



# Seattle Boat Show

## NMTA 2023 ANNUAL MEETING PRESENTATION RESEARCH SUMMARY REPORT

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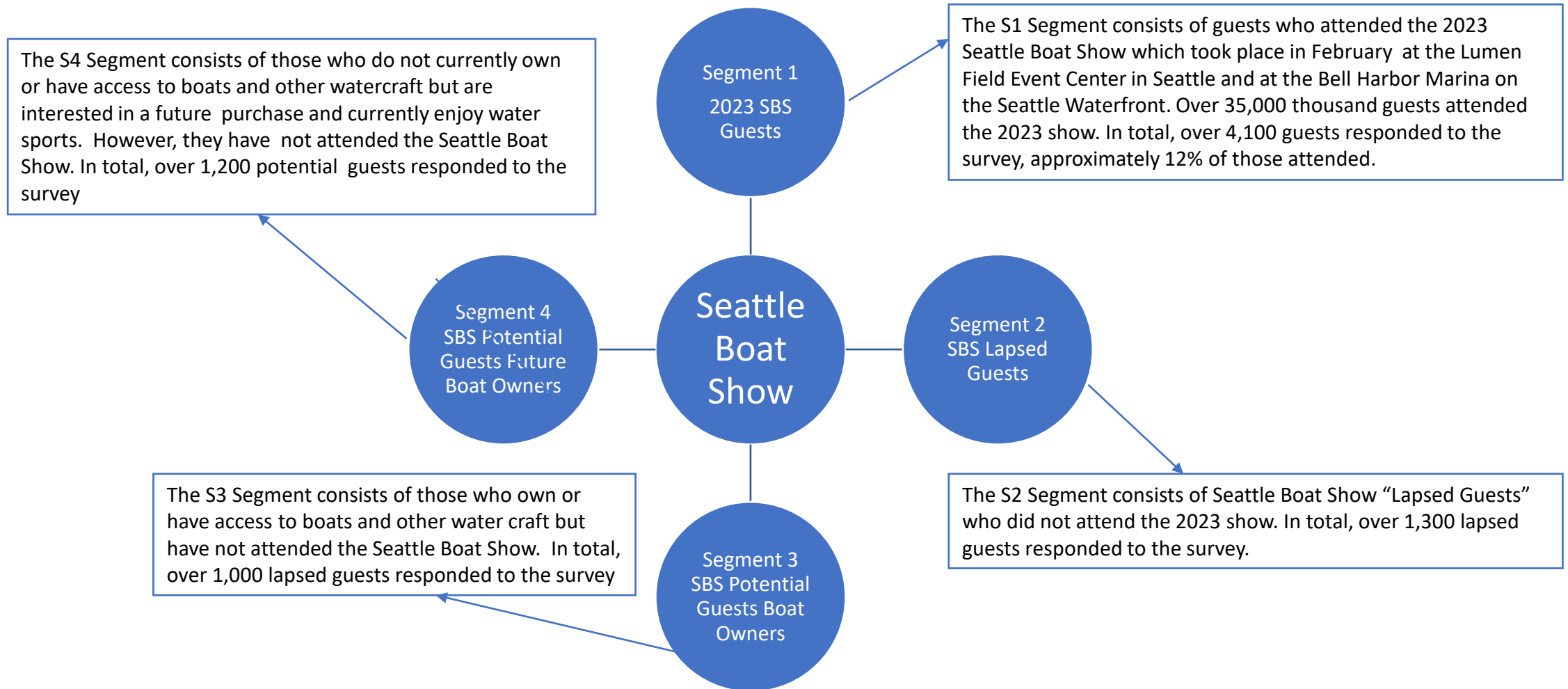


# Study Mission

*Through research involving current 2023 Seattle Boat Show guests, lapsed guests (who did not attend in 2023 but have in the past), potential guests who currently own a boat/watercraft but have not attended and potential guests who are future boat/watercraft owners, to assess and identify opportunities/advantages which will result in building a larger attendance in 2024 and beyond.*

# Study Overview:

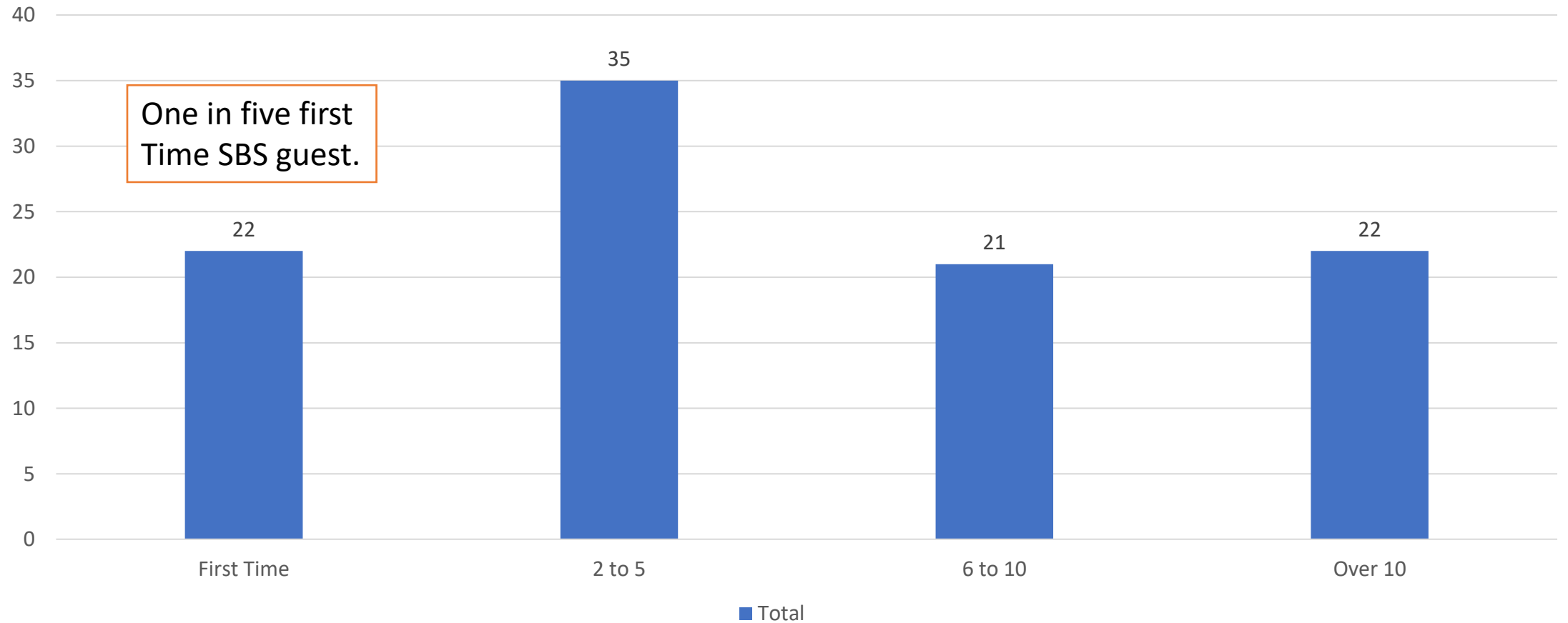
Feedback/Opinions from 7,600 current, lapsed and potential guests



