



MARION TO BERMUDA

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Demographics of Marion Bermuda Race participants

Affluent with Purchasing Power

Average Age	49	Homeowner	96%
Age range	37-78	Owens 2 cars	85%
Annual amount spent on boat prep for race	\$21,200	College Degree	97%
Avg size of boat (in race)	48 feet	Post Graduate Degree	72%
Avg value of boat	\$280,000	Annual income > \$100,000	85%
Number of boats owned	3	Net worth \$1 million plus	90%
Avg boat shows attended annually	2	Net worth 2 million plus	34%
Avg sailing days annually	44	Owens own company	22%
Avg sailing magazine subscriptions	2	C-Level position within company	37%
Avg years sailing	34	Yacht Club member	83%
Future sailing expectation	20 years	Internet Users	100%
Avg number times participating in race	4		

Over \$450,000 spent in Bermuda post race....

42 - Number of boats arriving in Bermuda

521 - Total participants: captain, crew & families

353 - Total captain & crew arriving in Bermuda

8.4 - number of crew/boat

83% staying ashore while in Bermuda

\$154,077 – spent on food in Bermuda (avg \$77/day/person)

\$301,040 - spent on accommodations in Bermuda (avg \$212/night)

81% - planned purchase of liquor to take home