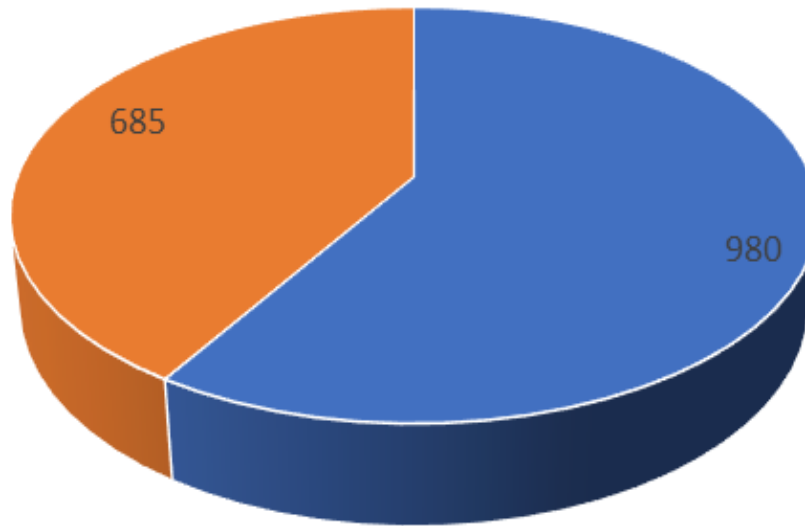


Scottish Skipper Expo 2023

Your Statistics and Feedback



Visitor Numbers



Total Number of Visitors – 1,665

■ Friday ■ Saturday

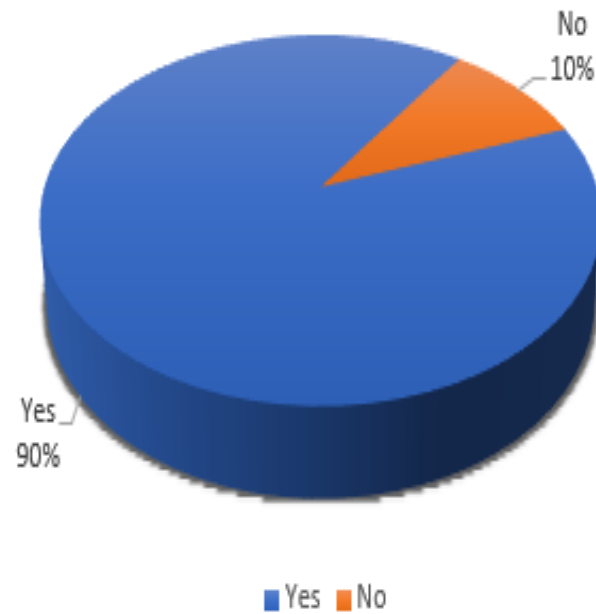


Exhibitor Numbers

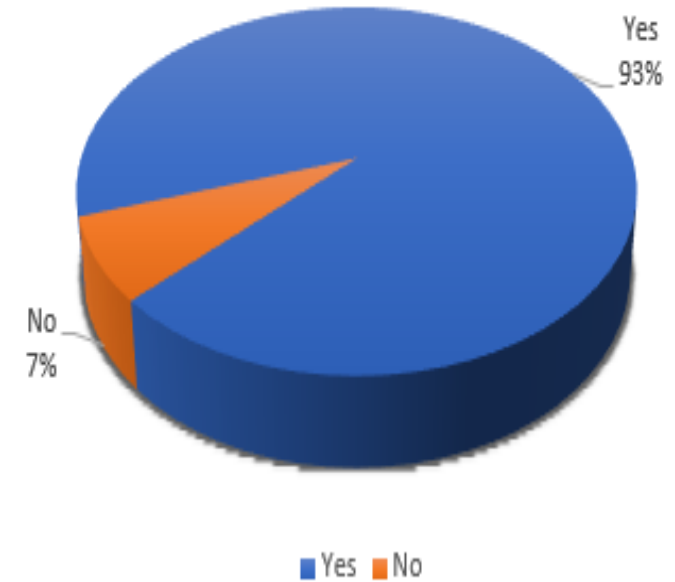
- 172 Exhibiting Companies
- From 15 Countries
- Over 580 Exhibiting Personnel



