



SEATTLE
BOAT SHOW
INDOORS + AFLOAT

JAN 24 - FEB 01

2020

SEATTLE BOAT SHOW 2020 ECONOMIC IMPACT ANALYSIS



Prepared for
Northwest Marine
Trade Association
April 20, 2021

BST Associates
Market Research & Strategic Planning

SEATTLE BOAT SHOW (SBS 2020) ECONOMIC IMPACT STUDY

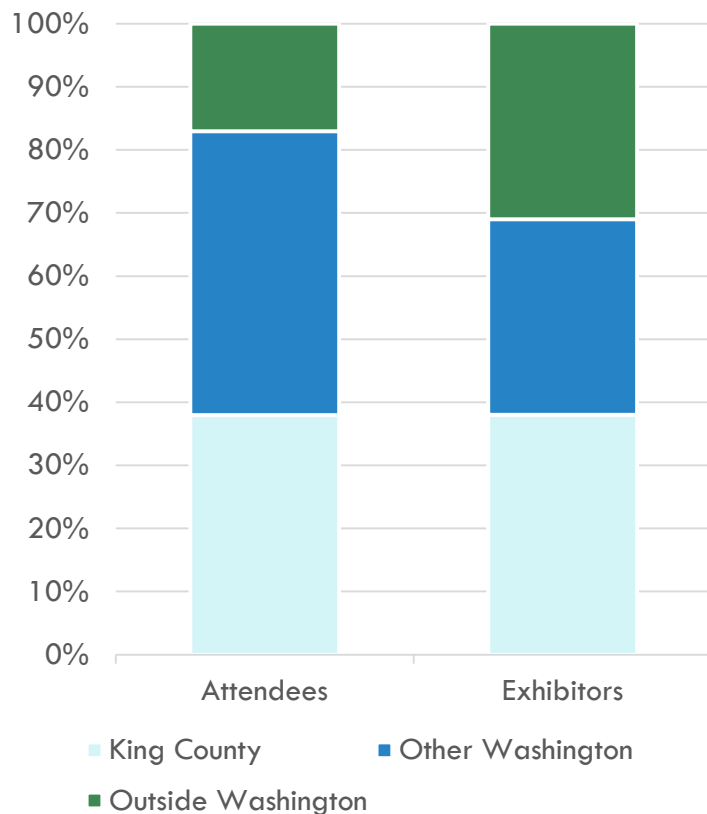
BST Associates helped the Northwest Marine Trade Association (NMTA) estimate the economic impact of the SBS 2020. The survey included the exhibitors that displayed indoors at CenturyLink Field Event Center and attendees of SBS 2020.

This entailed:

- Designing and conducting a survey of exhibitors
- Designing and conducting a survey of attendees
- Analyzing survey responses
- Estimating economic impacts

This report provides a summary of the results.

EXECUTIVE SUMMARY - PARTICIPATION



The 2020 Seattle Boat Show brought **45,086** boaters and **2,684** registered staff to CenturyLink Field Event Center during its 9-day run (from Friday, January 24 to Saturday, February 1).

A majority of exhibitors and attendees came from outside King County.

The Show sold tickets in all 50 states and Canadian provinces.

EXECUTIVE SUMMARY — DIRECT EXPENDITURES

Direct impacts included travel expenditures incurred at the show as well as purchases of boats and marine good and services.

- Expenditures on food, lodging, transportation, entertainment and other expenses associated with attending or exhibiting at the show were estimated at **\$7.3 million** (exhibitors -\$2.7 million, attendees - \$4.6 million)
 - This included **8,200** lodging room nights (exhibitors 2,200 room nights, attendees 6,000 room nights)
 - The average party size of attendees at the Show was **2.4**.
- Exhibitors reported sales of **\$105M** at the Show and **\$139M** after the Show.

The Show received a **4.1** “excellent” rating from exhibitors who are “very likely” to recommend the Show.