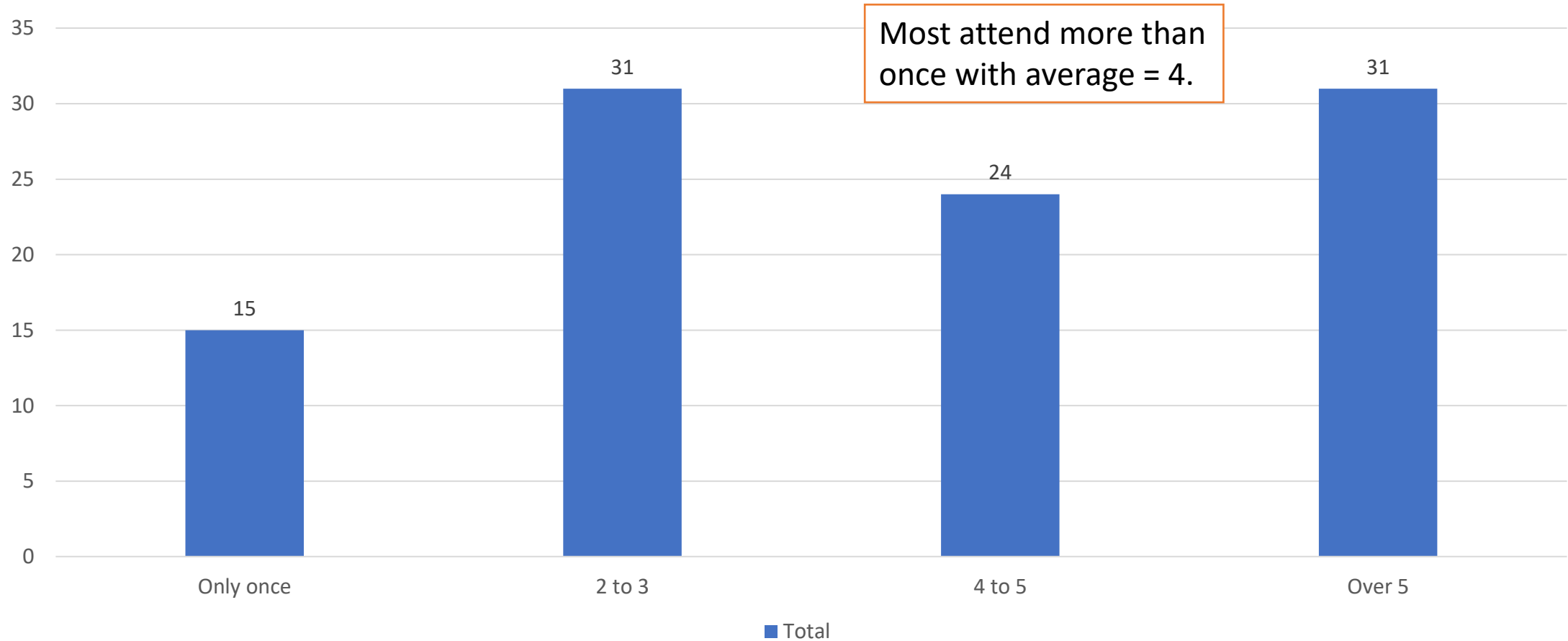
# Research Summary

*Note: All figures shown are in percents unless otherwise specified.*

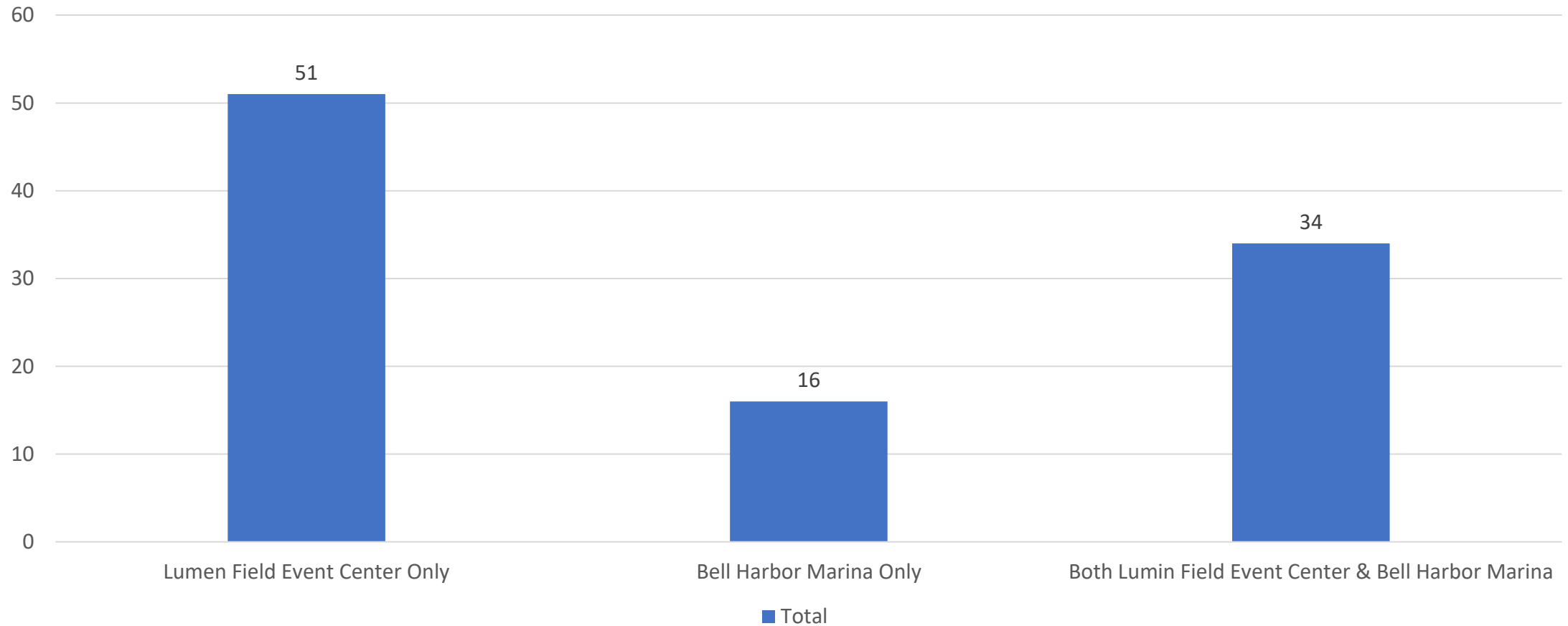
S1 - 2023 Guest: *Including this year, how many times have you attended the Seattle Boat Show?*



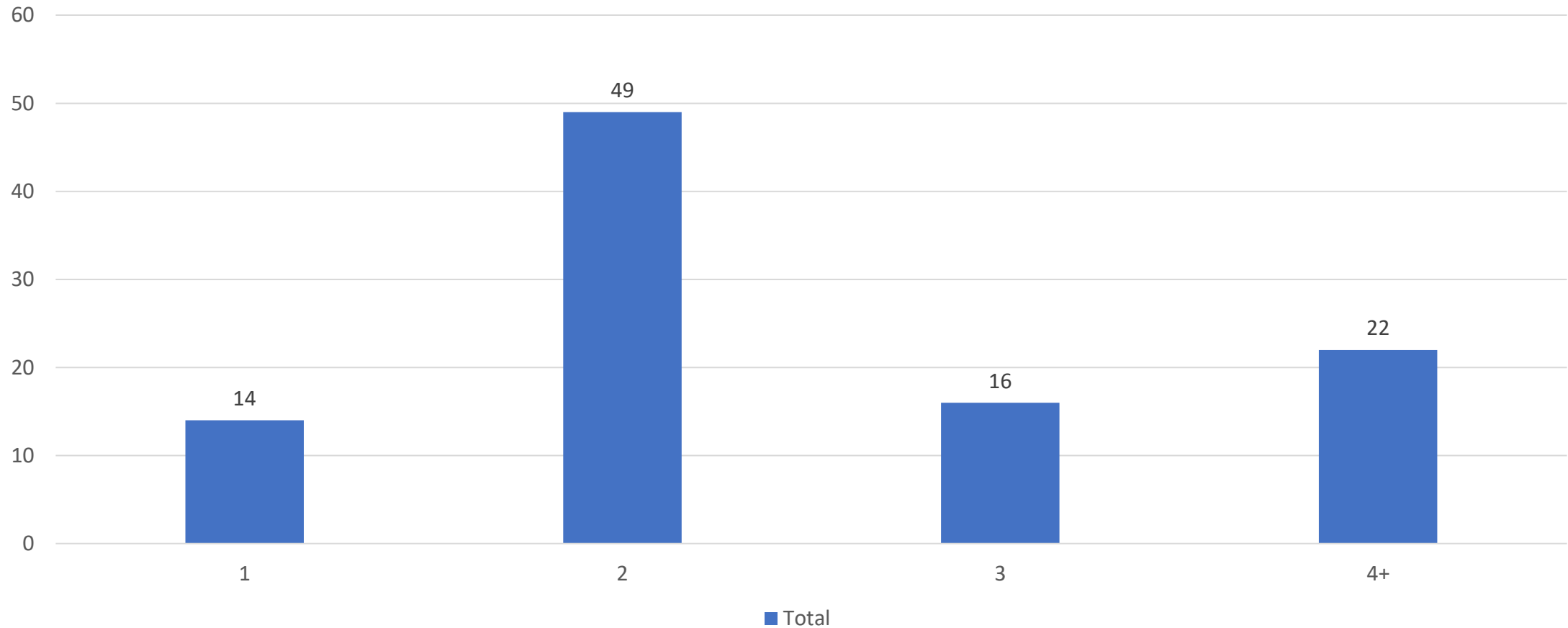
S2 - Lapsed Guest: *In the past 10 years, how many times have you attended the Seattle Boat Show?*



