

MARLIN MAGAZINE

STILL THE INDUSTRY STANDARD

TRAVEL PATTERNS

MARLIN readers' travel patterns for the last 12 months

Took a domestic fishing trip	63.8%
Took an international fishing trip	41.8%
Took both domestic and international fishing trips	67.3%
Days spent fishing while on vacation	16.5
Number of fishing vacations taken	4.1
Amount spent on fishing vacations	\$10,400

DESTINATION

	<u>Past 12 Months</u>	<u>Next 12 Months</u>
Florida	52.7%	40.8%
Baja	13.3%	13.3%
Bahamas	20.2%	25.3%
Cancun	3.7%	3.8%
Venezuela	3.2%	6.3%
Hawaii	6.9%	5.7%
Costa Rica	12.2%	16.5%
Central America <i>(net)</i>	13.8%	22.2%
North Carolina	14.9%	12.7%
Mexico <i>(net)</i>	39.9%	34.2%
Caribbean <i>(net)</i>	26.1%	29.7%

Source: 2004 Clear Research Subscriber Survey