

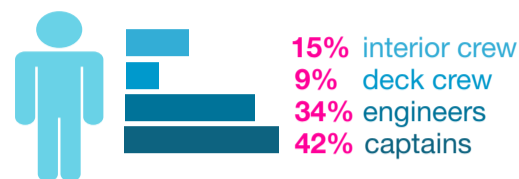
Report: Palma Superyacht Show

Thursday 30th April - Monday 4th May, ACREW Lounge, Palma de Mallorca

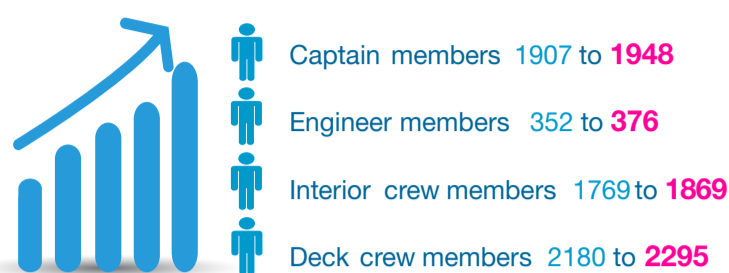
Attending Crew



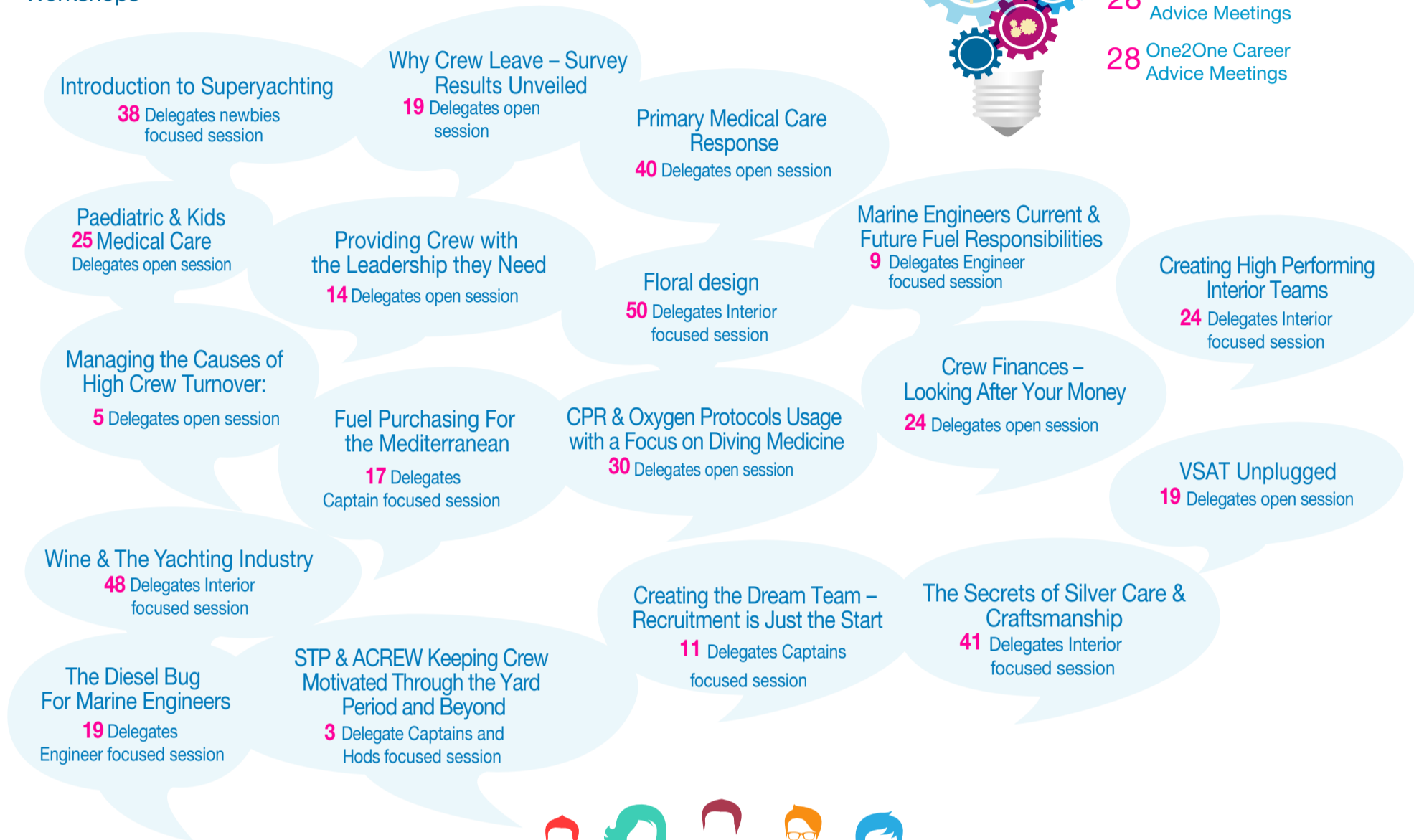
Workshop registrations and attendance by position:



ACREW Crew Members



Workshops



250 Networking Lunches



Evening Entertainments

142 Participants to the Happy Hours



Number of yachts represented

111 Yachts and Superyachts

Email Campaigns

4 Announcements sent to the following crew demographics:

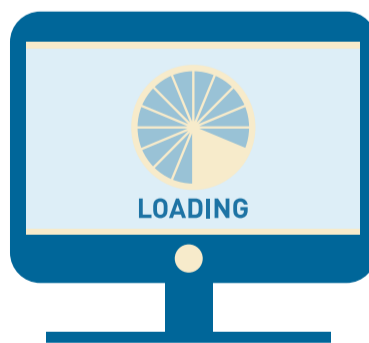
1426	Captains	29% Open Rate, 2% Click Rate
270	Engineers	28% Open Rate, 3% Click Rate
1538	Deck Crew	24% Open Rate, 3% Click Rate
1423	Interior Crew	22% Open Rate, 2.5% Click Rate

Invitation to Crew Turnover Presentation at the ACREW Lounge
413 Businesses 34% Open Rate, 1.5% Click Rate
Captain focused workshops reminder - 48% Open Rate, 4% Click Rate
Professional Development workshops reminder - 58% Open Rate, 5.5% Click Rate
Interior focused workshops for Saturday - 40% Open Rate, 2.5% Click Rate

4 Focused workshops email sent to the following crew demographics:

1426	Captains	30% Open Rate, 1% Click Rate
270	Engineers	31% Open Rate, 3% Click Rate
1538	Deck Crew	21% Open Rate, 1.7% Click Rate
1423	Interior Crew	20% Open Rate, 1% Click Rate

Online Communications



926 Views to the ACREW registration page

52 Social media posts

Most popular posts

2097 views

"AMAZING Photographer/Videographer and.."

1625 views

"The ACREW lounge (during the Palma SuperYacht Show).."

1251 views

"Great party last night!! thanks Events by Zoom.."

1176 views

"Almost ready for tomorrow!! #PalmaSuperYachtShow2015.."

1037 views

"Crew in Palma de Mallorca!! By..."