



Well-informed Decisions

Foresight Research

Auto Show Seasonal
Attendance Report

2021

The optimal automotive experiential marketing channel



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Outside of the dealership, auto shows provide consumers an optimal shopping experience. They offer the opportunity to experience the auto industry's latest offerings and gather the information they need to make a purchase decision, all in an enjoyable, low-pressure environment.

For automakers, auto shows offer a significant and unique experiential marketing opportunity, with an unmatched scale of highly-qualified and motivated prospects spending hours exploring and comparing brands, absorbing messaging and gathering information – all in a deeply interactive way.

Regardless of market share, floor plan size or competitive clutter, auto shows offer a level playing field of opportunity. Shows support both immediate and longer-term sales at every step in the funnel from brand discovery to conquest and loyalty. They also attract a disproportionately high mix of the industry's most coveted audience – young, higher income and first-time new vehicle buyers.

The 2021 Season

2021 is shaping up to be unlike any prior US auto show season since the resumption of shows at the end of World War II.

Last season dozens of staple shows had to be cancelled due to the Covid-19 pandemic. Others shifted their traditional dates to later in 2021 (including, for the first time in decades, over the summer).

Still others moved all or part of their show outdoors, and in the case of Detroit, a new concept – an outdoor “sister event” *Motor Bella* – to be held in September in Pontiac, Michigan instead of the traditional NAIAS in the Detroit city center.



2021 will definitely go down in the history books as the most unusual – and by necessity one of the most creative - auto show seasons in recent memory.

Even so, consumers are returning to auto shows as they open up. While quantity appears to be lagging pre-pandemic levels at this point in time, early indicators are that the quality of show-goers – and the shows’ impacts on their shopping and purchase decisions – remain strong.



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2021 Season Attendance Report ©

After a traditional September to April season, Foresight publishes our annual Auto Show Season Attendance Report each May. Combining and comparing survey results from the top 55 or 56 auto shows of the season, this report rank orders shows by attendance, purchase intention and other key metrics, profiles visitors compared to their local markets and prior years, and uncovers changes and trends in consumer opinions, behaviors or needs.

The 2020-21 Season Attendance Report © will be published in August and updated in October to include Motor Bella. The report will cover 10 auto shows plus Motor Bella. The Motor Bella metrics will be compared to the auto show norms.

The 2020-21 Auto Show Season Attendance Report ©

Key Insights

Aside from estimated attendance figures, this report includes metrics and insights from across each show of the season that together reveal the reach, scale and depth of show contributions toward new car and truck sales.

Attendance estimates

The industry's only third-party independent estimates of show attendance across the season's shows:

- ✓ Households attending this season, rank ordered by show and tier
- ✓ Historical comparisons to uncover impacts of COVID-19
- ✓ Comparisons of "Motor Bella" metrics to auto show norms
- ✓ Attendance market penetration
- ✓ 12-month intender household attendance estimates
- ✓ Demographic and behaviors of show visitors v. the wider public
- ✓ Brand and segment ownership and intention

Show impacts on EV marketing

- ✓ Hybrid / electric vehicle , intention and awareness
- ✓ The role of auto shows in promoting EVs

Impactful show experience metrics

- ✓ Motivations for attending
- ✓ Brand reach / exposure
- ✓ Key display elements to support shopping
- ✓ Satisfaction with shows in supporting sales

Show impacts on vehicle shopping

- ✓ Brand participation at auto shows this season
- ✓ Brand display reach and differentiation
- ✓ Brand consideration impacts / moving through purchase funnel
- ✓ Show experience impacts on word of mouth and advocacy

** Multi-report and multi-service discount pricing available*



Data Source

- Randomly sampled US market consumer households.
- Each market sampled individually in days immediately after its auto show.
- Results weighted to market's U.S. Census geographically and demographically
- 11 shows / markets during the 2020-2021 season

<input type="checkbox"/> Orlando, FL	December 2020
<input type="checkbox"/> St. Louis, MO	April 2021
<input type="checkbox"/> Atlanta, GA	April 2021
<input type="checkbox"/> Birmingham, AL	April 2021
<input type="checkbox"/> Cincinnati, OH	May 2021
<input type="checkbox"/> Jacksonville, FL	May 2021
<input type="checkbox"/> Milwaukee, WI	May 2021
<input type="checkbox"/> Minneapolis, MN	May 2021
<input type="checkbox"/> Houston, TX	May 2021
<input type="checkbox"/> Chicago, IL	July 2021
<input type="checkbox"/> Detroit "Motor Bella"	September 2021



Methodology



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Note: The next full year 2021-22 Auto Show Season Attendance Report © is planned for publication Summer 2022

Investment

2020-21

Auto Show Season Attendance Report ©

~~Past Full Season Subscription~~ ~~\$25,000~~

2021 Season Subscription \$15,000



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Investment / Timing

The full 2020-21 Auto Show Season Attendance Report © is expected to publish / be available in August with a supplement covering Motor Bella in early October

The definitive expert in auto show and experiential marketing insights for over 20 years

An industry trusted source for reliable - and defensible - independent, third-party metrics for OEMs, agencies, event producers and other stakeholders

The only research firm with national US and global auto show reach, coverage and expertise.

The only source of syndicated auto show research, offering competitive norms and benchmarking capabilities, as well as historical trending.

Expert advice and consulting, and a full stable of custom research solutions when standardized syndicated research just can't fit the bill.

Creds



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How can we help you?

Syndicated / Custom / Consultancy



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