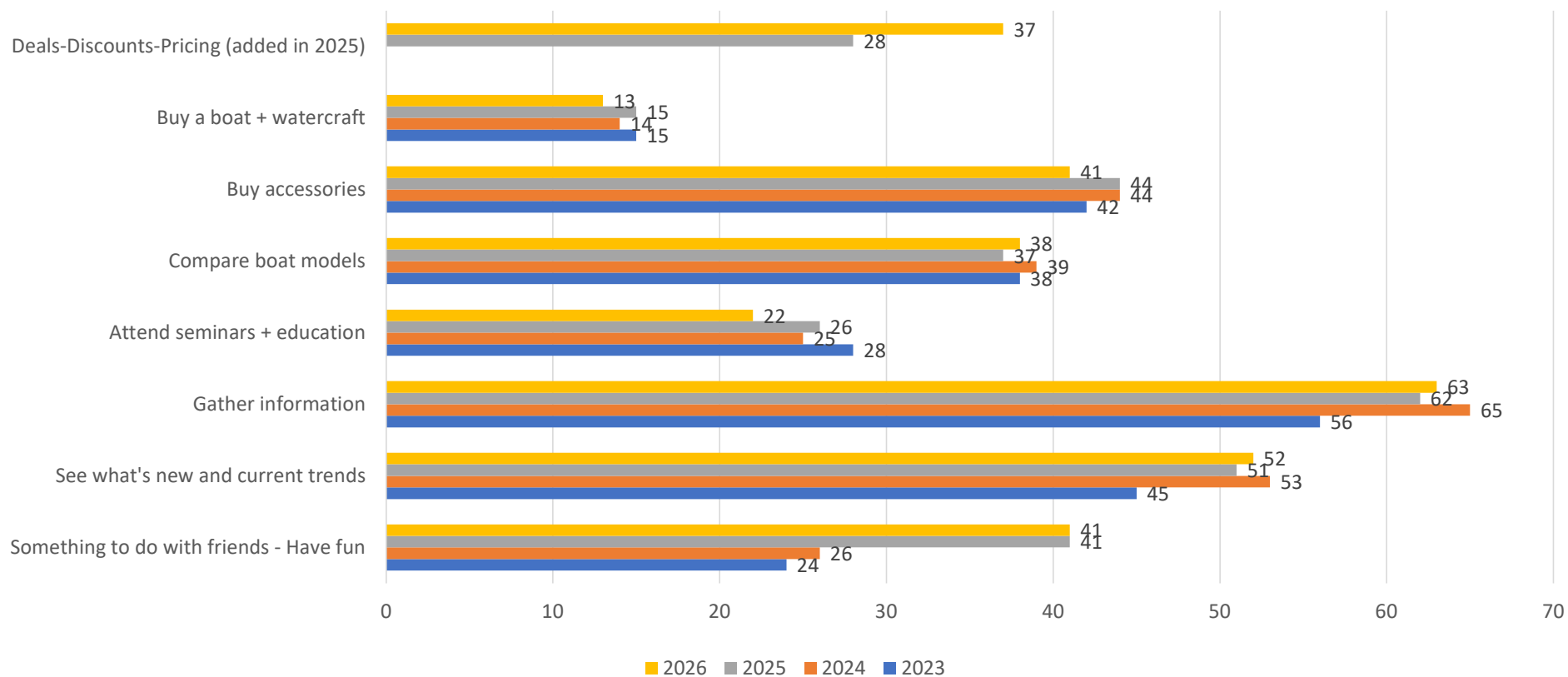
Show Venue Attendance

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



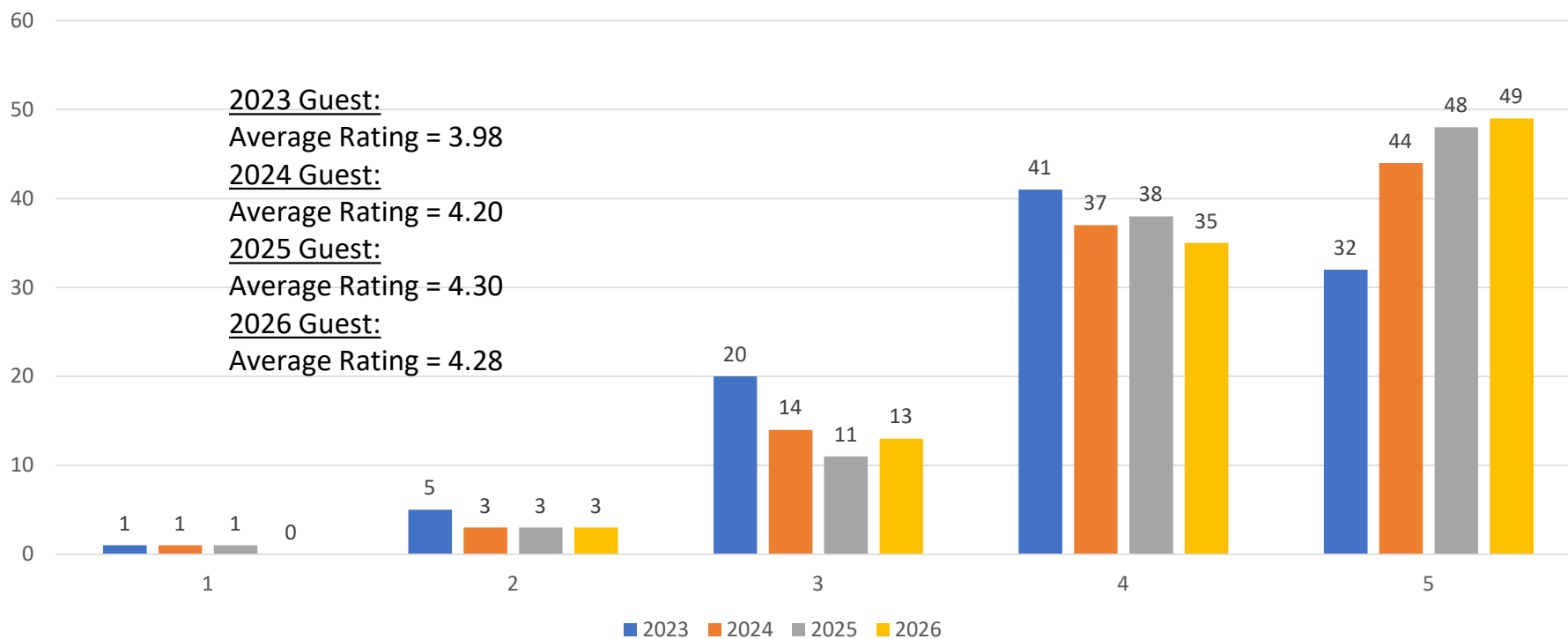
Reason for Attending

Why did you choose to attend the Seattle Boat Show? (May choose more than one, "Deals-Discounts-Pricing" added in '25)



