



# Seattle Boat Show Dashboard

## April 15, 2026



PRESENTED BY





# Attendance



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# Seattle Boat Show 2026

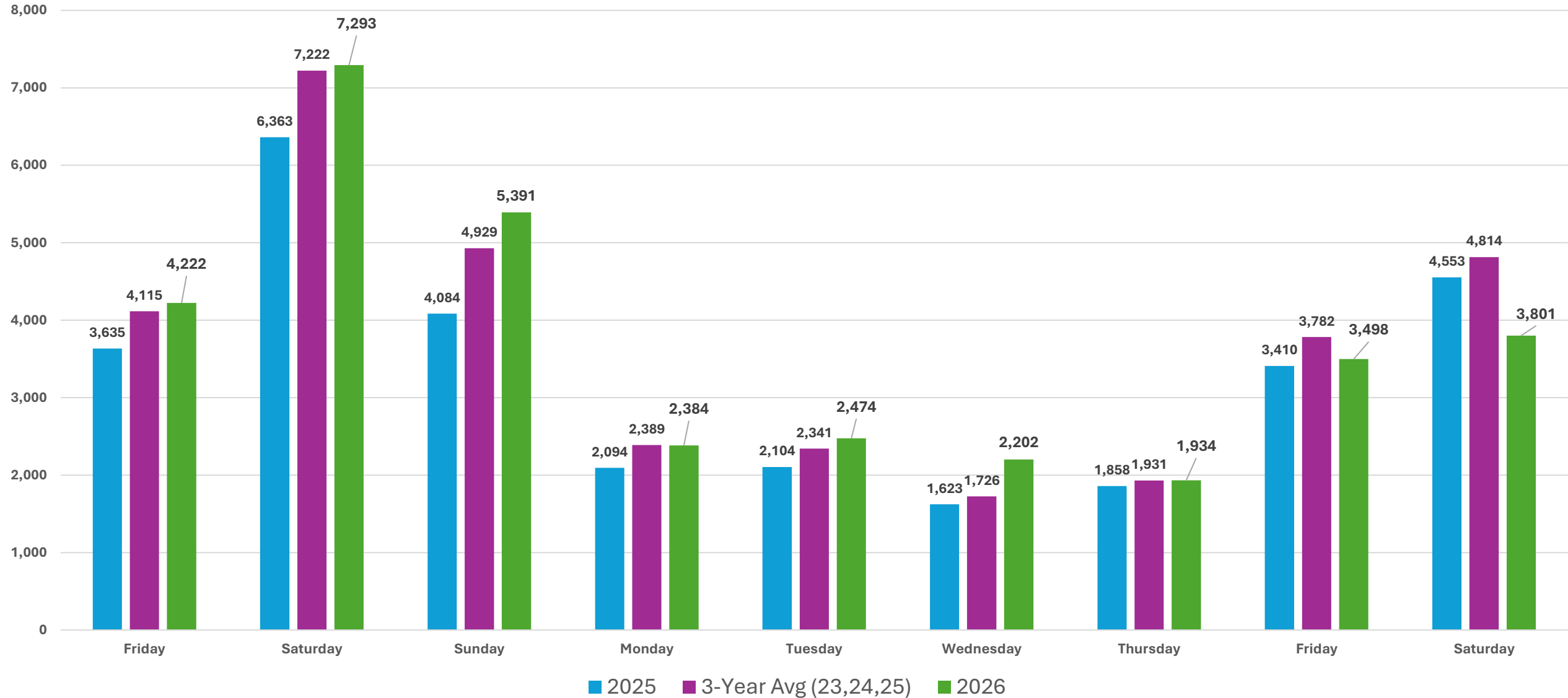
## Lumen Field Event Center + Bell Harbor Marina

### NET Daily Attendance

Updated: 2.13.26

**9-Day attendance +11.7% (33,199) compared to 2025 (29,724), Diff = 3,475**

**9-Day attendance -.2% (33,199) compared to 3-year average 23,24,25 (33,250), Diff = -51**



# Seattle Boat Show 2026

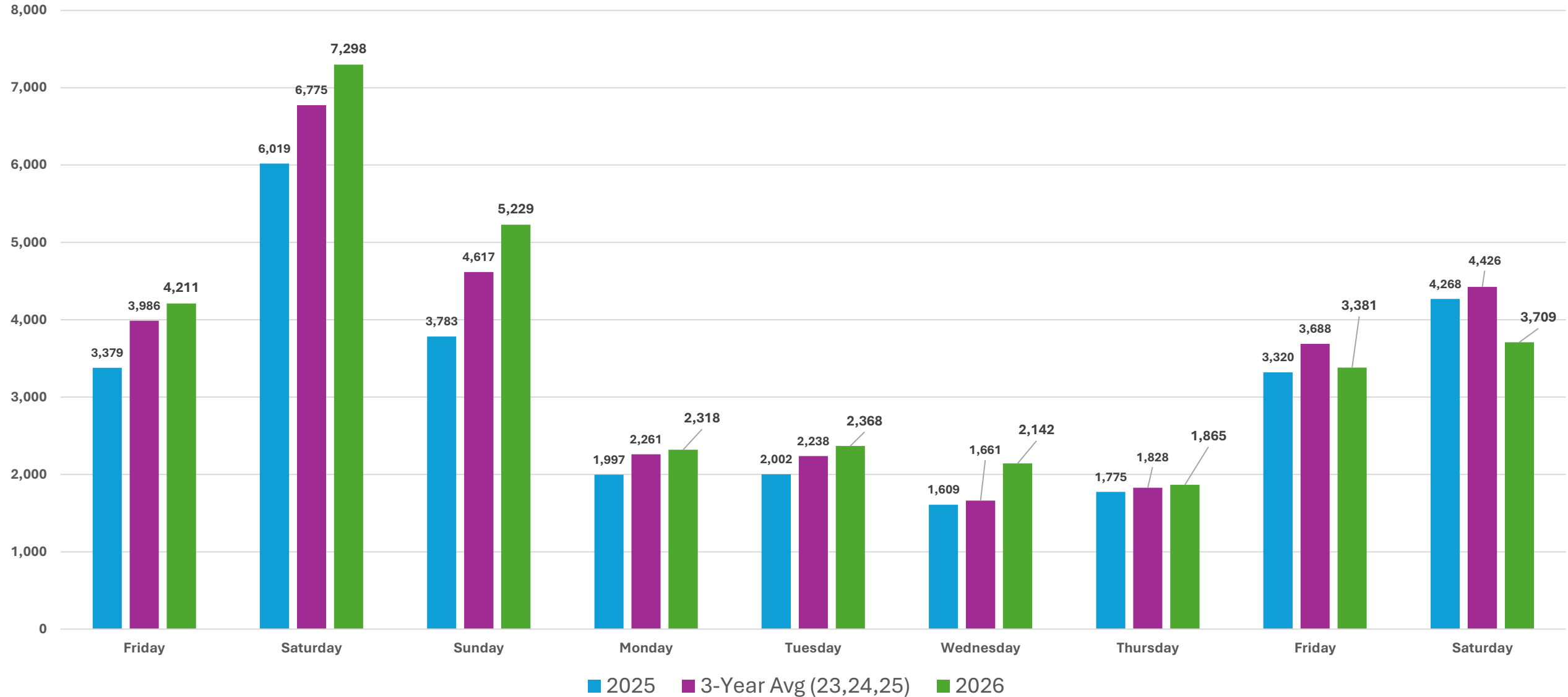
## Lumen Field Event Center

### Daily Attendance

Updated: 2.13.26

**9-Day attendance +15.5% (32,521) compared to 2025 (28,152), Diff = 4,369**

**9-Day attendance +3.3% (32,521) compared to 3-year average 23,24,25 (31,479), Diff = 1,042**



# Seattle Boat Show 2026

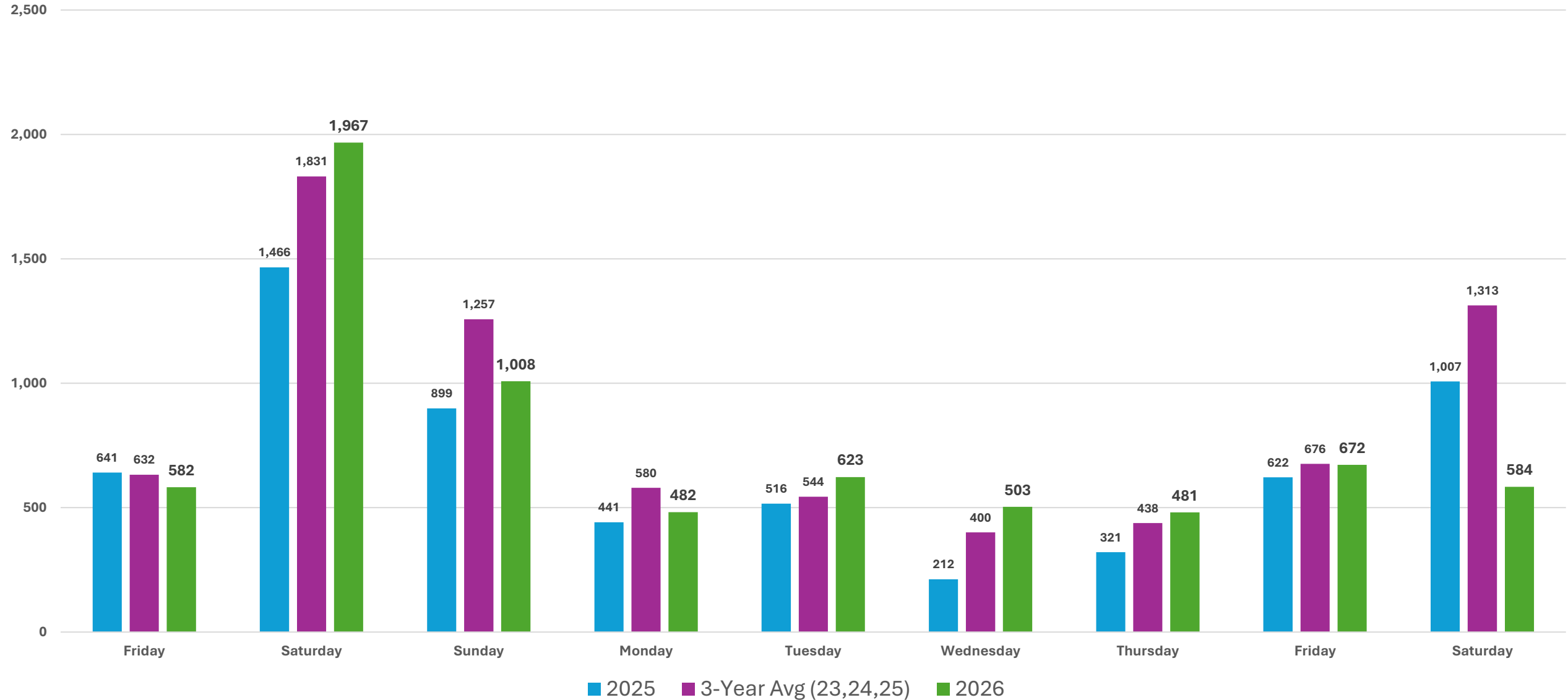
## Bell Harbor Marina

### Daily Attendance

9-Day attendance +12.7% (6,902) compared to 2025 (6,125), Diff = 777

9-Day attendance -10.0% (6,902) compared to 3-year average 23,24,25 (7,671), Diff = -769

