SHOW REPORT IWA OUTDOORCLASSICS 2024 29.2.–3.3.2024 | NUREMBERG





NÜRNBERG MESSE

SUCCESS METRICS 2024 Total Internat 39,303 Visitors 56% 1,073 83% Exhibitors $79,600 \text{ m}^2$ Exhibition space (gross) `////// 752 40% Media representatives



The IWA OutdoorClassics reaffirmed its status as the key industry event for doing international business!

VISITORS

EXHIBITORS



tional	Germany			
	44%			
	17%			
	60%			

GENERAL

BUZZ IN PRESS REPORTS AND SOCIAL MEDIA



2,000* news items

Global visibility: At the IWA OutdoorClassics, the trade media and international influencers are forgetting their rivalries and joining forces to report live from the industry event. Exhibitors benefit from long-term reach and the community's commitment.

*rounded

VISITORS



22 million* reach

EXHIBITORS





140,000* interactions

OUTLOOK AT A GLANCE! Visitors rated the economic situation of the industry as follows: Visitors

Exhibitors

Visitors and exhibitors are looking optimistically to the future – a valuable indicator of stable growth.

VISITORS

53% upward trend 27% stable 33% 13% slight downturn 17% 7% 4% significant downturn

EXHIBITORS



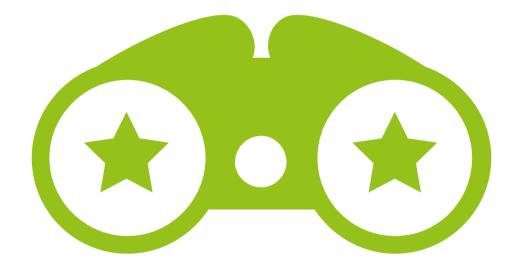


TOP MARKS FROM VISITORS



of visitors were satisfied with the offering at the IWA OutdoorClassics 2024.

VISITORS





of visitors found deals/ groundbreaking trends. of visitors would recommend a visit to colleagues and business partners.

EXHIBITORS







of visitors praised the quality of the discussions they had.

VISITOR DEMOGRAPHIC

67.9% European Union

18.3% Rest of Europe

- 5.4% South, East and **Central Asia**
- **3.2% North America**
- 2.8% Middle East
- 1.1% Africa
- 0.9% Australia

0.4% South and Central America

VISITORS



Top 10 visitor countries

- Germany
- 2 Czech Republic
- **3** Austria
- **4** Italy
- **b** Poland
- 6 United Kingdom
 - Netherlands
- 8 France
- **9** Switzerland
- Spain 10

EXHIBITORS

IWA OUTDOOR CLASSICS

The IWA attracted visitors from more than 120 countries.

