

IWA OUTDOORCLASSICS 2023 International

33,916

61%

82%

84,100 m²



Germany

39%

18%

Structural data, FKM-certified IWA OutdoorClassics 2023

BUZZ IN PRESS REPORTS AND SOCIAL MEDIA



2,500 news items



55 million reaches





120,000 interactions

IWA OutdoorClassics 2023

VISITOR SEGMENTS



9% Services

10%

Security and specialist authorities (police, judiciary, military, etc.)

53% Specialist trade/wholesale/ online shop



17% Manufacturers/suppliers



Visitor registration, FKM-certified IWA OutdoorClassics 2023

VISITORS BY COUNTRY

65% European Union

16% Rest of Europe

11% Asia

5% America

2% Africa | Australia | Oceania



2 Austria 3 Italy **6** France 8 Spain 9 Belgium **10** Turkey



Top 10 international

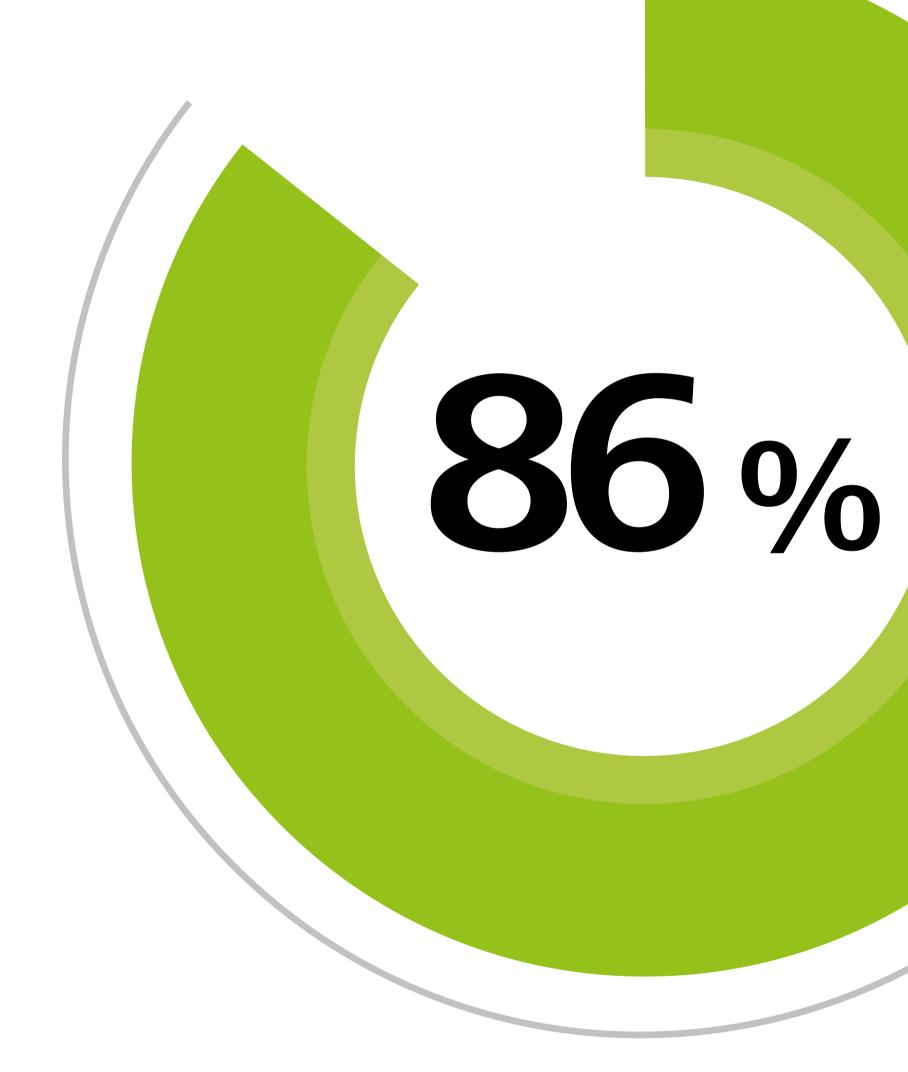
- Czech Republic

 - Poland
- **b** Netherlands

 - Switzerland

Visitor registration, FKM-certified IWA OutdoorClassics 2023

HIGH-CALIBRE VISITORS



of visitors are in decision-making roles ...

and procurement decisions.



or influential in their company's purchasing

Visitor survey conducted according to FKM guidelines IWA OutdoorClassics 2023

REASONS FOR ATTENDANCE

- **46**% Information about new developments
- 33% Cultivate business contacts
- 31% General market orientation
- Share experience and information 29%
- Establish business contacts 28%
- Professional development/Expand knowledge 26%
- Network with industry partners 21%



Multiple answers permitted/Extract Visitor survey conducted according to FKM guidelines IWA OutdoorClassics 2023

INDUSTRY BAROMETER How visitors assess the

economic situation in their sector:

- 28% Static
 - - **3%** Much weaker



58% Trending upward

11% Somewhat weaker

Visitor survey conducted according to FKM guidelines IWA OutdoorClassics 2023

EXHIBITOR OBJECTIVES



- **76%** Gain new customers
- **60%** Take care of customer engagement
- **55%** Cultivate image/Representation
- Provide information about our products and services in general Improve brand presence/visibility
- 54% 52%
- Increase brand familiarity 52%
- **50%** Present new developments



Multiple answers permitted/Extract Exhibitor survey conducted according to FKM guidelines IWA OutdoorClassics 2023

TOP MARKS FROM EXHIBITORS

reached their most important target groups during the IWA OutdoorClassics



forged new business connections



are willing to take part in the IWA OutdoorClassics again in the future

> Exhibitor survey conducted according to FKM guidelines IWA OutdoorClassics 2023