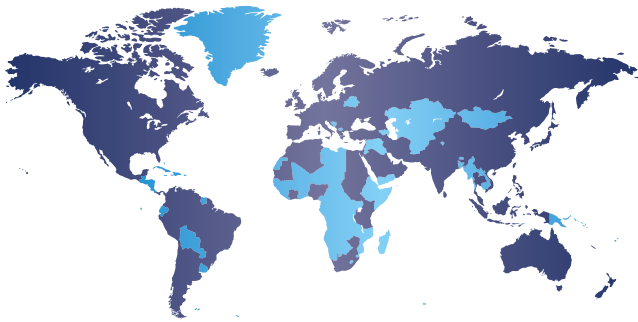


Visitor
appreciation

8,7

FACTS & FIGURES - VISITORS METSTRADE 2019 19-20-21 NOVEMBER

Visitors represent 122 countries



Number of visits

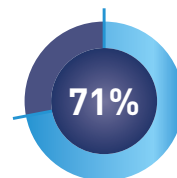
2019	26.984
2018	24.865
2017	23.702

Number of unique visitors

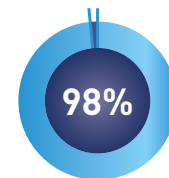
2019	17.564
2018	16.716
2017	16.307

Number of companies

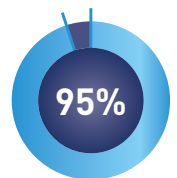
2019	12.337
2018	11.341
2017	11.055



Decision
makers



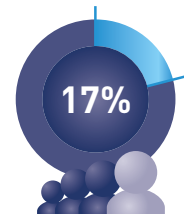
Recommends
visiting



Intends to
visit again



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	6%
North America	3%
Oceania	1%
Africa	1%
South America	1%

Attending number of (trade) journalists: 228

METSTRADE Communities

750+	Members Young Professional Club
49,000	Newsletter subscribers
260,000+	Unique visitors METSTRADE.com

METSTRADE @

Facebook:	9,100+
Twitter:	4,300+
LinkedIn:	2,100+

32%

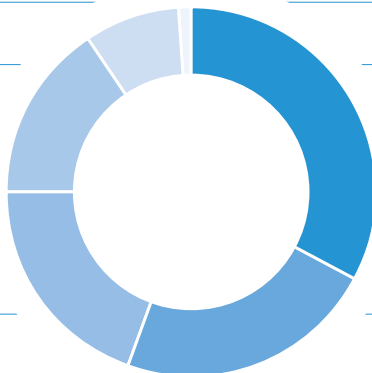
23%

20%

16%

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

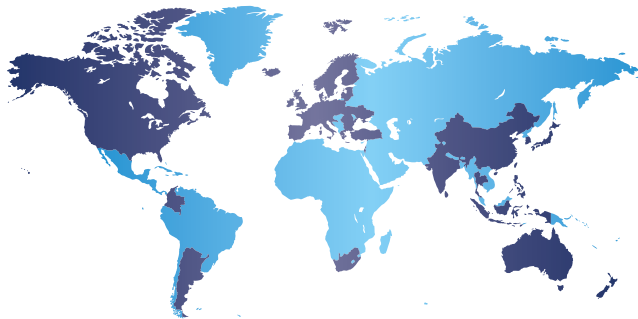
Marina Management & Design

Exhibitor
appreciation

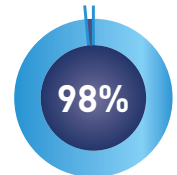
8,5

FACTS & FIGURES - EXHIBITORS METSTRADE 2019 19-20-21 NOVEMBER

Exhibitors represent 53 countries



Recommends exhibiting



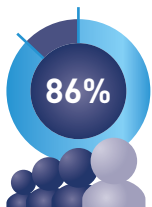
Intends to exhibit again

Exhibitor attendance

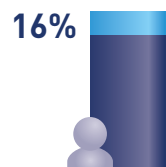
2019	1,670
2018	1,591
2017	1,552

Exhibitor stand personal

2019	7,297
2018	6,980
2017	6,594



International
exhibitors



New
companies

19 Country pavilions



Showcases & stages



Awards



Main reasons to participate METSTRADE

95%	Establishing contacts with relations
82%	Maintaining contacts with existing relations
55%	Presenting a new product/service
26%	Image and PR goals
21%	Direct sales and generating orders

METSTRADE pavilions

2016	2017	2018	2019
265	299	325	363



2016	2017	2018	2019
64	69	70	72



2016	2017	2018	2019
45	52	59	67



E-nnovationLAB

12 Exhibitors participated at the E-nnovationLAB, including 7 companies who had a stand elsewhere at the show. They presented their products at the E-nnovationLAB on showcase displays.