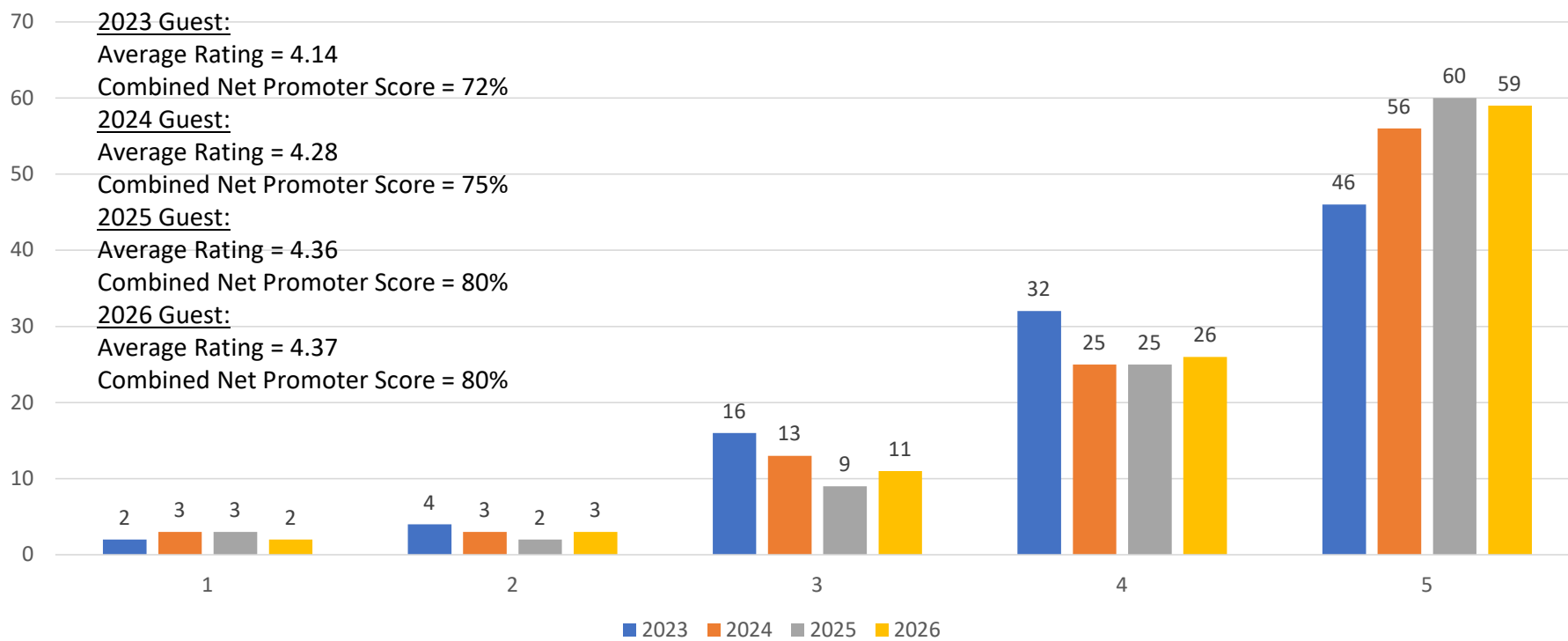
Guest Satisfaction

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



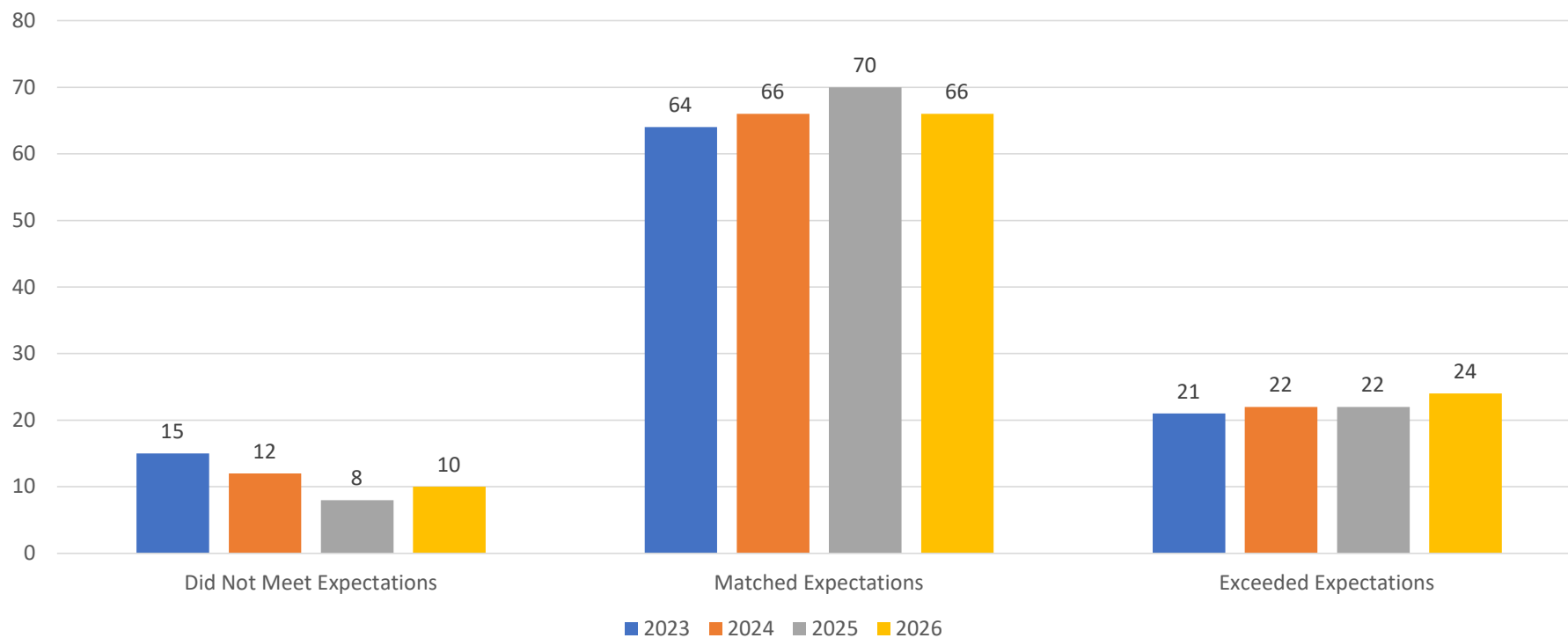
Net Promoter Score

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.)

