

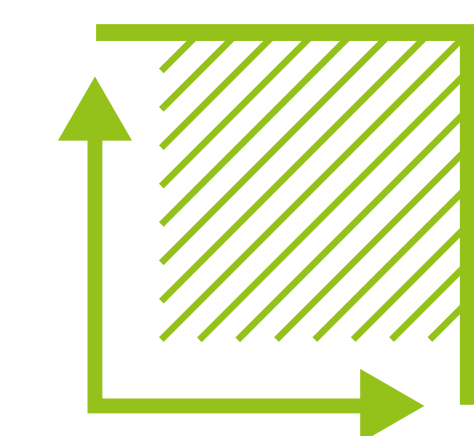


# SUCCESS METRICS

## IWA OUTDOORCLASSICS 2023



	Total	International	Germany
 Visitors	33,916	61%	39%
 Exhibitors	1,064	82%	18%
 Display area (gross)	84,100 m <sup>2</sup>	–	–

Structural data, FKM-certified  
IWA OutdoorClassics 2023

# BUZZ IN PRESS REPORTS AND SOCIAL MEDIA



**2,500**  
news items

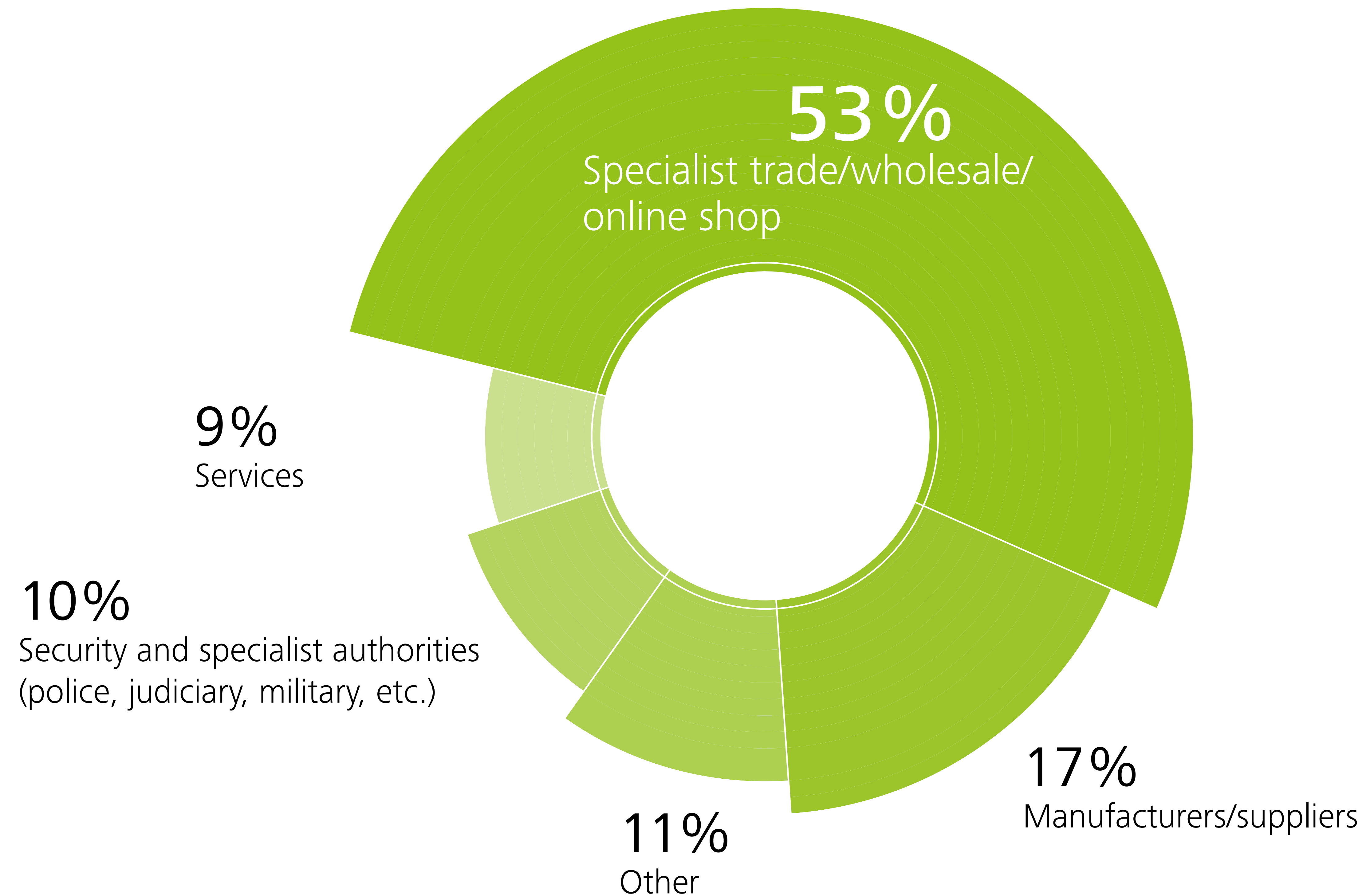


**55 million**  
reaches

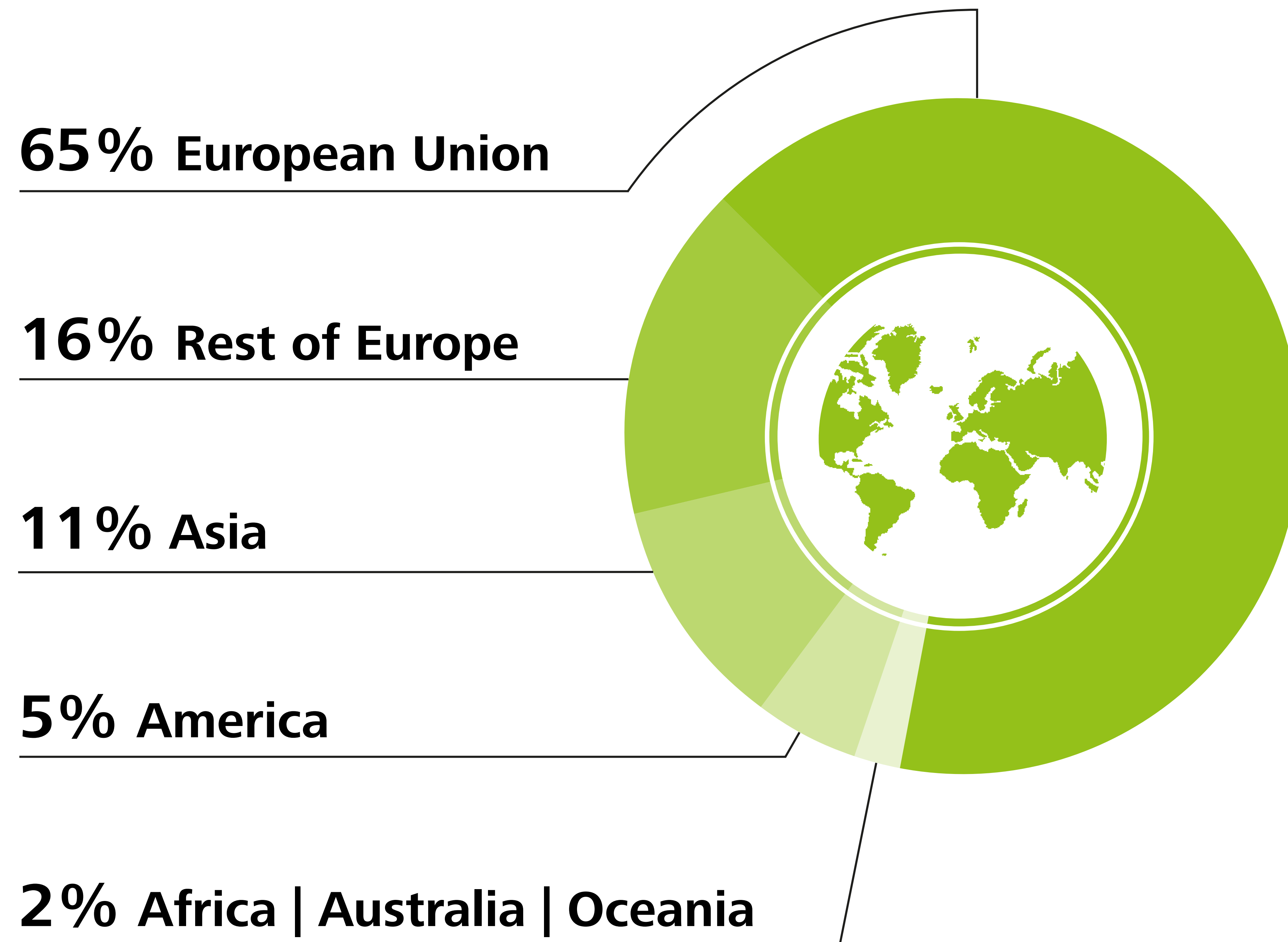