VISITOR SEGMENTS

Specialist retail sectors

37% Hunting and target shooting firearms

30% Target shooting firearms

27% Outdoor equipment

24% Hunting firearms

23% Knives and steelware

20% Licence-free firearms

VISITORS

- **13%** Security and safety needs

12% Security services and official agencies

11% Gunsmiths, barrel tuning

7% Traditional regional clothing and Alpine fashion

7% Sporting goods

7% Camping goods

- **5%** Archery equipment

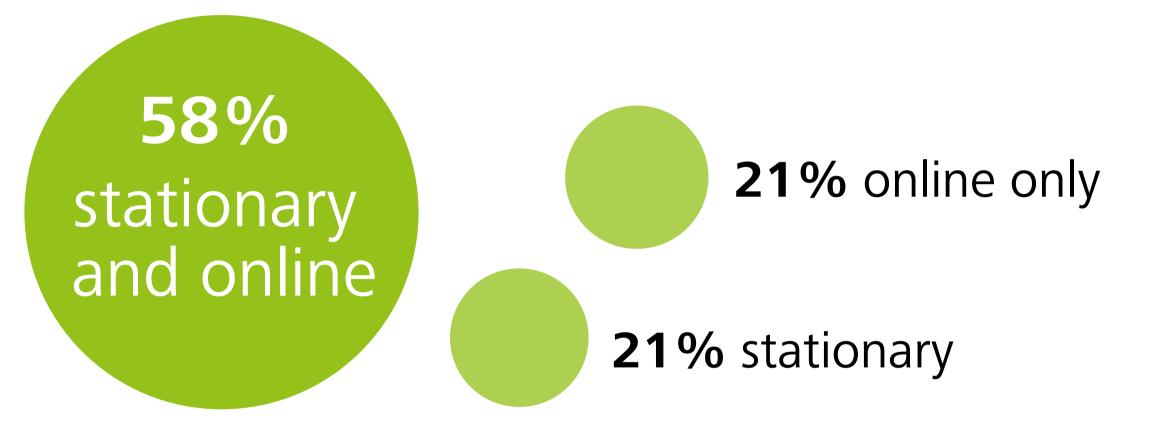
4% Full-range retailers

Visitors to the IWA OutdoorClassics are just as diverse as the product range on display: International wholesalers and specialist retailers, manufacturers, suppliers and service providers from the hunting and target shooting segment and outdoor industry reap the benefits of the most important industry gathering in the year for B2B transactions.

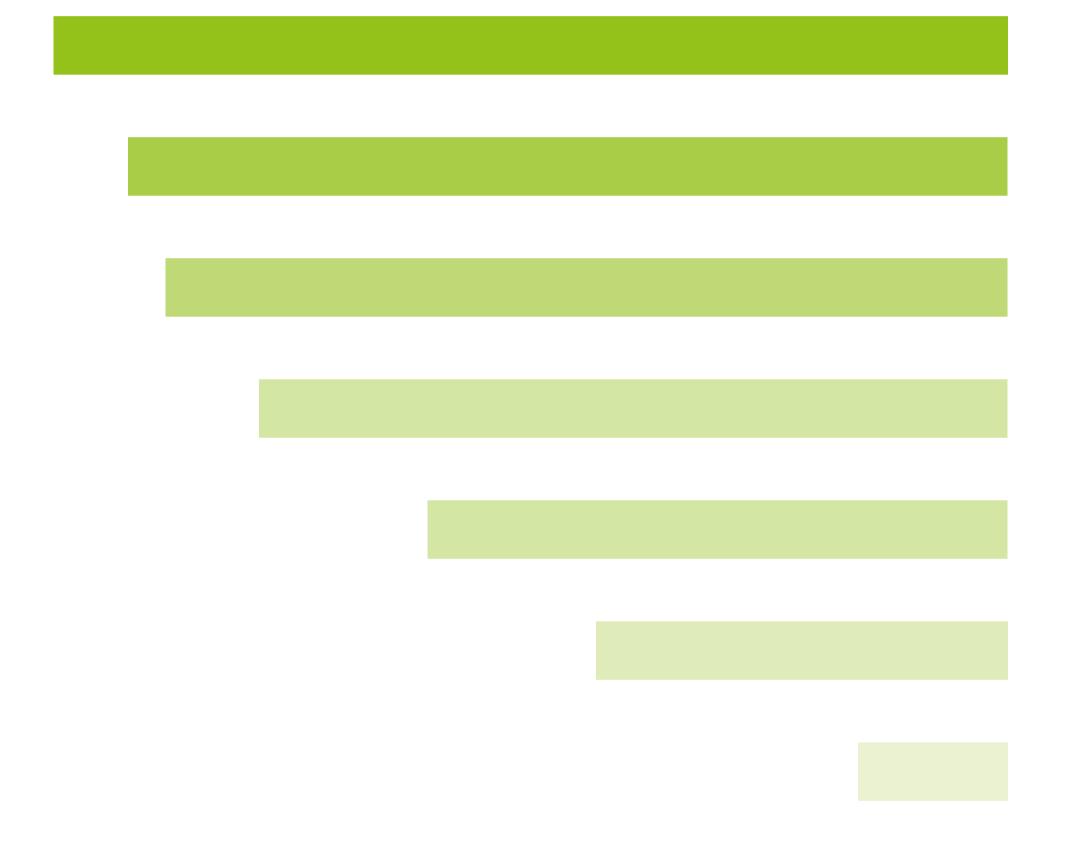
EXHIBITORS

IVA OUTDOOR CLASSICS

Sales channels



REASONS FOR TRADE FAIR VISIT



Most visitors used the IWA OutdoorClassics specifically to make decisions on business transactions.