Updated: 2.13.26





# Admissions by Hour



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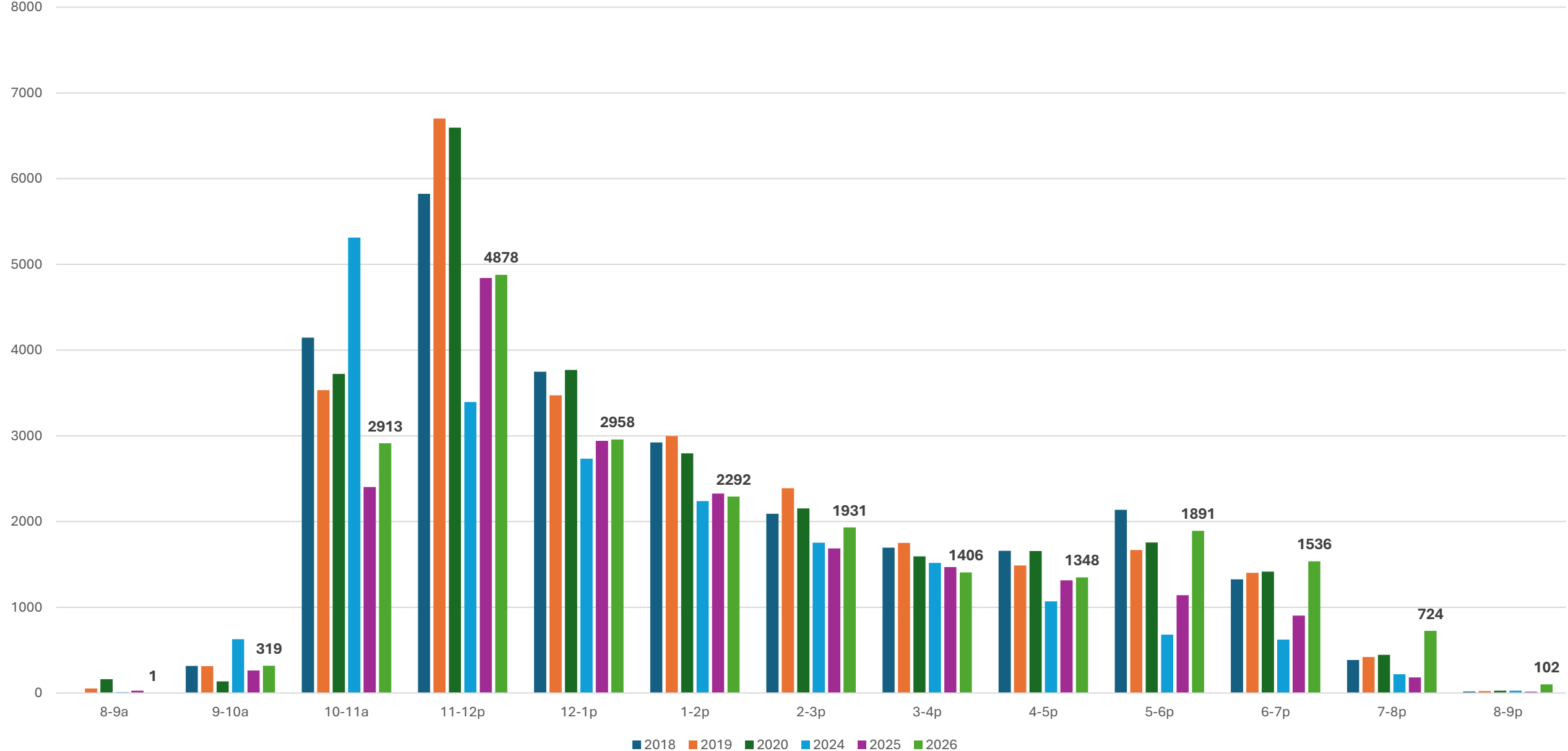
# Seattle Boat Show Admissions by Hour

Updated: 3.24.26

	SBS18		SBS19		SBS20		SBS24		SBS25		SBS26	
TimeRange	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
8-9a	0	0.0%	52	0.2%	162	0.6%	10	0.0%	26	0.1%	1	0.0%
9-10a	315	1.2%	314	1.2%	135	0.5%	629	3.1%	263	1.3%	319	1.4%
10-11a	4,146	15.8%	3,533	13.5%	3,722	14.2%	5,313	26.3%	2,403	12.3%	2,913	13.1%
11-12p	5,822	22.2%	6,702	25.6%	6,595	25.1%	3,394	16.8%	4,841	24.8%	4,878	21.9%
12-1p	3,747	14.3%	3,472	13.2%	3,769	14.4%	2,734	13.5%	2,942	15.1%	2,958	13.3%
1-2p	2,922	11.1%	2,997	11.4%	2,796	10.7%	2,239	11.1%	2,326	11.9%	2,292	10.3%
2-3p	2,090	8.0%	2,388	9.1%	2,153	8.2%	1,754	8.7%	1,687	8.6%	1,931	8.7%
3-4p	1,696	6.5%	1,750	6.7%	1,594	6.1%	1,517	7.5%	1,470	7.5%	1,406	6.3%
4-5p	1,658	6.3%	1,487	5.7%	1,656	6.3%	1,069	5.3%	1,314	6.7%	1,348	6.0%
5-6p	2,138	8.1%	1,668	6.4%	1,755	6.7%	680	3.4%	1,140	5.8%	1,891	8.5%
6-7p	1,326	5.0%	1,402	5.3%	1,416	5.4%	624	3.1%	903	4.6%	1,536	6.9%
7-8p	385	1.5%	419	1.6%	446	1.7%	218	1.1%	183	0.9%	724	3.2%
8-9p	17	0.1%	23	0.1%	26	0.1%	27	0.1%	16	0.1%	102	0.5%
	26,262	100.0%	26,207	100.0%	26,225	100.0%	20,208	100.0%	19,514	100.0%	22,299	100.0%

