



IWA OUTDOOR CLASSICS 2015

High performance in target sports,
nature activities, protecting people

SHOW REPORT
2015

NÜRNBERG MESSE

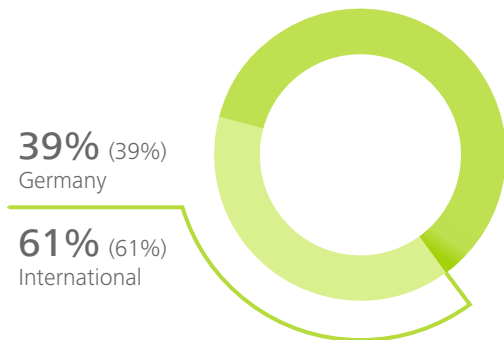


1. STRUCTURAL DATA

	TOTAL	GERMANY	INTERNATIONAL
Exhibitors	1,379 (1,336)	295 (299)	1,084 (1,037)
Trade visitors	41,748 (39,244)	16,448 (15,263)	25,300 (23,981)
Total exhibition space (in m ²)	86,000 (86,000)	— (—)	— (—)
Exhibitor stand space (in m ²)	48,704 (46,189)	14,791 (15,111)	33,913 (31,078)
Special shows (in m ²)	706 (550)	706 (550)	— (—)

2. VISITOR REGISTRATION

2.1 ORIGIN OF VISITORS



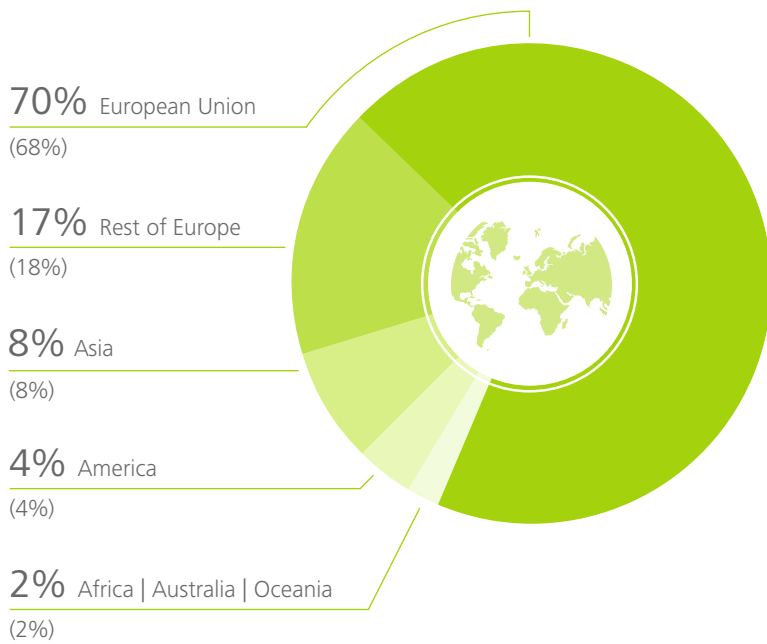
NUMBER OF COUNTRIES:

121
(117)

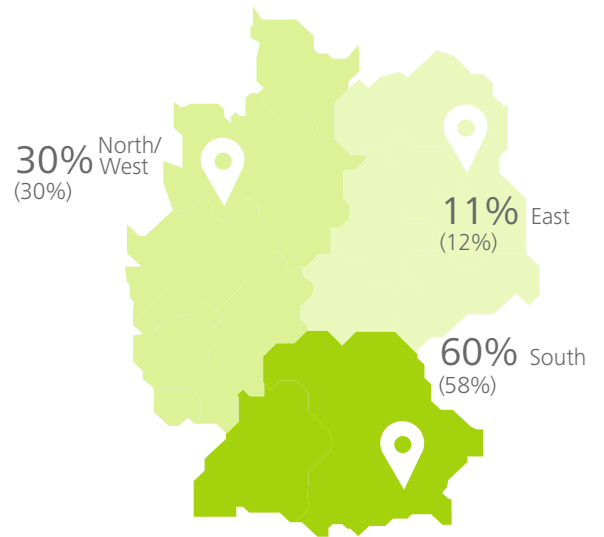
TOP 10 COUNTRIES FOR INTERNATIONAL VISITORS