## S1 - 2023 Guest: Which Seattle Boat Show venue did you visit?



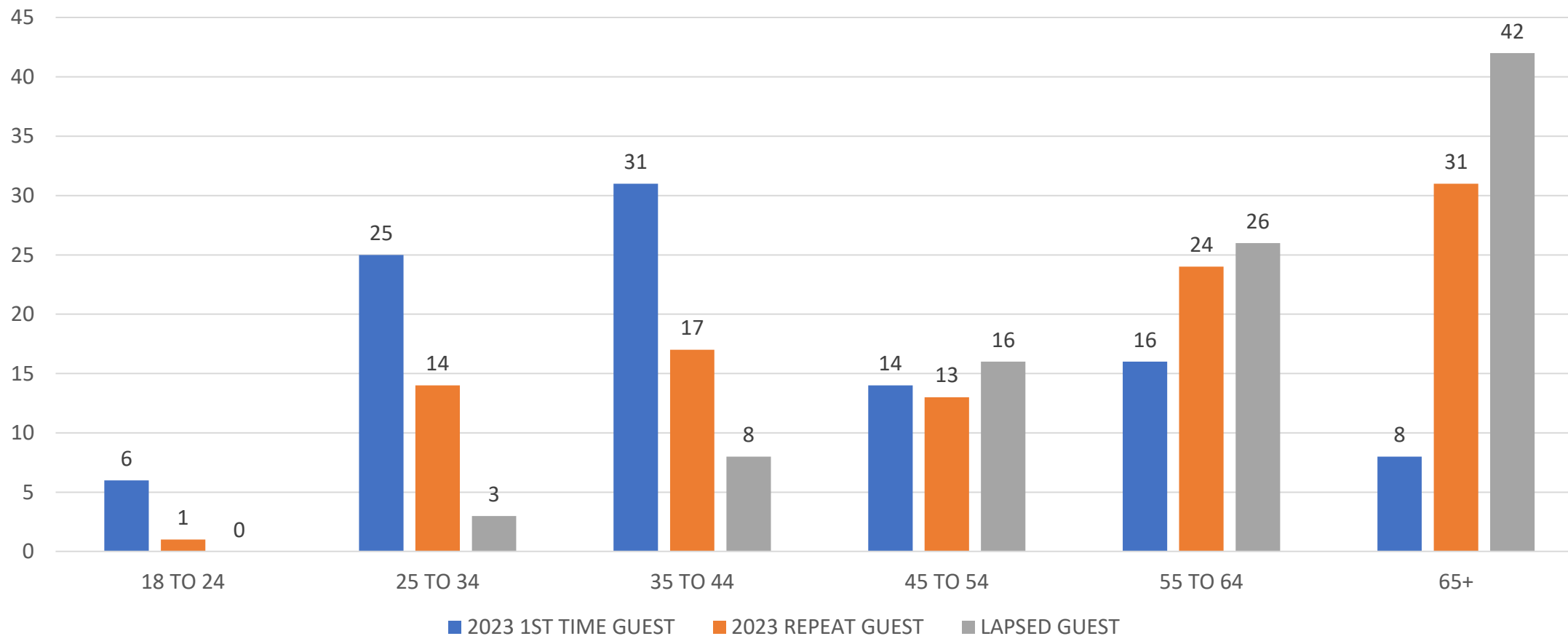
S1 - 2023 Guest: *Including yourself, how many were in your party while visiting the Seattle Boat Show?*



