

Scottish Skipper Expo 2022

Your Statistics and Feedback



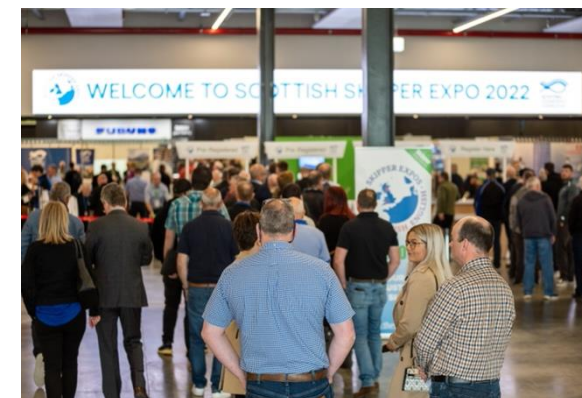


Based on feedback from exhibitors, we asked visitors if they would prefer a Thursday & Friday show as external factors affected numbers on the Saturday this year – however 78% of visitors stated that they would like the show to remain on Friday and Saturday – reasons included, being able to work throughout the week and still attend the show at the weekend.

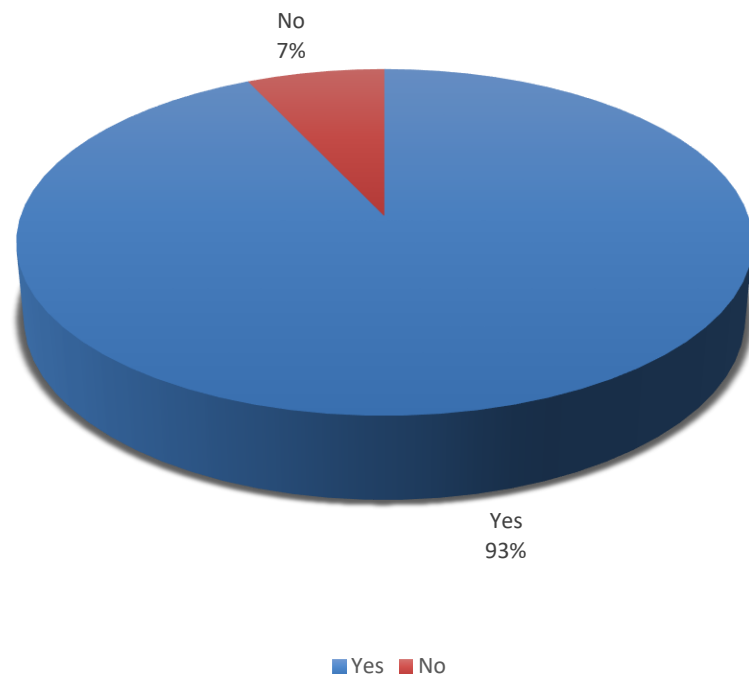


Exhibitor Numbers

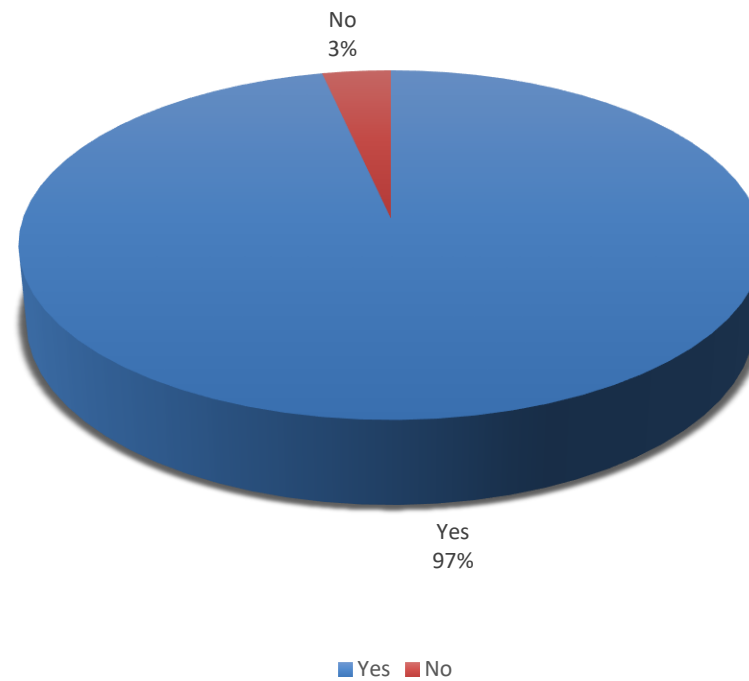
- 180 Exhibiting Companies
- From 16 Countries
- Over 600 Exhibiting Personnel