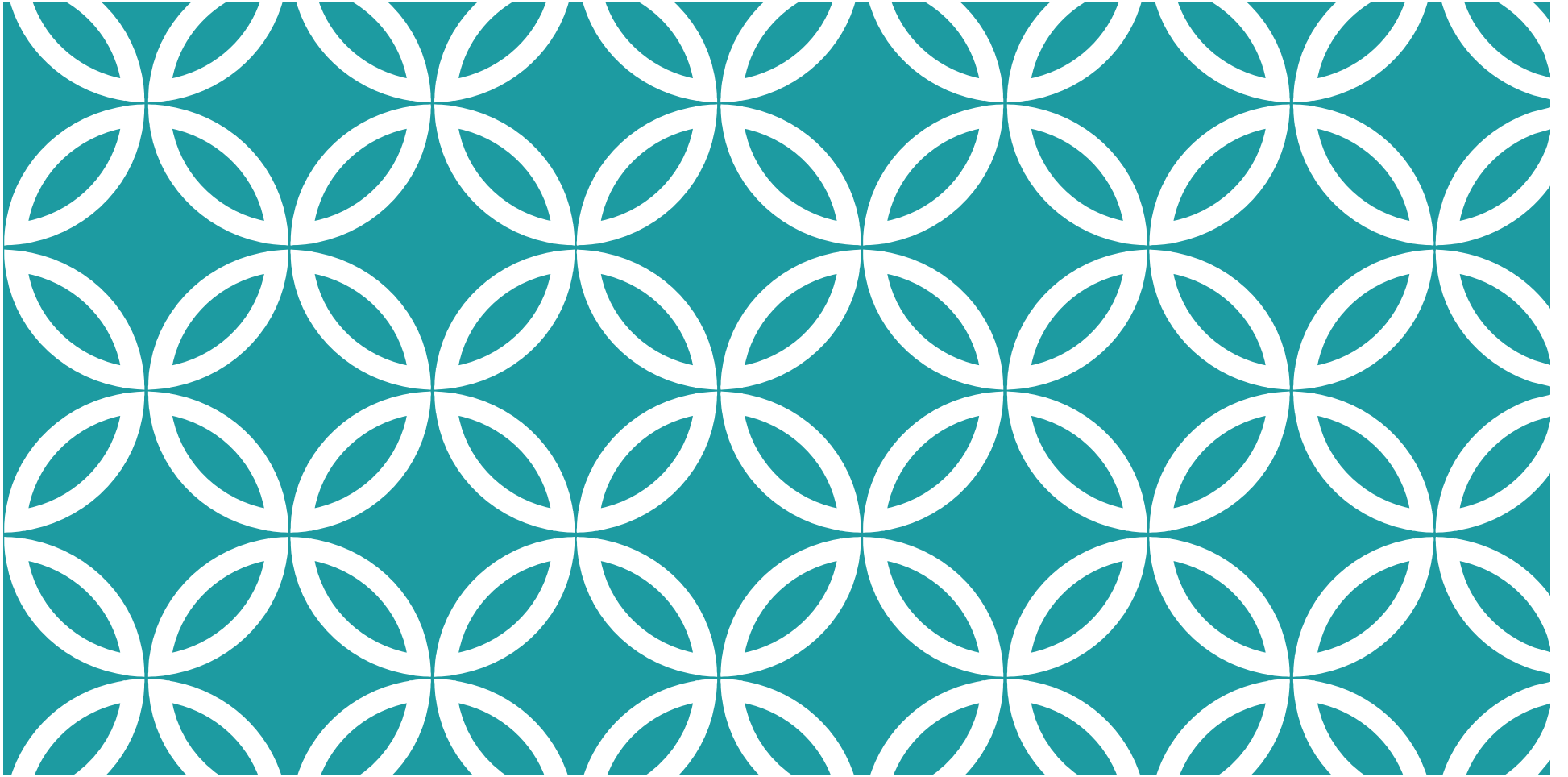
EXECUTIVE SUMMARY — TOTAL IMPACTS

SBS 2020 generated the following impacts in King County:

- **Jobs**
 - Direct impacts - There were **145 direct jobs**.*
 - There were **196 total jobs** (including direct, indirect and induced effects).**
- **Income**
 - Direct income of \$9.5 million.
 - Total income of \$13.4 million.
- **Taxes**
 - Local taxes in King County: \$1.4 million (direct impacts) and \$1.6 million (total impacts)
 - State taxes: \$3.1 million (direct impacts) and \$3.5 million (total impacts)

* Includes employees at exhibitors as well employees of lodging, restaurant and other businesses in King County.

** The impacts were estimated using the IMPLAN model for King County.

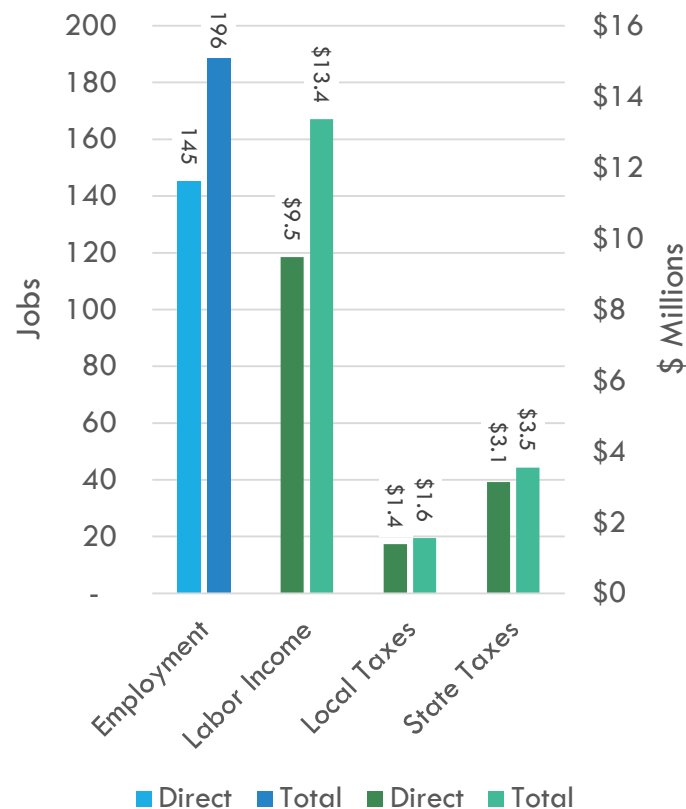


ECONOMIC IMPACT - EXHIBITORS

SBS 2020 ECONOMIC IMPACT IN KING COUNTY

The SBS 2020 generated the following impacts in King County:

- **Direct impacts**
 - 145 jobs
 - Includes employees at boat dealers, yacht brokers, boat manufacturers, marinas, boatyards and other service and accessory providers).
 - \$9.5 million in labor income (average of \$65,000 per job)
 - Local taxes in King County of \$1.4 million
 - State taxes of \$3.1 million
- **Total impacts**
 - 196 jobs
 - \$13.4 million in labor income
 - Local taxes in King County of \$1.6 million
 - State taxes of \$3.5 million
- Impacts were estimated using IMPLAN model for King County



The study focused on King County at the request of the Port of Seattle.

SBS 2020 EXHIBITORS

There were 389 exhibitors at SBS 2020*:

- Representing a mix of boat sellers (dealers, brokers) and manufacturers as well as accessories and services (retail sales, marinas and boatyards et al.).
- Exhibitors from King County accounted for 38% of SBS floor space.
- Exhibitors from other Washington counties accounted for 36% of floor space.
- Exhibitors from out of state and other countries accounted for 26% of floor space.

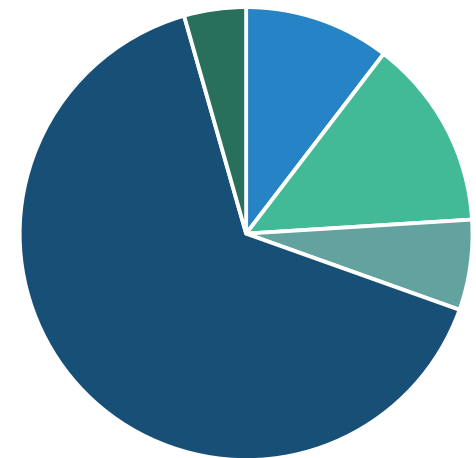
Exhibitors spent approximately \$2.7 million on show expenses (set-up and breakdown costs), transportation, lodging, food and other expenses, (excluding NMTA fees for the show).

- Lodging included approximately 2,200 hotel nights, most of which occurred in King County (primarily Seattle).