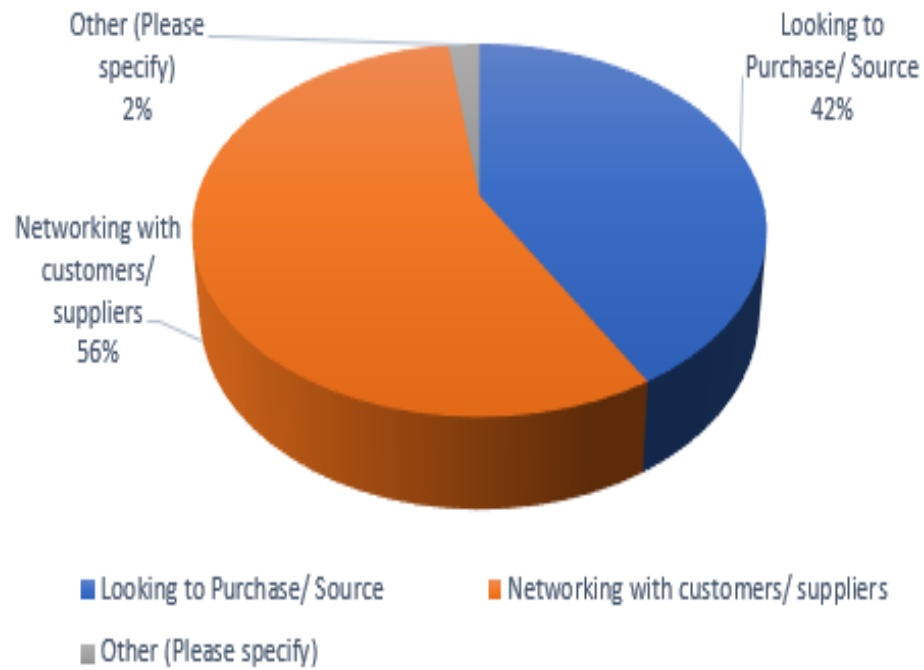
Do you intend to exhibit at next year's show (exhibitors)



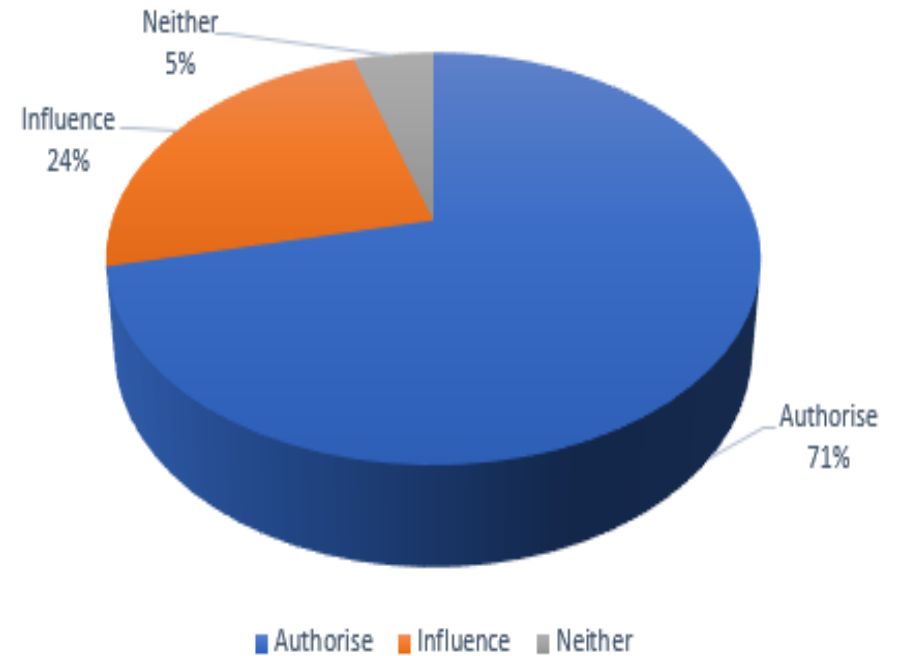
Do you intend to visit next year's show (Visitors)