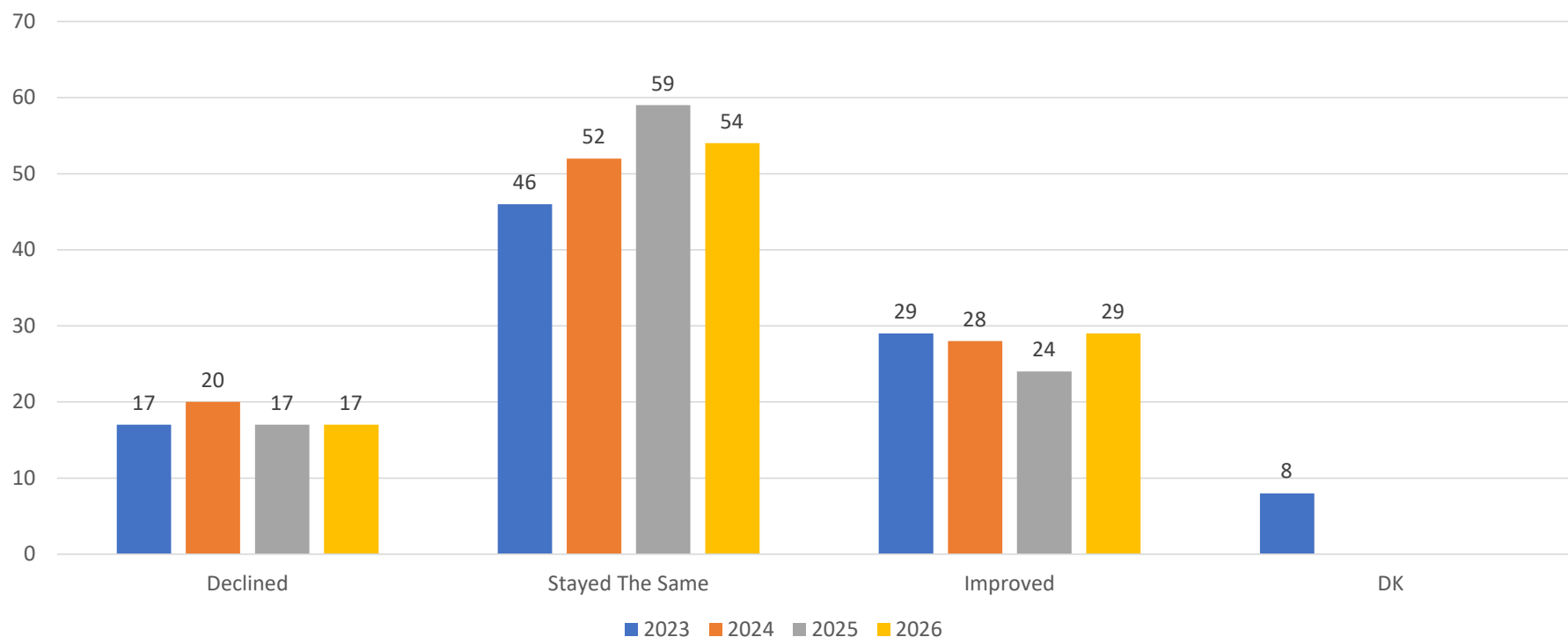


Guest Show Experience

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

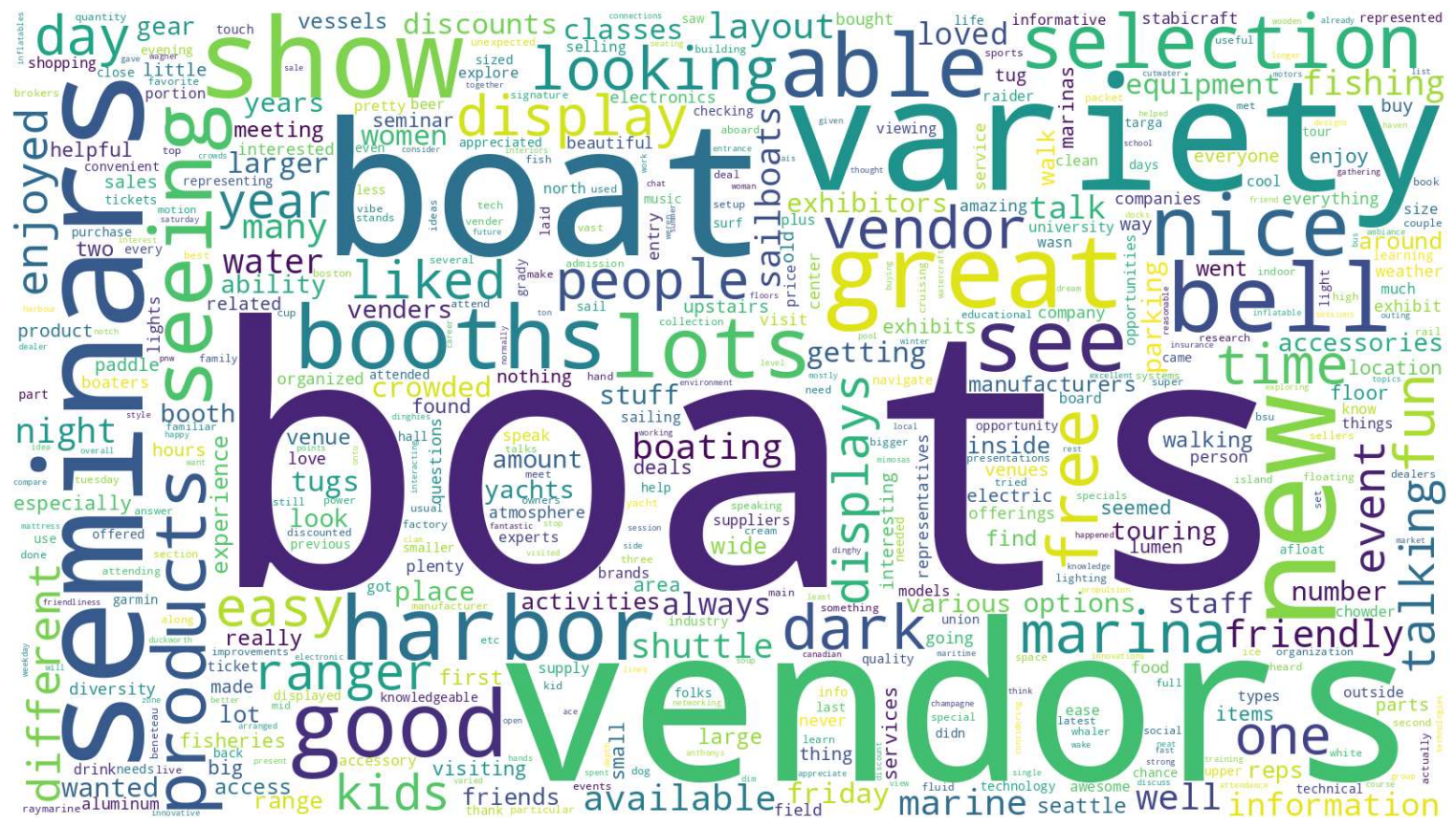


(Asked of repeat guests) Based on all you know or have heard about the Seattle Boat Show, would you say, compared to years past, it has improved, stayed the same or declined?
 (Note: In 2024+ the DK response deleted)



