



Outdoor Sports, Lake & Cabin Show

March 2010 Show Attendance: 13,234

Demographics:

Male	59.9%
Female	40.1%
Married	71.7%
Unmarried	29.3%
Average Age	45
Average Household Income	\$78,852

Each exhibitor category influenced many thousands of attendees to come to the show:

Hiking, Camping, Biking	70%
Fishing Charters, Destination and Gear	66%
Boats (large)	61%
Vacation Ideas	58%
Rustic Furniture & Décor	56%
RVs	56%
Log Cabins, Timber Frames & Cottage Living	54%
Kayaks & Canoes	52%
Hunting Trips & Gear	50%
ATVs & Motorcycles	44%
"Show Covered Wide Range of my Interests"	63%

Attendance at the show spurred purchase behavior:

- 44% - **MADE** a purchase from or booked a reservation with exhibitor(s) while at the show
- 30% - **PLAN** to make a purchase from or book a reservation with exhibitor(s) after the show
- 68% - **GAVE** their contact info to exhibitor(s)
- 28% - **WILL** visit exhibitor(s)' locations or showrooms after the show
- 50% - **WILL** visit exhibitor(s)' websites after the show
- 9% - **WILL** phone or email exhibitor(s) after the show

Attendees hope to see more of the following at next year's show:

More sporting goods, fishing gear, archery, firearms, knives. More resorts from MI, MN & WI. More Canadian fishing camps. More ATV dealers. More camping and hiking gear. More bicycles. More canoes. More vacation ideas.

But overall they were very happy campers, with fewer than one in 13 not planning to return in 2011!

Source: March 2010 Outdoor Sports, Lake & Cabin Show, Fort Wayne, IN, show registration data and post-show online survey of registered attendees. Total registered: 6,524 (49.3%)