# Seattle Boat Show Admissions by Hour

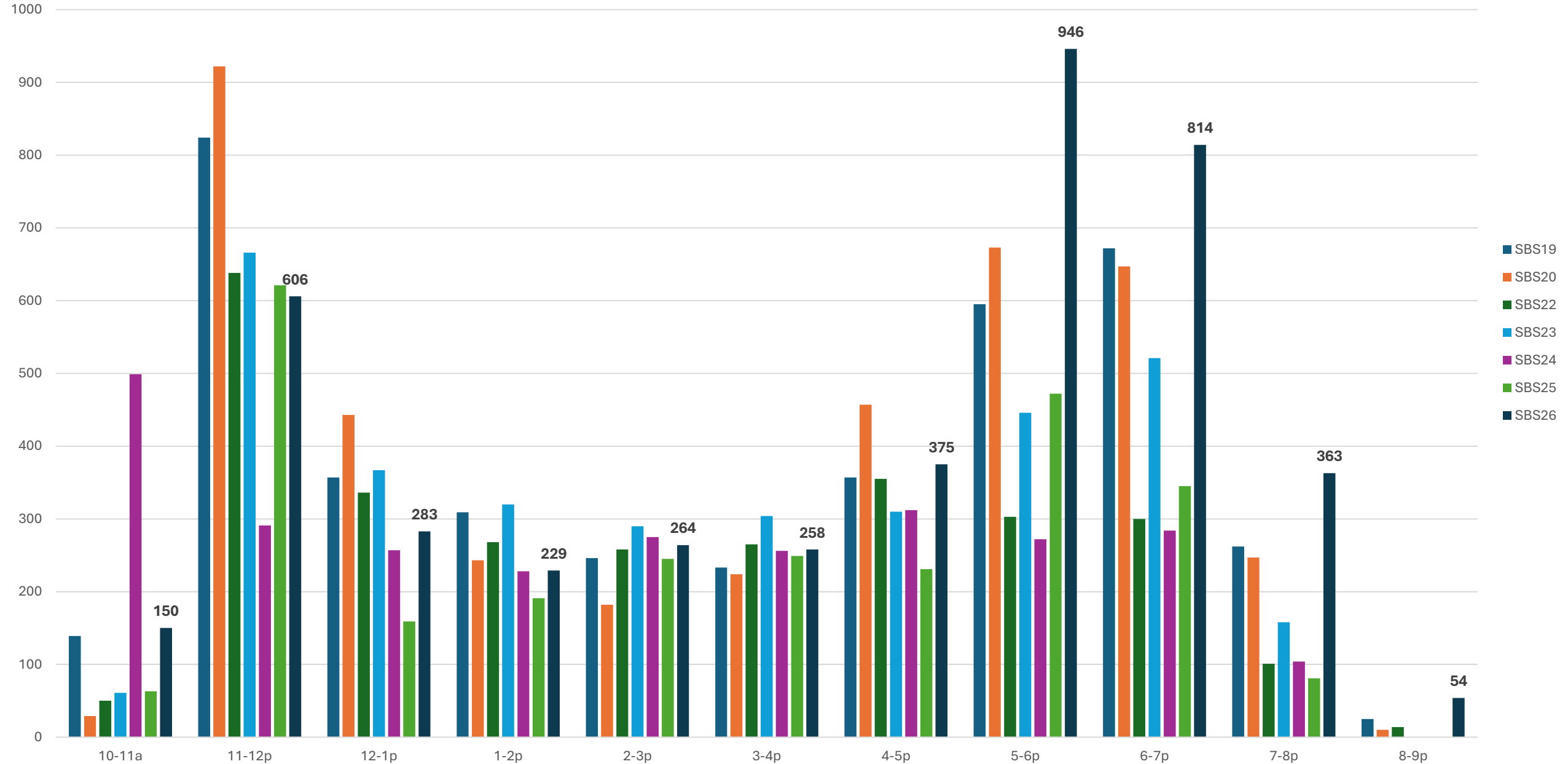
Updated: 3.20.26



Friday1

# Sum of TicketCount by TimeRange2 and Show

Updated: 3.20.26

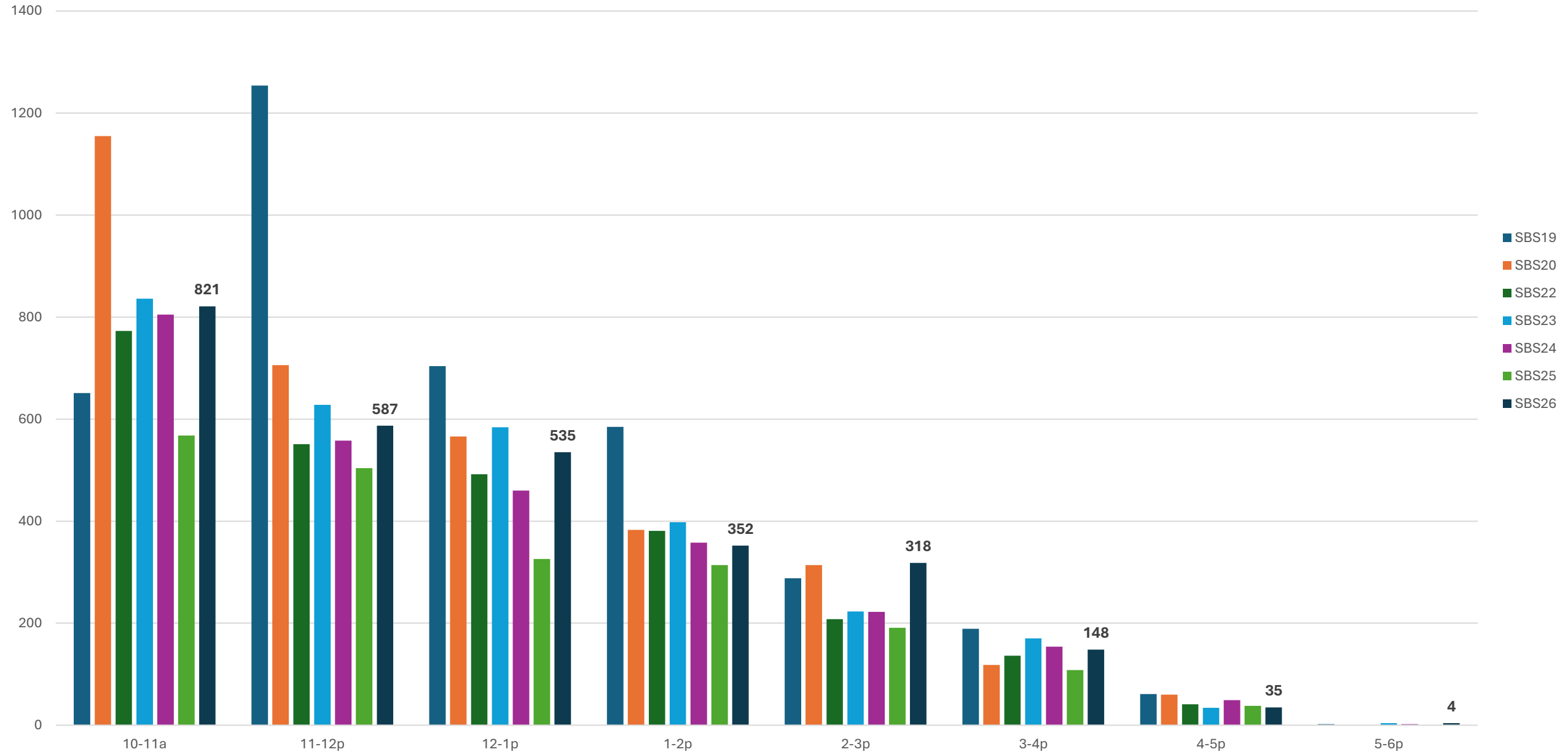




Sunday

# Sum of TicketCount by TimeRange2 and Show

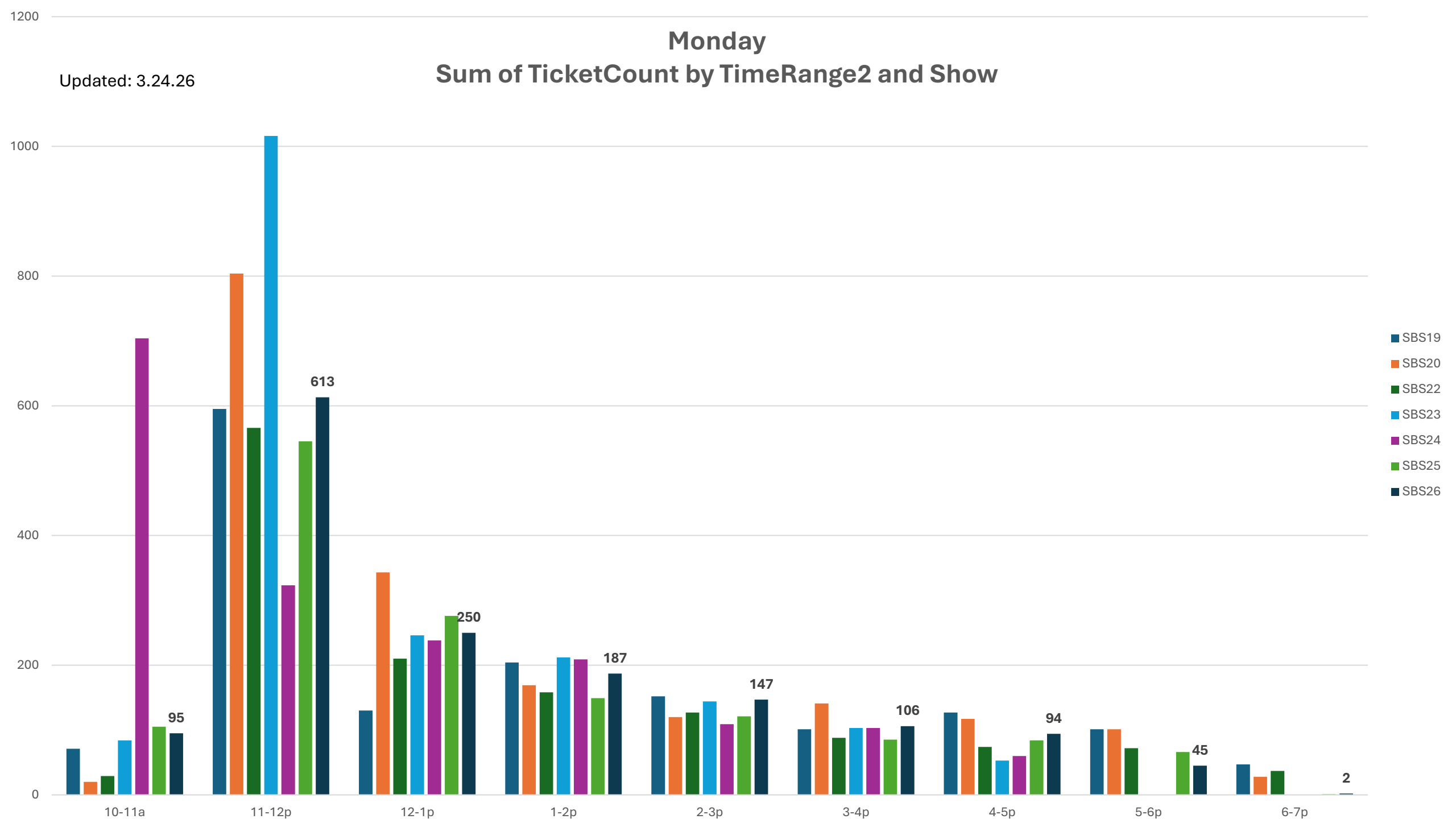
Updated: 3.24.26



Monday

# Sum of TicketCount by TimeRange2 and Show

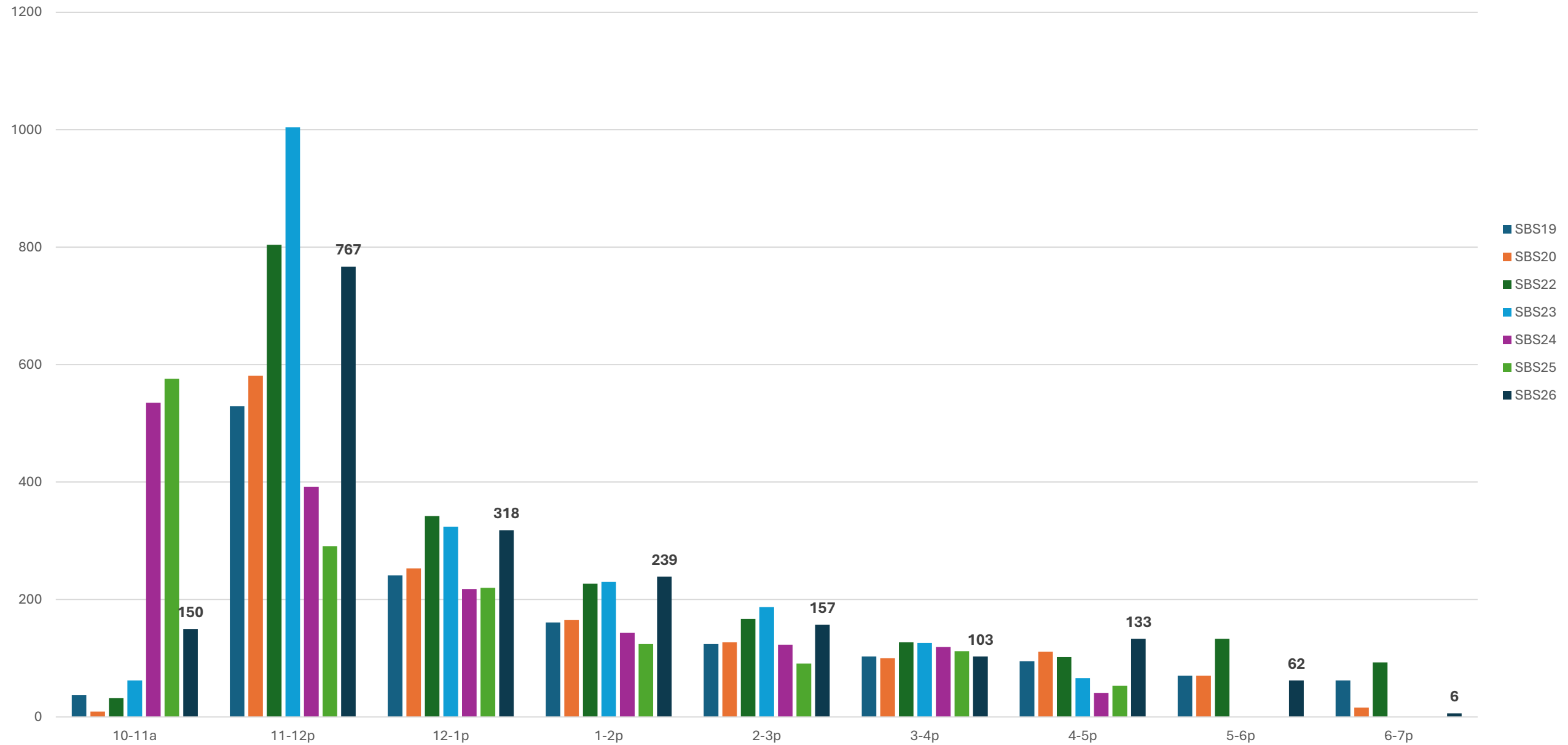
Updated: 3.24.26



Tuesday