**120,000**  
interactions

# VISITOR SEGMENTS



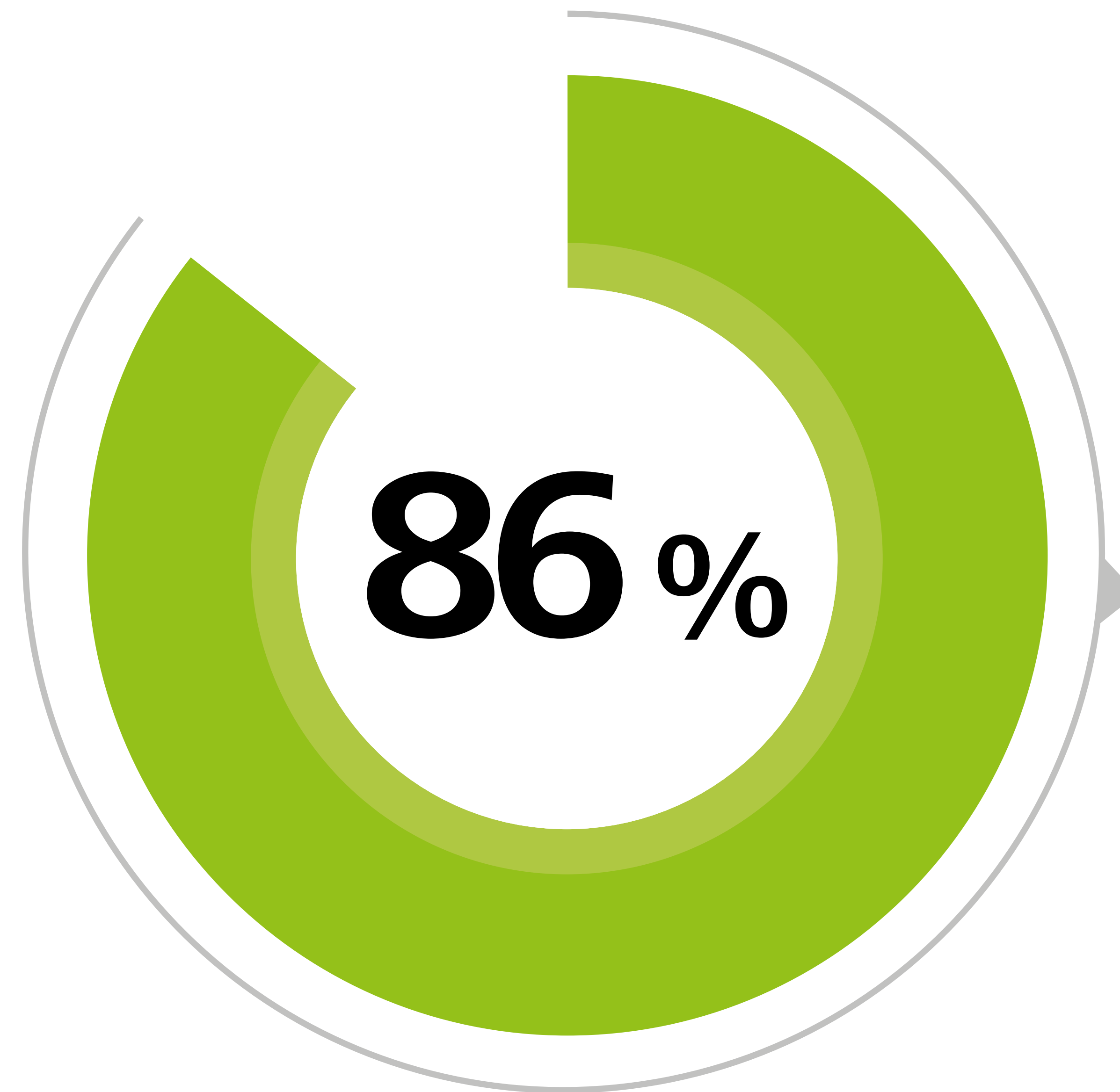
# VISITORS BY COUNTRY



## Top 10 international

- 1 Czech Republic
- 2 Austria
- 3 Italy
- 4 Poland
- 5 Netherlands
- 6 France
- 7 Switzerland