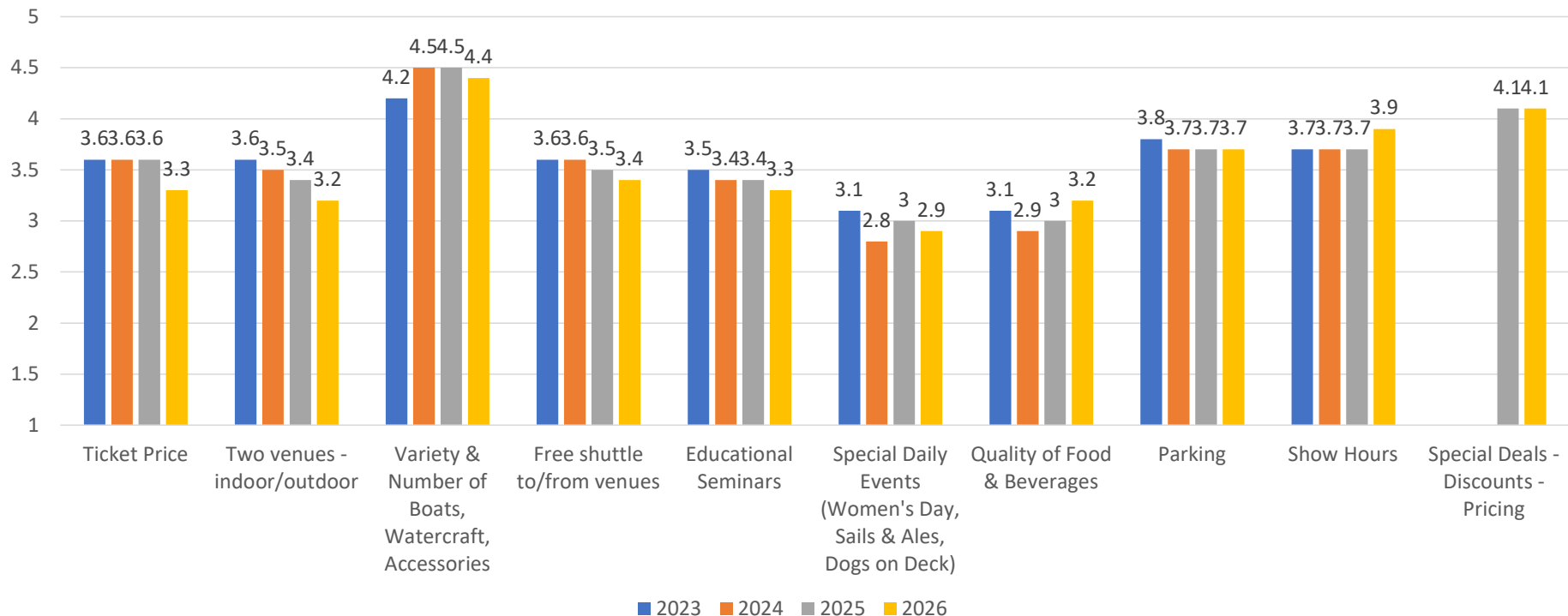
Word Clouds

2026 Word Cloud: What did you like most about the Seattle Boat Show?

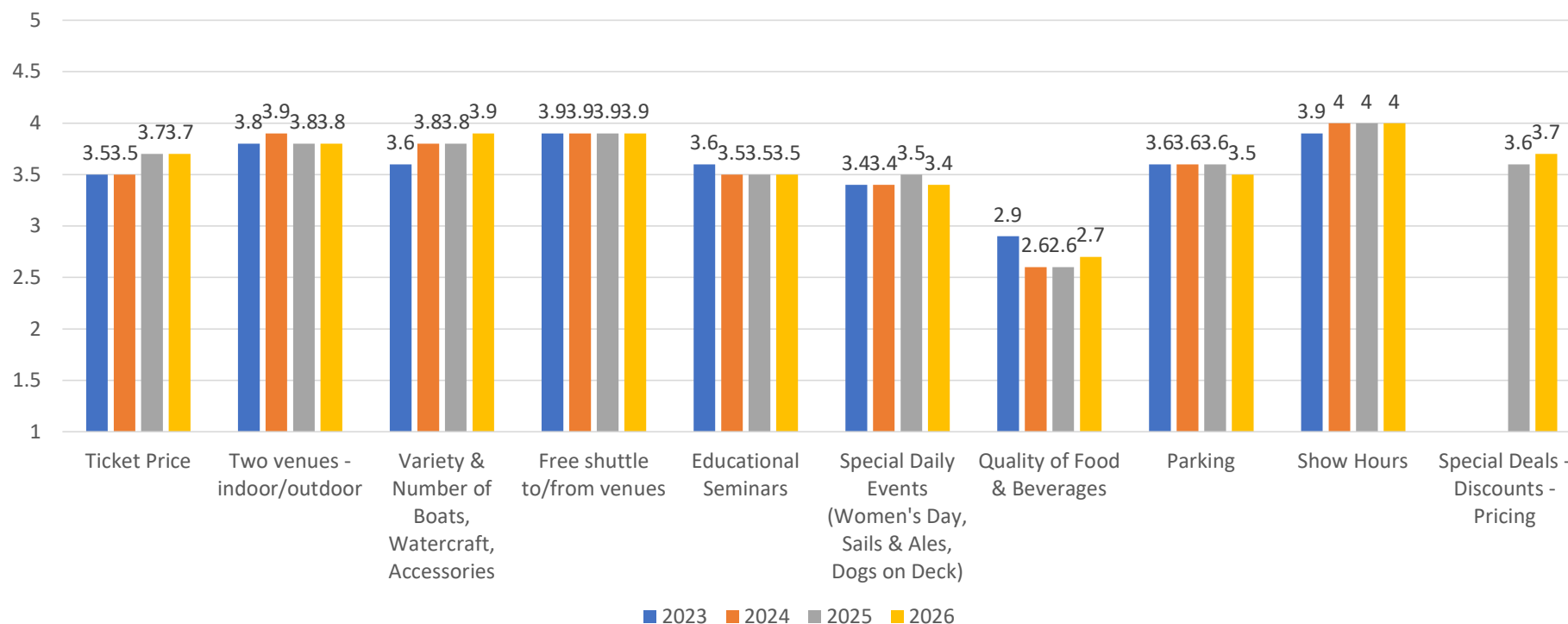


Ratings: Show Feature Importance vs Satisfaction