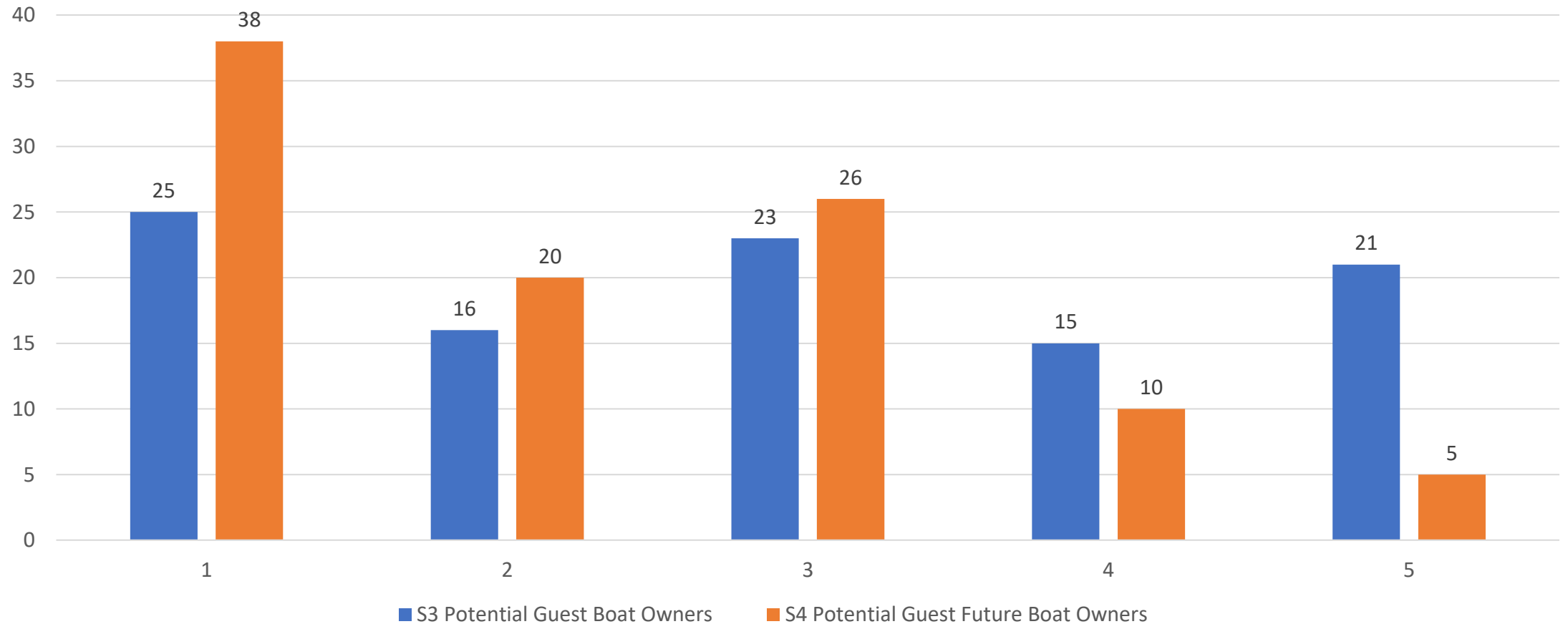


# AGE PROFILE

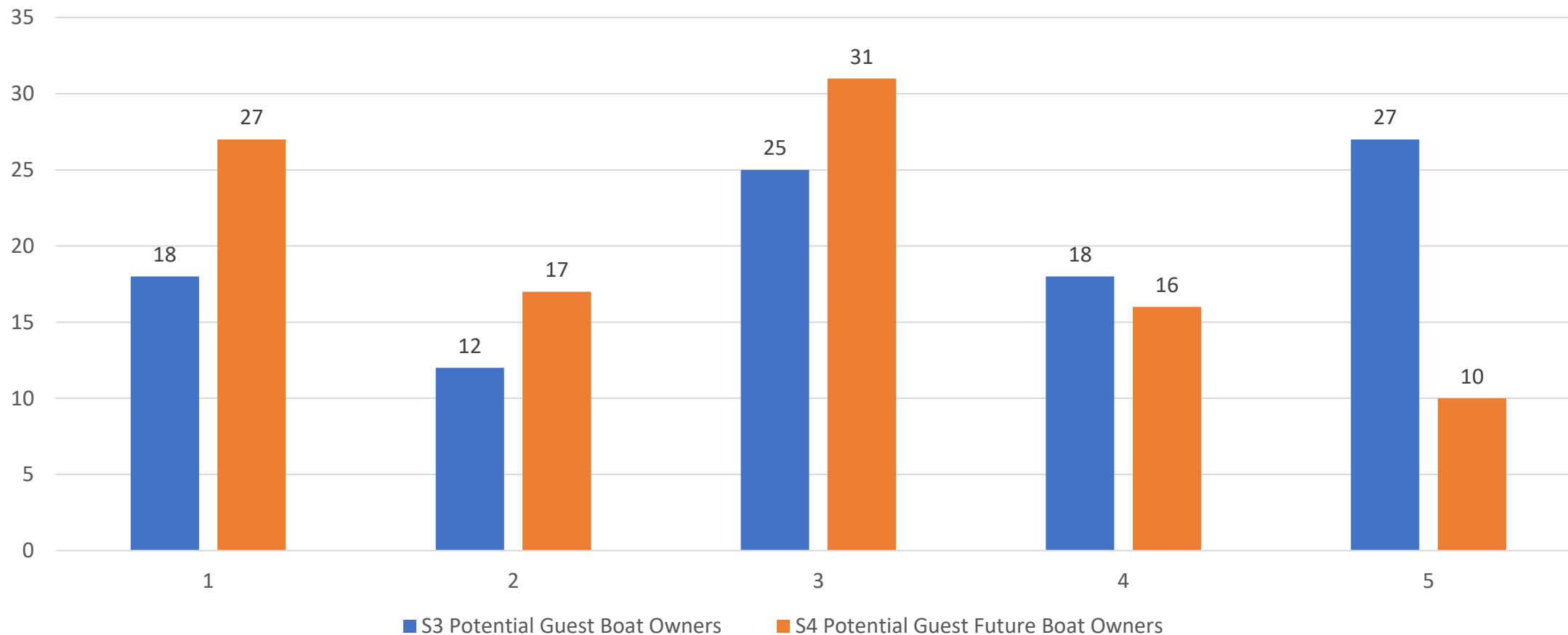
## 2023 FIRST TIME GUEST VS REPEAT GUEST VS LAPSED GUEST



S3 Potential Guest Boat Owners & S4 Potential Guest Future Boat Owners:  
*How familiar are you with the Seattle Boat Show? Use a scale from 1 to 5 where 1 means Not Familiar At All and 5 means Very Familiar.*

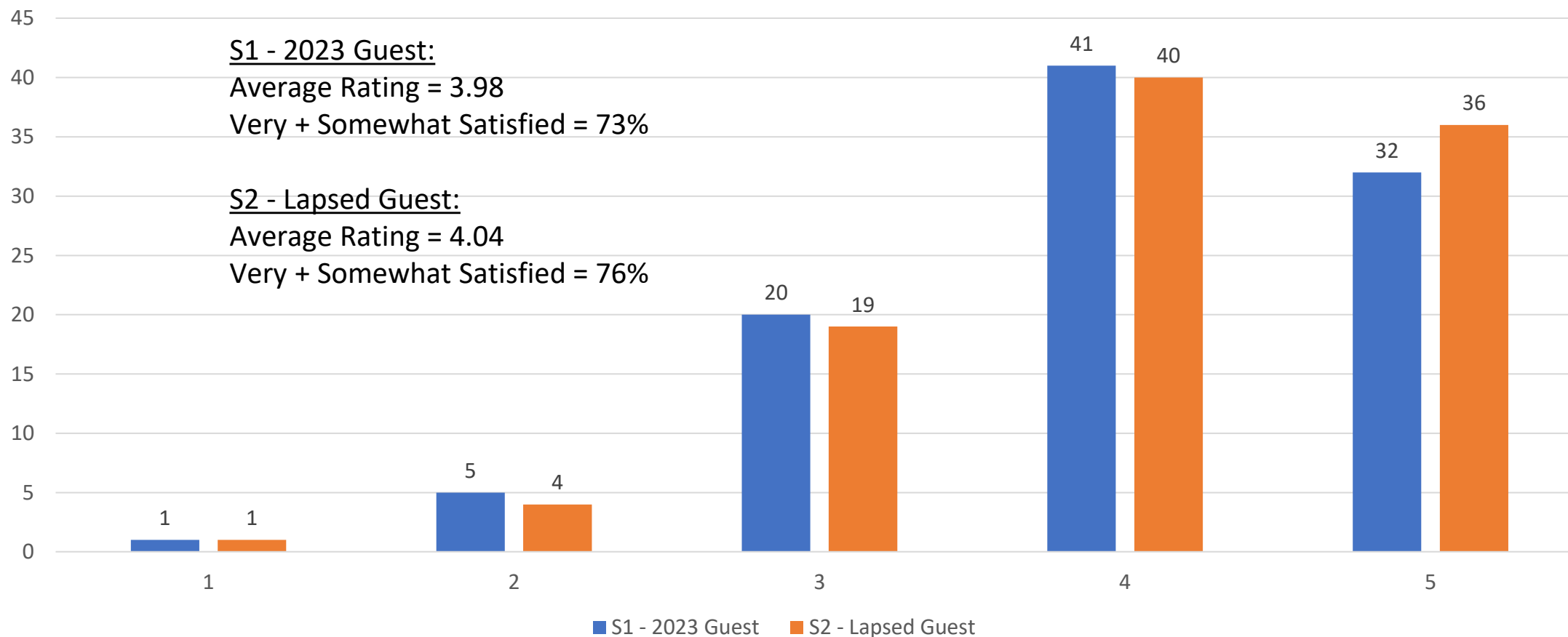


Segments 3 & 4: *How interested are you in attending the 2024 Seattle Boat Show. Use a scale from 1 to 5 where 1 means Not Interested At All and 5 means Very Interested.*