# Sum of TicketCount by TimeRange2 and Show

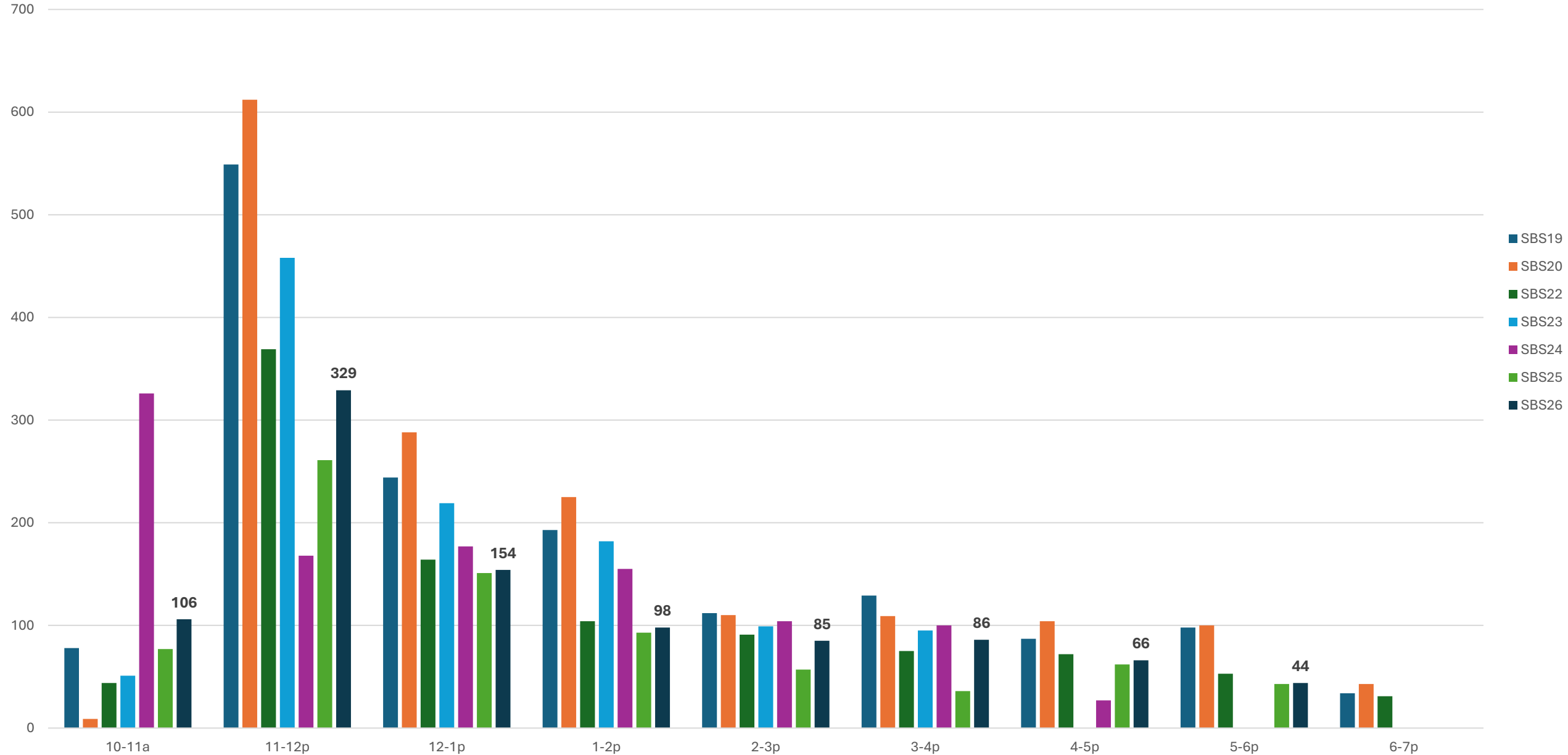
Updated: 3.24.26



Wednesday

# Sum of TicketCount by TimeRange2 and Show

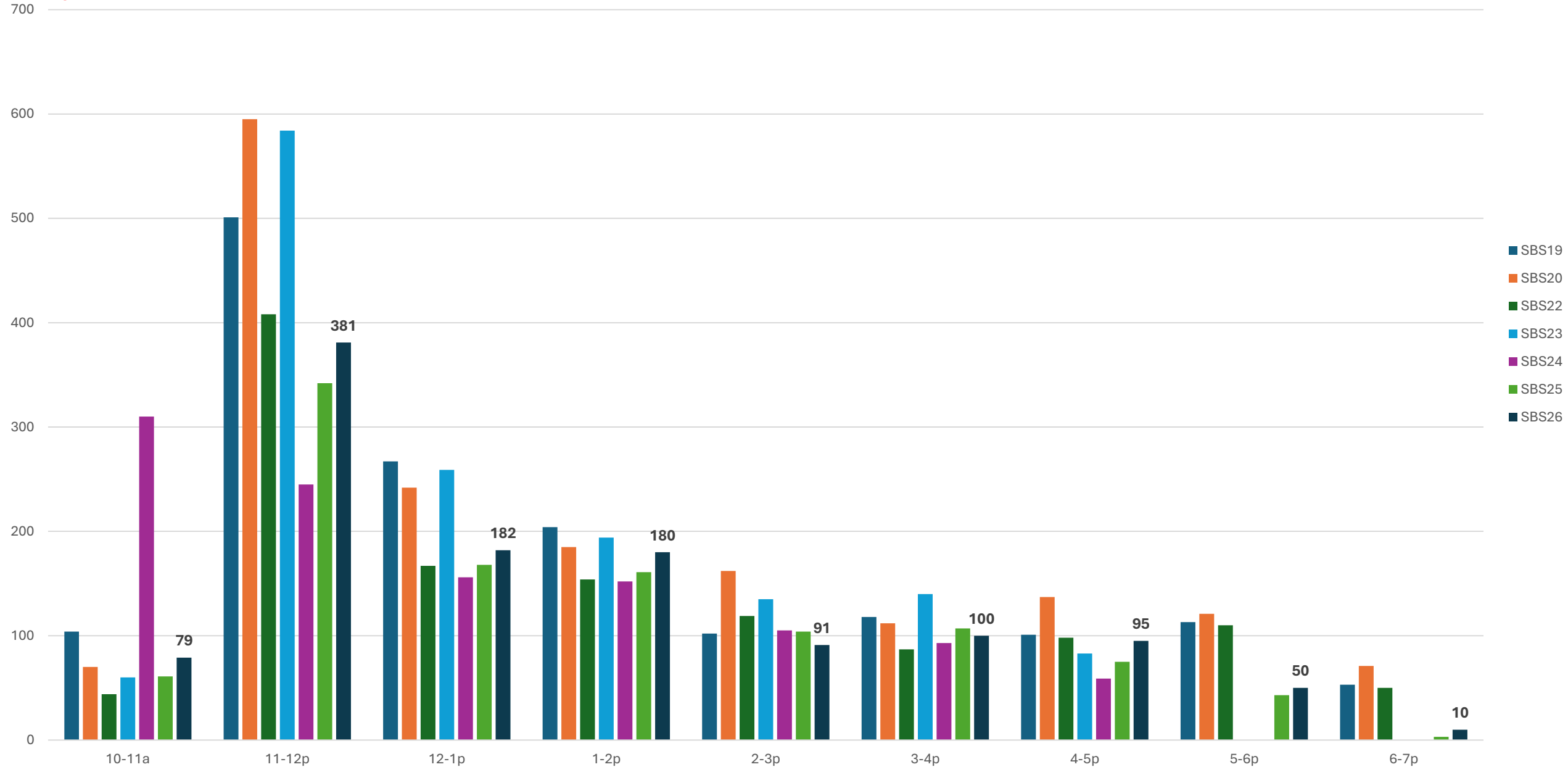
Updated: 3.24.26



# Thursday

## Sum of TicketCount by TimeRange2 and Show

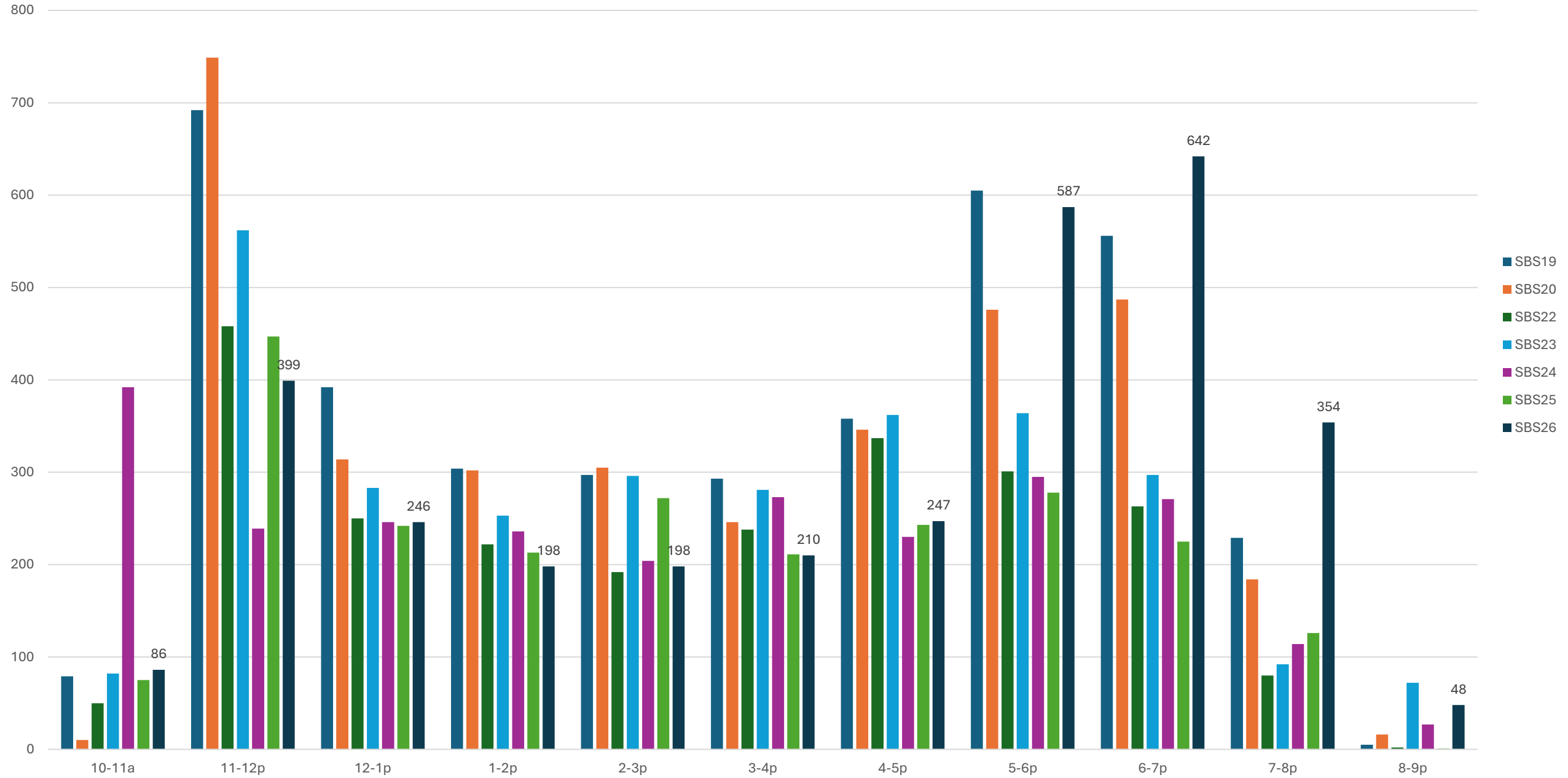
Update



# Friday2

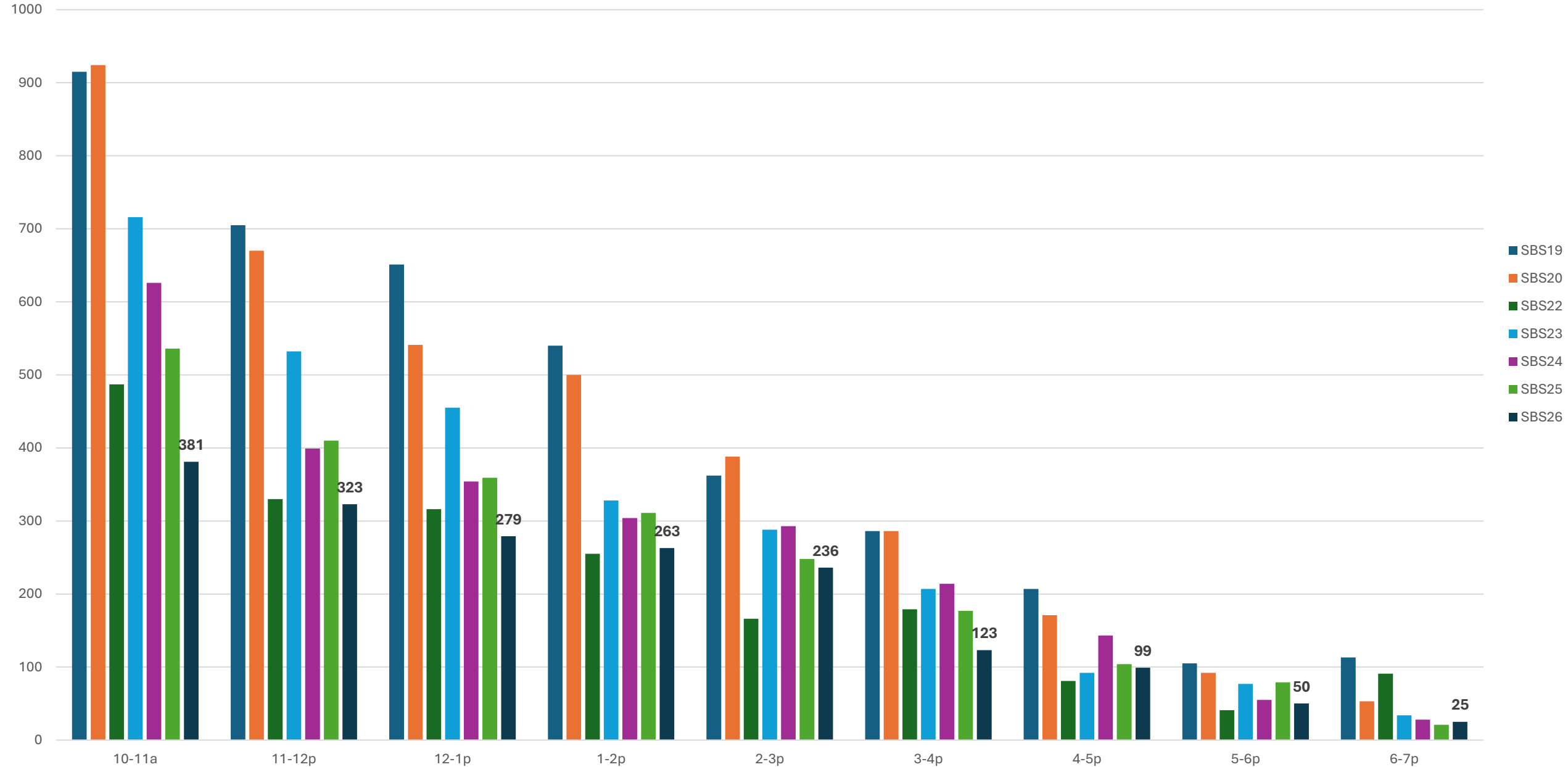
## Sum of TicketCount by TimeRange2 and Show

Updated: 3.20.26