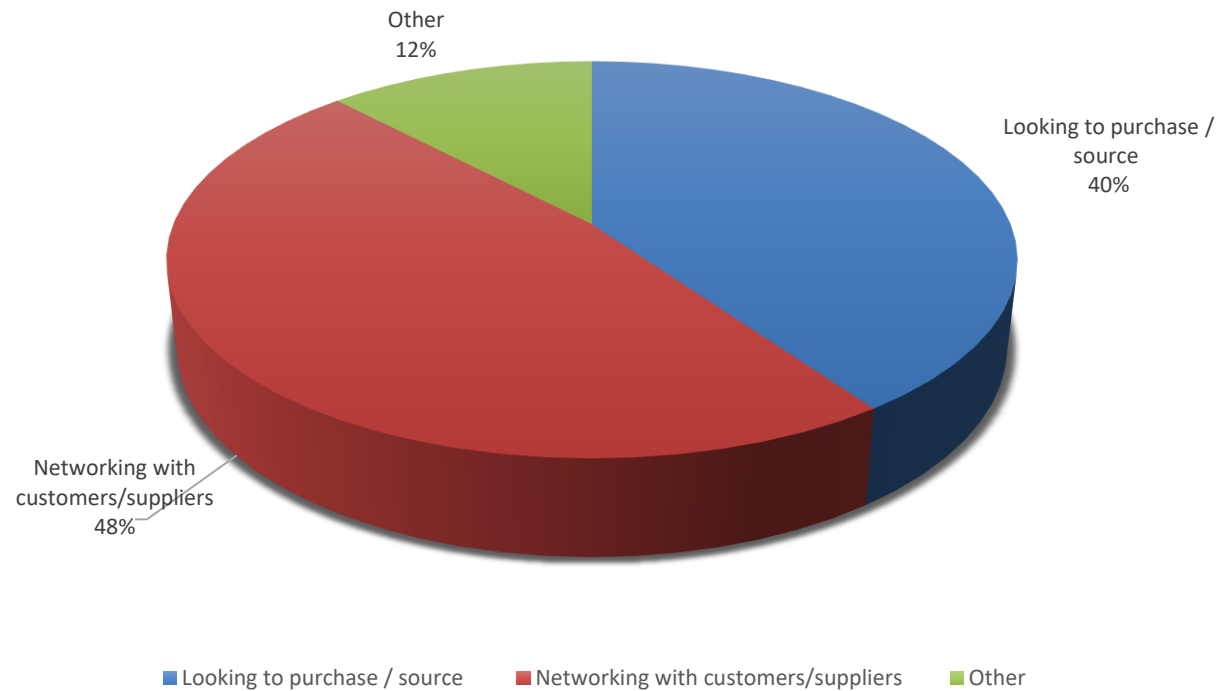
Do you intend to exhibit at next year's show?



