## Attendee Age

<table>
<thead>
<tr>
<th>Age Range</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under 18</td>
<td>9%</td>
</tr>
<tr>
<td>18 - 24</td>
<td>2%</td>
</tr>
<tr>
<td>25 - 34</td>
<td>6%</td>
</tr>
<tr>
<td>35 - 44</td>
<td>18%</td>
</tr>
<tr>
<td>45 - 54</td>
<td>25%</td>
</tr>
<tr>
<td>55 - 64</td>
<td>26%</td>
</tr>
<tr>
<td>Over 65</td>
<td>14%</td>
</tr>
</tbody>
</table>

## Attendee Gender

- **Male**: 86%
- **Female**: 14%

## How Often Attendees Hunt Per Year

- Less than 5: 9%
- 5 - 10: 15%
- 10 - 20: 20%
- Weekly: 17%

## How Often Attendees Fish Per Year

- Less than 5: 16%
- 5 - 10: 24%
- 10 - 20: 41%
- Weekly: 5%

## Attendee Travel Interest

- B&B: 9%
- Cruise Ship: 15%
- Hotel: 66%
- Hotel/Resort Outside US: 19%
- Outdoor Tourism: 31%
- Campground: 23%
- Adventure Travel: 37%
- Cabin: 39%

## Attendees Looking To Purchase Vehicles

- Boats & Watercraft: 42%
- RVs & Campers: 27%
- ATV/UTV & Off-Road Vehicles: 24%
- Kayaks & Canoes: 37%
### Attendees Looking To Purchase

#### Fishing
- Fishing Accessories: 78%
- Fishing Outfitter Trips: 49%
- Deep Sea Fishing Charter: 42%
- Trophy Fishing Charter, US: 32%
- Trophy Fishing Charter outside the US: 11%
- Bass Fishing: 35%
- Fly Fishing, Fresh Water: 19%
- Fly Fishing, Salt Water: 13%
- Freshwater Fishing: 39%
- Fishing Seminars: 65%

#### Attendees Looking To Purchase Retail

#### Hunting
- Hunting Accessories: 57%
- Guns, and Safes: 8%
- Hunting Seminars: 46%

#### Big Game Hunt
- US: 45%
- Outside US: 41%
- Small Game Hunt: 19%

#### Bird Hunt
- Hunting Outfitter Trips: 22%

#### To place your booth reservation or to inquire about marketing & sponsorship opportunities, please contact:

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