



Outdoor Sports, Lake & Cabin Show

Average Show Attendance: 10,691

Demographics:

Male	58.5%
Female	41.5%
Married	71.2%
Unmarried	28.8%
Average Age	46.2
Average Household Income	\$80,543

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:

- 43.2% - **MADE** a purchase from or booked a reservation with exhibitor(s) while at the show
- 35.5% - **PLAN** to make a purchase from or book a reservation with exhibitor(s) after the show
- 76.2% - **GAVE** their contact info to exhibitor(s)
- 27.3% - **WILL** visit exhibitor(s) locations or showrooms after the show
- 48.1% - **WILL** visit exhibitor(s) websites after the show
- 12.6% - **WILL** phone or email exhibitor(s) after the show

Attendees hope to see more of the following at the 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!

Source: March, 2011 Outdoor Sports, Lake & Cabin Show, Fort Wayne, IN, show registration data and post-show online survey of registered attendees.