Sales of boats, accessories and services at SBS 2020 were estimated at:

- \$105 million of sales initiated at SBS 2020.
- \$139 million of sales expected after SBS 2020.

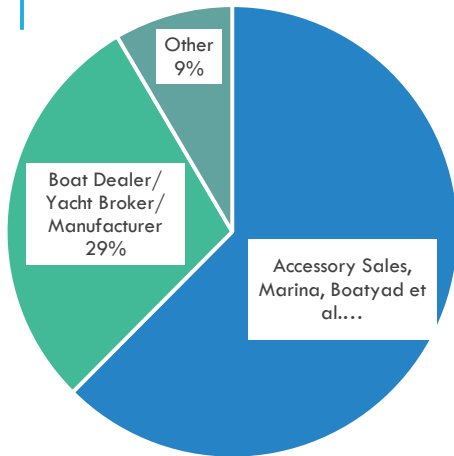
Exhibitor Spending



- Transportation
- Lodging
- Food
- Show expenses
- Other

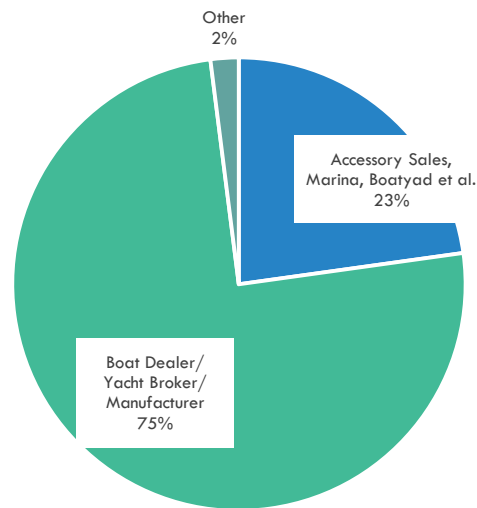
*The survey included the 389 exhibitors that displayed indoors at CenturyLink Field Event Center

SBS 2020 EXHIBITORS BY TYPE

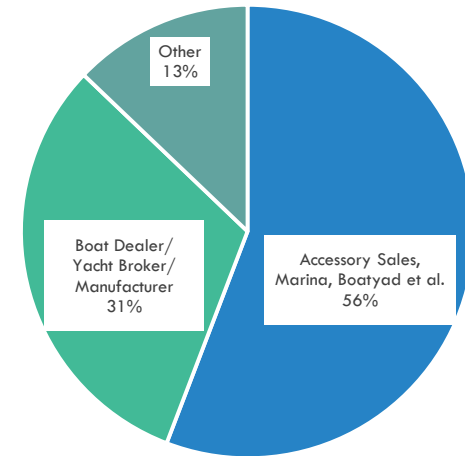


Number of Exhibitors

“Other” exhibitors include firms and agencies with complimentary space



Square Feet



Registered Staff

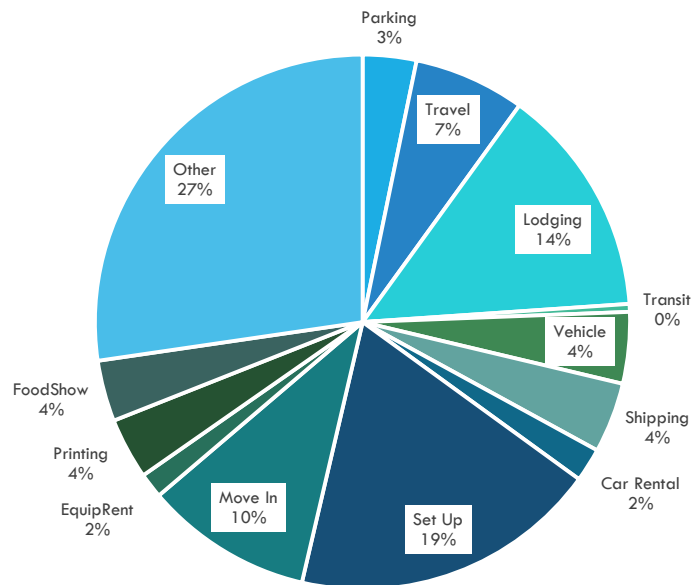
“Other” staff includes agencies with complimentary space; NMTA staff and presenters at Seminars)

SBS 2020 at CenturyLink Field Event Center included:

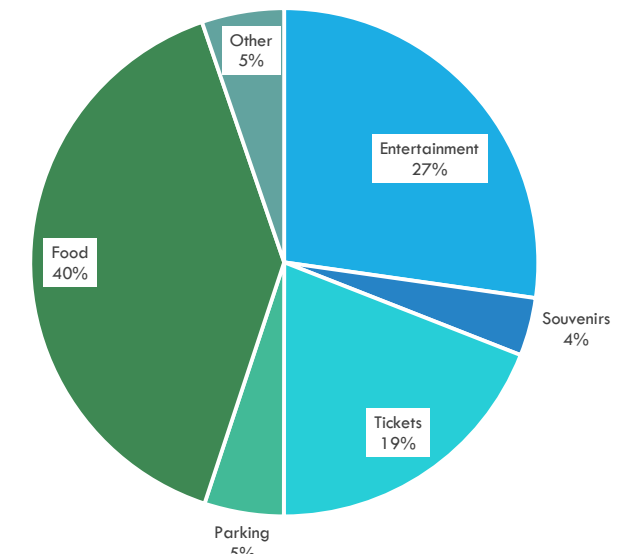
- 389 exhibitors
- 226,279 square feet of space rented
- 2,684 registered staff

ESTIMATED SBS 2020 EXPENSES

Survey respondents were asked how to estimate expenses from exhibiting at SBS 2020.