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)

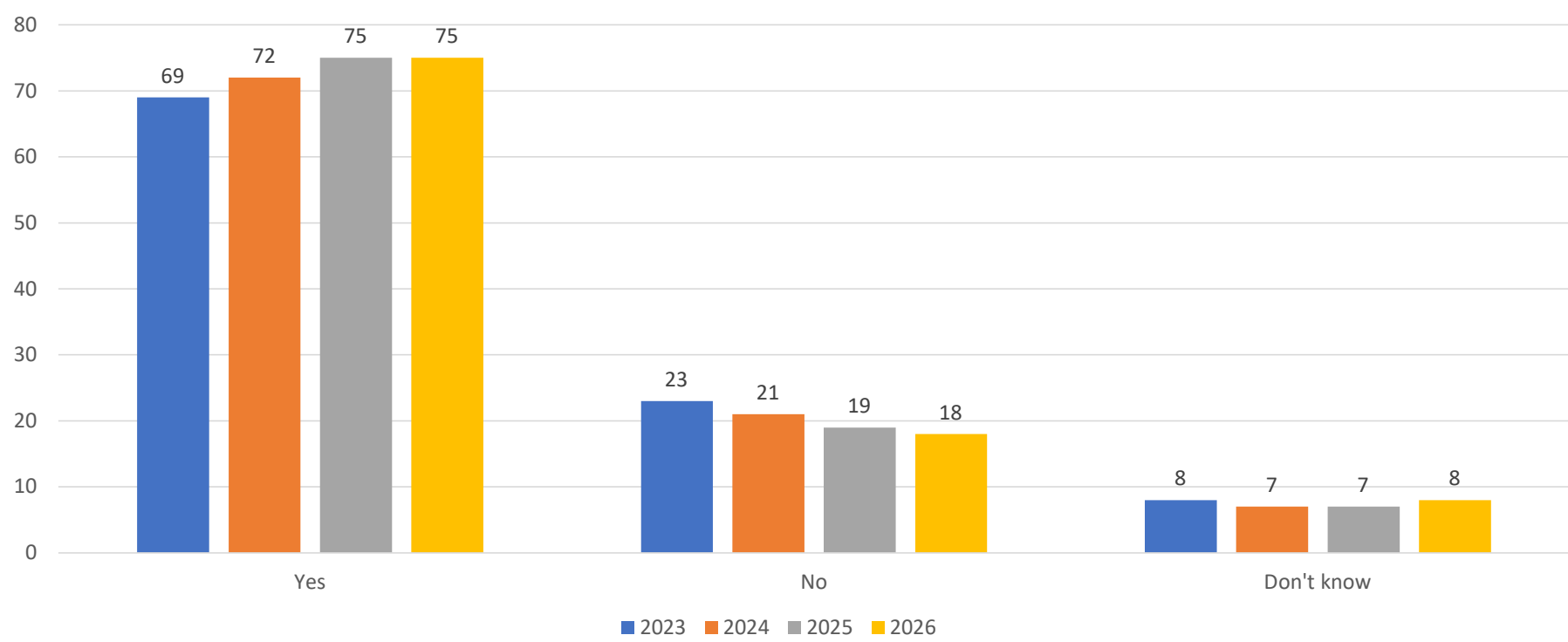


2023 vs 2024 Guest Ratings: Factor Importance vs Satisfaction (avg. ratings)

