



Foresight Research

US Syndicated Annual
Auto Show Reports
2023

Well-informed Decisions

Published at the end of each traditional auto show season, Foresight's two annual syndicated auto show reports provides automakers, agencies and other stakeholders the key insights and trends needed to evaluate current strategies and optimize future ones.

Syndicated reports provide the metrics and insights most frequently sought by auto show stakeholders.

Syndication answers the key common questions in a timely, budget friendly way, and provides both norms and competitive benchmarks that are not readily available elsewhere.



Well-informed Decisions



The 2022-23 US Auto Show Season Attendance Report ©

The complete view of the just-completed auto show season.

Attendance estimated by show, profile trends of the consumers who are attending, behavioral patterns and resulting impacts on consideration and buying plans.



The 2023 US Auto Show Immersion Report ©

The ROI of auto shows. Based on a nationally representative study of recent new car and truck buyers this report calculates how many sales were influenced / impacted by the buyers' auto show visits and experiences, and what show elements most impact buyers.



2022-23 Season Attendance Report ©

The Auto Show Season Attendance Report combines and comparing survey results from the top US auto shows across the country. This report ranks shows by attendance estimates, purchase intention and other key metrics, and profiles visitors compared to local markets and prior years, uncovering changes and trends in consumer opinions, behaviors and needs.

The 2022-23 Season Attendance Report © publishes in June 2023. This report includes coverage of 47 U.S. auto shows this season.

SHOW MARKET	STATE		
		Pennsylvania Auto Show (Harrisburg)	PA
Kansas City Auto Show	MO	Philadelphia Auto Show	PA
Tampa Auto Show	FL	Portland International Auto Show	OR
North Carolina Auto Expo	NC	Buffalo Auto Show	NY
Oklahoma State Fair	OK	Michigan International Auto Show (Grand Rapids)	MI
Detroit International Auto Show	MI	Jacksonville International Auto Show	FL
Anaheim Auto Show (Orange County)	CA	Dallas / Fort Worth North Texas Auto Show	TX
Texas State Fair	TX	Silicon Valley Auto Show (San Jose)	CA
Sacramento Auto Show	CA	Chicago Auto Show	IL
Miami Auto Show	FL	Richmond VA Auto Show	VA
Seattle International Auto Show	WA	Pittsburgh International Auto Show	PA
Connecticut International Auto Show (Hartford)	CT	Cleveland Auto Show	OH
San Antonio Auto Show	TX	Greater Milwaukee Auto Show	WI
Charlotte Auto Show	NC	Rochester Auto Show	NY
Los Angeles Auto Show	CA	Baltimore International Auto Show	MD
Phoenix Auto Show	AZ	Columbus International Auto Show	OH
Orlando Auto Show	FL	Lehigh Valley Auto Show	PA
San Diego Auto Show	CA	Atlanta International Auto Show	GA
Hampton Roads International Auto Show	VA	Cincinnati Auto Expo	OH
St. Louis Auto Show	MO	Twin Cities Auto Show (Minnesota)	MN
Utah International Auto Expo Salt Lake City	UT	Fort Lauderdale Auto Show	FL
Washington D.C Auto Show	DC	New York International Auto Show	NY
Midlands International Auto Show (Omaha)	NE	Denver Auto Show	CO
Houston Auto Show	TX	Memphis International Auto Show	TN

The 2022-23 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
- ✓ 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

2023 Auto Show Immersion Report ©

Published annually, Foresight's Auto Show Immersion Report © is the ROI and business case report on the auto show industry. Based on a national survey of thousands of past year new car and truck buyers, it estimates how many US sales were influenced by auto shows and compares impacts of auto shows against other communication tools in the auto marketer's toolbox.

2023 Auto Show Immersion Report © publishes in July 2023 covering US auto show impacts over the sales period Oct 2021 – Oct 2022.



KEY KPIs:

- Size and penetration of auto show attendance among new vehicle buyers
- Auto show influence on buyers' shopping and purchase decisions
- Brand consideration changes from auto show attendance
- Estimated sales from influence of auto shows
- Comparison of auto shows to other communication channels

The 2023 Auto Show Immersion Report ©

Key Insights

This report includes metrics and insights from across the country that together reveal the reach, scale and depth of show contributions toward new car and truck sales.

Buyer Attendance

- ✓ Effective show promotions attracting new vehicle buyers
- ✓ Est. buyers attending auto shows preceding their recent purchase
- ✓ Auto show buyer attendance by brand, region, tier, etc.
- ✓ Demographic profile of show-goer buyers v. general buyers
- ✓ Motivations for attending shows / what buyers are seeking

Purchase Influence of Auto Show

- ✓ Est. buyers influenced by auto shows during purchase decision
- ✓ Comparison of auto show influence to other communication channels (Relative value of shows v. digital, broadcast, etc.)
- ✓ Impactful messages delivered by shows that influenced purchase
- ✓ Detailed demographic, geographic breakdown of this influence
- ✓ Est. sales resulting from auto shows

Show impacts on EV marketing

- ✓ Hybrid / electric vehicle interest, purchase and show impacts
- ✓ The role of auto shows in promoting EVs to new vehicle buyers

Impactful brand metrics

- ✓ Brand reach / exposure and influence
- ✓ Downstream word of mouth / “viral” impact of auto shows
- ✓ Show impacts on brand conversion (added to consideration list)

2023 Subscription Pricing



Auto Show Report Suite

\$35,000

2022-23 US Auto Show Attendance Report ©
2023 US Auto Show Immersion Report ©

Individual Report Pricing

2023-23 US Season Attendance Report ©

\$25,000

- ✓ Attendance estimates for individual US shows
- ✓ Penetration of shoppers, intenders by show
- ✓ Regional, tier and other perspectives
- ✓ Seasonal brand impacts

2023 Auto Show Immersion Report © **\$12,500**

- ✓ Impacts on annual new vehicle sales
- ✓ Share of show influence in the marketing mix
- ✓ Importance / role of key activations among buyers
- ✓ Competitive brand buyer comparisons

How can we help you?

Syndicated / Custom / Consultancy



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Syndicated Solutions

- Answers to all of the most common auto show and event questions
- Norms and benchmarks for competitive analysis
- Immediately available: cyclical / annual
- A fraction the cost of custom research



Custom Solutions

- Full spectrum of methodologies available when appropriate
 - ✓ Quantitative measurements: IDI, online, phone or mail
 - ✓ Qualitative measurements: Focus groups or clinics
- Proprietary approaches provide maximum flexibility
- Allows alignment with internal measurement standards or needs
- Can be supplemented with syndicated data as required

The definitive expert in auto show and automotive experiential marketing insights now for 25 years

An industry trusted source for reliable, defensible and actionable 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.

Our Creds



Well-informed Decisions