# Saturday2

## Sum of TicketCount by TimeRange2 and Show

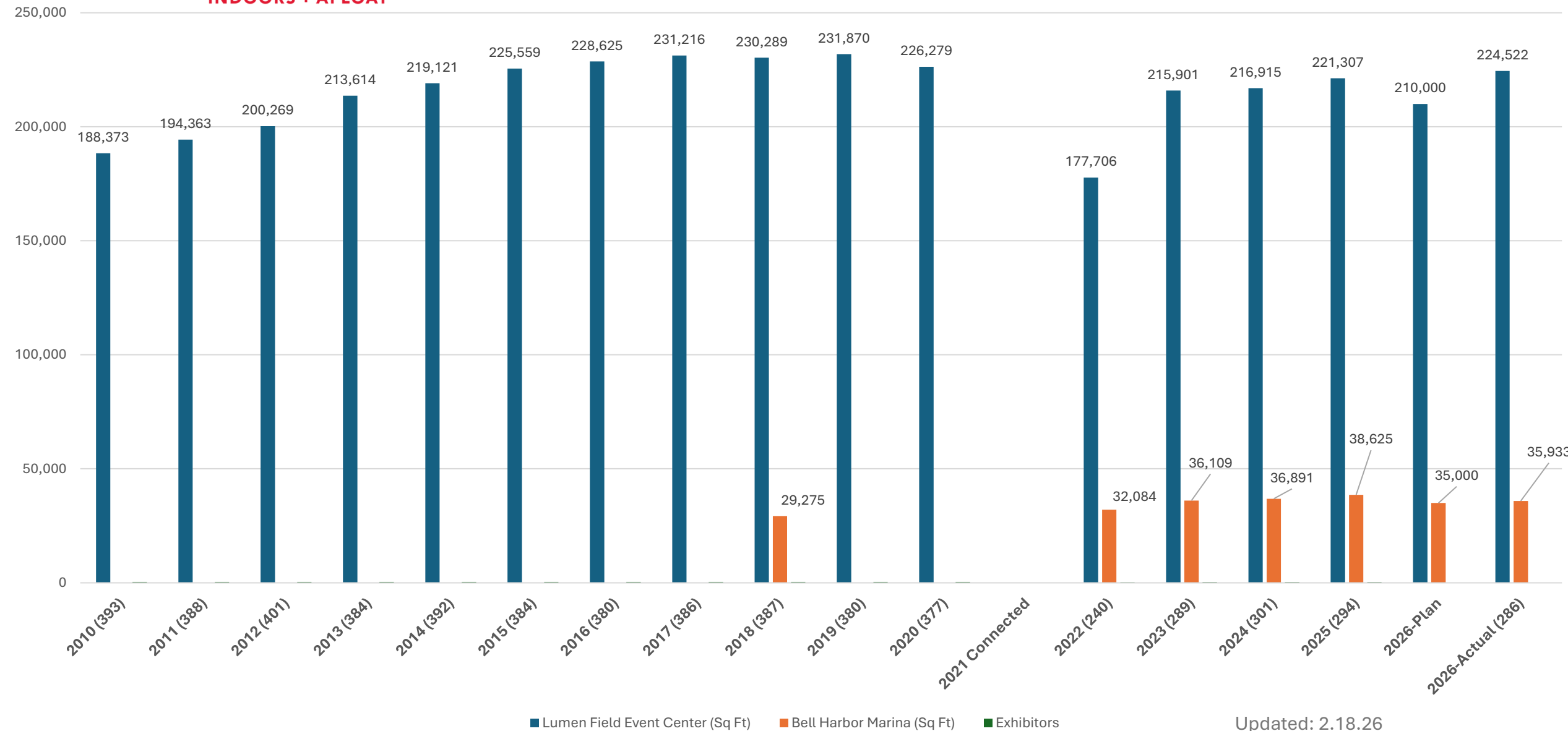




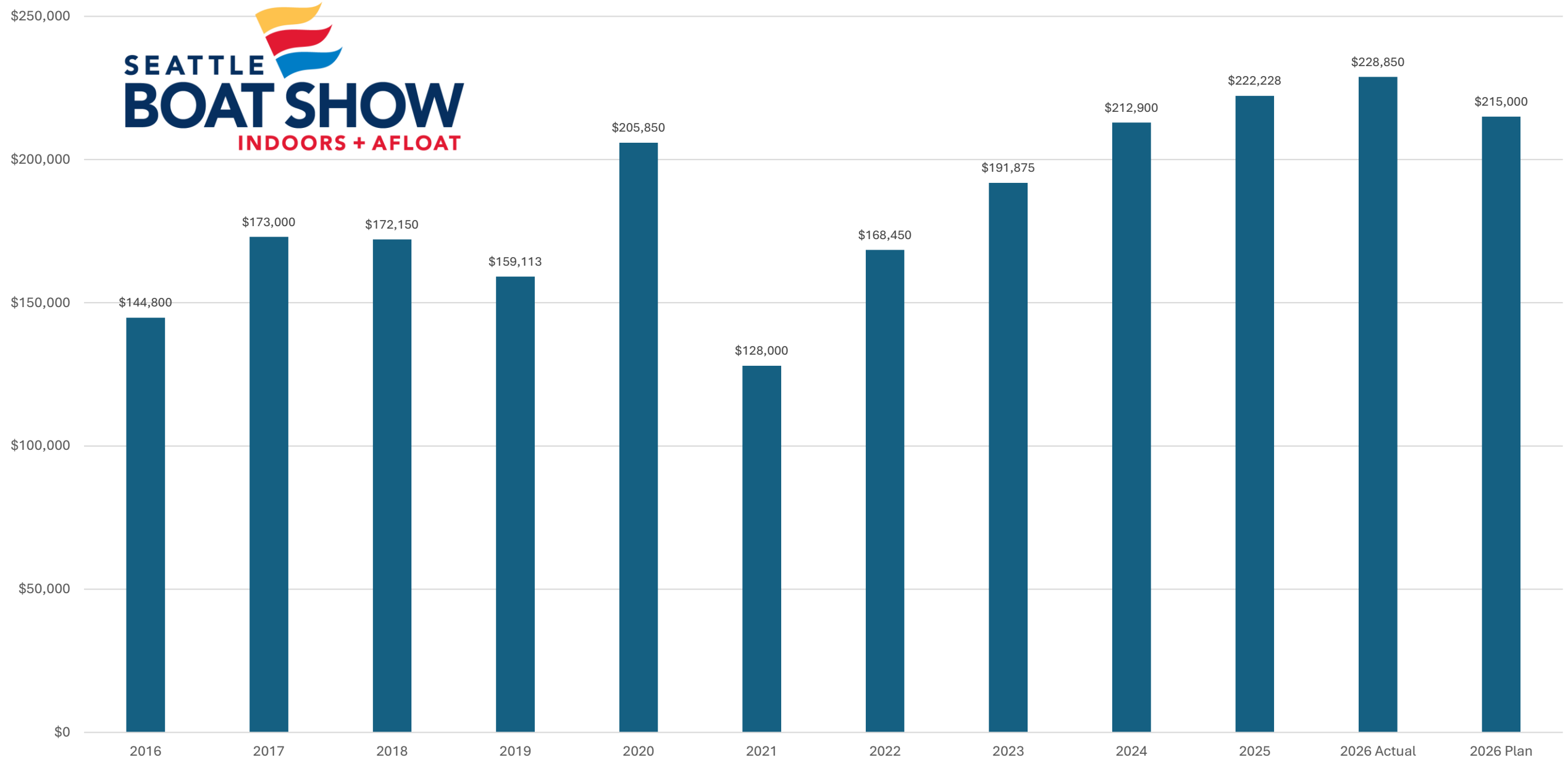
# Seattle Boat Show Space Rental

## Lumen Field Event Center & Bell Harbor Marina

### (Year/Exhibitors)



# Seattle Boat Show Sponsorship Income



Updated: 3.13.26

# Boats on Display

## Lumen + Bell Harbor



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$$\text{SBS26: } 527 + 55 = 582$$