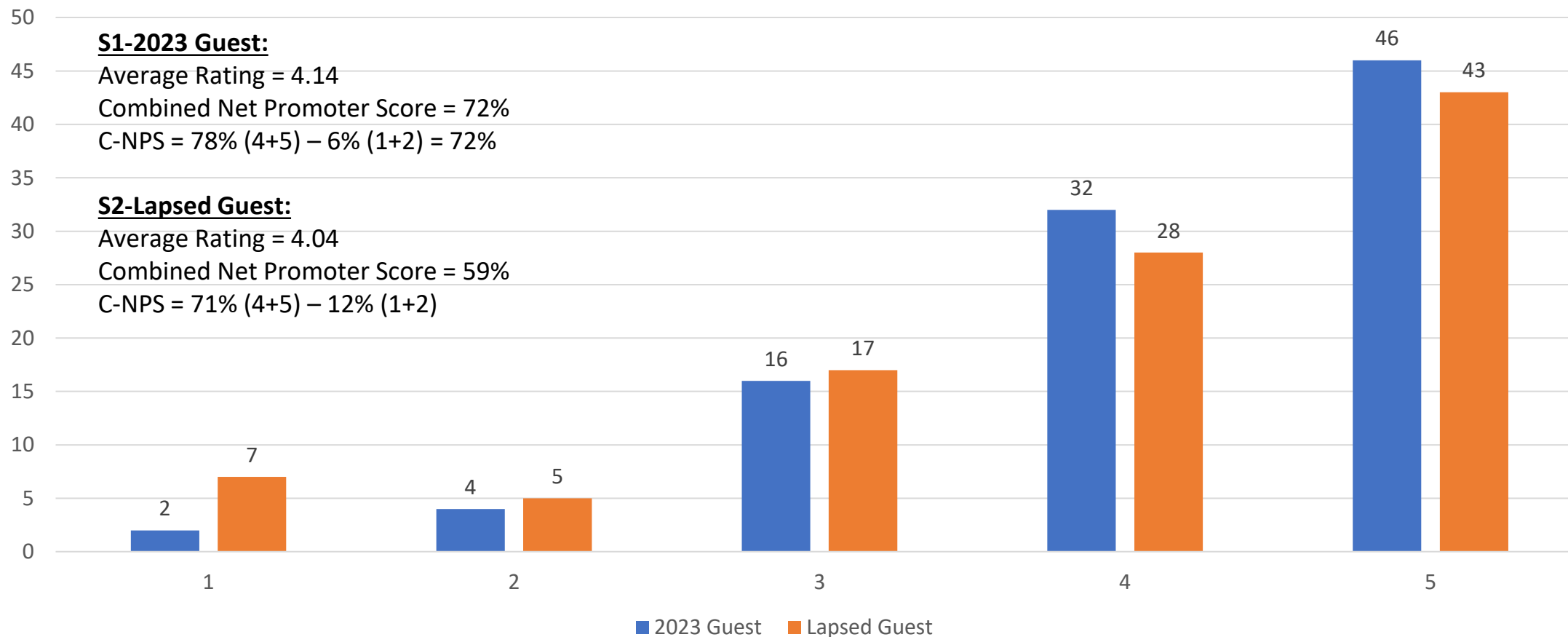
S1 - 2023 Guest: *How satisfied are you with the Seattle Boat Show?*

S2 - Lapsed Guest: *As best you can recall, how satisfied were you with the Seattle Boat Show? (Rating Scale: 1 to 5 where 1 = Very Unsatisfied, 5 = Very Satisfied)*



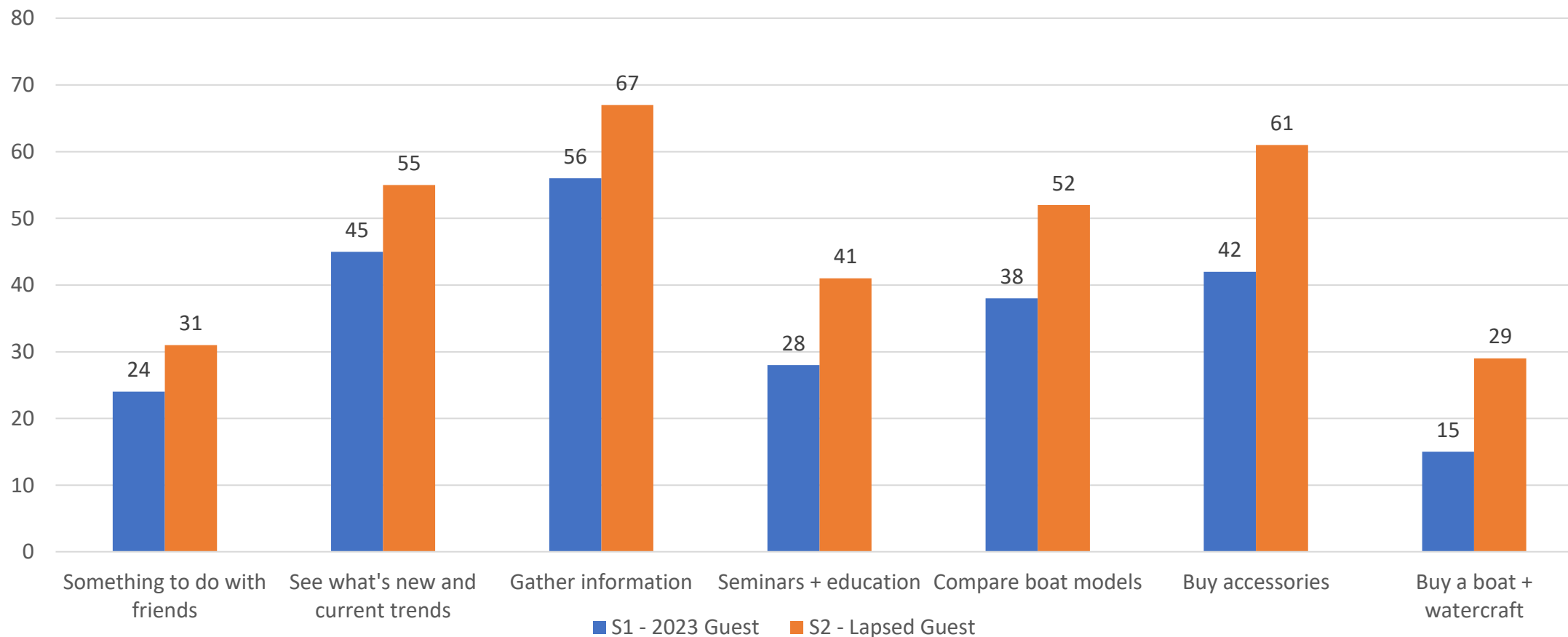
**S1 - 2023 Guest:** *How likely are you to recommend the Seattle Boat Show to friends, relatives, colleagues who have an interest in boating, fishing other water sports?*

**S2 - Lapsed Guest:** *How likely are you to recommend the Seattle Boat Show next year, in 2024? (Use a scale from 1 to 5 where 1 means Very Unlikely and 5 means Very Likely.)*