At SBS 2020 (excluding NMTA fees)

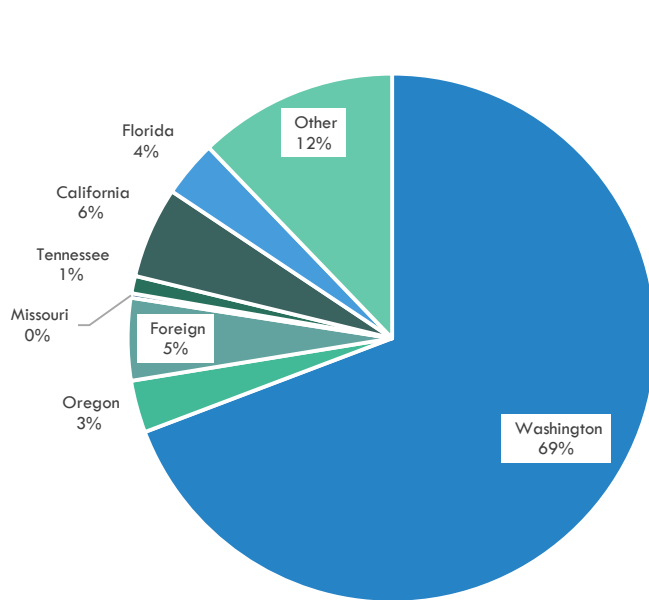


Related to SBS 2020 (Outside CenturyLink)

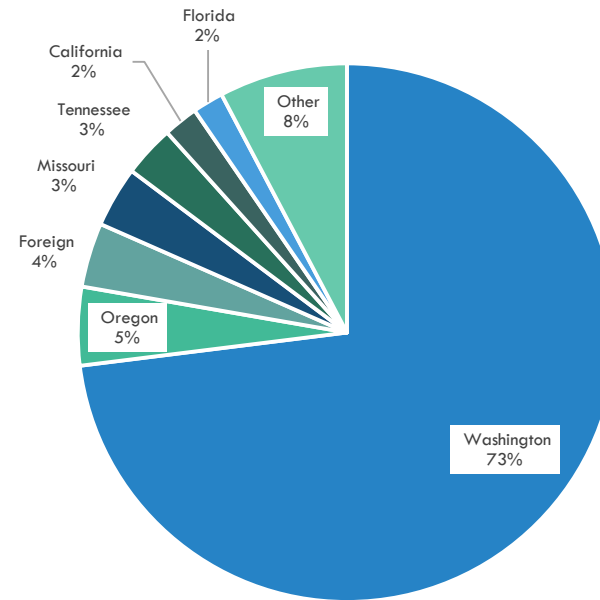
Exhibitors spent:

- SBS 2020 fees to cover NMTA expenses = \$1.7 million (38% of total).
- Expenditures at SBS 2020 (move-in/out, lodging, expenses during the SBS) = \$2.4 million (55% of total).
 - Lodging included 2,200 room nights (\$388,000).
- Expenditures related to SBS 2020 (mainly food and entertainment while enjoying Seattle) = \$288,000 (7% of total).
- Total expenditures = \$4.4 million.
 - \$1.60 in additional expenses for every \$1.0 in SBS fees.

SBS 2020 EXHIBITOR LOCATION (ALL)



Number of Exhibitors

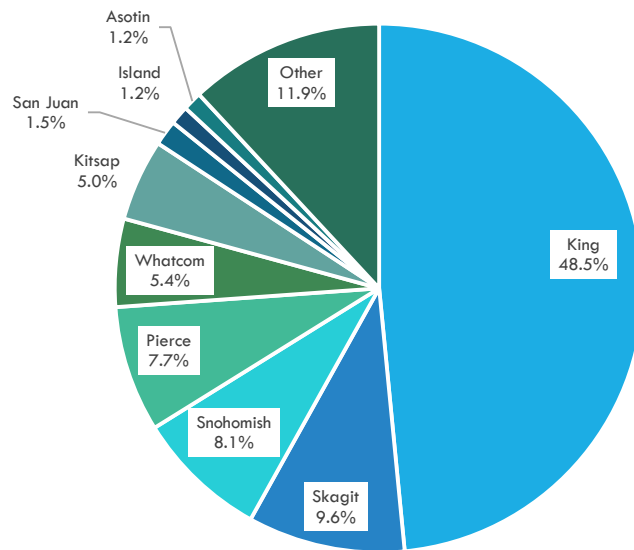


Square Feet

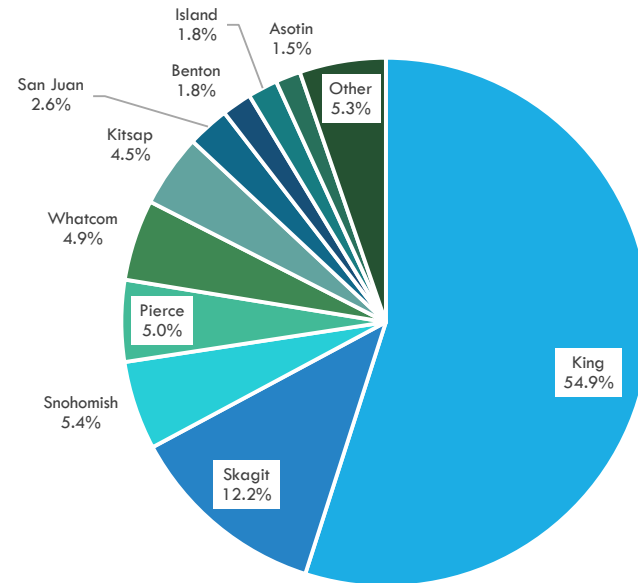
The home locations of the exhibitors included:

- By number: Washington (69%), California (6%), Foreign (5%), Florida (4%), Oregon (3%)
- By square feet: Washington (73%), Oregon (5%), Foreign (4%), Missouri and Tennessee (3%)

SBS 2020 EXHIBITOR LOCATION (WASHINGTON)



Number of Exhibitors

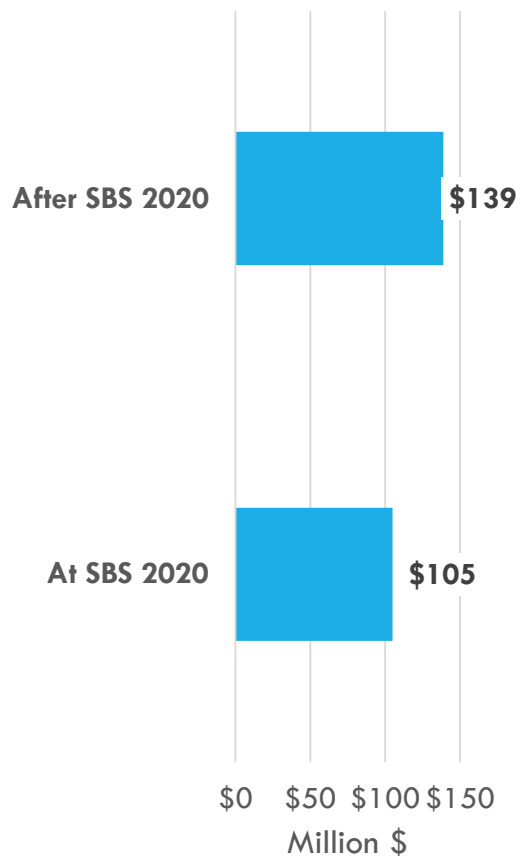


Square Feet

The home location of Washington State exhibitors included:

- By number: King (48%), Skagit (10%), Snohomish (8%), Pierce (8%), Whatcom (5%), Kitsap (5%)
- By square feet: King (55%), Skagit (12%), Snohomish (5%), Pierce (5%), Whatcom (5%), Kitsap (4%)

ESTIMATED SBS 2020 REVENUES



Survey respondents were asked to estimate how much revenue came from exhibiting at SBS 2020.

84 responses (21.6% of exhibitors)

- Estimates extrapolated to all exhibitors based on type, home location and size (sq. ft.)

Estimated revenues:

- at SBS 2020 = \$105 million
- After SBS 2020 = \$139 million
 - The effect of Covid19 caused uncertainty regarding purchases After SBS 2020. As a result, impacts were based on estimated revenues at SBS 2020. However, 2020 Q1&2 revenues were comparable to 2019 levels.
- Total \$244 million

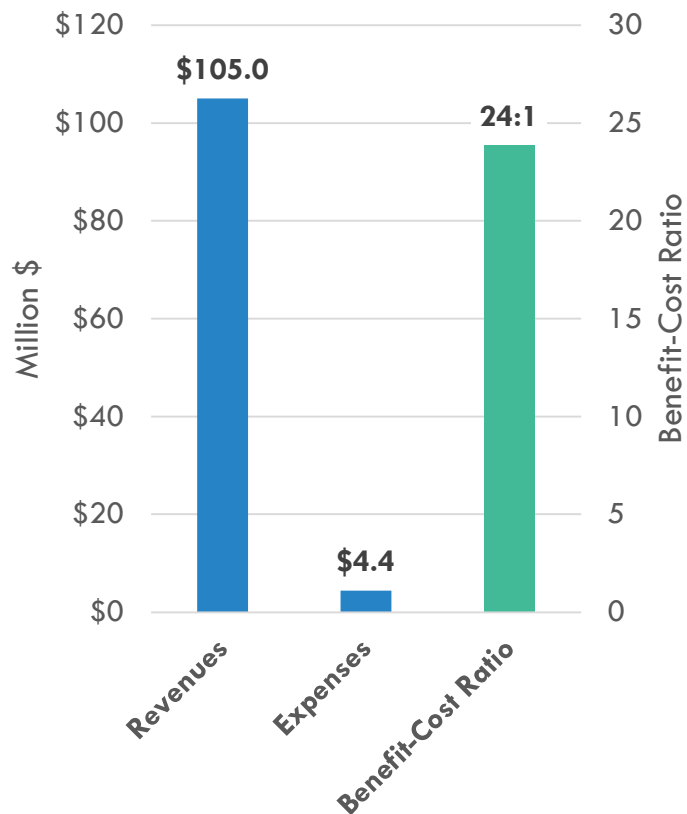
Estimated revenues by business type (at and after SBS 2020):

- Boat dealers, yacht brokers, boat manufacturers = \$151 mil
- Accessories and services (boatyards, marinas etc.) = \$93 mil

Revenues from SBS 2020 represent approximately:

- 5% of overall exhibitors' annual revenue (sales at SBS only)
- Higher % for Washington State firms (~11%)
- Lower % for national/foreign firms (<1%)
- 11% of overall exhibitors' annual revenue (including sales at and after SBS 2020)

BENEFIT-COST RATIO FROM SBS 2020



The Benefit-Cost ratio (BC) is 24:1 (\$24 of gross revenue for every \$1 of expense)

- \$105 million in revenue divided by \$4.4 million in SBS expenses.

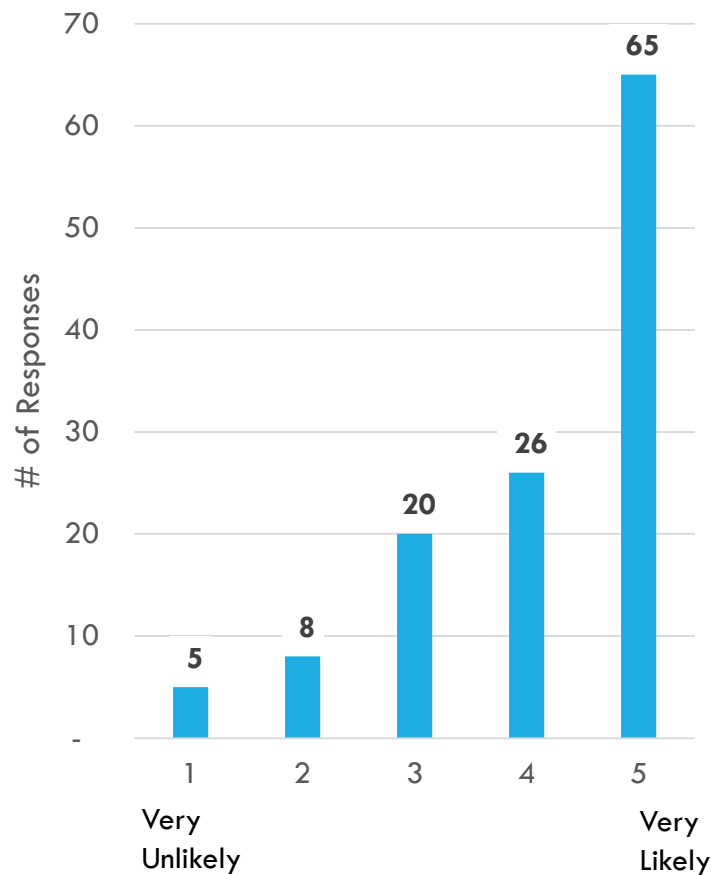
Expenses at the SBS accounted for:

- 4.2% of revenues generated at the SBS.