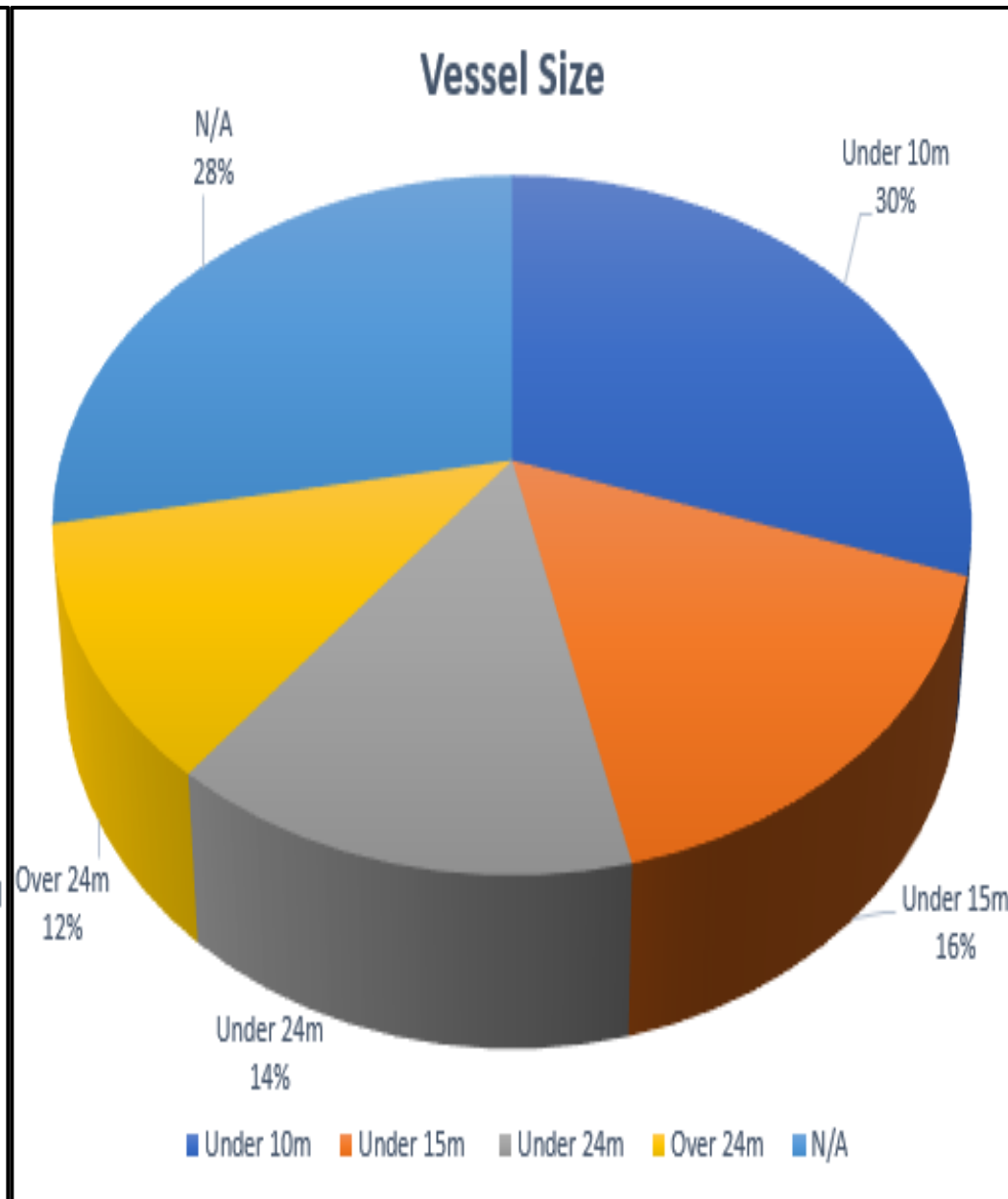