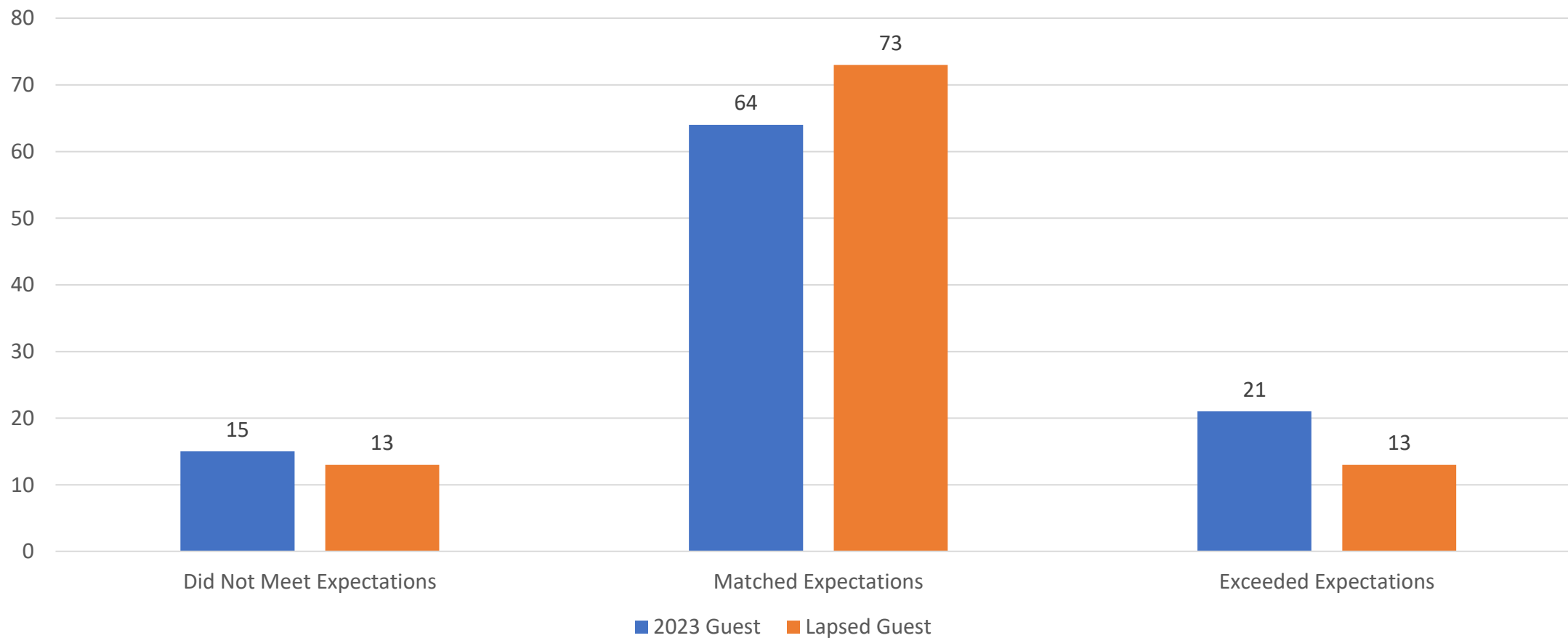
S1 - 2023 Guest: Why did you attend the 2024 Seattle Boat Show?

S2 - Lapsed Guest: What were the primary reasons why you attended the Seattle Boat Show in the past?



S1 2023 Guest: *How well did your experience at this year's Seattle Boat Show match your expectations?*

S2 Lapsed Guest: *If you recall, the last time you attended the Seattle Boat Show, how well did your experience match your expectations?*



## SBS Brand Image – Word Cloud

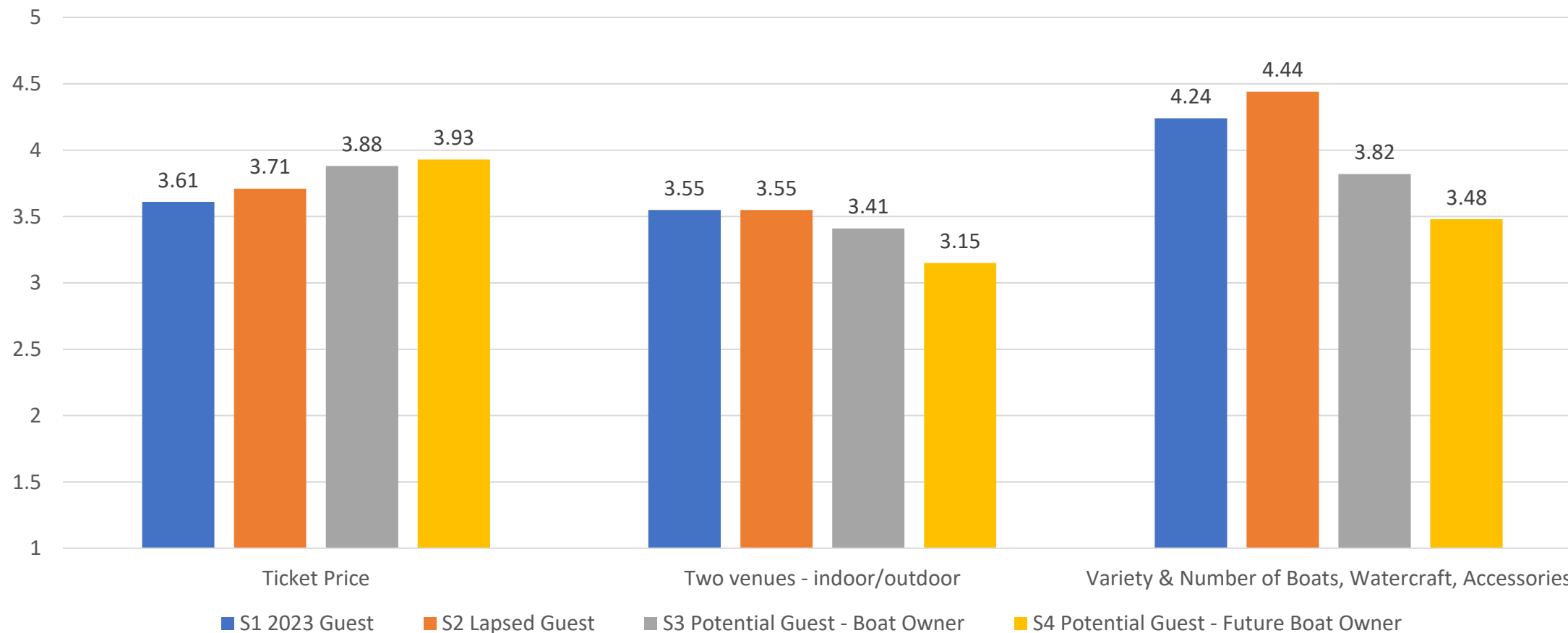
*“When you think about the Seattle Boat Show, what word or phrase first comes to mind?”*



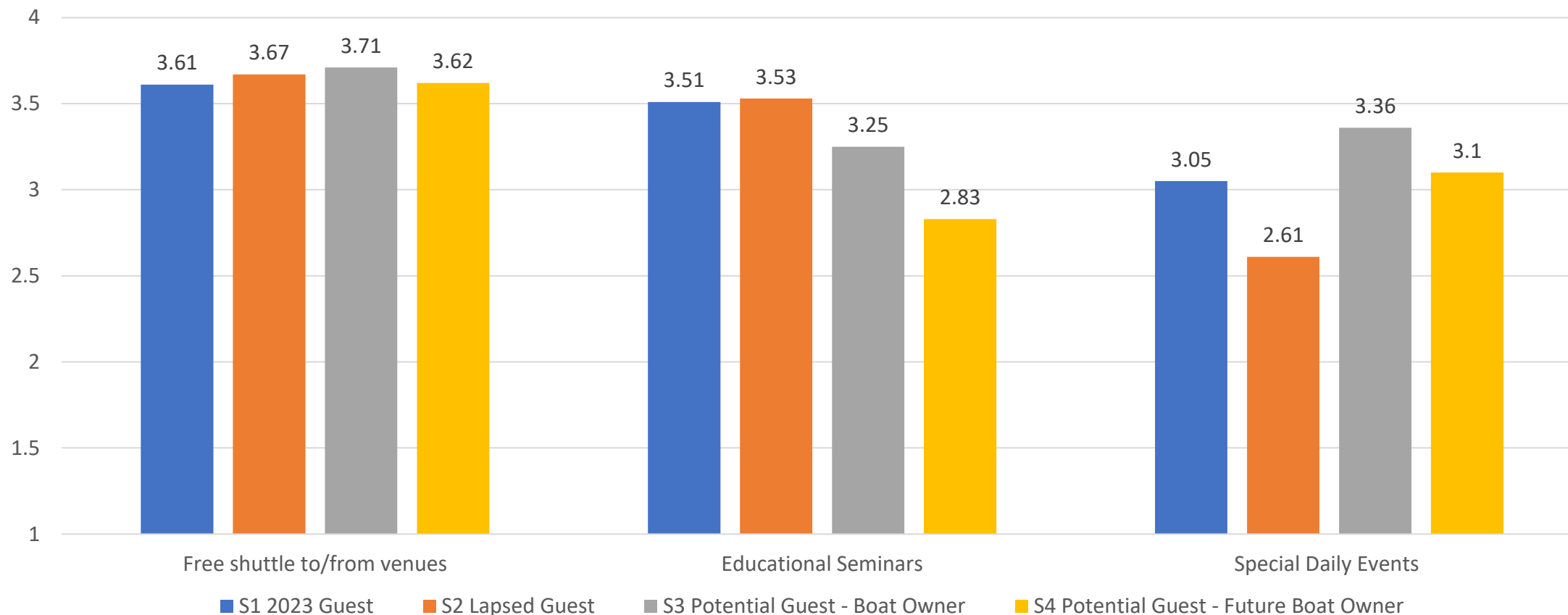
S1 2023 Guest: *When you think about the Seattle Boat Show, what word or phrase first comes to mind?*