Revenues only include sales generated at SBS 2020, due to uncertainty of anticipated sales after the SBS 2020.

EXHIBITOR RECOMMENDATION OF SBS 2020

Exhibitors felt very positive about SBS 2020

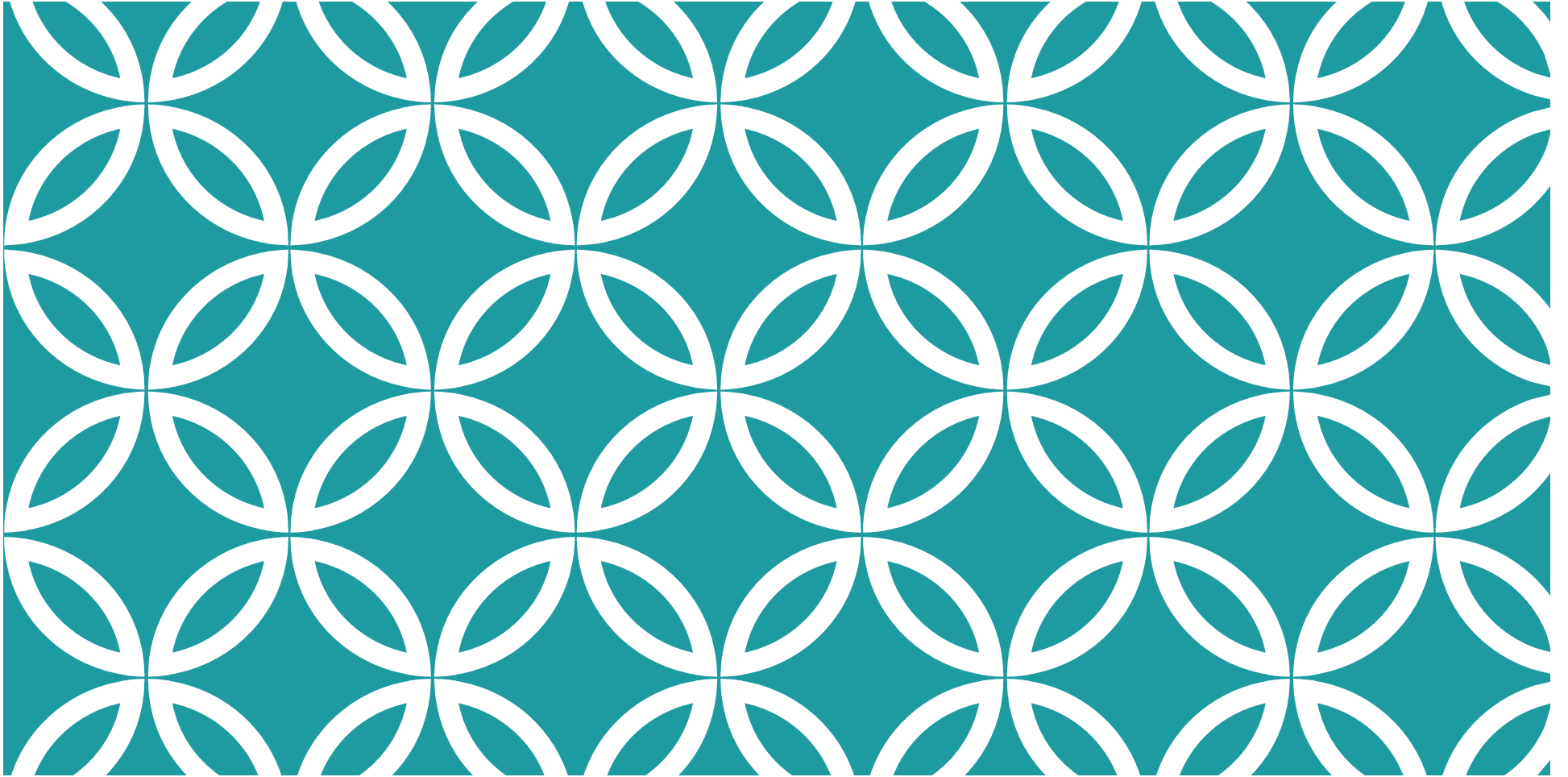


Exhibitors were asked how likely they were to recommend the SBS

- Rating scale from very unlikely (1) to very likely (5)
- Average rating was 4.1, which is considered positive.
- Responses ranged from:
 - 65 very likely to recommend
 - Only 5 very unlikely to recommend

Rating was consistent across:

- Size
- Type
- Location



ECONOMIC IMPACT - ATTENDEES

SBS 2020 ATTENDEES

There were 45,086 net attendees at SBS 2020:

- There were 2,000 survey responses (representing 4,842 individuals), 10.7% of attendees.
- King County residents accounted for 39% of survey responses.
- Respondents from other Washington state counties accounted for 47% of responses.
- Attendees other states as well as from foreign countries (primarily Canada) accounted for the rest (15%).

Attendees spent approximately \$4.6 million on transportation, lodging, food and other expenses.

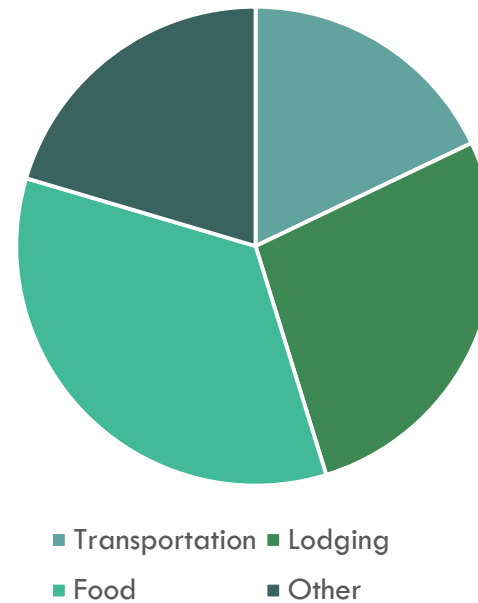
- Lodging included approximately 6,000 hotel nights.

