



Gym & Pools 2016 - Visitors' Analysis

Category	Percentage
Fitness & Group Exercise Instructors, Personal Trainers, Coaches, Physical Fitness Teachers	34 %
Senior Management: Health & Sports Clubs Owners, General Managers, CEOs	28 %
Mangers & Coordinators: Sports Facilities, Sports Departments	15 %
Swimming-Pools Managers	8 %
Building & Construction: Project Managers	3 %
Architects, Interior Designers, Engineers	2.5 %
Buyers, Purchasing Managers	2.5 %
Physiotherapists, Dietitians, Physiologists, Physicians & Orthopedics, Nutritionists	2 %
Sales & Marketing	1 %
Maintenance Managers	1 %
Sports Consultants	1 %
Academic & Research Institutes	0.5 %
Other	1 %
Total	100%

- This information is based on a sample, representing 6,900 visitors.

Organizers: Stier group Ltd. 12 Tversky St. 67210 expo@stier-group.com Tel: +972-3-5626090 Fax +972-3-5615463