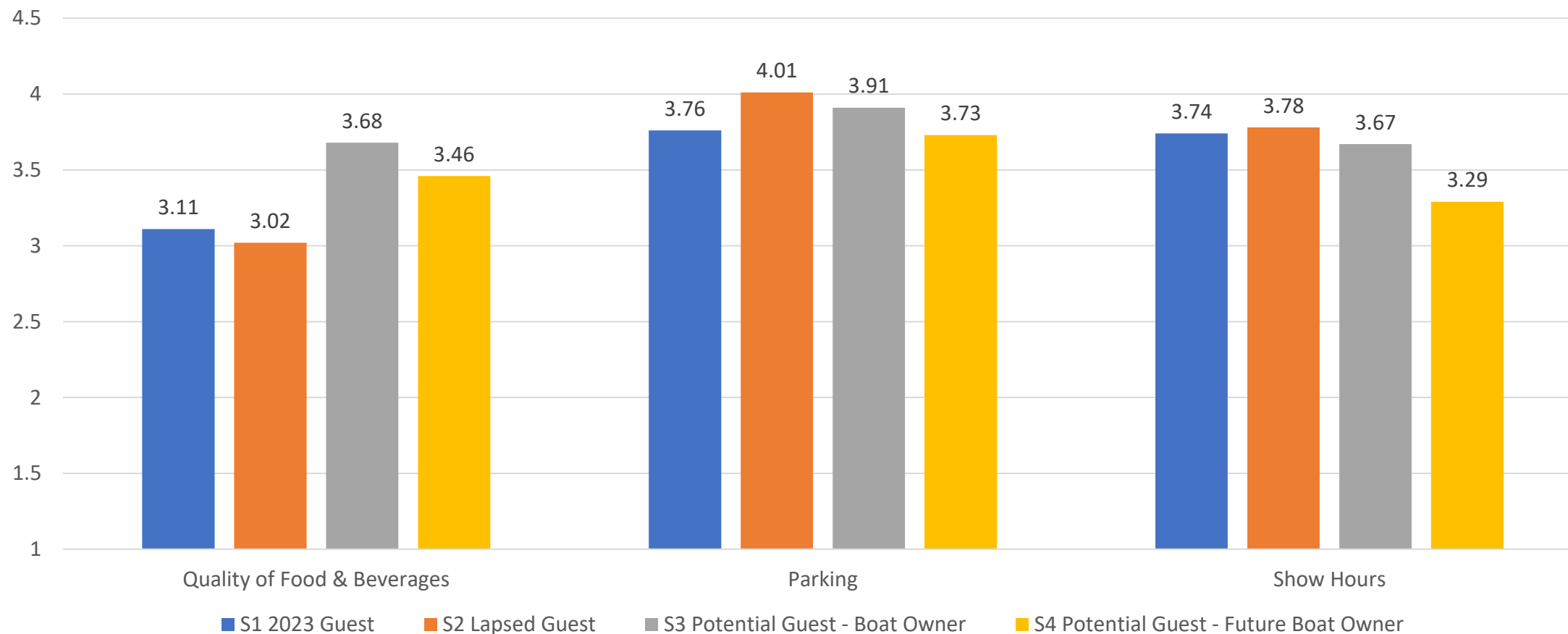
**S1:** Rate how important the following features were to you in deciding to attend.  
**S2/S3/S4:** Rate how important the features are to you in deciding to attend in the future.  
 Use a scale from 1 to 5 where 1 means Not Important At All and 5 means Very Important.  
 (Avg Ratings Shown)



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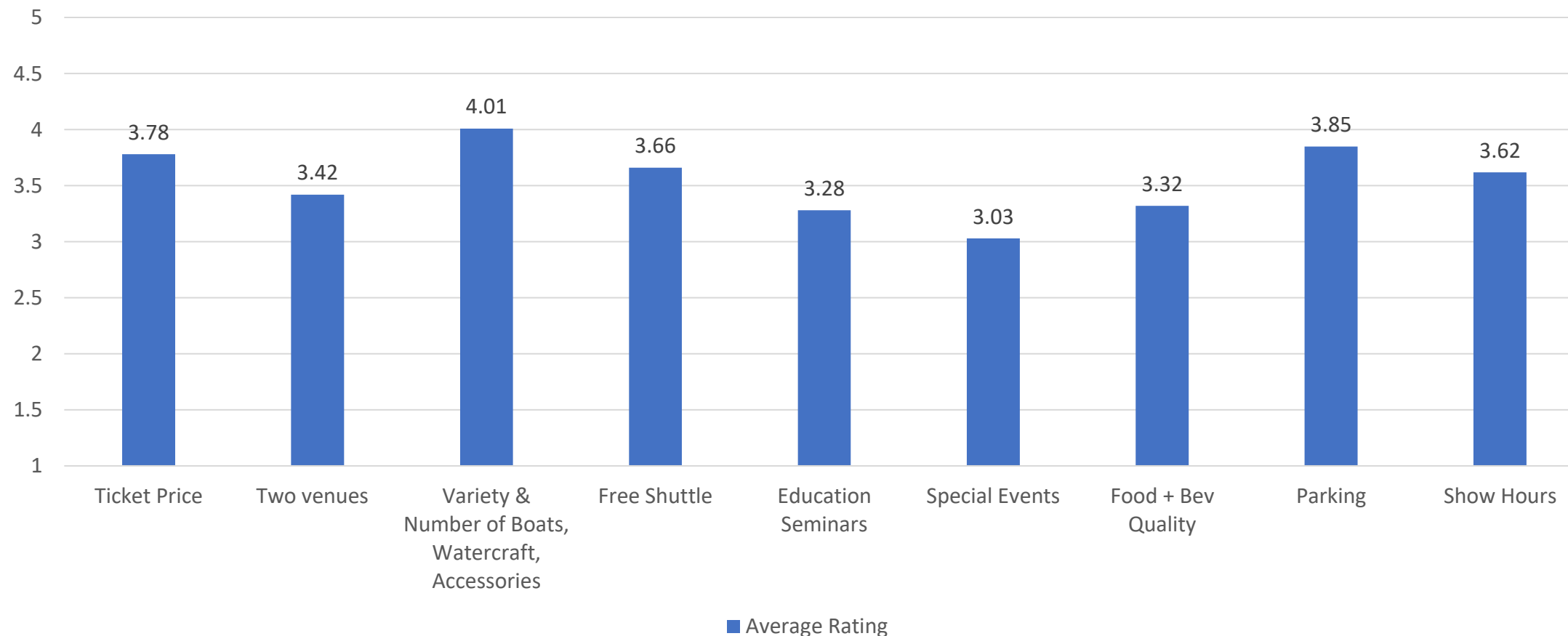