1	Czech Republic
2	Austria
3	Italy
4	France
5	The Netherlands
6	Poland
7	Switzerland
8	Great Britain/Northern Ireland
9	Belgium
10	Hungary

STRUCTURE OF INTERNATIONAL VISITORS

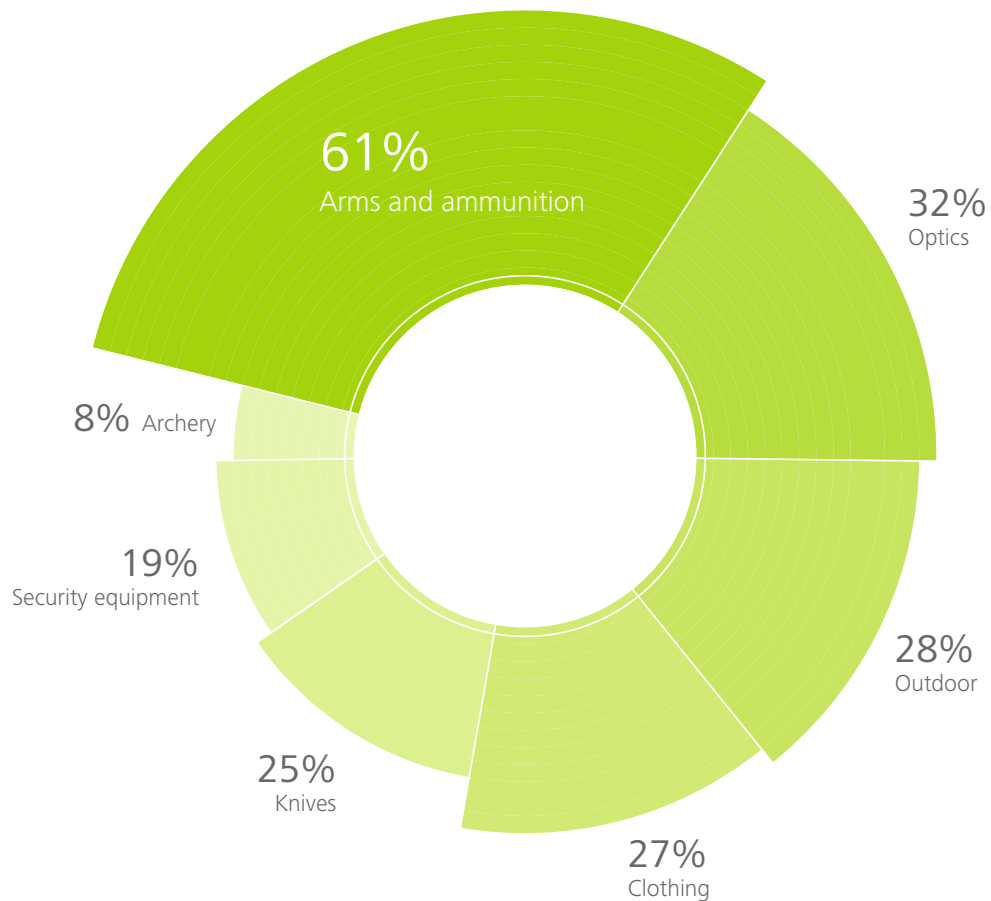


STRUCTURE OF GERMAN VISITORS



2.2 VISITORS' BRANCHES*

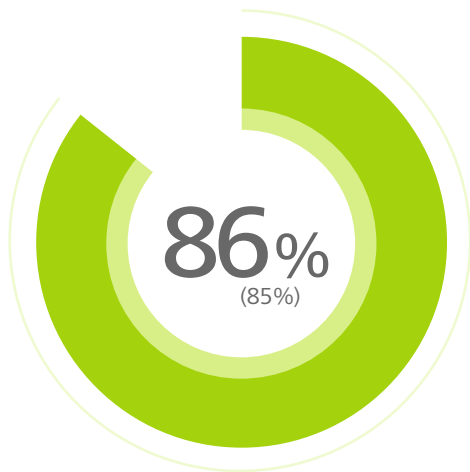
(Multiple answers, extract)



3. VISITOR SURVEY

3.1 DECISION-MAKERS

How important would you rate your influence on decisions on purchasing and materials management?



of the visitors are ...

involved in **purchasing decisions** in their company.