$$\text{SBS25: } 540 + 56 = 596$$

$$\text{SBS24: } 559 + 55 = 614$$

$$\text{SBS23: } 569 + 51 = 620$$

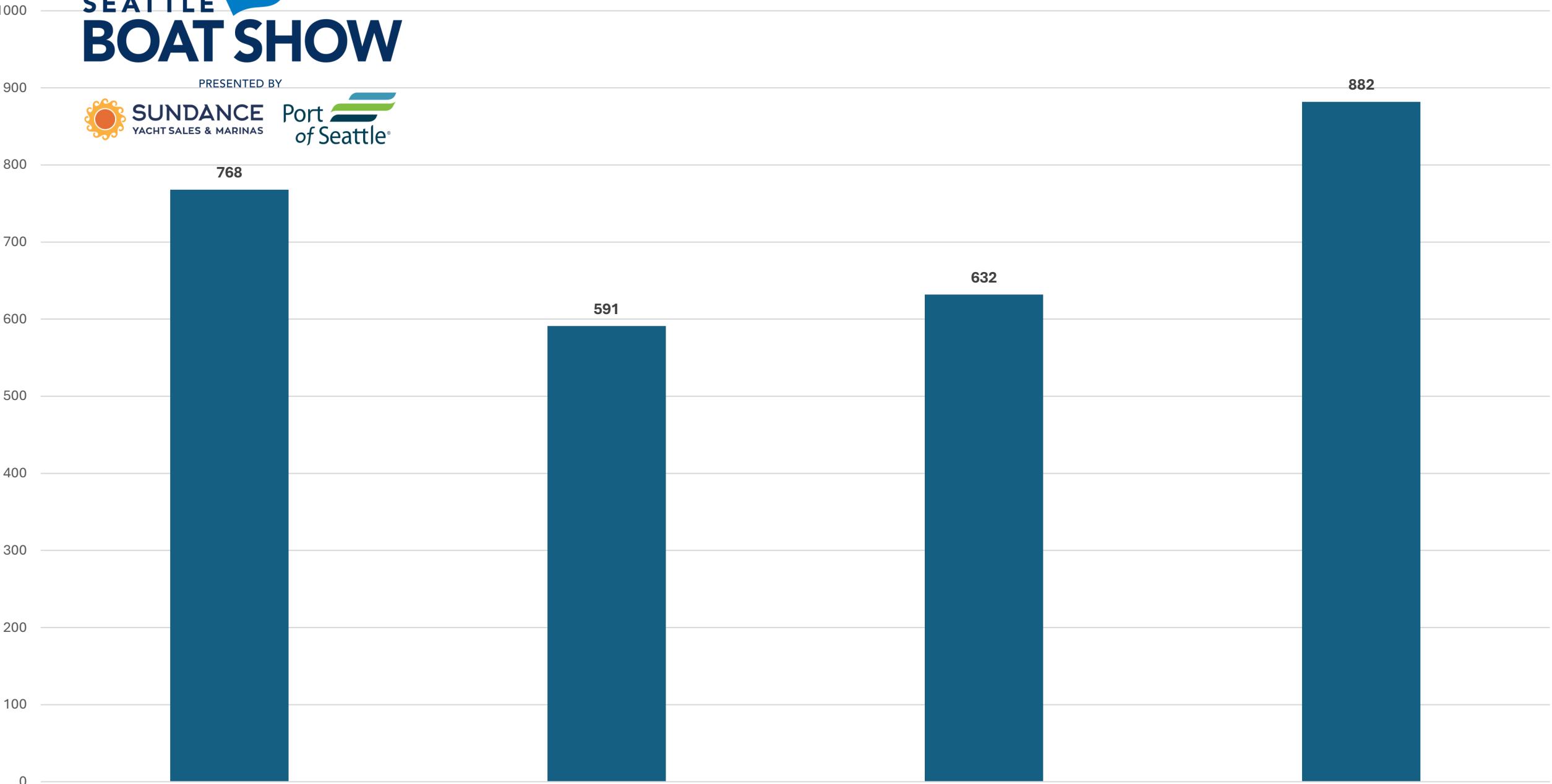
$$\text{SBS22: } 432 + 47 = 479$$

Updated: 2.13.26



# Bell Harbor Cups of Chowder Served

PRESENTED BY



# SBS26 OnlineTicket Sales - Cumulative



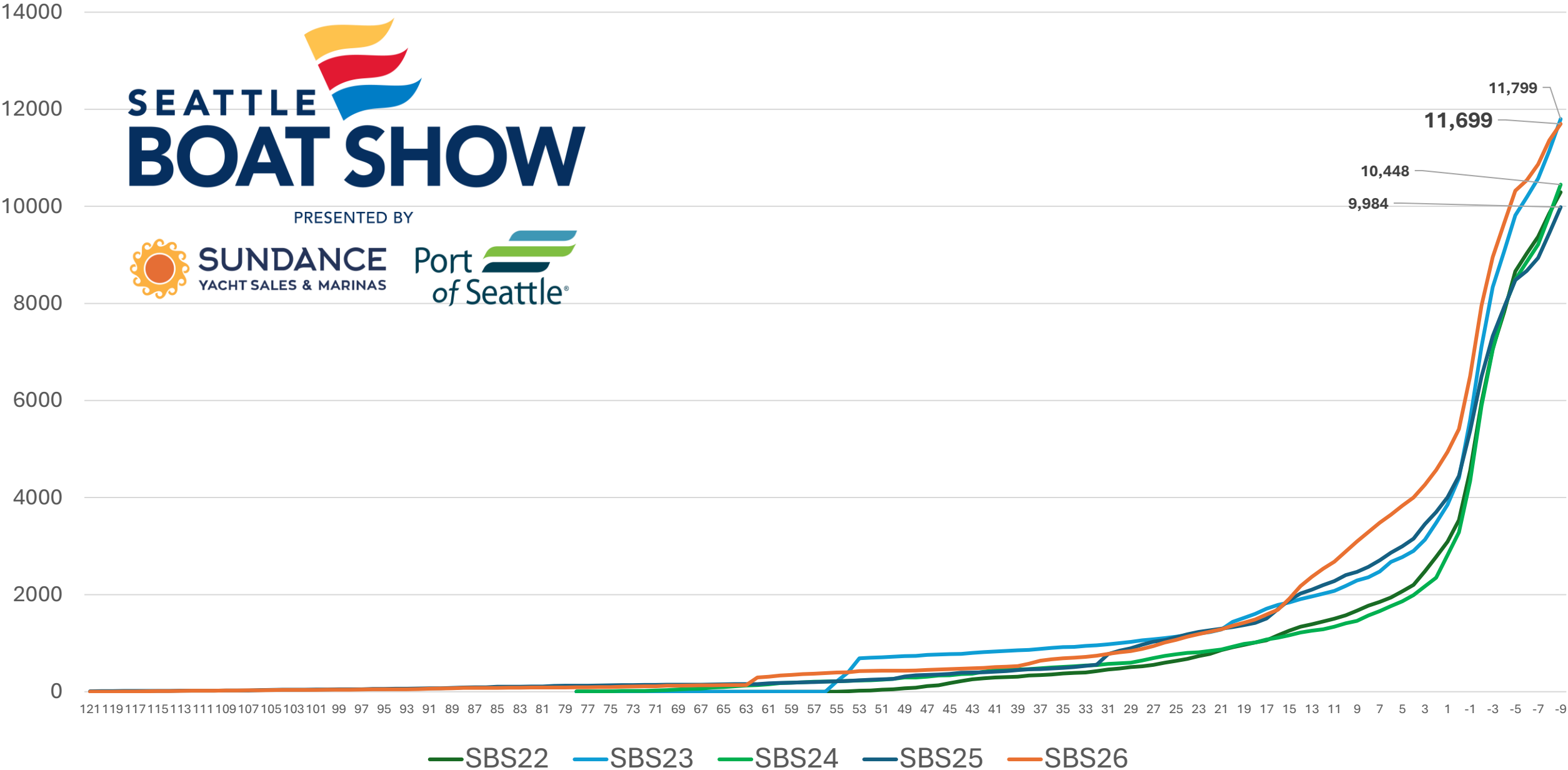
PRESENTED BY



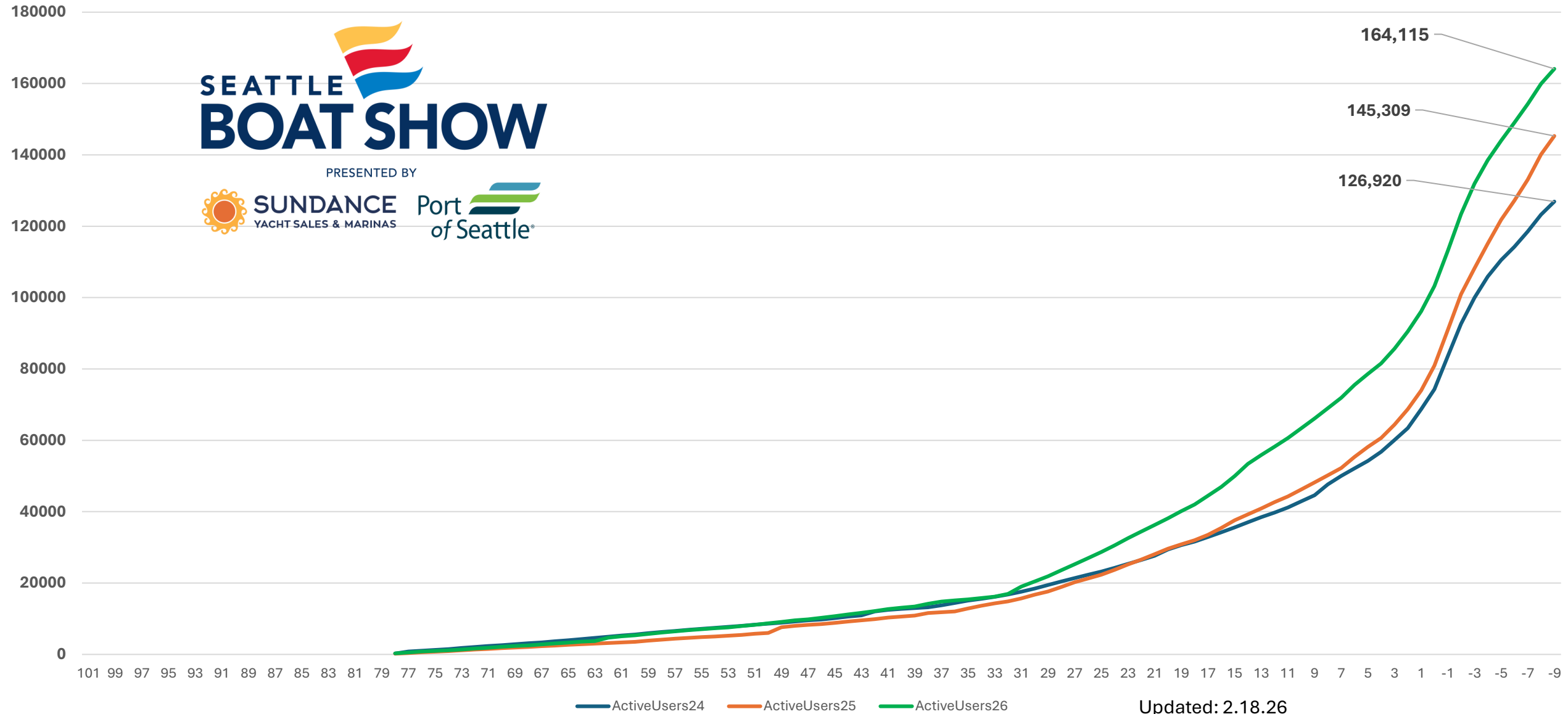
**SUNDANCE**  
YACHT SALES & MARINAS



Port  
of Seattle®

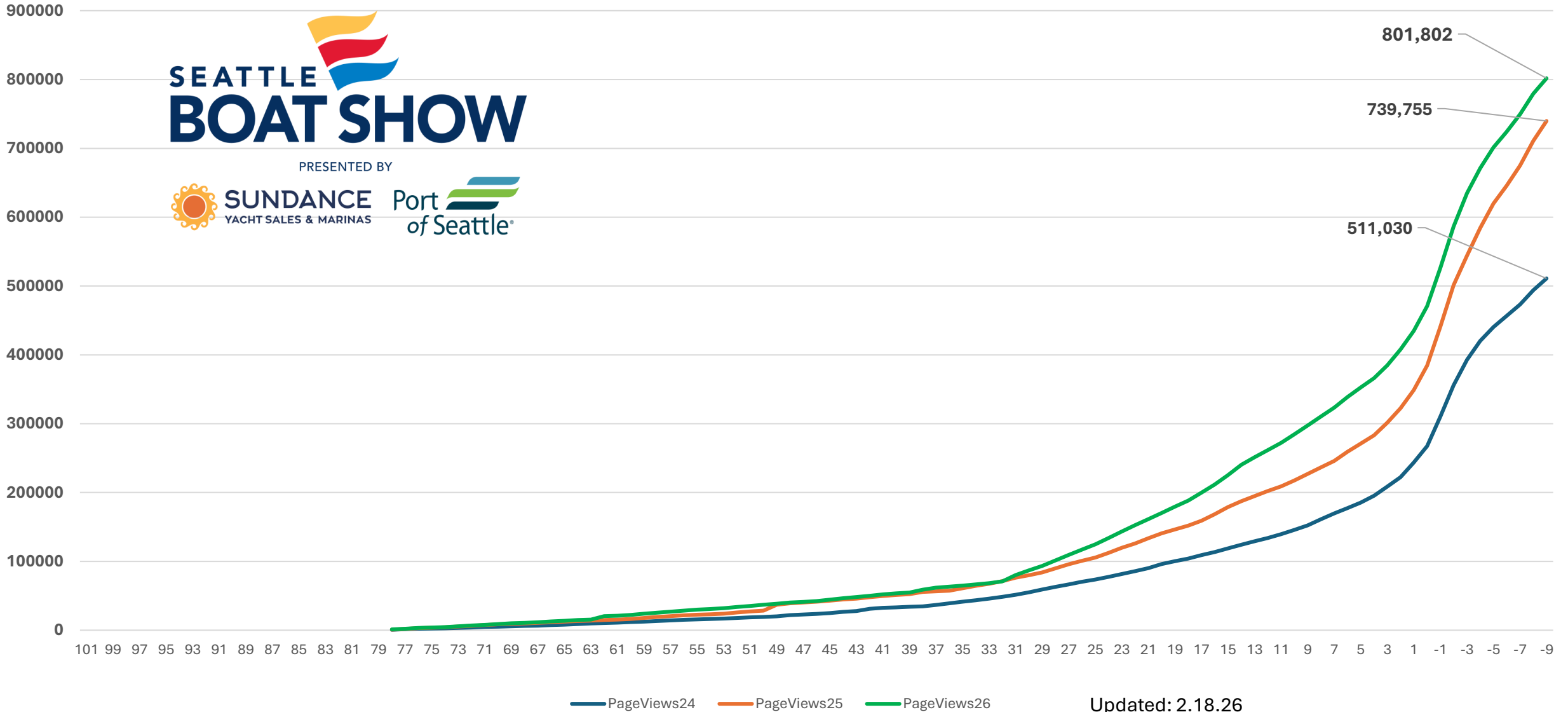


# SeattleBoatShow.com Cumulative - Active Users 2024, 2025, 2026



Updated: 2.18.26

# SeattleBoatShow.com Cumulative - Page Views 2024, 2025, 2026

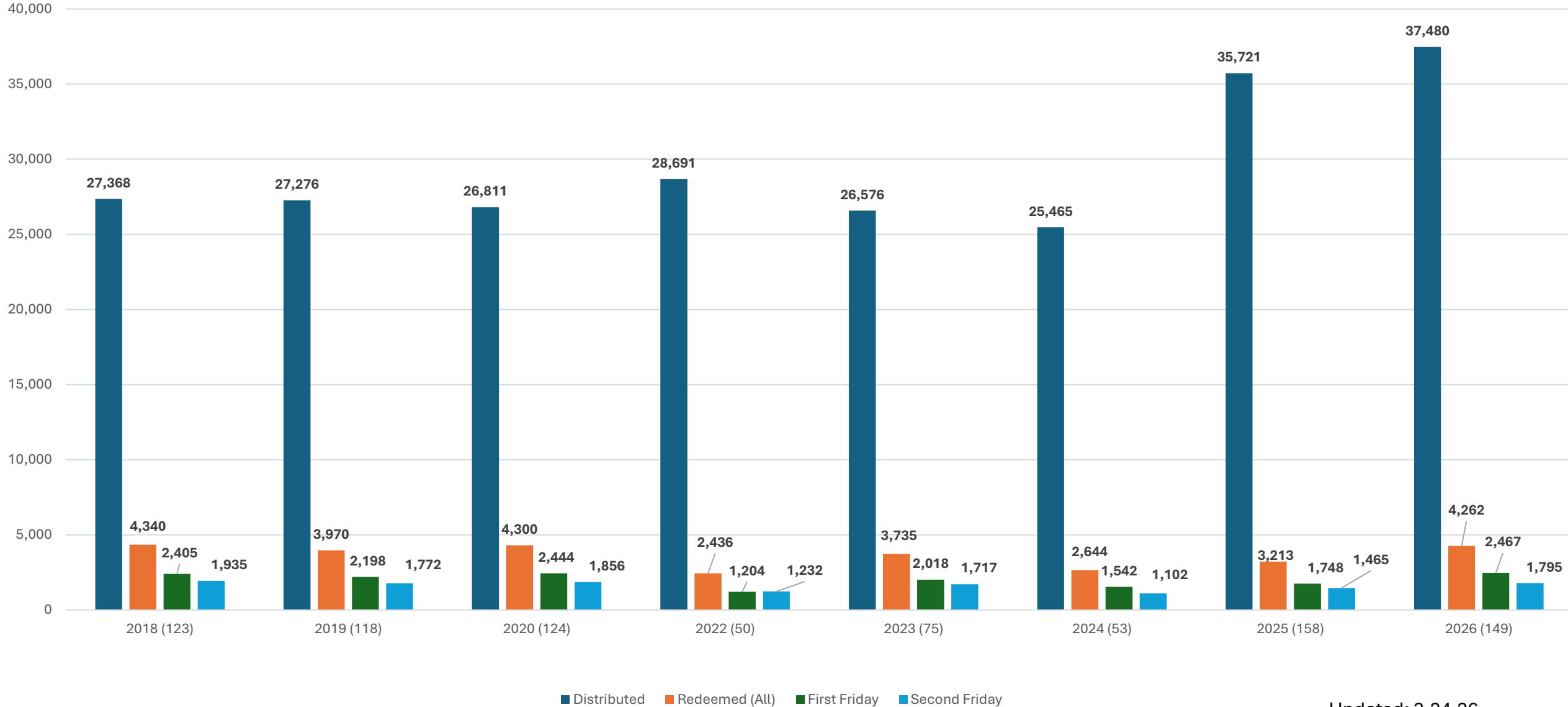


Updated: 2.18.26

SBS26					SBS25				
Name (Online Tickets)	Online Sold	Price	Scanned	% Use	Name (Online Tickets)	Online Sold	Price	Scanned	% Use
2 for 1 Tuesday - Adult Ticket 1 (online)	1,128	\$10.00	990	87.8%	2 for 1 Tuesday - Adult Ticket 1 (online)	996	\$10.00	880	88.4%
9-Day Pass (online)	495	\$40.00	465	93.9%	9-Day Pass (online)	602	\$40.00	550	91.4%
Adult - \$20 (online) See 4 & 8-Pack below	4,798	\$20.00	4,515	94.1%	Adult - \$20 (includes NMTA Member adult)	5,449	\$20.00	4,878	89.5%
Adult - \$0 (Discover Boating)	1,773	\$0.00	660	37.2%	Adult - \$0 (Discover Boating)	1,094	\$0.00	484	44.2%
Adult - \$25 (online, After Dark)	666	\$25.00	612	91.9%					
Adult - \$15.20 (online, Black Friday)	124	\$15.20	100	80.6%					
Adult - \$60 (online, 4-Pack)	1,120	\$60.00	1,010	90.2%					
Adult - \$120 (online, 8-Pack)	272	\$120.00	191	70.2%					
Adult Red - \$10 (Out. Emporium)	764		823	107.7%					
BSU Show Admission - \$49	556	\$49.00	340	61.2%	BSU Show Admission - \$49	388	\$49.00	205	52.8%
					BSU Show Admission - \$175	91	\$175.00	50	54.9%
Total:	11,696		9,706	83.0%	Total:	8,620		7,047	81.8%
Women's Day Monday: Free Ticket for Women	1,282	\$0.00	499	38.9%	Women's Day Monday: Free Ticket for Women	1,555	\$0.00	520	33.4%
