



The Sand Sports Super Show audience is comprised of powersports and off-roading enthusiasts who are actively researching the newest ATVs, UTVs/SXS, gear, equipment and how-to information.

44,974+

ANNUAL
ATTENDANCE

2X

EVENTS

17,288,595

ANNUAL MEDIA
IMPRESSIONS

33,559+

CUSTOM EMAIL
SUBSCRIBERS

92,500+

SOCIAL MEDIA
AUDIENCE

30,000

ON-SITE
SHOW MAPS

1,855,341

AVG. MONTHLY PAGE VIEWS

127,668

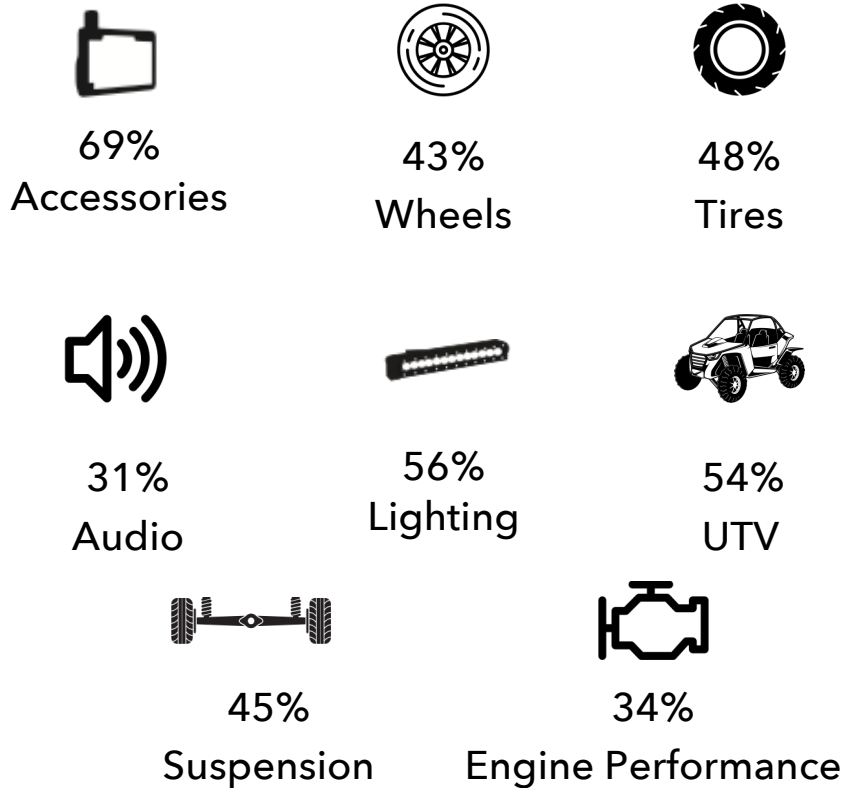
AVG. MONTHLY UNIQUE VISITORS

2026 SUPER SWAP
 OC Fair & Expo Center
 Costa Mesa, CA
 May 16

2026 SAND SPORTS SUPER SHOW
 OC Fair & Expo Center
 Costa Mesa, CA
 Sept. 18 - Sept. 20

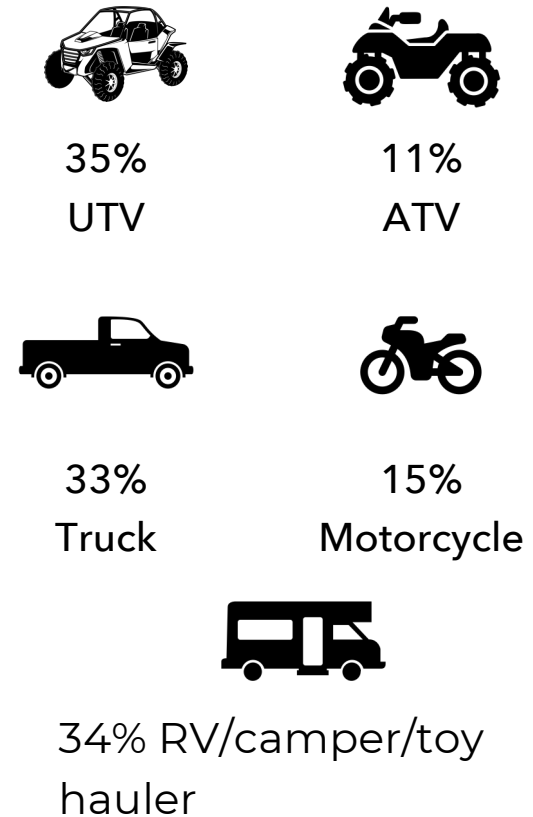


Most Sought After Products



Vehicle Purchase Intent

(next 24 months)



AUDIENCE PROFILE

Sand Sports Super Show's audience represent the most passionate 4x4 enthusiasts in the off-roading industry. They are an active, adventurous market whose passions are inspired by the outdoors and the thrill of off-roading.

AFFLUENT, PASSIONATE ENTHUSIASTS



AVERAGE HOUSEHOLD INCOME OF **\$100K**



70% AVERAGING IN AGE BETWEEN 35 - 59



MARRIED **76%**



76% MALE **22%** FEMALE

91%

ATV/UTV/SXS OWNERS



37%

PLAN TO PURCHASE A NEW ATV/UTV/SXS IN THE NEXT 12 MONTHS

92%

TRUCK OWNERS



78%

RV/CAMPER/TOY HAULER OWNERS



OUTDOOR ACTIVITIES ENJOYED



42% PARTICIPATES IN FISHING



23% PARTICIPATES IN HUNTING



78% PARTICIPATES IN CAMPING



48% PARTICIPATES IN BOATING



95% PARTICIPATES IN OFF-ROADING



43% PARTICIPATES IN ATTENDING OTHER SPORTING EVENTS

Source: 2024 Sand Sports Super Show Survey