



The resurgence of Golf Travel

Golf travel was the theme of the 2016 Seattle Golf & Travel show with more travel destinations represented than ever before. Attendees were treated to destination options including Hawaii, Mexico, Southern California & Arizona - PLUS - an abundance of Canadian destinations were on hand hoping to bring Americans north of the border to take advantage of the savings created by the Canadian dollar.

EVENT RECAP

2016 ATTENDANCE
11,642

AGE

| | |
|----------|-----|
| 65+ | 13% |
| 44-64 | 32% |
| 45-54 | 27% |
| 35-44 | 13% |
| 25-34 | 11% |
| Under 25 | 5% |

INCOME

75% have HH Income over \$75,000

HOME OWNERSHIP

- 91% Own their primary residence
- 39% Own vacation home or timeshare

REASON FOR ATTENDING

| | |
|-----|---------------------|
| 44% | Buy Merchandise |
| 24% | Hit new model clubs |
| 16% | Win Prizes |
| 15% | Plan a vacation |
| 3% | Free Lessons |

ACTIVE GOLFERS (ROUNDS PLAYED)

| | |
|-----|--------------|
| 6% | Less than 10 |
| 16% | 11-20 |
| 20% | 21-30 |
| 29% | 31-40 |
| 17% | 41-60 |
| 12% | 61+ |

GOLF MERCHANDISE PURCHASED PER YEAR

| | |
|-----|-------------------|
| 11% | Less than \$500 |
| 37% | \$501 - \$1,000 |
| 32% | \$1,001 - \$1,500 |
| 20% | Over \$1,500 |

Composite information collected over last three shows



2017 Dates Set • March 4-5

- *Booth Rates* begin at \$1,195 for a 10 x10 space.
- *Sponsorships* are available and will be custom designed to suite your business objectives.

More information is available at www.SeattleGolfShow.com or contact John Tipping at 877.485.2899 or via email at john@cascadiaevents.com

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