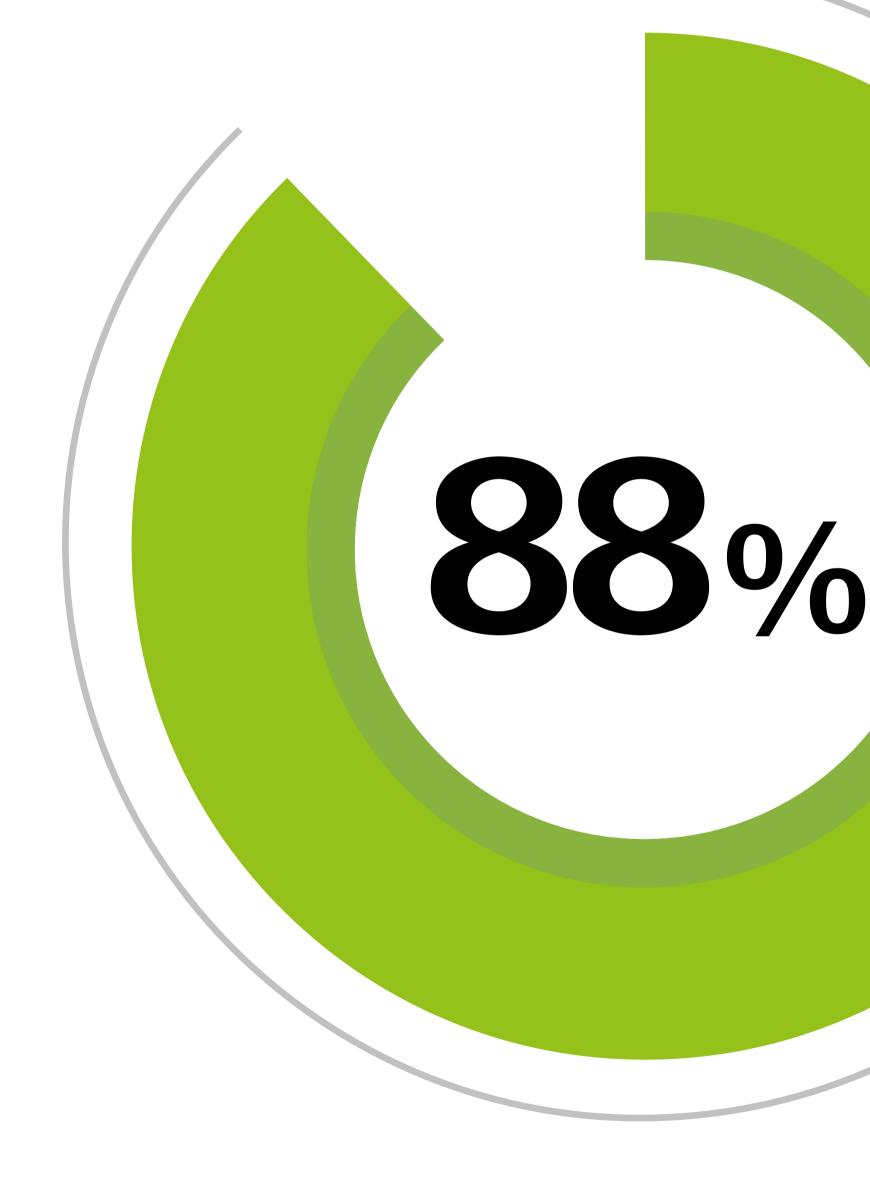
Multiple responses/extract

- 51% Prepare for purchasing decisions
- Share experiences and information/network with industry partners 47%
- 45% Learn about new products
- 40% Nurture business contacts/tap into global markets
- **31%** Gain a general picture of the market
- 22% Professional development/knowledge building/supporting programme Influence product development 8%

EXHIBITORS



HIGH CALIBRE OF VISITORS



VISITORS

of visitors are decision-makers ...

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

> **Decision-makers among peers: This year, the IWA once** again became the workspace of the sector, connecting the key players with specialist retailers, service providers and relevant industry experts.

EXHIBITORS



TOP MARKS FROM EXHIBITORS

96%

of exhibitors reached their most important target groups at the IWA 2024.