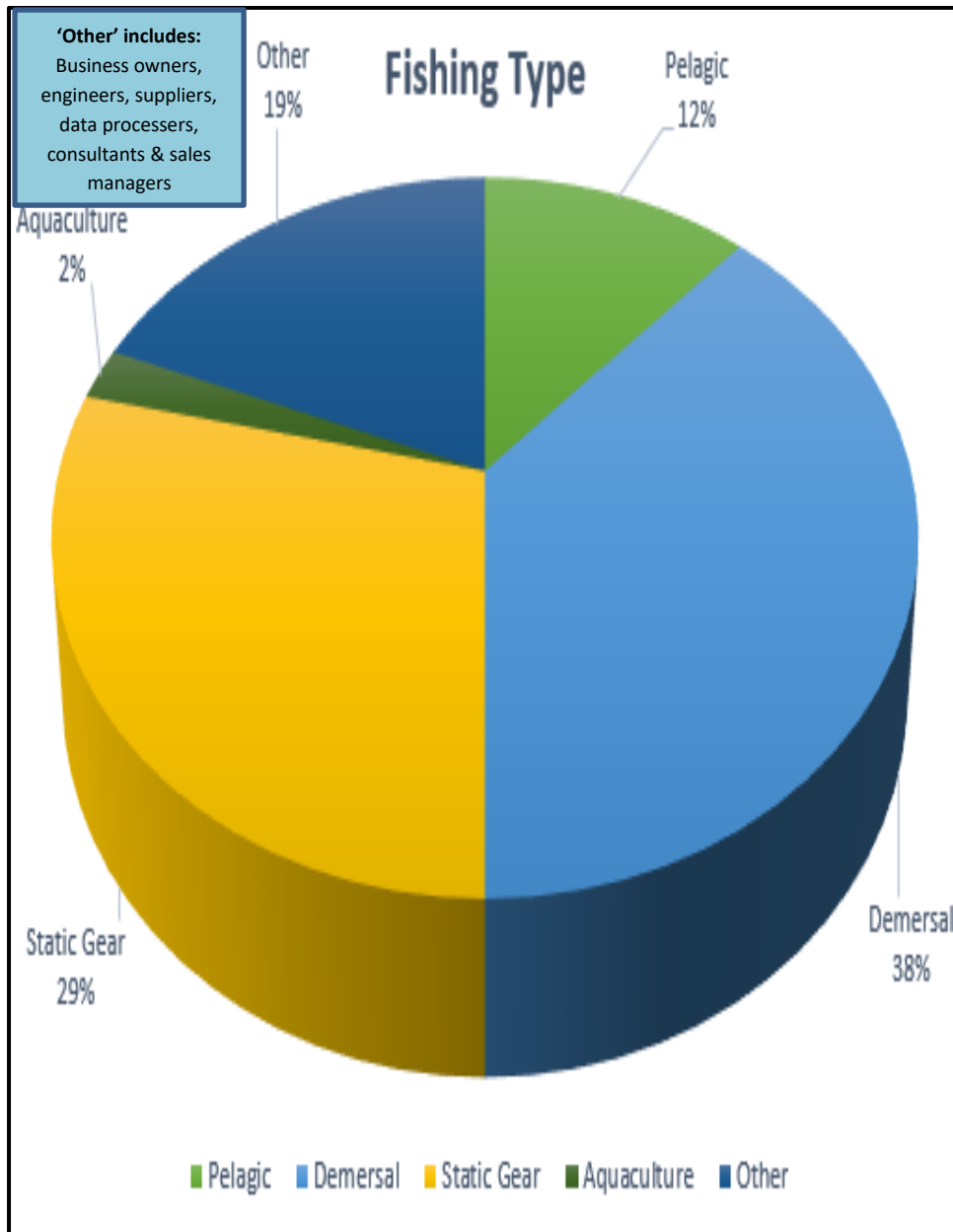