**S1:** Rate how important the following features were to you in deciding to attend.  
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 Use a scale from 1 to 5 where 1 means Not Important At All and 5 means Very Important.  
 (Avg Ratings Shown)



## ALL SEGMENTS COMBINED

*S1: Rate how important the following features were to you in deciding to attend.  
 S2/S3/S4: Rate how important the features are to you in deciding to attend in the future.  
 Use a scale from 1 to 5 where 1 means Not Important At All and 5 means Very Important.  
 (Avg Ratings Shown)*



S3 & S4 Only: Rate how important the following features of the Seattle Boat Show are to you in attending SBS in the future. Use scale from 1 to 5 where 1 means Not Important At All and 5 means Very Important. (Average Ratings Shown)

FEATURE	S3 Potential Guest Boat Owners	Rank	S4 Potential Guest Future Boat Owners	Rank
Variety of boating accessories and amenities	3.71	2	3.27	4
Largest boat show in Western United States	3.47	7	3.09	7
Time of year (show is currently held in February)	3.56	4	3.28	3
Entertainment during the show	3.56	4	3.32	2
Something to do with friends and family	3.83	1	3.61	1
Do research, gather information	3.51	6	3.11	6
Learn what's new and trends	3.59	3	3.15	5

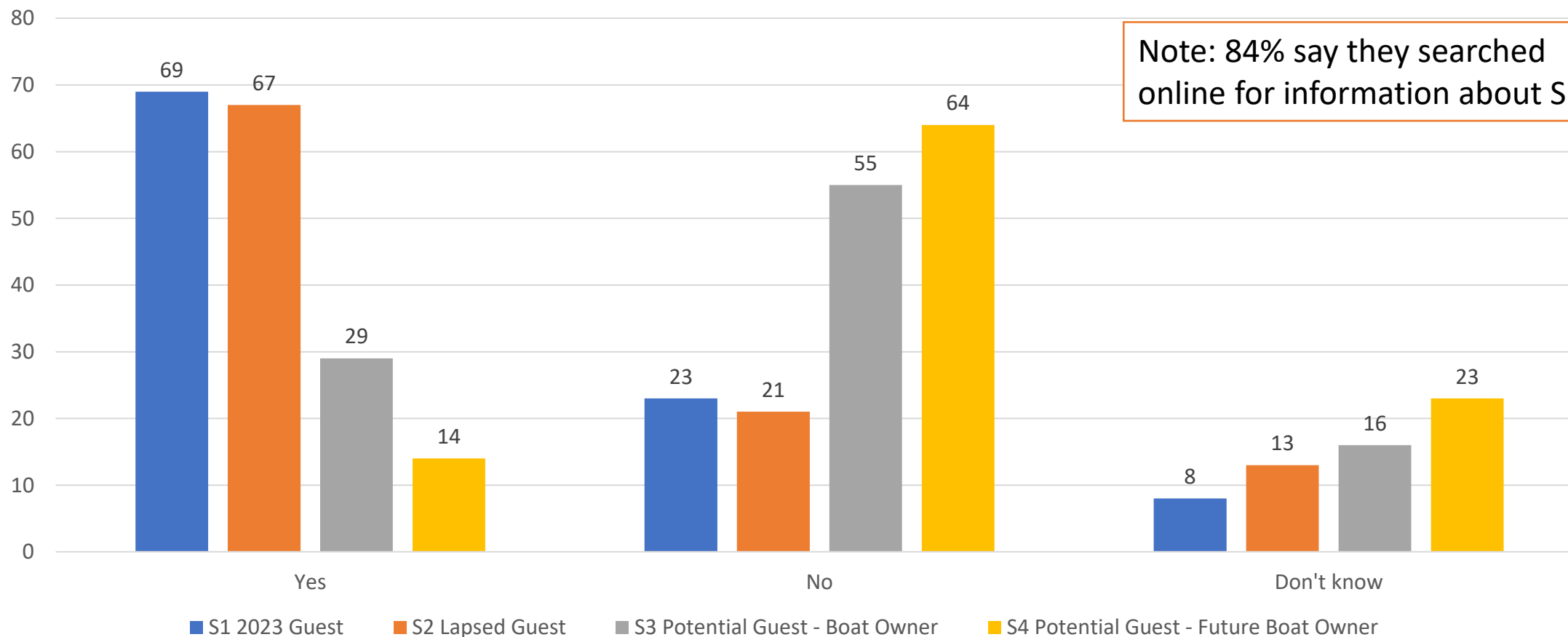
S1 2023 Guest: Rate how important the following features of the Seattle Boat Show were to you in deciding to attend. (1= Not Important At All, 5 = Very Important)

S1 2023 Guest: Rate your level of satisfaction with each of these features?  
(1 = Not Satisfied At all, 5 = Very Satisfied)

FEATURE	IMP	SAT	+/- *
Ticket Price	3.60	3.54	--
Two venues: one indoor, one outdoor	3.55	3.80	++
Variety/Number of boats, watercraft and accessories	4.24	3.62	--
Free shuttle to/from venues	3.60	3.86	++
Educational seminars	3.50	3.55	++
Special daily events (Women's Day, Sails & Ales, Dogs on Deck, etc.)	3.05	3.45	++
Quality of food & beverages	3.11	2.93	--
Parking	3.76	3.56	--
Show hours	3.74	3.87	++
* Importance exceeds Satisfaction = --, Satisfaction exceeds Importance = ++			

S1 2023 Guest: Do you recall seeing or hearing any advertising, promotion or news stories about the 2023 Seattle Boat Show?

S2/S3/S4: This year, do you recall seeing or hearing any advertising, promotion or news stories about the 2023 Seattle Boat Show?







Thank You!

# 5 Key Insights

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## #1

*2023 Guests give high marks to the SBS experience and are very supportive in recommending SBS to others. Continuing improvement suggestions involve fundamentals like parking, food, number/variety of boats and exhibitors, seminars/education and comfort stations to rest while walking around. Now that the pandemic is in the rear view mirror it is no longer a barrier to attendance. However, public safety will continue to be a concern.*

# 5 Key Insights

#2

*“FUN” is key ingredient in the guest experience and in expectations. However this is defined in terms of individual needs, the outcome of feeling like you had (or will have) a good time visiting SBS influences returning in 2024. To reach the overall, combined market segments, “FUN” needs to be wrapped around other important drivers: Variety of Boats, Parking, Ticket Price, Free Shuttle, and Show Hours.*

# 5 Key Insights

#3

*Important to note almost all lapsed guests who have attended SBS in the past few years but did not attend in 2023 say they have a positive image of SBS and still own boats/watercraft which are used actively. Important, therefore to tap this reservoir of potential 2024 guests through continued connectivity and targeted outreach. However, perceptions of expensive, distance, not having time are factors which detract from SBS interest.*

# 5 Key Insights

## #4

*About one in five of the 2023 SBS guests were “first timers”. It is important to increase exhibitor sensitivity to interact with these new guests to make them feel welcome, to inform and educate them on the show features/benefits and be proactive. Consider developing and implementing a “first timers” show plan to ensure these guests have a great show experience so they will return the following year.*

# 5 Key Insights

## #5

*While most lapsed and potential guests have some familiarity with SBS, this cannot be taken for granted and future communication with effective targeted messaging to remind and motivate these groups will be important in building larger attendance for 2024 and beyond. Of all segments, least aware are those interested in SBS but do not currently own a boat.*



Thank You!