

Metstrade 2026 anticipates further growth, building on the successes of 2025

Metstrade celebrated its most successful edition yet in 2025, with exhibitors reporting positive commercial results, richer engagement with key decision makers, and overwhelmingly positive feedback on the show's new layout, networking opportunities and collaborative experience. This momentum is already fuelling the most exhibitor sign-ups experienced this early in the year, as well as ambitious plans for an even bigger, more dynamic Metstrade 2026.

After the record-breaking 2025, demand for stand space is higher than it has ever been this early in the year. Any brands looking to exhibit outside the Country Pavilions but haven't yet registered are encouraged to do so as soon as possible to avoid disappointment.

The organisers of Metstrade have also confirmed new plans for the 2026 edition – taking place from 17-19 November at RAI Amsterdam - which includes additions to make the show easier to navigate, create clearer thematic zones, and make the best use of the available space.

2025: Preparing the industry for success

The 2025 show saw an increase in the number of companies visiting, with growth of 4% from the 2024 event, while attendance equalled the record-breaking attendance seen in the previous year with:

- 31,878 total visits
- An average of 1.62 days attended per visitor
- Visitors from 140 nations
- Visiting companies increased by 4%

For the first time, Metstrade occupied the entire RAI Amsterdam complex in 2025. This enabled visitors to explore the show in a continuous loop, making it easier to experience the whole Metstrade show floor and see innovation in all 13 halls.

Niels Klarenbeek, Director of Metstrade, said: "The continued impact of Metstrade demonstrates that it extends far beyond being a trade show, and the results for the 2025 edition are very positive. This is a unique annual event where the industry meets under one roof, strengthens relationships, showcases our shared commitment to quality, and leaves with the critical knowledge to advance the future of the leisure marine sector – driving industry success across the whole year."

Frank Hugelmeyer, ICOMIA Board President and NMMA President/CEO, said: "Metstrade 2025 showcased the global marine industry at its best—innovative, collaborative and forward-looking. It was great to see strong international representation, with country pavilions from

across the globe shining a spotlight on the latest products, technologies and solutions. This event continues to play a pivotal role in connecting global businesses and positioning the industry for future momentum.”

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Continuing to drive growth in 2026 and beyond

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For Metstrade 2026, there will be a host of changes to offer increased clarity for visitors, more commercial opportunities for exhibitors, and a layout that reflects the ambition and unity of the marine industry. Key changes will include:

- The Superyacht Zone relocating to Halls 7 and 8, connected by a flyover corridor. This gives the superyacht sector increased floor space and will enable the zone to receive increased visitor footfall. The two largest manufacturing countries in the superyacht industry, Italy and the Netherlands, will exhibit together in Hall 7.
- The Marina & Yard Zone moving to Hall 9, placing it closer to the Superyacht Zone; a long-standing request from many exhibitors, visiting captains and crew.
- The Construction Materials Zone expanding from Hall 11 into part of Hall 10.

Niels Klarenbeek continued: “Metstrade 2026 will have a layout that maximises spaces and allows for an even better experience – both for visitors and exhibitors. By introducing a new footprint designed for growth, we’re creating a show that will continue to serve all segments of the leisure marine sector. Every change is aimed at delivering more value, more connections, and more clarity for everyone who attends. These adjustments have been developed in close collaboration with our key stakeholders, including ICOMIA, SYBass, and the Exhibition Committee.

“The momentum has already started for Metstrade 2026 and now is the time to book your spot as an exhibitor. Metstrade has been the event of choice for professionals to collaborate, drive commerce, sales and deals globally and build long-lasting connections since 1988. Metstrade 2026 will be the biggest show to date, with expanded halls, enhanced zones, and 1,700 exhibitors. We look forward to gathering with a shared purpose to exchange knowledge, build new relationships, and celebrate breakthroughs in innovation.”

Metstrade is the world’s most influential platform for professionals in the global leisure marine industry to connect, collaborate, and innovate. Exhibitor registration is open now.

To exhibit at Metstrade, visit: <https://www.metstrade.com/exhibiting>

Additional show information:

Content programme

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Work is underway on planning the content programme for Metstrade 2026, which was a particular highlight for visitors last year, with a segmented programme across five stages to cater to the different segments of the marine sector.

Patricia Becker, Exhibition Manager for Metstrade, said: “We are excited by the 2026 content programme and we are actively planning a host of interesting sessions to lead the most pressing topics in the industry, with more focus on connecting stakeholders through networking. These will reflect all the key markets and segments of the leisure marine industry, so there is something for everyone at Metstrade.”

Superyacht sector success

Metstrade 2026 will see the global superyacht industry assemble at the show, providing a unique platform for networking, collaboration and deal-making. Exhibitors in last year’s Superyacht Zone totalled 482, making it the largest Zone at the show.

Metstrade will continue to expand Superyacht Zone in 2026. Now located across Halls 7 and 8 for Metstrade 2026, the Superyacht Zone has an extra space and is strategically placed to provide more visitor footfall.

The Superyacht Forum will continue as the premier C-suite event where industry leaders engage in high-level strategic discussions about the direction of the sector.

Robert van Tol, Executive Director of SYBAss, said: “Metstrade continues to prove itself as the most essential B2B platform for the global superyacht supply chain. Nowhere else do we see such a concentrated gathering of superyacht expertise and innovation, leading to partnership opportunities and commercial success. The scale and energy of the 2025 edition was remarkable, reinforcing the strength of the superyacht sector and Metstrade's unique ability to bring it together under one roof.”

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