Visitors - Reasons for attending the show

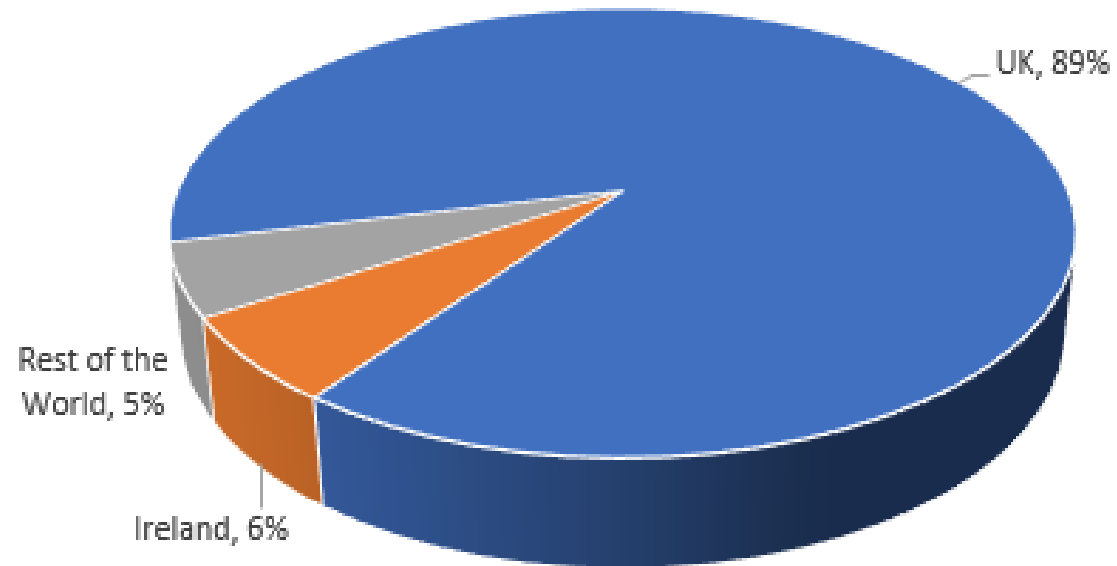


Are you involved in purchasing decisions?





Visitor Origins



Rest of the World:

- Algeria
- Belgium
- Denmark
- France
- Germany
- Isle of Man
- Iceland
- Norway
- Pakistan
- Spain
- The Netherlands
- Turkey
- USA



Visitor Testimonials

Scott Paterson, Aberdeenshire

Great show, fantastic variety of fishing-related equipment on display along with those available to provide the knowledge about it all.

Tom Leather, Devon

First time going through you and your team done a fantastic job promoting the industry and a great mix of stands.

Evan Campbell, Moray

Very Good and well equipped.

Havard Holm, Norway

I think it was a very good show. Very focused towards the fishery. All organization seemed to me to work out fine. Very good location when arriving by plane! I hope to be one of the exhibitors next year.

Craig Beckett, Angus

Very good show. Noticed a few less stands than last year. Food was exceptionally good.

Derek Bond, Aberdeenshire

Great show. We went the Saturday which was quieter.

John Sinclair, Highland

Very good show, lots of interesting stands and very good footfall.

John McCarter, East Lothian

Really enjoyed the show. Good to meet suppliers and to see various new bits of kit.

Harvey Buchan, Aberdeenshire

I enjoyed the show and meeting up with people that work in and work along with the fishing industry.

Darren Mc Clements, Northern Ireland

Yes, it was a very good show.

Iain Scott, Western Isles

Excellent show and well presented.

Michael Bruce, Aberdeenshire

Had great day. Met lots of interesting folk in the industry. The day was very well organised. Will definitely be back.

Martin Hopkinson, North Yorks

Excellent show May be more small boat equipment.

Richard Brewer, Yorkshire

Great experience as always.

Bryan Garden, Aberdeenshire

Great show once again, was an added bonus to see the boats on display and to talk with the builders.

Steven Farren, Dublin

Show was in fantastic place I stayed in hotel next to it. Shame not more stuff for inshore fishing.

Neil Williamson, Aberdeenshire

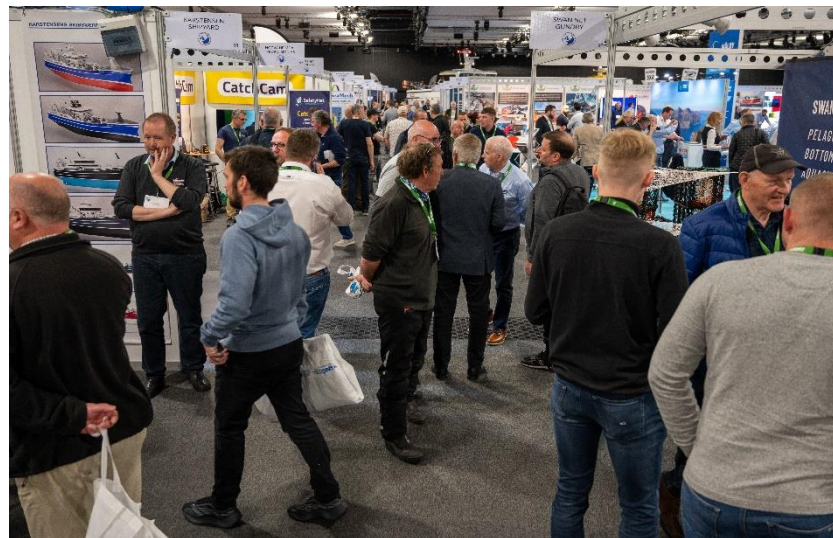
Well laid out with a lot of good stands and a good mix of people involved in the industry.