Would you recommend to others to visit the show? (Visitors)



Visitors - Reasons for attending the show

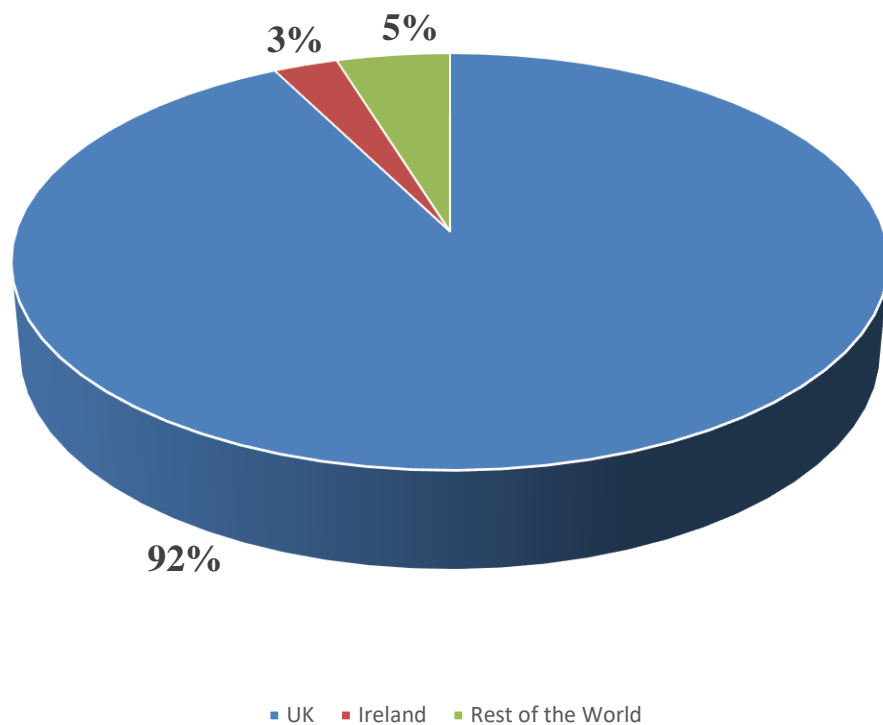


Other reasons stated:

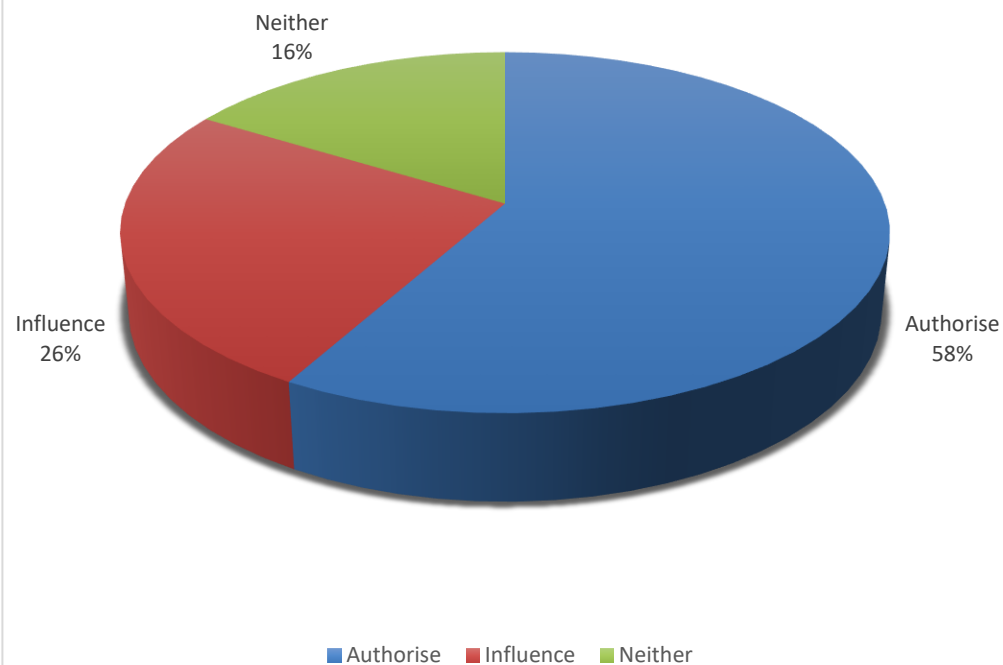
- Attended with my father who has always loved the show
- To meet up with old friends
- Always looking for new ideas and to see what's on offer. It's also a great event to catch up with friends from the industry from other parts of the country.
- New market opportunities
- To identify new technology and activities in the fishing industry
- Social gathering
- To speak to people in the industry face to face for research purposes



Visitor Origins



Are you involved in making purchasing decisions?

