

PANAEXPO 2008 DEMOGRAPHICS and AREAS OF INTEREST:

Total online registrations:	2300
Tickets ordered online:	1479
Online tickets issued:	1217
Total attended the show:	1283

Visitor Interest:	
General Interest	63%
Professional Interest	23%
Both General and Prof.	14%

Age:	
50+	53%
40-50	24%
30-40	16%
21-30	7%

Annual Income:	
under 50,000	10%
50,000 – 100,000	39%
100,000 – 200,000	38%
200,000 +	13%

Marital status:	
Married	72%
Single	28%

Occupations:	
Retired	21%
Realtor	20%
Real Estate Investor	15%
Professional Services	30%
Health Care	5%
Small Business Owner	24%
Other	20%

Retirement	
Retired or will be retired within the next 10 years	84%

How many own Real Estate:	
Own Real Estate:	79%
Own Investment Property	17%
Own Vacation / 2nd home	14%
Rent	13%

Looking for specific opportunities in Panama

Retirement opportunities	54%
Vacation Travel	52%
Medical Tourism	10%
Off-shore investments	23%
Entrepreneurial/Business	41%
Referral income	20%
Real Estate	52%

Looking for specific Real Estate interests 56%

Beach Front Residential	60%
Mountain Residential	29%
City / Urban Residential	19%
Club / Gated Community	20%
Condo Hotel / Income	48%
Pre-construction Investment	27%
Commercial Investment	15%
Other real estate (farms, lots)	14%

Participated in Tourism & Travel draws 67%

Vacation Offers	81%
Round Trips Air only	70%
Guided Property Tours	55%

Interest in future events

Real Estate in General	67%
Retirement & Relocation	46%
Commercial Real Estate	32%
Business Opportunities	54%
Off Shore Financial Services	37%