Karl Simpson, Shetland Islands

I am a fish trader/buyer - I went to see out of interest. Biannual might be a better scheme for the future. The Saturday probably lends itself more to the event being viewed as a celebration type event by the fishermen (and who can blame them!).

Paul Stone, Devon

First time at the show worth the 10.5 hour drive.



Exhibitor Testimonials

Melanie Henderson, Lerwick Port Authority

Skipper Expo provides the ideal setting for meeting with our fishing industry colleagues.

Tracy Morris, GW Containers

Great show, genuine enquiries taken and gives us a chance to reconnect with some of our customers from further north, as well as from Shetland.

Elsbeth Macdonald, Scottish Fishermen's Federation

Good show as ever - very well organised and as sponsors, we felt very well supported by the Show team.

Yvonne James, SIRM UK Marine Limited

Well organised exhibition, and good quality of visitors.

Dana Van kammen, Yanmar

Very high quality of visitors

Stuart Beagrie, Grampian Powerclean

Highly enjoyable 2 days, with plenty of interest in products and services going forward.

Ian Goodyear, Scottish Fisheries Museum Trust Ltd

My first experience as an exhibitor and found the whole experience was great. Visitors very pleasant and no issues with crowds. Organisation was 1st Class

David Thepaut, BOPP

Good show.

Ash Bradley, ASAP Supplies

It was great to back at the Skipper expo in Aberdeen, particularly with our new stand layout and look which made it much easier to talk through systems and provide advice on our products. This show has always been essential for ASAP to be able to showcase new products and understand the latest industry trends in the commercial fishing sector.

Lars Bratseth, Marine Control Services AS

Organisation and show - perfect. Customer outcome – poor.

Tommy Poleson, POLESON MARINE LTD

An Excellent show in many ways with great hosts and attendants. A great feeling of community and appreciation between exhibitors. 1st day after the show saw an order for a new boat from a new customer who discovered us at the Scottish Skipper Expo.

Frankie Horne, RNLI Fishing Safety

It is always hard to get time to talk to the whole fishing community. I find these events are the place to get RNLI Safety Messaging across to fishermen, and to receive their safety concerns and how we can help support them.

Andy Banting, CA Clase UK Ltd

A well organised show, good number of visitors and enquires. Also, a good event to network with other organisations

Teal & Mackrill Ltd Jack Bruce We consider the show to be very well organised and run and will welcome the opportunity to attend in the forthcoming years.

John Brun Christensen, FF Skagen

FF Skagen is very pleased going to Aberdeen. Relaxed atmosphere, and a lot nice people to talk to.

Nils, Atlantic Shipping

Busy show with many relevant visitors. Location is excellent but I would really appreciate if the show was not in the weekend! It is work for exhibitors and visitors so why not using the working days for it. It is impossible to get to Denmark on a Saturday night from Aberdeen.

Linn Indrestrand, Port of Hirtshals

It would be great if there was arrangement for transfer from city centre to the show.

Dave Parsons, Kort Propulsion Co Ltd

Another great networking event, really enjoyed the 2 days at the show.

Christopher Cowan, Western Baltic Engineering

Well organized, well attended, and great leads and networking.

Kara Brydson, Fisheries Innovation & Sustainability

This was our first experience as an exhibitor, but Sharon and the team made it so easy, and kept us right on everything without us feeling too much like the new kids on the block.

Martin Sinclair, Mackinnons

Excellent - well done Sharon, as ever!

Ros Maclellan, Shetland Islands Council

A very good show that unites the industry annually, a rare opportunity in this industry. Mara Media as always have put on a good event and should be commended for their efforts.

Diane Campbell, Commercial Oils

Once again, a great show for Commercial Oils! Huge thanks to Sharon, Hugh and their team for providing a consistently well organised event!