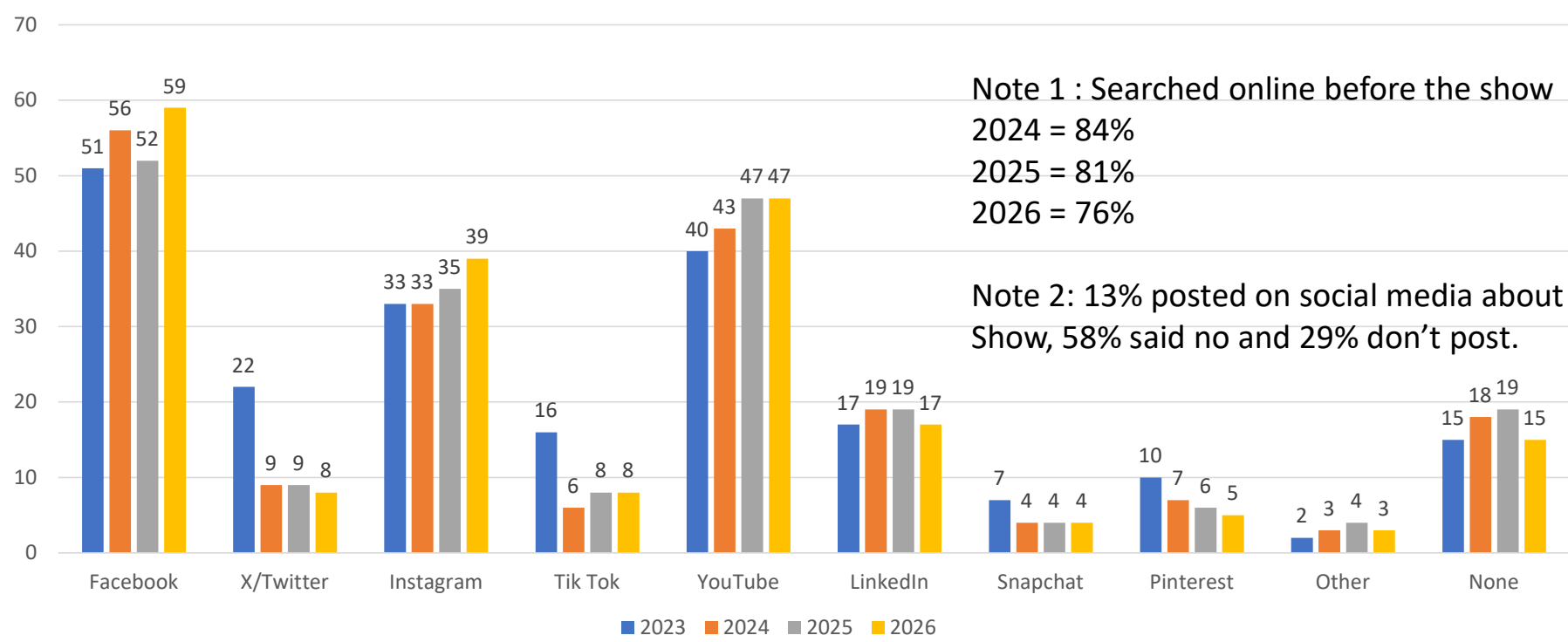
FEATURE	'23 IMP	'23 SAT	'24 IMP	'24 SAT	'25 IMP	'25 SAT	'26 IMP	'26 SAT
Ticket Price	3.60	3.54	3.58	3.51	3.56	3.66	3.28	3.68
Two venues: one indoor, one outdoor	3.55	3.80	3.47	3.90	3.40	3.83	3.21	3.83
Variety/Number of boats, watercraft and accessories	4.24	3.62	4.48	3.80	4.46	3.79	4.42	3.85
Free shuttle to/from venues	3.60	3.86	3.57	3.92	3.47	3.90	3.40	3.85
Educational seminars	3.50	3.55	3.36	3.52	3.36	3.50	3.28	3.48
Special daily events (Women's Day, Sails & Ales, Dogs on Deck, etc.)	3.05	3.45	2.79	3.43	3.00	3.48	2.88	3.42
Quality of food & beverages	3.11	2.93	2.92	2.64	3.00	2.60	3.20	2.72
Parking	3.76	3.56	3.71	3.58	3.67	3.60	3.71	3.54
Show hours	3.74	3.87	3.74	4.02	3.69	4.01	3.87	4.02
Special Deals – Discounts – Pricing (added 2025)					4.05	3.62	4.13	3.67
Red = Importance exceeds Satisfaction Green = Satisfaction exceeds Importance								

Show Advertising/Info Search

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



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



Note 1 : Searched online before the show
 2024 = 84%
 2025 = 81%
 2026 = 76%

Note 2: 13% posted on social media about the Show, 58% said no and 29% don't post.

