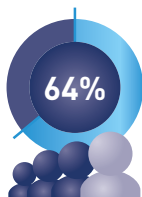
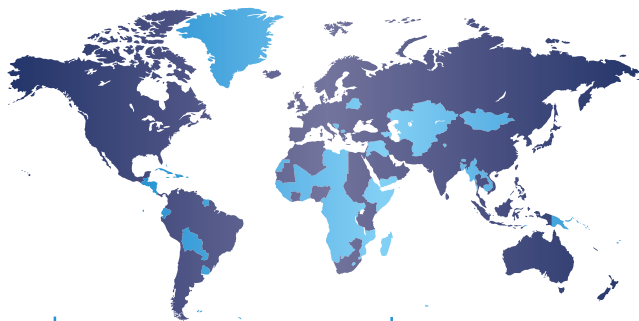


Visitor appreciation

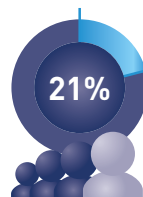
8,5

FACTS & FIGURES - VISITORS METSTRADE 2018 13-14-15 NOVEMBER

Visitors represent 121 countries



International visitors



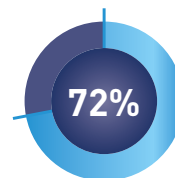
Visitors below 35 years old

Top 5 visiting countries

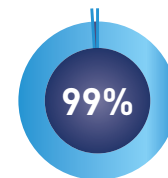
	1. The Netherlands
	2. Italy
	3. United Kingdom
	4. Germany
	5. France

Origin

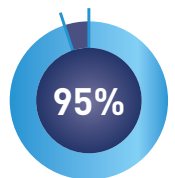
Europe	88%
Asia	7%
North America	3%
Oceania	1%
Africa	1%
South America	0,5 %



Decision makers



Recommends visiting



Intends to visit again

Number of visits

2018	26,052
2017	24,865
2016	23,702

Number of unique visitors

2018	16,716
2017	16,307
2016	15,541

Number of companies

2018	11,341
2017	11,055
2016	11,091

Attending number of (trade) journalists: 279

METSTRADE Communities

650+	Members Young Professional Club
49,000+	Newsletter subscribers
216,000+	Unique visitors METSTRADE.com

METSTRADE @

	Facebook: 8,400+
	Twitter: 4,000+
	LinkedIn: 1,200+

32%

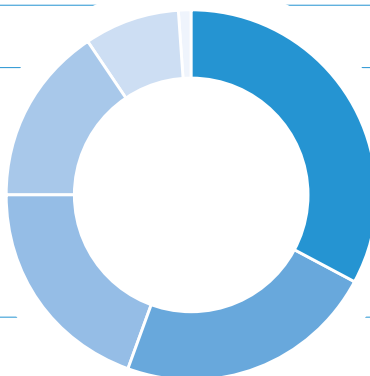
22%

19%

15%

8%

1%



Trade

Dealer/Retailer, Distributor, Import/Export agency

Manufacturing

OEM (Original Equipment Manufacturer)

Boat/Yacht building

Building, Engineering, Repair & Refit, Interior building

Consultancy, Agencies & Services

Yacht brokerage, Finance/Insurance, Chartering, Project/Crew management

Design

Naval architecture/Yacht design, Interior design

Marina

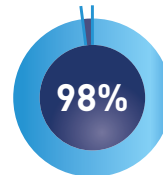
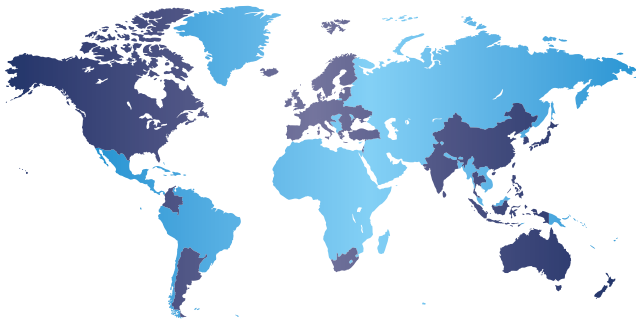
Marina Management & Design

Exhibitor appreciation

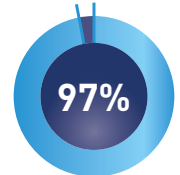
8,4

FACTS & FIGURES - EXHIBITORS METSTRADE 2018 13-14-15 NOVEMBER

Exhibitors represent 51 countries



Recommends exhibiting



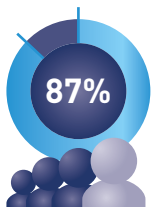
Intends to exhibit again

Exhibitor attendance

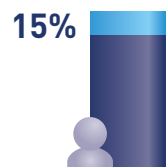
2018	1,591
2017	1,552
2016	1,471

Exhibitor stand personal

2018	6,980
2017	6,594
2016	6,610



International exhibitors



New companies

19 Country pavilions



Showcases & stages



Awards



Main reasons to participate METSTRADE

94%	Establishing contacts with relations
79%	Maintaining contacts with existing relations
54%	Presenting a new product/service
22%	Image and PR goals
18%	Direct sales and generating orders

METSTRADE pavilions

2015	2016	2017	2018
224	265	299	325



2015	2016	2017	2018
49	64	69	70



2015	2016	2017	2018
31	45	52	59



E-nnovationLAB

23 Exhibitors participated at the E-nnovationLAB, including 11 companies who had a stand elsewhere at the show. They presented their products in the E-nnovationLAB on showcase displays.