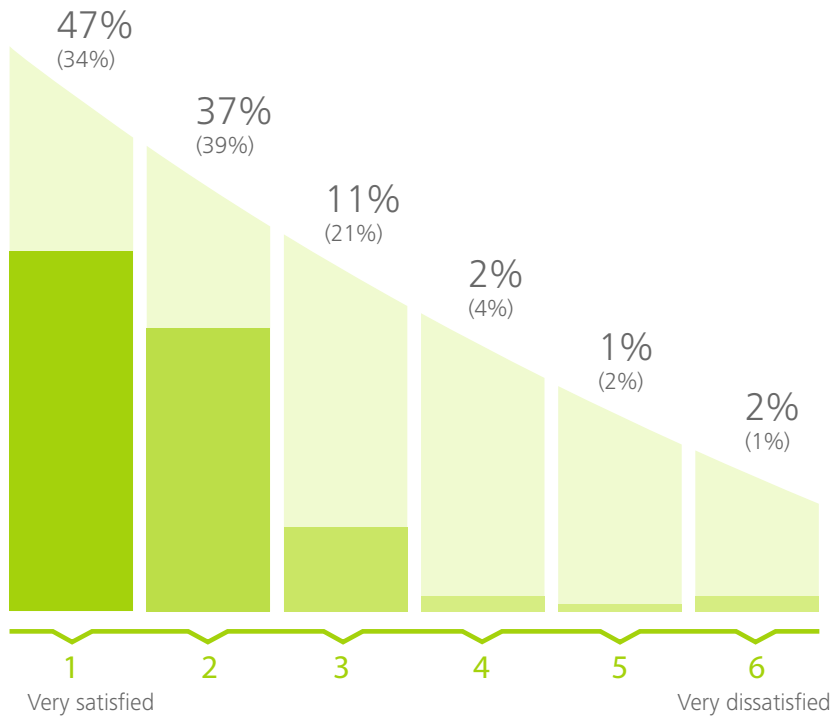
3.2 PRODUCT GROUPS (main interest of visitors)

Which product groups mainly interest you at IWA OutdoorClassics 2015? (Multiple answers)

Guns, gun components, machining, security	51% (54%)
Shooting sports accessories	36% (29%)
Knives	35% (27%)
Ammunition and reloading for hunting and sport	34% (30%)
Hunting accessories	32% (30%)
Optics and electronics for outdoor	29% (25%)
Clothing	27% (30%)
Outdoor supplies	25% (24%)
Civil and official security supplies	23% (*)
Trade information	15% (14%)
Bows and crossbows	12% (6%)
Gifts	7% (6%)

3.3 SATISFACTION WITH EXHIBITS

Were you satisfied with the range of products/services presented at IWA OutdoorClassics 2015?

