

METS 20 TRADE 16

15-16-17 NOVEMBER
29TH EDITION

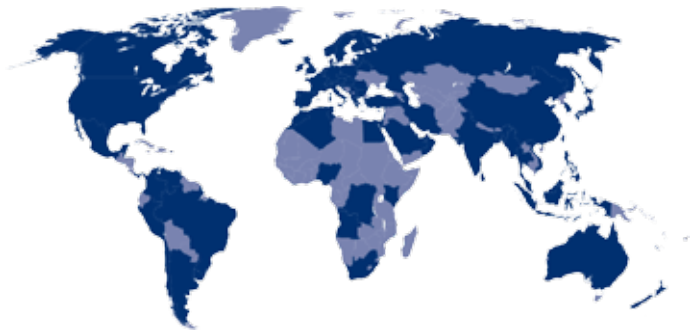
FACTS & FIGURES

VISITORS

> Visitors of the METSTRADE Show and the show pavilions are:

Boat- and yacht builders, naval architects, yacht designers, interior designers, interior builders, repair yards, distributors, dealers, wholesalers, equipment manufacturers, captains, project managers, marina developers/operators and many more marine professionals from all around the world.

> Visitors of METSTRADE 2016 represented 107 nationalities



> Origin

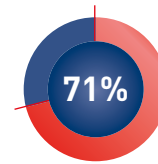
Western Europe	68%	Swiss	+38%
Southern Europe	17%	Russia	+35%
Eastern Europe	4.4%	Frankrijk	+21%
Middle East	3.9%	United Arab Emirates	+21%
North America	2.3%	Slovenia	+20%
Asia	2.5%	France	+20%
Oceania	0.9%	Italy	+19%
Africa	0.7%	Denmark	+17%
South America	0.3%	Poland	+14%

Significant growth from

Visitor appreciation



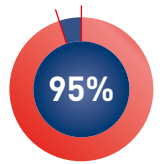
Decision makers



Recommends visiting



Intends to visit again



> Number of visits:

2016	23,702
2015	21,953
2014	21,086
2013	20,500

> Unique visitors:

2016	15,541
2015	14,522
2014	14,432
2013	13,777

> Number of companies:

2016	11,091
2015	10,313
2014	10,241
2013	10,904

> Branches

Yacht Captains & crew	2%
Yacht designers	1%
Interior designers	1%
Interior builders	1%
Other functions	14%
Distributors/Wholesalers	20%
Manufacturer	16%
Boat builder/Yacht builder	14%
Retailers	11%
Consultants	5%
Project managers	3%
Repair Yard	3%
Marina professionals	3%
Naval engineers	2%
Naval architects/Yacht designers	2%
Manufacturer	+25%
Boatbuilders	+10%
Repair / Refit yard	+120%
Yacht Designer	+30%

Significant growth from

ORGANISED BY

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FACTS & FIGURES

EXHIBITORS

Exhibitor appreciation



Recommends exhibiting



Intends to exhibit again



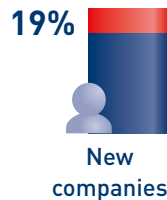
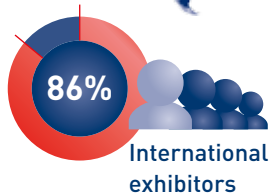
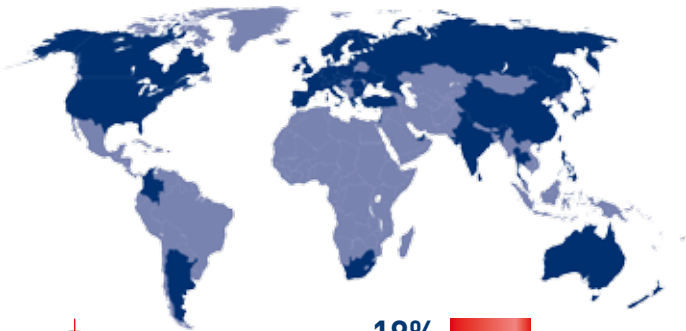
> Exhibitor attendance

2016	1,471
2015	1,385
2014	1,358
2013	1,320

> Exhibitor stand personnel

2016	6,610
2015	6,378
2014	6,092
2013	5,836

> Exhibitors of METSTRADE 2016 represent 50 nationalities



> METSTRADE pavilions

2013	2014	2015	2016
180	200	224	265

SYP SUPERYACHT PAVILION

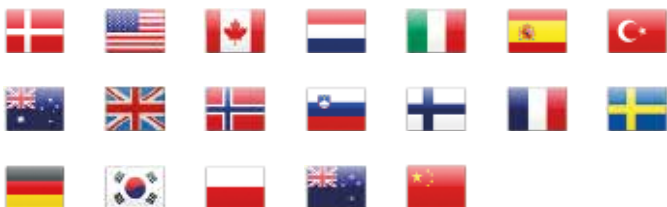
2013	2014	2015	2016
34	48	49	64

MYP MARINA & YARD PAVILION

2013	2014	2015	2016
26	31	31	45

CMP CONSTRUCTION MATERIAL PAVILION

> 19 Country pavilions



> METSTRADE Awards

DAME DESIGN AWARD

117 entries



80 nominations

> METSTRADE Database

- 59,000+ marine professionals
- 45,000+ newsletter subscribers

> METSTRADE Communities

- 3,600+ members Online Community
- 500+ members Young Professionals Club

> METSTRADE @

- Facebook: 6,200+
- Twitter: 3,100+
- LinkedIn: 1,000+

ORGANISED BY

rai
AMSTERDAM

More information

Do you miss anything? We are happy to share more details with you and tell you all about METSTRADE.
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