New Question 2024

Special Print Publications Guests Read

	'24	'25	'26
Which boating or fishing publications do you read?			
NW Sportsman	13	17	17
Pacific Yachting	29	25	32
NW Yachting	38	34	34
The Reel News	9	12	12
Salmon & Steelhead Journal	11	11	10
48 North	44	46	47
Other (please specify)*	25	22	20
* See database for other mentions listed			

Guest Profile

Seattle Boat Show Guest Profile



	'23	'24	'25	'26		'23	'24	'25	'26		'23	'24	'25	'26
<u>Type of boat/watercraft owned?</u>					<u>Recreation – Outdoor Activities</u>					<u>Own, rent, lease waterfront property</u>				
None*	14	13	13	14	Pleasure boating	70	87	85	86	Yes	40	29	28	27
Power Boat – Pleasure	46	48	45	49	Fishing	52	58	60	57	No	60	71	72	73
Power Boat – Fishing	29	29	31	27	Diving, scuba	23	20	21	18	<u>Primarily boat/enjoy water sports on...</u>				
Sail Boat	24	23	24	18	Other water sports	26	29	30	27	Fresh water	23	12	12	13
Jet Ski	9	5	4	4	Biking	33	38	39	35	Salt water	42	46	48	45
Tow Boat	5	2	3	2	Hiking	40	54	53	53	Both	35	41	40	42
Paddled/Row Boat	17	18	17	18	Camping	36	45	44	43	<u>Gender:</u>				
Other	8	11	11	10	RVing	21	22	22	21	Female	35	27	28	27
					ATVing	9	9	10	11	Male	65	73	72	73
					Motorcycling	11	13	16	13					
					Other	8	10	9	10					



Seattle Boat Show Guest Profile



	'23	'24	'25	'26		'23	'24	'25	'26		'23	'24	'25	'26
<u>Age Group</u>					<u>Children at home under 18 yrs.</u>					<u>WA county do you live?</u>				
18-24	2	2	3	2	No children at home	65	79	77	77	Whatcom	7	3	3	4
25-34	17	6	5	8	Children at home but don't bring to show	18	10	11	11	Skagit	11	4	3	5
35-44	20	11	13	13	Children at home and bring them along	16	11	13	12	Island	6	4	2	3
45-54	14	17	19	16						Jefferson	3	1	2	2
55-64	22	32	33	28	<u>How long lived in Western Washington area</u>					Snohomish	11	13	14	14
65+	26	34	27	32	Don't live in WW area	15	16	17	13	King	30	42	44	41
<u>Marital Status</u>					Less than 2 yrs	8	3	3	3	Kitsap	8	8	8	8
Married	79	79	79	78	2 to 5 yrs	14	6	6	7	Pierce	11	10	12	12
Not Married	21	22	21	22	6 to 10 yrs	7	6	6	6	Thurston	4	4	3	2
					Over 10 yrs	55	69	68	70	Other WA county	9	10	8	9



Seattle Boat Show Guest Profile

	'23	'24	'25	'26
<u>Estimated Combined HH Income (before taxes)</u>				
Less than \$50,000	3	2	3	2
\$50,000 to \$99,999	18	10	11	9
\$100,000 to \$149,999	20	17	13	17
\$150,000 to \$199,999	16	16	16	14
\$200,000 or more	24	31	34	35
Prefer not to answer	18	24	23	24

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.

The following are summaries employing GMA A/I analysis. Complete detail can be found in the Excel database provided separately.

WHAT ATTENDEES LIKED MOST

- 1. The opportunity to see a wide variety of boats in one place
- 2. Being able to step aboard and explore boats
- 3. Discovering boating gear, accessories, and marine services
- 4. Educational seminars and learning opportunities
- 5. A fun atmosphere for boating enthusiasts
- 6. A chance to research and compare before buying
- 7. The convenience of the multi-venue format
- 8. Discovering new boating trends and technology
- 9. Deals and show-only promotions
- 10. Family-friendly experiences

WHAT ATTENDEES LIKED LEAST

- 1. Food quality, selection, and pricing
- 2. High prices (boats, accessories, or general show costs)
- 3. Pushy or overly aggressive salespeople
- 4. Parking difficulties
- 5. Layout and navigation challenges
- 6. Shuttle system between venues
- 7. Long lines or wait times
- 8. Crowds and congestion
- 9. Limited variety in certain boat categories (sail boats)
- 10. Evening event (“Boat Show After Dark” was a good start, but.....)

WHAT WAS MOST IMPORTANT FEATURE THAT WOULD MOTIVATE RETURN

- 1. A wide variety of boats and exhibitors
- 2. New boats, models, and innovations
- 3. Marine gear, accessories, and equipment
- 4. Educational seminars and classes
- 5. Show deals and discounts
- 6. Seeing boats in the water
- 7. A strong vendor marketplace
- 8. Fishing and specialty boating segments
- 9. A fun annual boating tradition
- 10. Food, entertainment, and overall experience

WHAT WAS MISSING THAT WOULD MOTIVATE RETURN

- 1. More affordable or entry-level boats
- 2. More fishing boats and fishing gear
- 3. Better food options
- 4. More interactive or hands-on experiences
- 5. More educational sessions and workshops
- 6. More boats actually in the water
- 7. More sailing and sailboat representation
- 8. Entertainment and social activities
- 9. More deals and promotions
- 10. A notable portion said “nothing”

COMMENTS/SUGGESTIONS FOR IMPROVEMENT

- 1. Overall satisfaction with the show is very high
- 2. Many attendees consider the show an annual tradition
- 3. Ability to compare boats in one place is highly valued
- 4. Requests for more small or affordable boats
- 5. Positive feedback for staff and exhibitors
- 6. Mixed reactions to the “Boat Show After Dark” event
- 7. Continued requests for better food and concessions
- 8. Interest in more variety of boat types
- 9. Families want more kid-friendly activities
- 10. Some guests had no additional suggestions

Thank You!