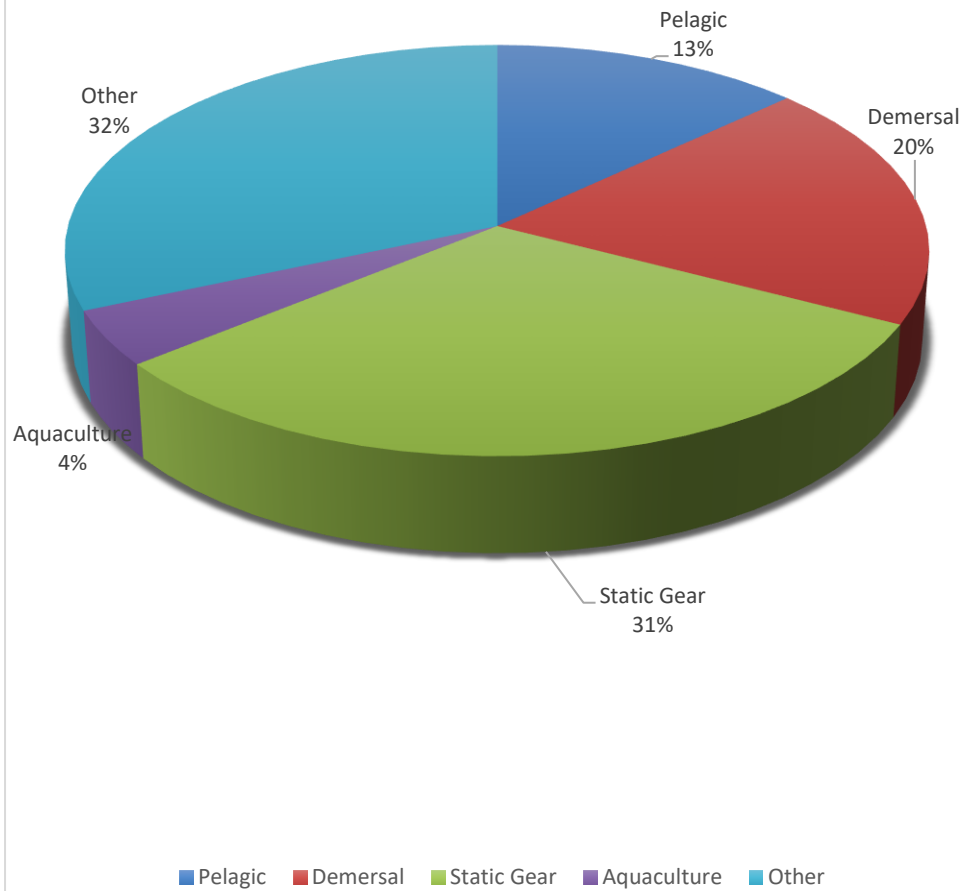


| Rest of the World: | | | | |
|--------------------|-----------------|---------------|-----------|--------|
| Belgium | Denmark | Faroe Islands | France | |
| Isle of Man | Iceland | Latvia | Lithuania | Norway |
| Spain | The Netherlands | | Turkey | USA |