Key reasons for attending SBS (in order of importance):

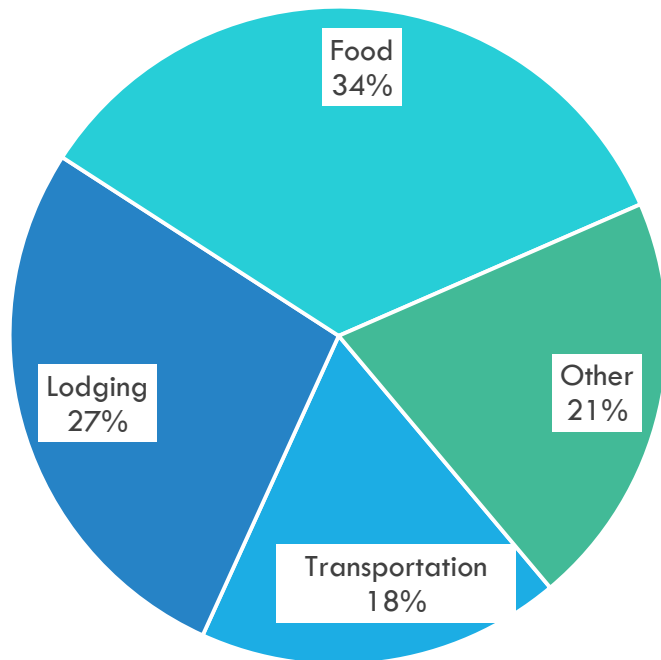
- Gather information (71%)
- Buy accessories (50%)
- Compare boat models (46%)
- Seminars/education (27%)
- Buy a boat (14%)

Average party size was 2.4 persons per group.

Attendee Spending



ATTENDEE SPENDING AT SBS 2020

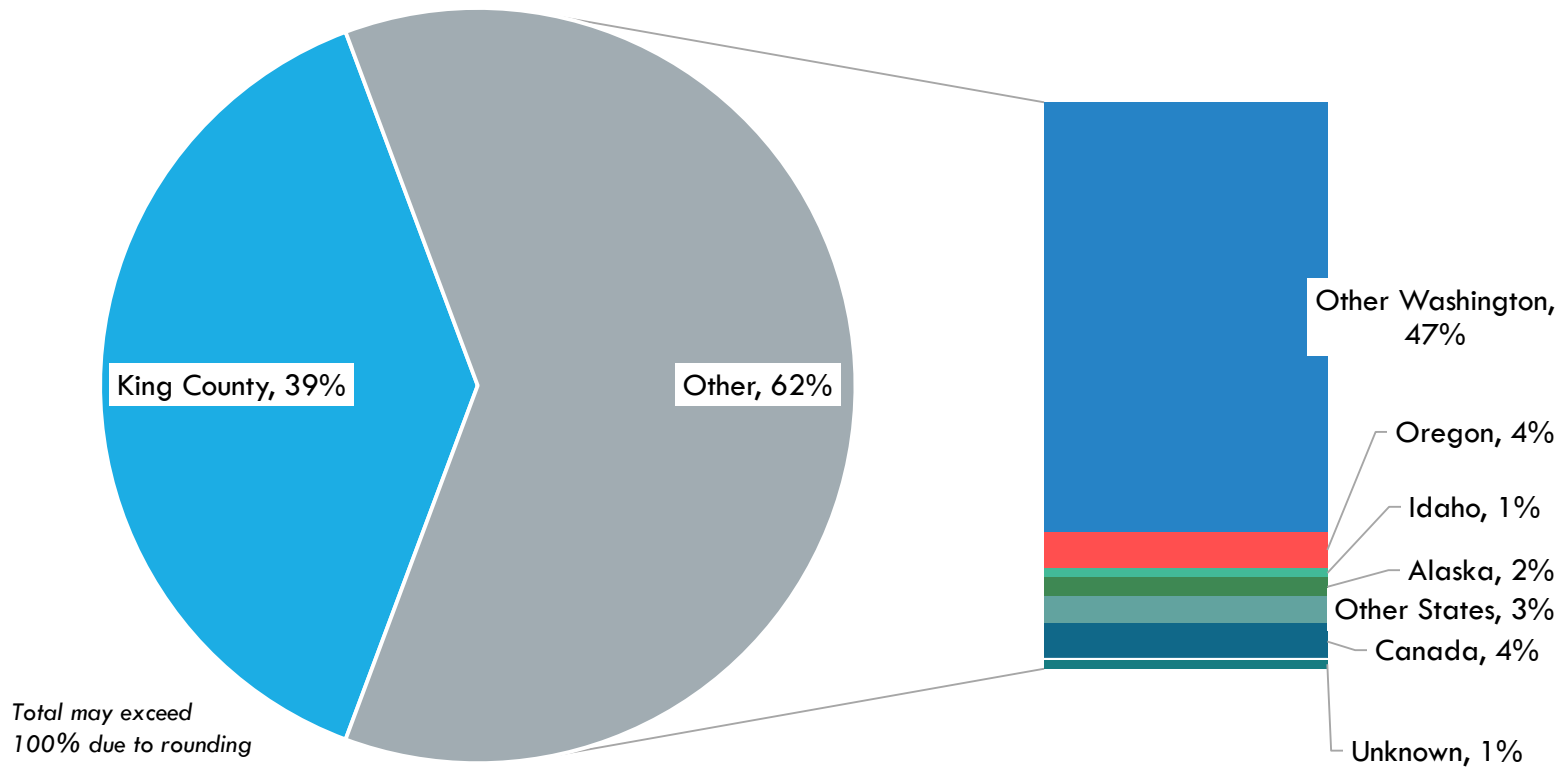


SBS 2020 attendees spent an estimated \$4.6 million outside the show, while visiting Seattle

- Food was largest category of spending (\$1.6 million)
- Lodging was next largest category expenditure (\$1.3 million)
- Transportation (air, automobile, transit) accounted for \$0.8 million
- Miscellaneous other spending was \$0.9 million