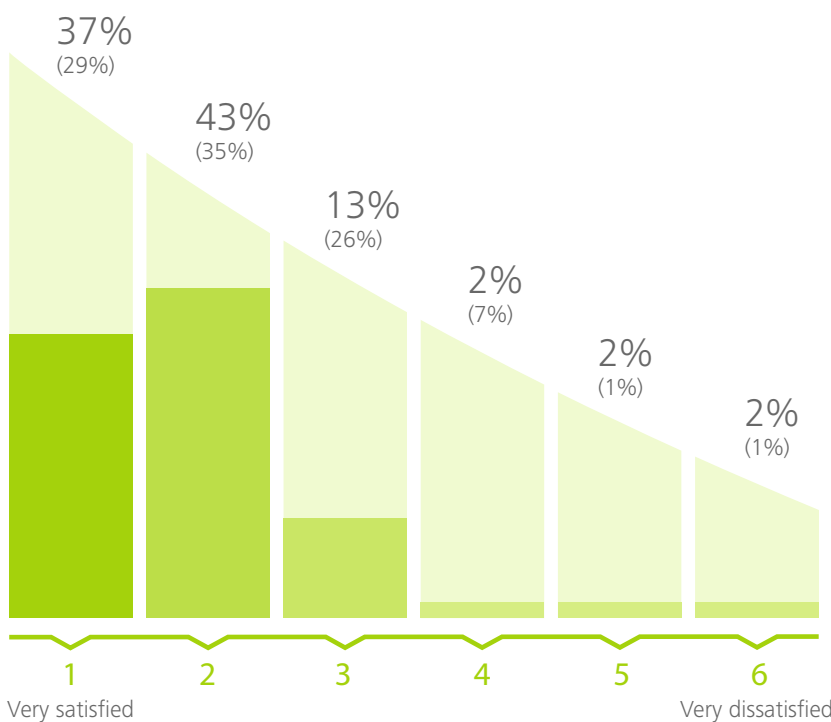


97 %

97% (98%) of the visitors were satisfied with the range of products and services presented at IWA OutdoorClassics 2015.

3.4 OPPORTUNITIES FOR INFORMATION AND CONTACT

How satisfied are you with the opportunities for obtaining information and establishing contacts at the exhibitors' stands?

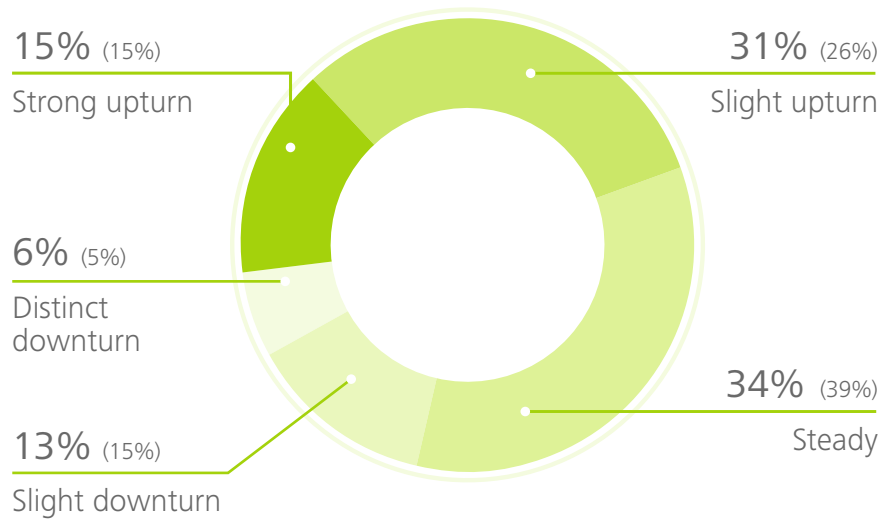


95 %

95% (97%) of the visitors were satisfied with the opportunities for obtaining information and establishing contacts at the exhibitors' stands.