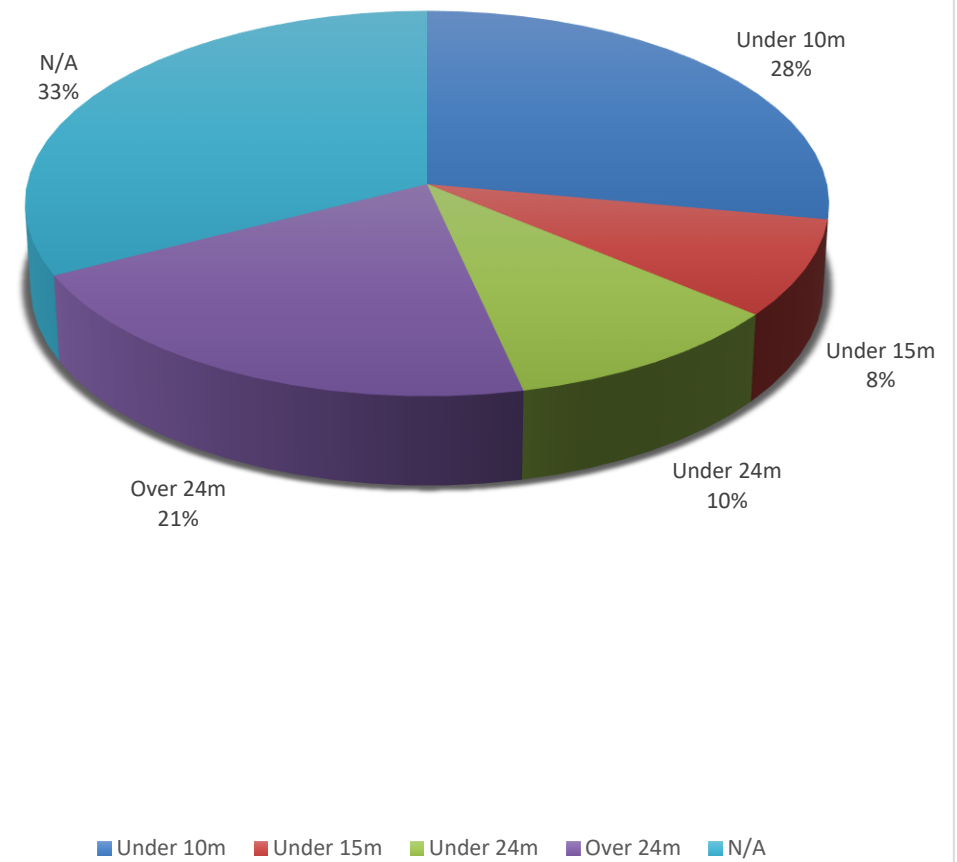


'Other' includes:
Business owners,
engineers, suppliers,
data processors,
consultants & sales
managers

Visitors Fishing type



Vessel Size



Visitor Testimonials

Ashley Mullenger - Norfolk

So great to be able to meet up with people again and amazing to see all of the products, innovations and technologies on offer. Great location, great venue and I felt extremely welcomed by The Skipper Staff base at the expo and their evening event

Rowan - FV Spitfire

Love the show this year a variety of different stalls and finding different things for different fishermen was good to see - made my week as I got young fisherman of the year at the Fishing News Awards too

Neil Reid – Banffshire, Scotland

It was a great show but only thing missing was the cook fish sampling.

Tracey Clark - Shetland

I attended the show in Aberdeen. This is the first time I have been at the P&J Arena and I think it was an excellent venue to host the show. I was given a map of the stands which was easy to navigate around to find what I was most interested in looking at. I attended the show with my stepfather who is a commercial fisherman. I find the show interesting and a good place to meet old and new pals. You don't need to be a fisherman to attend the show.

Craig McGowan - Scotland

Well laid out and didn't feel cramped. Good job by your team

Ally McGee – Aberdeenshire

I attended the Show on the Saturday. It was very well laid out. With a very good selection of stands. I visited a few stands that were of interest to my inshore fishing. I was greeted with helpful advice and have also made some good contacts through the show. It was also good to catch up with some friends from the inshore industry who due to covid etc. I have not been able to speak to in person for a while. The only thing I thought was a bit dear was the car parking charge. But I liked the whole experience of the show and will definitely be back again.