After Dark Paper (Seattle Boat Co. S3, and Basta)	20,200		1,017		Uncorked - Sail & Ales (Paper, Seattle Boat Co.)	20,000		745	3.7%
Name (Show Office Tickets)	Distributed	Price	Scanned	% Use	Name (Show Office Tickets)	Distributed	Price	Scanned	% Use
Digital Guest Tickets (YGT - NMTA Comp)	3,274	\$10.00	965	29.5%	Digital Guest Tickets (YGT - NMTA Comp)	3,928	\$0.00	1,375	35.0%
Digital Guest Tickets (YGT - 147 Exhibitors)	13,751	\$10.00	7,162	52.1%	Digital Guest Tickets (YGT - 158 Exhibitors)	11,793	\$10.00	5,956	50.5%
Total:	17,025		8,127	47.7%	Total:	15,721		7,331	46.6%
Name (Lumen & Bell Harbor Walk Up)	Sold	Price	Taken	% Use	Name (Lumen & Bell Harbor Walk Up)	Sold	Price	Taken	% Use
Lumen Field - \$18 (senior)	2,502	\$18.00	2,502	100.00%	Lumen Field - \$18 (senior)	2,545	\$18.00	2,545	100.0%
Lumen Field - \$20	4,025	\$20.00	4,025	100.00%	Lumen Field - \$20	4,618	\$20.00	4,618	100.0%
Lumen Field - \$40	165	\$40.00	165	100.00%	Lumen Field - \$40	190	\$40.00	190	100.0%
Lumen Field - 2 for 1 Tuesday - \$10	0	\$10.00	0	0.00%	Lumen Field - 2 for 1 Tuesday - \$10	90	\$10.00	90	100.0%
Lumen Field - Military Day - \$0	304	\$0.00	304	100.00%	Lumen Field - Military Day - \$0	196	\$0.00	196	100.0%
Seahawks	449	\$0.00	449	100.00%					
Total:	7,445				Total:	7,639		7,639	100.0%
Bell Harbor - \$18	222	\$18.00	222	100.00%	Bell Harbor - \$18	273	\$18.00	273	100.0%
Bell Harbor - \$20	488	\$20.00	488	100.00%	Bell Harbor - \$20	573	\$20.00	573	100.0%
Bell Harbor - \$40	29	\$40.00	29	100.00%	Bell Harbor - \$40	17	\$40.00	17	100.0%
Bell Harbor - 2 for 1 Tuesday - \$10	26	\$10.00	26	100.00%	Bell Harbor - 2 for 1 Tuesday - \$10	10	\$10.00	10	100.0%
Bell Harbor - Military Day - \$0	43	\$0.00	43	100.00%	Bell Harbor - Military Day - \$0	22	\$0.00	22	100.0%
Seahawks	41	\$0.00	41	100.00%					
Total:	849				Total:	895		895	
Average Ticket Price	Adm. Rev.	Attendance	Avg. Price		Average Ticket Price	Adm. Rev.	Attendance	Avg. Price	
Lumen + Bell Harbor Net Attendance	\$381,155	33,199	\$11.48		Lumen + Bell Harbor Net Attendance	\$353,491	29,731	\$11.89	