VISITORS



98%

of exhibitors forged new business connections.

of exhibitors tapped into new global markets.

EXHIBITORS

IWA OUTDOOR CLASSICS



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of exhibitors were satisfied with the discussions they had.

GENERAL

PARTICIPATION GOALS OF EXHIBITORS



- **75%** Win new customers
- Nurture customer relations 58%
- Increase brand awareness 56%
- Nurture image/prestige 56%
- **55%** Present new products
- Increase brand presence/visibility 52%
- **32%** Tap into global markets
- Monitor the competition 28%
 - **3%** Look for new recruits

EXHIBITORS

IWA OUTDOOR CLASSICS

Most exhibitors used the **IWA OutdoorClassics 2024** to win new customers and nurture customer relations.

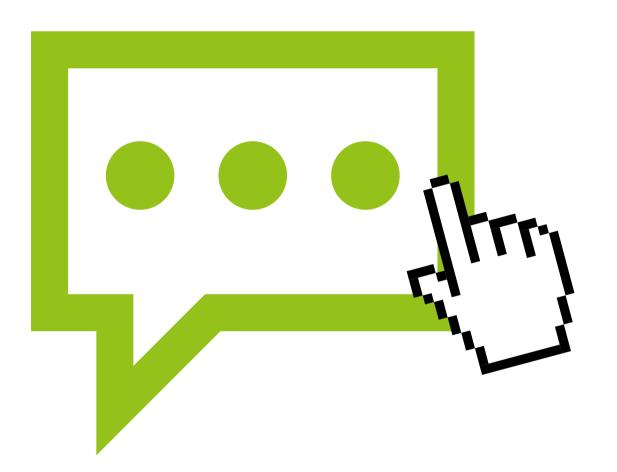
GENERAL

FEEDBACK FROM EXHIBITORS



91% of exhibitors are satisfied with the overall success of their exhibit and plan to take part in IWA 2025.

More impressions on our website:

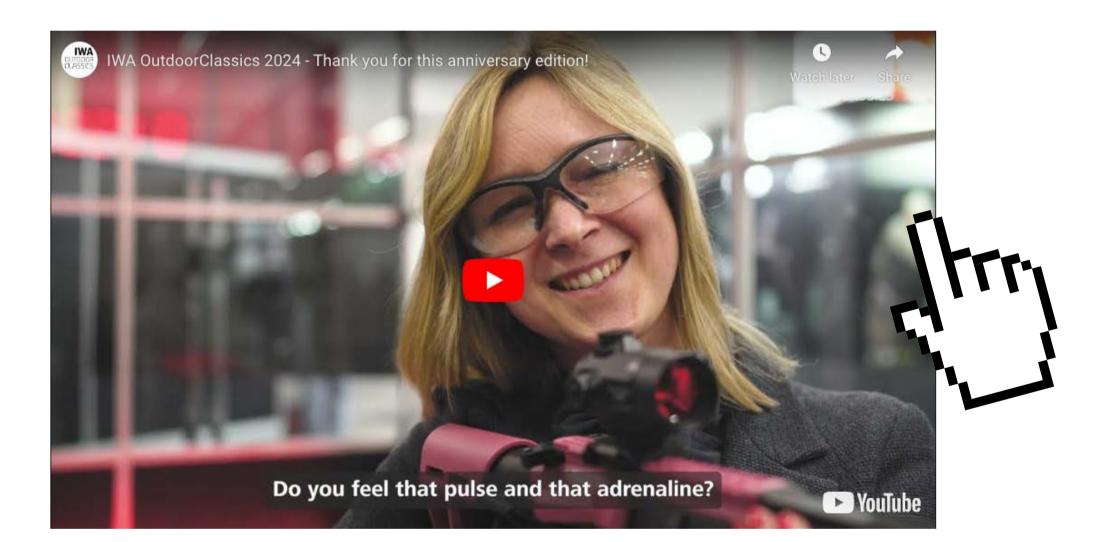


Exhibitor statements 2024

Become an exhibitor in 2025: Click here for all the information you need. 5551

EXHIBITORS

IWA OUTDOOR CLASSICS



Let's look at IWA 2024.