3.5 ECONOMIC SITUATION IN SECTOR

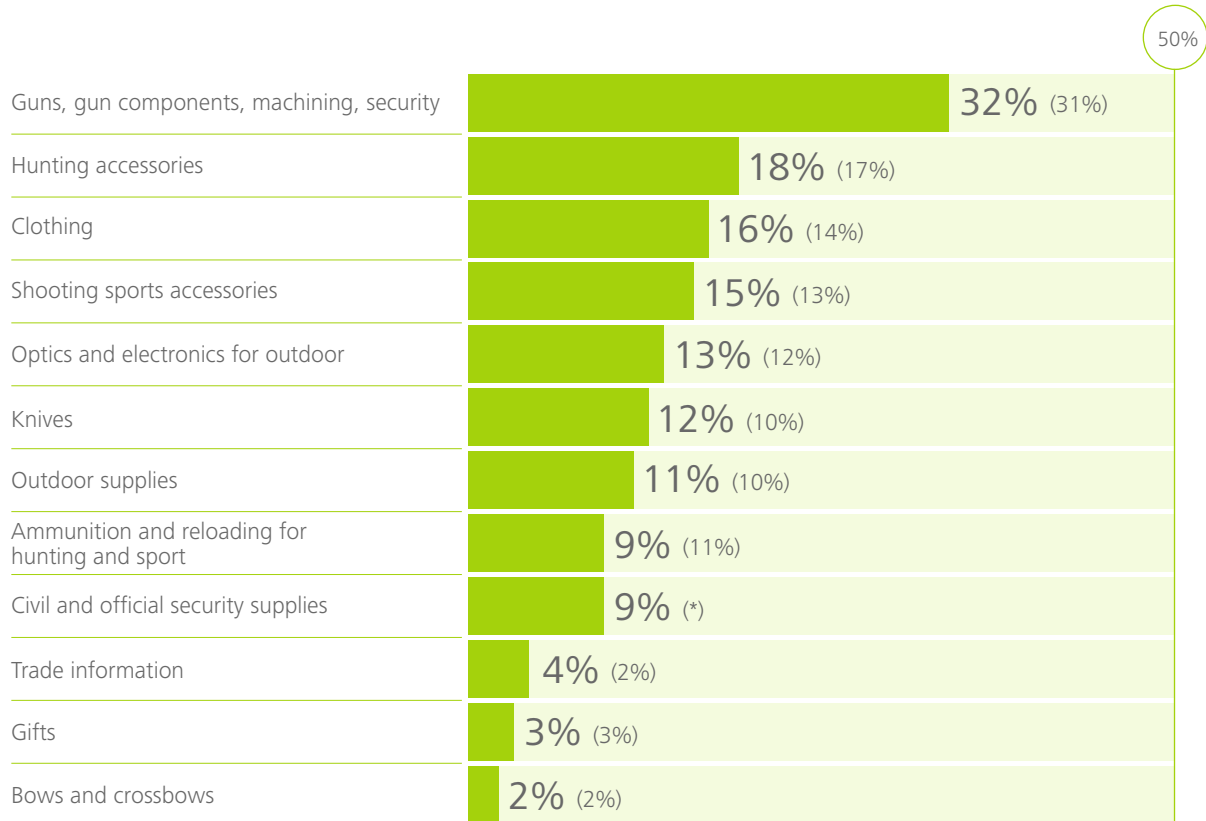
How do you rate the current economic situation in your sector?



4. EXHIBITOR SURVEY

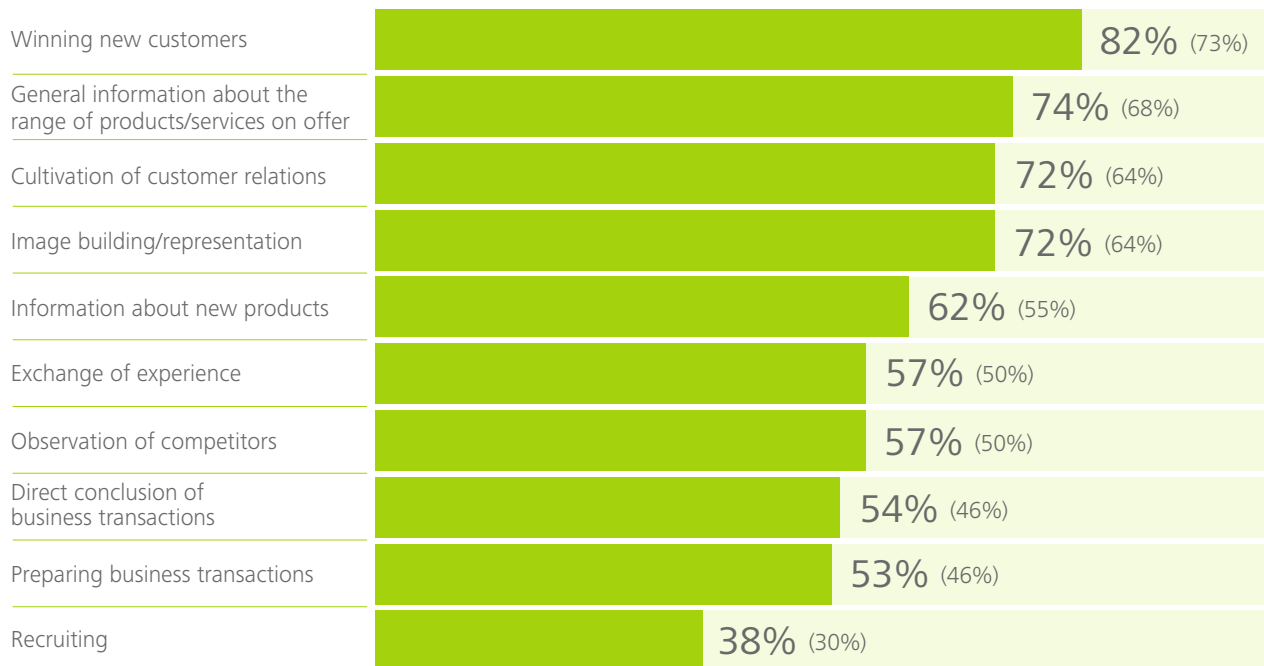
4.1 PRODUCT GROUPS (of exhibitors)