**Tasting Nights Attendance + Drink Participation**  
**Uncorked - Sail & Ales 2018-2025\***  
**After Dark 2026\***

**First Friday 2026 Best Since Before 2018**  
**Second Friday 2026 Best Since 2020**  
**Total best since 2020**



2/11/2026 - FINAL

## 2026 Seattle Boat Show Redeemed Tickets

\* Asterisk = scanned data

	1/30/2026	1/31/2026	2/1/2026	2/2/2026	2/3/2026	2/4/2026	2/5/2026	2/6/2026	2/7/2026	Total
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)	75	29	15	9	13	10	12	2	0	165
9-day pass (first time scan at Lumen (not counted for attendance))										
<b>Primary Box Office:</b>										
Adult (Box Office - \$20)	402	1,059	838	142	140	244	250	367	583	4,025
Senior (Box Office - \$18)	329	364	314	232	176	307	295	297	188	2,502
2 for 1 Tuesday (Box Office - \$10)	0	0	0	0	0	0	0	0	0	0
Military Day (Box Office - \$0)	0	0	0	0	0	304	0	0	0	304
Seahawks (Box Office - \$0)	0	0	0	0	0	0	0	0	449	449
<b>Redeemed Promoter Tickets:</b>										
9-Day Pass (\$40)* - Paper & Online	238	248	199	138	145	86	94	114	91	1,353
Adult (\$20,\$0)*	417	1,362	825	245	110	170	164	308	478	4,079
Adult - Black Friday (\$16.70)*	14	18	12	6	11	3	8	3	5	80
Adult - After Dark (\$25)*	276	3	3	0	1	0	0	246	0	529
Adult - Red (\$18)*	102	172	102	35	32	31	41	65	48	628
Adult - Buy 3 Get 1 (\$15/ticket)*	78	303	197	14	11	33	18	63	106	823
Adult - Buy 6 Get 2 (\$15/ticket)*	17	80	1	12	4	10	11	25	22	182
Adult - BSU (\$49)*	33	63	85	32	27	21	38	20	21	340
Women's Day Monday (\$0)*	1	1	1	392	4	0	0	0	5	404
After Dark - paper (\$10)*	578	49	21	6	10	6	10	284	17	981
Digital Guest Tickets (\$10)*	1,094	1,339	1,051	410	446	437	589	857	858	7,081
2 for 1 Tuesday (\$10)*	0	0	0	0	821	0	0	0	0	821
Women's Day Clicker	0	0	0	67	0	0	0	0	0	67
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	0	0	50
Bell Harbor Marina Clicker (from BHM)	321	1,093	382	220	270	242	209	338	225	3,300
Youth 17 & Under Clicker	211	1,045	1,148	96	110	159	78	334	563	3,744
Meetings (CorePlus, SAMS, Career Fair, Bloodworks, Misc)	0	49	0	221	0	39	10	10	0	329
Missed Scans & Clicks	50	50	50	50	50	50	50	50	50	450
<b>Lumen Field 2026 Daily Total</b>	<b>4,211</b>	<b>7,298</b>	<b>5,229</b>	<b>2,318</b>	<b>2,368</b>	<b>2,142</b>	<b>1,865</b>	<b>3,381</b>	<b>3,709</b>	<b>32,521</b>
Daily Diff. from 2025	832	1,279	1,446	321	366	533	90	61	-559	
Daily % Change from 2025	24.6%	21.2%	38.2%	16.1%	18.3%	33.1%	5.1%	1.8%	-13.1%	
<b>Lumen Field 2026 Cum. Total</b>	<b>4,211</b>	<b>11,509</b>	<b>16,738</b>	<b>19,056</b>	<b>21,424</b>	<b>23,566</b>	<b>25,431</b>	<b>28,812</b>	<b>32,521</b>	
Cum. Diff. from 2025	832	2,111	3,557	3,878	4,244	4,777	4,867	4,928	4,369	
Cum. % Change from 2025	24.6%	22.5%	27.0%	25.6%	24.7%	25.4%	23.7%	20.6%	15.5%	
Daily Diff. from 3-year Avg (23,24,25)	225	523	612	57	130	481	37	-307	-717	
Daily % Change from 3-year Avg (23,24,25)	5.6%	7.7%	13.3%	2.5%	5.8%	29.0%	2.0%	-8.3%	-16.2%	
Cum. Diff. from 3-year Avg (23,24,25)	225	748	1,360	1,418	1,547	2,028	2,066	1,759	1,042	
Cum. % Change from 3-year Avg (23,24,25)	5.6%	7.0%	8.8%	8.0%	7.8%	9.4%	8.8%	6.5%	3.3%	

Updated: 2.18.26

2/11/2026 - FINAL

## 2026 Seattle Boat Show Redeemed Tickets

\* Asterisk = scanned data

	1/30/2026	1/31/2026	2/1/2026	2/2/2026	2/3/2026	2/4/2026	2/5/2026	2/6/2026	2/7/2026	Total
	Friday	Saturday	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Total
<b>BELL HARBOR MARINA:</b>										
9-Day Pass DOS Bell Harbor (not counted for attendance) (\$42)	8	3	2	5	0	5	6	0	0	29
9-day pass* (first time scan - not counted for attendance)										
<b>Bell Harbor Box Office:</b>										
Adult (Box Office - \$20)	41	187	101	12	23	38	37	83	62	584
Senior (Box Office - \$18)	16	41	31	10	7	36	42	33	6	222
2 for 1 Tuesday (Box Office - \$10)	0	0	0	0	26	0	0	0	0	26
Military Day (Box Office - \$0)	0	0	0	0	0	43	0	0	0	43
Seahawks (Box Office - \$0)	0	0	0	0	0	0	0	0	17	17
<b>Redeemed Promoter Tickets:</b>										
9-Day Pass (\$40) - Paper & Online	22	92	55	34	19	36	44	29	10	341
Adult (\$20,\$0)*	53	251	105	35	21	24	34	70	59	652
Adult - Black Friday (\$16.70)	2	3	1	4	1	2	4	1	2	20
Adult - After Dark (\$25)	46	1	0	0	0	0	0	21	0	68
Adult - Red (\$18)	4	9	10	3	3	3	2	2	8	44
Adult - Buy 3 Get 1	10	80	37	3	2	10	11	19	17	189
Adult - Buy 6	1	0	4	0	1	0	2	0	0	8
Adult - BSU	0	1	2	3	3	3	0	1	2	15
Women's Day Monday*	0	0	0	93	0	2	0	0	0	95
After Dark - paper (\$10)*	17	6	0	0	0	0	1	12	0	36
Digital Guest Tickets (\$10)*	104	255	79	62	76	80	80	128	79	943
2 for 1 Tuesday*	0	0	0	0	168	0	0	0	0	168
Women's Day Clicker	0	0	0	0	0	0	0	0	0	0
2 for 1 Tuesday (Clicker)	0	0	0	0	0	0	0	0	0	0
Bell Harbor Marina Clicker (from Lumen)	250	879	464	196	247	201	203	217	267	2,924
Youth 17 & Under Clicker	16	162	114	26	26	20	12	45	45	466
Missed Scans & Clicks	0	0	5	1	0	5	9	11	10	41
<b>Bell Harbor 2026 Daily Total</b>	<b>582</b>	<b>1,967</b>	<b>1,008</b>	<b>482</b>	<b>623</b>	<b>503</b>	<b>481</b>	<b>672</b>	<b>584</b>	<b>6,902</b>
Daily Diff. from 2025	-59	501	109	41	107	291	160	50	-423	
Daily % Change from 2025	-9.2%	34.2%	12.1%	9.3%	20.7%	137.3%	49.8%	8.0%	-42.0%	
<b>Bell Harbor 2026 Cum. Total</b>	<b>582</b>	<b>2,549</b>	<b>3,557</b>	<b>4,039</b>	<b>4,662</b>	<b>5,165</b>	<b>5,646</b>	<b>6,318</b>	<b>6,902</b>	
Cum. Diff. from 2025	-59	442	551	592	699	990	1,150	1,200	777	
Cum. % Change from 2025	-9.2%	21.0%	18.3%	17.2%	17.6%	23.7%	25.6%	23.4%	12.7%	
Daily Diff. from 3-year Avg (23,24,25)	-50	136	-249	-98	79	103	43	-4	-729	
Daily % Change from 3-year Avg (23,24,25)	-8.0%	7.4%	-19.8%	-16.8%	14.6%	25.6%	9.8%	-0.6%	-55.5%	
Cum. Diff. from 3-year Avg (23,24,25)	-50	86	-163	-261	-182	-79	-36	-40	-769	
Cum. % Change from 3-year Avg (23,24,25)	-8.0%	3.5%	-4.4%	-6.1%	-3.8%	-1.5%	-0.6%	-0.6%	-10.0%	

Lumen Field + Bell Harbor 2026 GROSS	4,793	9,265	6,237	2,800	2,991	2,645	2,346	4,053	4,293	39,423	
Lumen Field + Bell Harbor 2026 NET Daily	4,222	7,293	5,391	2,384	2,474	2,202	1,934	3,498	3,801	33,199	
Lumen Field + Bell Harbor 2026 NET Cum Total	4,222	11,515	16,906	19,290	21,764	23,966	25,900	29,398	33,199		
Bell Harbor 2025 Daily Total	641	1,466	899	441	516	212	321	622	1,007	6,125	
Bell Harbor 2025 Cum. Total	641	2,107	3,006	3,447	3,963	4,175	4,496	5,118	6,125		
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	1,101	7,065	
Bell Harbor 2022 Cum. Total	439	2,202	3,559	3,956	4,538	4,917	5,301	5,964	7,065		
Bell Harbor 3-year Average (2023,2024,2025)											
Daily Total	632	1,831	1,257	580	544	400	438	676	1,313	7,671	7,671
Cum. Total	632	2,463	3,720	4,300	4,844	5,244	5,682	6,358	7,671		
Lumen Field + Bell Harbor 2026 GROSS	4,793	9,265	6,237	2,800	2,991	2,645	2,346	4,053	4,293	39,423	
Lumen Field + Bell Harbor 2026 NET Daily	4,222	7,293	5,391	2,384	2,474	2,202	1,934	3,498	3,801	33,199	
Lumen Field + Bell Harbor 2026 NET Cum Total	4,222	11,515	16,906	19,290	21,764	23,966	25,900	29,398	33,199		
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	
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		
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	3,687	6,274	4,263	1,784	2,328	1,541	1,802	3,135	3,943	28,757	
Lumen Field + Bell Harbor 2022 NET Cum. Total	3,687	9,961	14,224	16,008	18,336	19,877	21,679	24,814	28,757		
Lumen Field + Bell Harbor 2022 NET Daily Total (3-yr Avg)	4,115	7,222	4,929	2,389	2,341	1,726	1,931	3,782	4,814	33,250	
Lumen Field + Bell Harbor 2022 NET Cum. Total (3-yr Avg)	4,115	11,337	16,266	18,655	20,996	22,722	24,653	28,435	33,250		