- 8 Spain
- 9 Belgium
- 10 Turkey

# HIGH-CALIBRE VISITORS

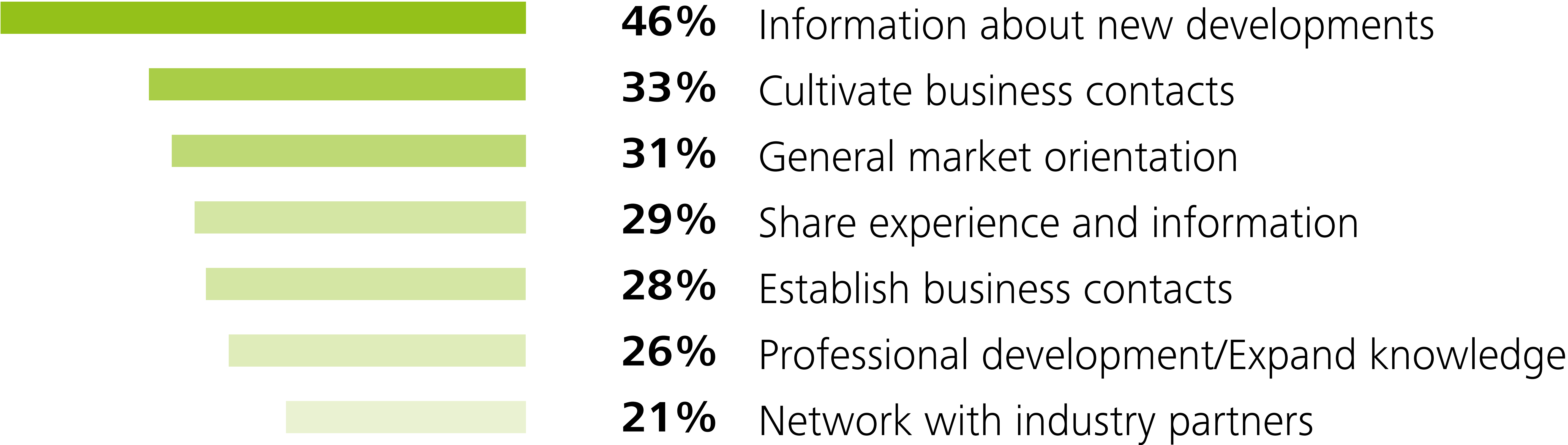


of visitors are in  
**decision-making roles ...**

or influential in their company's purchasing  
and procurement decisions.