Richard Gray - Shetland

First class show. Great venue

Graeme Henderson - Aberdeenshire

Was at show most of the day on Friday met a lot of people we deal with over the phone and really enjoyed it.

Michael MacLeod - Western Isles, Scotland

It was very good. Nice to see everyone again.

Sarah Urquhart – Aberdeenshire

It was the first year I had attended the Scottish Skipper Expo so didn't really know what to expect. It's a great show to meet other within the industry and see what opportunities are out there.

Paul Leeman - Down, UK

I thought the show was excellent.

Amanda MacRae – Sutherland, Scotland

Very enjoyable and excellent venue.

Heather Hepburn – Aberdeenshire

Great variety of stands with plenty of information.

Steven John Addison – Moray, Scotland

Best show there has been in years.

Bryan Garden - Aberdeenshire

Fantastic show with plenty exhibitors. Skipper staff were extremely nice. and helpful.

Paul DENT – Northumberland, UK

The expo 22 was a breath of fresh air to the industry. After the last two years of covid 19 we all needed this. A big thank you from myself.

William Polson – Shetland

The show was great - I met with the people I wanted to do business with and met a lot of old friends from years past that I had not seen for a long. time.

Jack Marwick - Orkney, Scotland

A fantastic return to The Skipper Fishing Expedition in Aberdeen. It was good to see a large number in attendance and so many stalls representing the fishing industry. I felt everything was there with regards to Catering and Bar Service.

James J Stewart – Shetland, Scotland

Fantastic show and venue.

George Anderson – Shetland, Scotland

It was great to be among fishing friends and the exhibitors again. Great Show, good atmosphere and well organised. Hats off to the Skipper team.

Bob Sinclair – Aberdeenshire

Haven't been to one for at least 10years. It was excellent!!!

Cllr Alastair Forsyth – Aberdeenshire

Excellent, engaging and well managed. Thanks.

Leon Ball - United Kingdom

The show had a huge variety of exhibitors offering so much for visitors. The facilities were great. Easy to get to, park and register.

Mark Joann Henry – Shetland, Scotland

Very good to see a lot of life in the industry.

Angus MacSween – Aberdeenshire

Thoroughly enjoyed it. Excellent range of stands with something for everyone.

Brian Moran - Aberdeenshire

Venue, layout all good and a real buzz about the show after a 2 year absence.

Jason Jack - Aberdeenshire

Very well laid out show and well attended

John Duthie - Aberdeenshire

Really good to get back and the 2-day show. It was really good with a lot to offer. I got what I was looking for and a lot more.

David Alexander Wood – Ross Shire, Scotland

Show was excellent. Pity about the food in hall.

Vicky Sweeney - Mackay Marine Services Ltd

Show was fab and was nice to be back.



James Peebles - Nottinghamshire, United Kingdom

I use the show as a networking event, I am able to meet a lot of people from all around UK & Ireland

Stuart Goudie – Shetland, UK

A very good presentation by the exhibitors in a very good and spacious venue. Well done to all the organisers!!

Craig Beckett - Angus ,Scotland

Fantastic show and well organised. One serious downfall was the food available, a small lukewarm bit of fish and cold semi cooked chips was very disappointing.

Ralston Johnston - Amethyst

Good show. A lot of exhibitors. Good to meet people again after covid.

Neil Morrison - Western Isles, Britain

The Skipper Expo Aberdeen was excellent in a great new venue and great to be back, well organised as usual and plenty of variety too!

Exhibitor Testimonials

Tommy - Poleson Marine

This was my first show and what a great experience it has been. We will be attending next year again and hope to take a boat to exhibit again. Thank you Skipper Expo team.

David Ash - Mantsbrite

It was great to be back at Aberdeen after 3 years, meeting up with friends and customers alike. The show was well worth us attending, we received a great amount of interest and some orders on our FIFISH underwater drones. Having the demonstration tank on the stand really helped show its capabilities and the kids loved it too! Looking forward to 2023.