Which group of products/services do you offer? (Multiple answers)



4.2 EXHIBITORS' OBJECTIVES

What were your company's objectives for exhibiting at IWA OutdoorClassics 2015? (Multiple answers, extract)



4.3 TARGET GROUP ACCURACY

Did you reach your most important target groups at this trade fair?



96% (94%) of the exhibitors reached their most important target groups during IWA OutdoorClassics 2015.

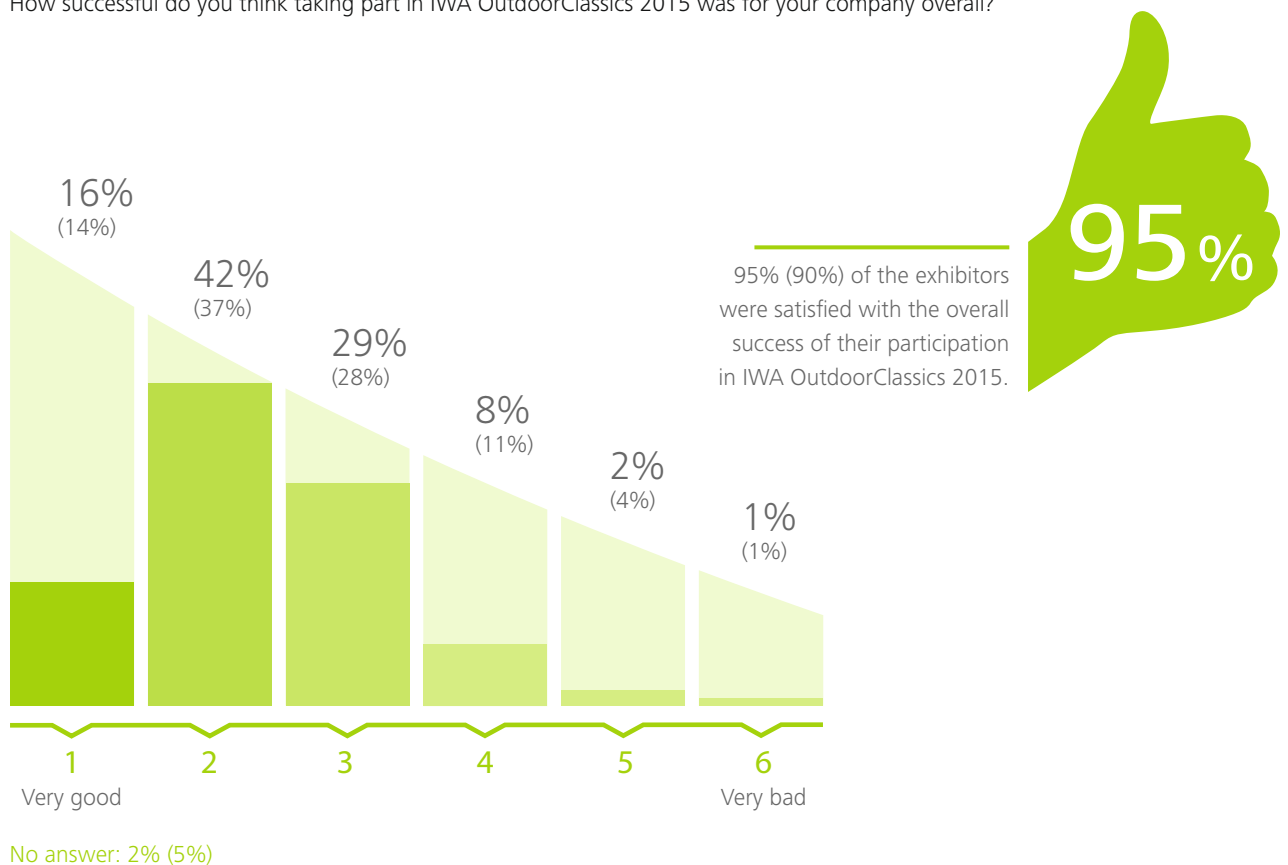
4.4 NEW BUSINESS RELATIONS

To what extent did your company make new business connections in the course of the fair?



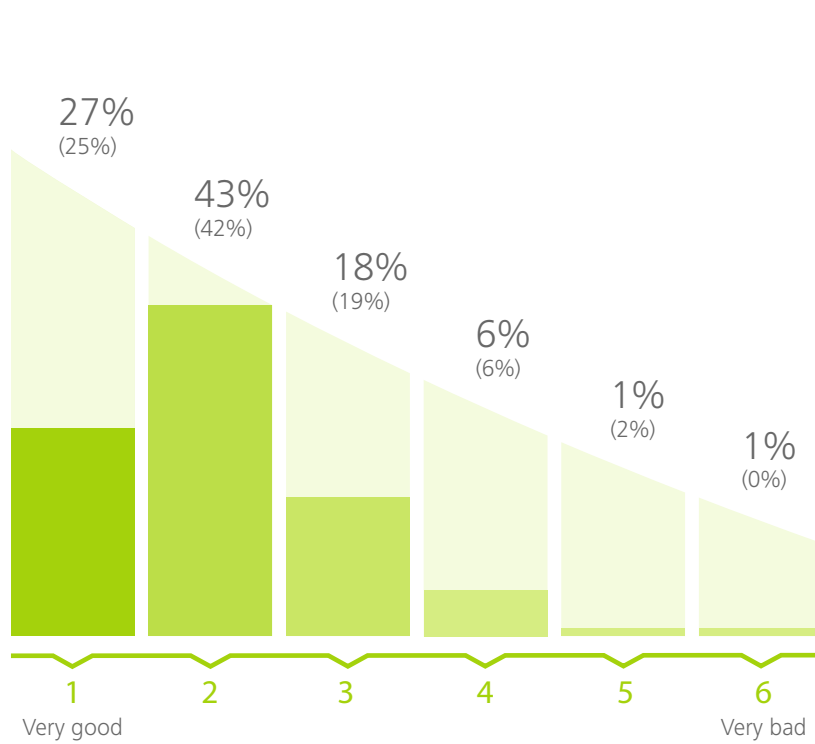
4.5 OVERALL SUCCESS

How successful do you think taking part in IWA OutdoorClassics 2015 was for your company overall?



4.6 ORGANIZATION AND SERVICE

How do you rate the organization and service provided at this fair?



94%

94% (92%) of the exhibitors were satisfied with the organization and service.

No answer: 4% (6%)

4.7 ECONOMIC SITUATION IN SECTOR

How do you rate the current economic situation in your sector?



MISCELLANEOUS

The structural data have been certified by FKM, the Society for Voluntary Control of Fair and Exhibition Statistics, Berlin.



Further information is available at www.fkm.de.

The representative surveys were carried out by a neutral market research institute in accordance with the FKM guidelines.

This show report is also available in German.

Other detailed results of the survey can be obtained from NürnbergMesse, Market Research, telephone +49(0)911.8606-0, fax +49(0)911.8606-8228, info@nuernbergmesse.de.

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NürnbergMesse GmbH
- Market Research -