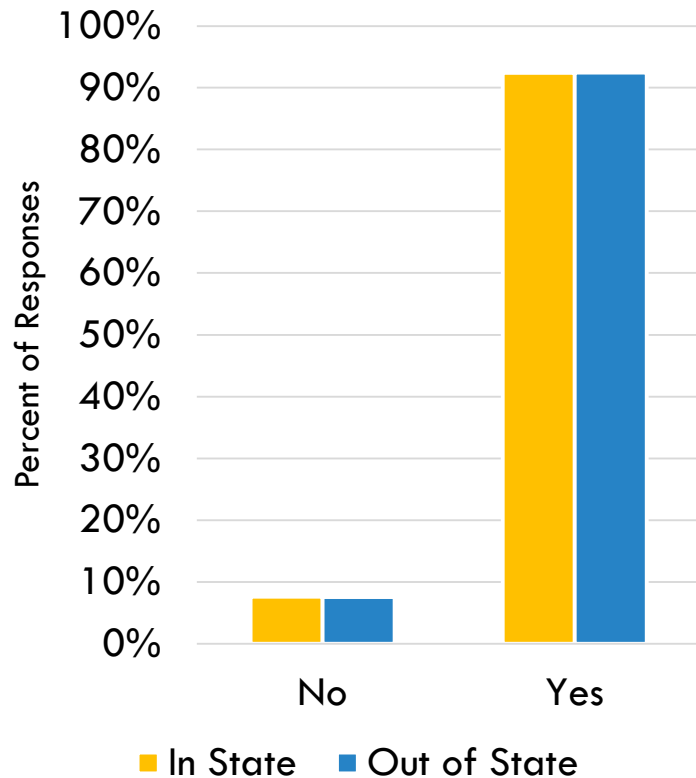
Approximately 73% of expenditures occurred while visiting Seattle and 27% occurred at SBS 2020.

WHERE WERE SBS 2020 ATTENDEES FROM?



Attendees were primarily from Washington State (86%), but also came from all 50 states and Canadian provinces as well as from other foreign countries.

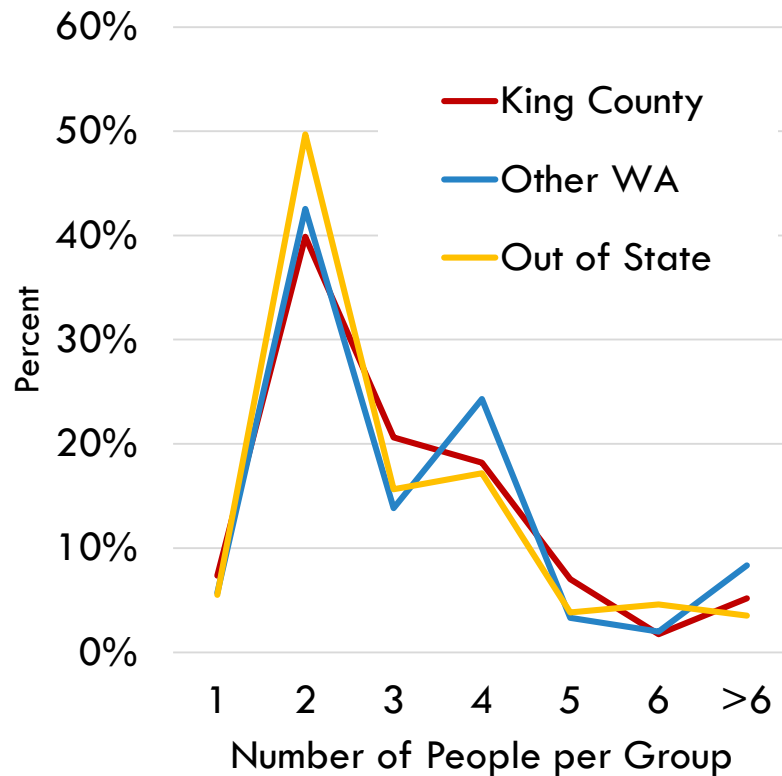
WAS SBS 2020 THE REASON FOR VISIT



If you don't live in King County, was the SBS 2020 your reason for coming to Seattle?

- The overwhelming answer was “Yes” (92%)
- No difference between in-state and out-of-state visitors (8%)

HOW MANY PEOPLE PER GROUP AT SBS 2020?



Most visitors were in groups of four or fewer people

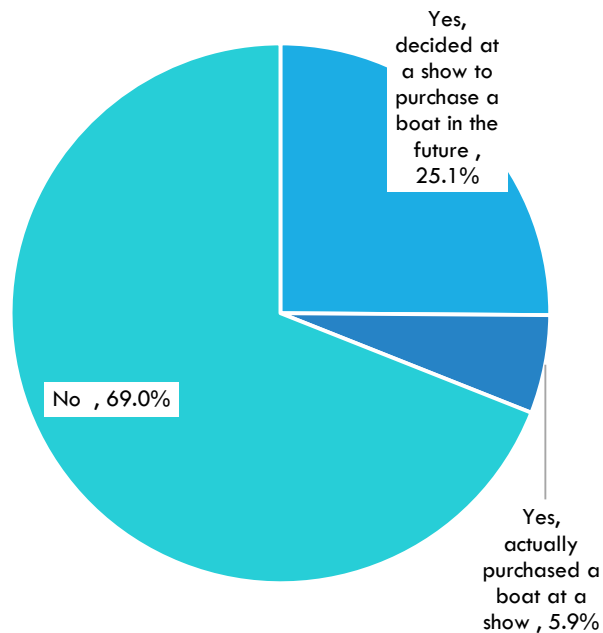
- Most common were groups of two
- Solo visitors accounted for less than 10% of parties
- Groups of three or four were more common than solo visitors
- Average party-size was 2.4

Groups of more than six account for a small share of attendance

- Largest share of big groups are from Other Washington
- Very few large groups from out of state

BOAT SHOWS ARE A KEY PART OF SALES

SOURCE: NATIONAL MARINE MANUFACTURERS ASSOCIATION (NMMA)



NMMA research reveals that boat shows are a leading source of sales:

- 31% of attendees bought a boat at or after a boat show.

Attendees use boat shows to:

- To view new model boats
- To research boats for a future purchase
- To compare boat prices
- To view or purchase boating accessories
- To get the best price on a boat
- To view or purchase fishing gear-equipment
- For seminars, demonstrations or special show activities
- To purchase a boat
- To view or purchase watersports equipment
- To view or purchase nautical gifts and clothing
- To learn more about or to purchase-rent a slip or storage at a marina, drystack or yacht club
- To research or acquire boat financing or insurance, among other reasons.