Stephen Paterson - Peterhead Port Authority

Great to be back at an event which was well organised and attended. Stand visitors remained steady throughout which provided some really good discussions.

Ian Lockyer - Icom UK Ltd

It was an excellent show and well attended. It was great to catch up and talk to customers and our dealers...they all seem very pleased with the show.

John Brun Christensen - FF Skagen A/S

Well organized, and always very informally. Good place to meet up with friends, and most appreciated suppliers.

Sheena Cowie - JC Hydraulics Ltd

Glad the show was able to go ahead this year. The venue was excellent and it was great to meet customers again. Sharon and the staff did a great job in the set up.

Ewan Robertson - Zeadog.Com (EWRO Flow Ltd)

A big thank you to Sharon and "The Skipper". Zeadog.com was a late entry, only a couple days before the show started, and Sharon was very accommodating to give us a stand in order to give Zeadog a presence at the exhibition. To any business owners, it is never too late to ask for the availability for a stall at the Scottish skipper expo...

Alex Firth - R & D Marine

This was a welcome return to Aberdeen and the Skipper Expo. Having the event at the new TECA added hype, creating extra interest for exhibitors and visitors alike. The venue lived up to expectation providing a professional, modern and clean environment. The opening Friday was well attended and successful, giving us good enquiries and conversations. The final day was more quiet for us. But that enables us to spend more time with other exhibitors. We will certainly be considering a return in 2023.

Lee Mooney - Mooney Boats Ltd

The show venue was excellent but for our own business the show was very quiet but it was great to catch up with suppliers and friends

Henrik Andreassen - Thyboron Trawldoor

Best arranged exhibition that we participate in, and we do a lot.

Ash Bradley - ASAP Supplies

It was great to be back at the Aberdeen show this year, it is one of the few opportunities we get to meet with commercial fisherman and discuss products, projects, and gain feedback face to face. The show is also an invaluable platform for us to promote new products to this market. This year we were promoting Raptor Anti Slip deck coatings, we gained lots of interest, enquiries and picked up some new customers as well. Overall, the show was very busy and considered a success for ASAP, look forward to exhibiting again next year.

Alexander Davidson - Davidsons Painters

The Skipper show in Aberdeen was very well planned and delivered. The staff done a fantastic job. This was a successful show and look forward to the next one.

Jack Peile - Ibercisa Deck Machinery

Good experience, will return.

Andy Banting - C A Clase UK Ltd

Overall a fairly good show, better location than previous years, although Saturday was very quiet due to the good weather. Everyone was out fishing.

Melanie Henderson - Lerwick Port Authority

The show is a real hub in the north east and an excellent meeting place for the industry to do business.

Ross MacLennan - Scalloway Harbour

As always Sharon and the team hosted a fantastic event, always a pleasure working with them. Had no issues with booking or setup, always well managed.

Antony Berry - Mermaid Marine

Great exhibition and fantastic to be meeting people again after two years. Excellent venue.

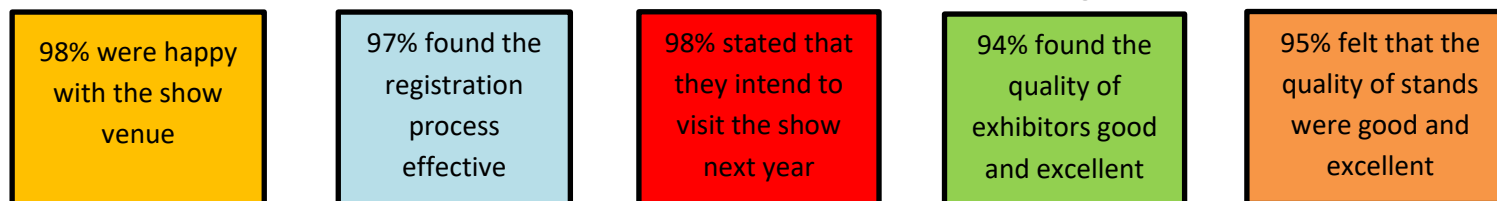
Diane Campbell = Certas Energy T/A Commercial Oils

Fantastic show from start to finish! Well organised, well attended and productive too! Huge thanks to Sharon and the team for another great event!