Stephen Paterson, Peterhead Port Authority

The exhibition was high quality with good representation from companies across the supply chain, making this a great event to network.

Isabelle Blancard, VIRHYDRO SAS

Nice show to exhibit at and good organisation. Shame it wasn't the right visitors for my company. The negative point of the show is in the afternoon, there are more people at the bar than in the alleys.

John Clarkson, JCF Marine Ltd

Our first time as Exhibitors at the show, the feedback we got was amazing, great to meet old customers and hopefully new ones, would recommend to anybody to attend, will be back next year.

Gerald Smyth, G Smyth Boats Limited

Great show this year especially with the record crowds. Plenty of networking due to the wide variety of stands.

Ryan Langley, Hercules Hydraulics

as well as meeting with our existing clients and partners it was great to see more fisherman from all over the country at the show this year.

Neil Girvan, Maritime Publications Ltd t/a Ports of Scotland Yearbook

A fabulously run show by experts in the fishing world. A great event to meet all the main people in the industry. Well worth a visit.

Hannah Bolland, World Fishing & Aquaculture

This was my first time at this show, I found it to be very well organised, easy registration, Sharon was a pleasure to deal with. I look forward to working with her again next year.

Peter Alexander, SafetyNet Technologies

There was a really good buzz about the show. It was a great chance for fishermen to see and feel our products first hand. We made a few sales on the day and made new contacts to follow up with, so we consider it a success.

Pamela, Fraserburgh Harbour

We really enjoyed the show but more than that it was incredibly valuable to us to be able to meet and have time with our customers and hear their thoughts and feedback. We look forward to next year.

Brendan Leslie, SeaQuest Systems

Excellent exhibition, great feel during the show with many inquiries into new projects with various different ship designers



Visitor Feedback – Your Show Experience



Comments to consider from Visitor Survey

- Pre-registration took a long time at the beginning of the show on the Friday.
- Would have been good to see more creel manufacturers, boat builders and outboards.
- More seats for chats with a nearby restaurant.
- Could be a better selection of seafood at the show.
- Parking is expensive at P&J Live.
- Bring the seafood tasters back.
- More fishing agents and gear manufacturers as exhibitors.
- The bar was smaller and expensive.

Exhibitor Feedback – Planning your 2024 Show

	Yes	No
Would you recommend this show to other companies to exhibit at?	91%	9%
Do you think the show should run bi-annually?	54%	46%
Are you likely to exhibit at next year's show?	90%	10%
Would you prefer the show to be on Thursday & Friday?	63%	37 %

Comments to consider from Exhibitor Survey

- The Saturday was quiet and more visitors seem to come during the week.
- The Irish and Scottish shows are close together and both shows would work better every second year.
- Maybe a few 'conference' type sessions would broaden the appeal of the show.
- Announce the opening speeches across the Tanoy so everyone knows it is taking place.
- Outside coffee bar much better than the inside facility.
- More seafood retailers needed at the show.
- Bar was too expensive.
- P&J LIVE catering in 2023 was better than 2022 but still no selection, no choice, and no fresh seafood.
- It would be great if there was arrangement for transfer from city centre to the show.

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. With the majority of exhibitors stating that they would prefer the show to run on a Thursday and Friday, and the footfall being lower on the Saturday this year due to other engagements, we have taken the decision to run the show on Thursday 9th & Friday 10th May in 2024. This will give exhibitors and visitors more flight options and ensure that the show does not impact on the weekend.
2. As many exhibitors and leading players in the industry have stated that they would prefer for both the Irish and Scottish shows to run bi-annually (one per year), the decision has been made that the Scottish Skipper Expo will run bi-annually from 2024 with the next show taking place in 2026.
3. In order to maximise visibility and stand space, a new floor plan has been developed and shared with exhibitors.
4. We are working with colleagues to arrange the seafood tasting stand for next year – which we know is a big hit with everyone.
5. We aim to encourage companies geared at the smaller boat and the inshore industry to participate in next year's show.
6. 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.
7. We have passed on all comments on catering to P&J Live and aim to ensure that the catering service is further improved for next year - the seafood tasting stand will also help to offer a greater variety of options for visitors.
8. We will be arranging a shuttle bus to run throughout both days of the show to take exhibitors to and from Aberdeen city centre.

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 2024 show meets your every need.