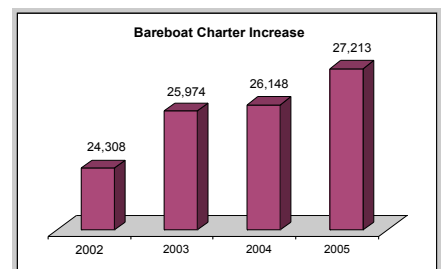




FACT SHEET

U.S. Sailing Industry Statistical & Demographic Data

- ◆ Sailboat manufacturers reported building 15,996 units in North America in 2005. Of this figure, 12,601 were boats under 20' in length.
- ◆ Retail value of boats sold in 2005 increased by 6%.
- ◆ Sailor Demographics:
 - Median Age: 49
 - Married: 77%
 - Average Income: \$215,000
 - Occupation: 81.3% Professional/Managerial
 - Education: 80.7% Attended College
- ◆ The average sailor has 25 years of sailing experience, stating their initial sailing age occurred in their mid-twenties.*
- ◆ Production of multi-hull sailboats increased by **15%** in 2005 compared to 2004.*
- ◆ In 2005, **27,213** sailboat vacation charter weeks were booked nationally.*
- ◆ Bareboat charters have had three years of consecutive growth (from 2002-2005) – a **12%** increase.*
- ◆ In 2005, the estimated volume of the bareboat charter business booked out of North America produced a **\$75 million** market.*
- ◆ Trips to the Caribbean led booked charter vacation weeks by **40%** in 2005.*
- ◆ Sailing market survey forecasts **67%** of sailors plan to charter in 2006-2007.*



*Source: *The Sailing Market: 2006 State of the Industry* by The Sailing Company