Ryan Langley - Hercules Hydraulics

Easily the best fishing exhibition we have undertaken. From the venue to the logistics , quality of visitors , networking between exhibitors etc.

Visitor Feedback – Your Show Experience



Comments to consider from Visitor Survey

- Food, drinks and parking was expensive.
- Stands were geared towards larger boats instead of small – it would be great to see more aquaculture stands
- Absolutely loved the show, a good spread of exhibitors with a good array of equipment on offer. Only 1 disappointment for me was the catering side which I thought could have been much better.
- Think the bar price's was unrealistic. No free seafood cooked fresh was always a favourite of mine.
- I think closing at 5pm on the Friday would be better for people to get to the industry night in time without rushing and maybe push the night to start at 7:30pm
- A private meeting room clear of the stands would be great to have a coffee or a beer and discussion with exhibitors ...
- I would like to see more under 10m boats at the next show, particularly the under 10m mackerel jiggers.
- Please, please bring back the stand where they used to cook seafood. It was sorely missed, everyone we met said what a shame it wasn't there this time.
- It would be great to see more boats on display

Exhibitor Feedback – Planning your 2023 show

| | Yes | No |
|--|-----|------|
| Do you think the showguide is an essential part of the show? | 66% | 34% |
| Are you happy with the show venue? | 95% | 5% |
| Are you likely to exhibit at next year's show? | 93% | 7% |
| Would you prefer the show to be on Thursday & Friday? | 60% | 40 % |

Comments to consider from Exhibitor Survey

- Show organiser's communication was very good. We would really like to see what more could be done to communicate the show to the catching sector (to attend) - from across the UK and speak with industry leaders to arrange for meetings/conferences at the same time to draw attendees in - e.g. making meeting rooms available at the P&J Arena.
- Online electronic booking of items could be easier.
- We need some banners for Limerick and Aberdeen we can attach to our e-mails and social media pages
- Location was great. Hot food was terrible!
- We really missed the seafood at the venue.
- Was a poor selection of food at the venue and the prices for the food were very expensive, I think Exhibitors should get some kind of discount on food.
- Breakdown access needs to be better organised – it was quite stressful this year and chaotic.
- Setting up went very smoothly. Taking down and getting out of the car park took longer than it should have. Hopefully TECA will have come up with a better system for next year.

Conclusion

The Skipper team sincerely appreciate all feedback and will use it all to help us to plan for next year. Based on the responses from both visitors and exhibitors, we have already made the following changes to enhance the show experience:

1. While a greater number of exhibitors would prefer for the show to be held on Thursday & Friday, small business exhibitors have stated that it needs to be on Friday and Saturday to allow them to work during the first half of the week and still attend. The large majority of visitors have also requested for it to be held on Friday & Saturday to allow them to finish the working week and attend. For this reason the show will remain on Friday and Saturday but will finish at 5pm on Friday to give exhibitors the opportunity to network with colleagues at the end of the first day.
2. We are working with colleagues to arrange the seafood tasting stand for next year – which we know is a big hit with everyone.
3. We aim is to encourage companies geared at the smaller boat and the inshore industry to participate in next year's show.
4. We have developed show assets that are now available on the website for exhibitors to promote their attendance at the show in their emails and across social media.
5. We have passed on all comments on catering to P&J Live and aim to ensure that the catering service is greatly improved for next year - the seafood tasting stand will also help to offer a greater variety of options for visitors.
6. We have also passed on all comments on exhibitor breakdown to P&J Live and aim to ensure that improvements are made for next year's show.

We follow the moto of **'Your Industry, Your Show'** and will continue to liaise with exhibitors and visitors throughout the year to ensure that the 2023 show meets your every need.