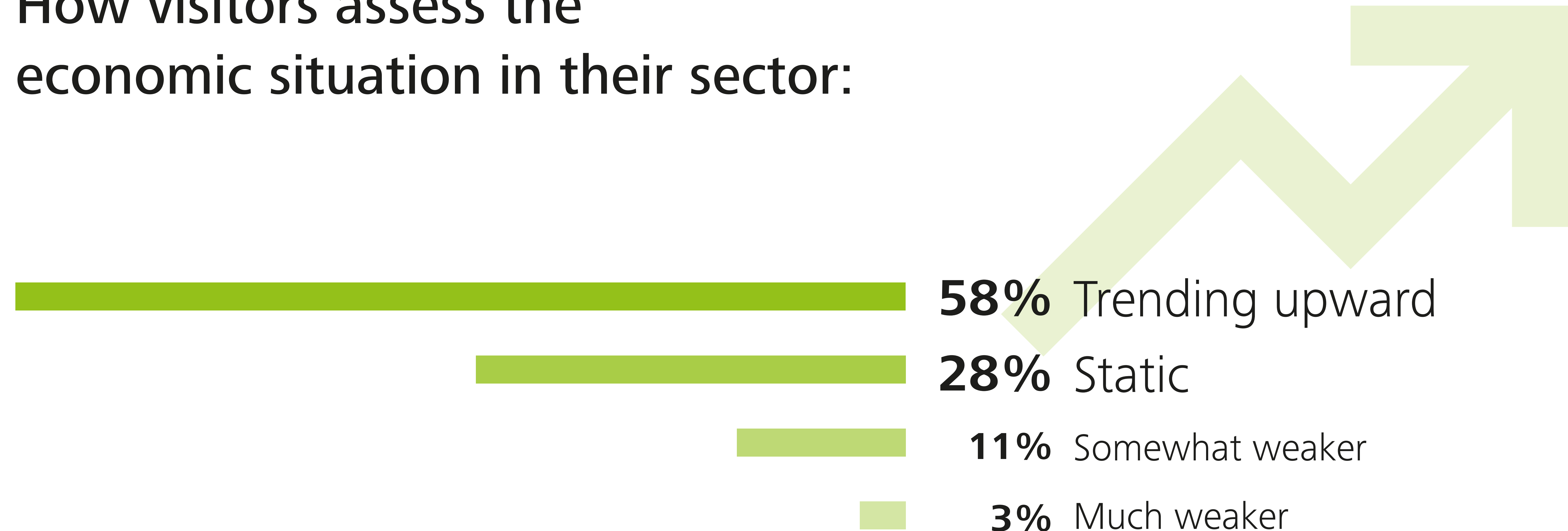
# REASONS FOR ATTENDANCE



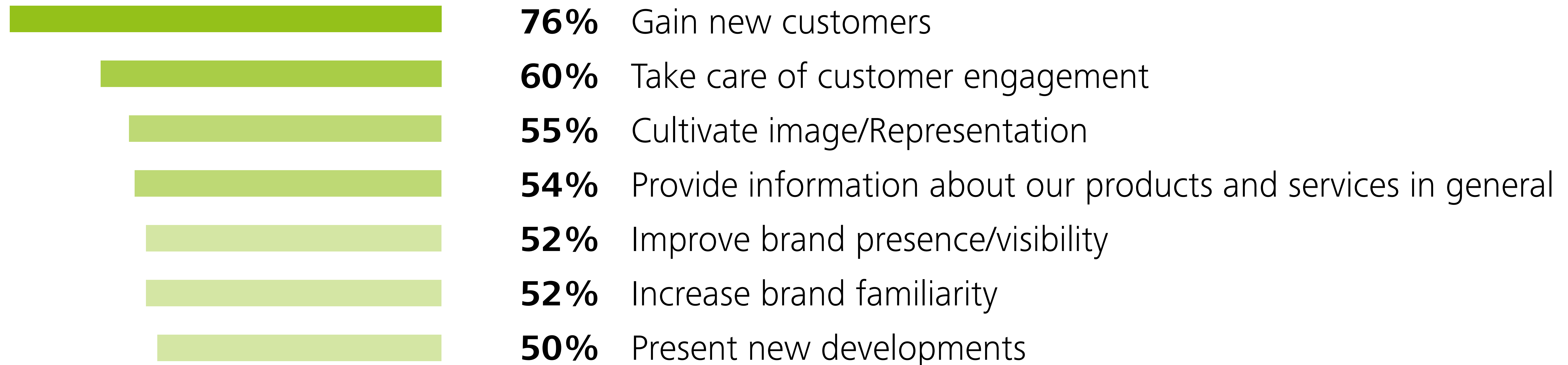
Multiple answers permitted/Extract  
Visitor survey conducted according  
to FKM guidelines  
IWA OutdoorClassics 2023

# INDUSTRY BAROMETER

How visitors assess the  
economic situation in their sector:



# EXHIBITOR OBJECTIVES



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



# TOP MARKS FROM EXHIBITORS



**96%**

reached their most important  
target groups during the  
IWA OutdoorClassics



**96%**

forged new business  
connections



**90%**

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