



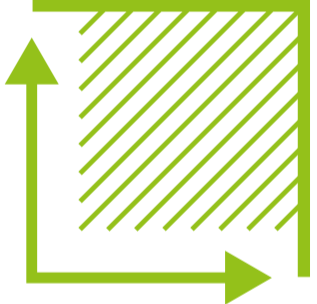

**IWA**  
OUTDOOR  
CLASSICS

**SHOW REPORT**  
**IWA OUTDOORCLASSICS 2024**  
29.2. – 3.3.2024 | NUREMBERG



NÜRNBERG / MESSE

# SUCCESS METRICS 2024

	Total	International	Germany
 Visitors	<b>39,303</b>	<b>56%</b>	<b>44%</b>
 Exhibitors	<b>1,073</b>	<b>83%</b>	<b>17%</b>
 Exhibition space (gross)	<b>79,600 m<sup>2</sup></b>	–	–
 Media representatives	<b>752</b>	<b>40%</b>	<b>60%</b>

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

# BUZZ IN PRESS REPORTS AND SOCIAL MEDIA

**IWA**  
OUTDOOR  
CLASSICS



**2,000\***  
news items



**22 million\***  
reach



**140,000\***  
interactions

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

Show Report IWA OutdoorClassics 2024

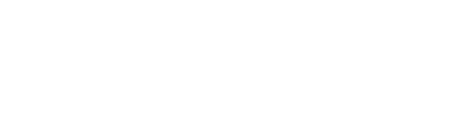
# OUTLOOK AT A GLANCE!

Visitors rated the economic situation of the industry as follows:

## Visitors



## Exhibitors



**53%**  
**46%** upward trend

**27%**  
**33%** stable

**13%**  
**17%** slight downturn

**7%**  
**4%** significant downturn



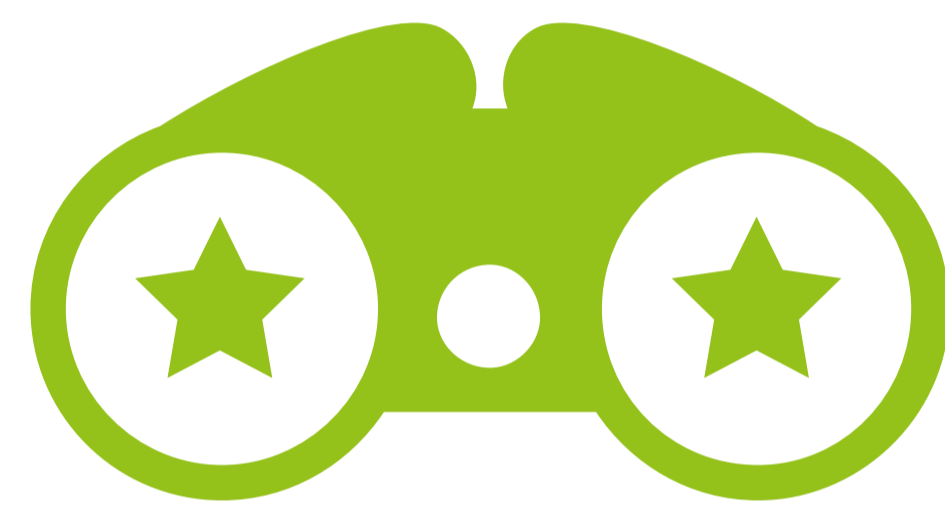
Visitors and exhibitors are looking optimistically to the future – a valuable indicator of stable growth.

# TOP MARKS FROM VISITORS



**98%**

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



**98%**

of visitors  
found deals/  
groundbreaking  
trends.



**97%**

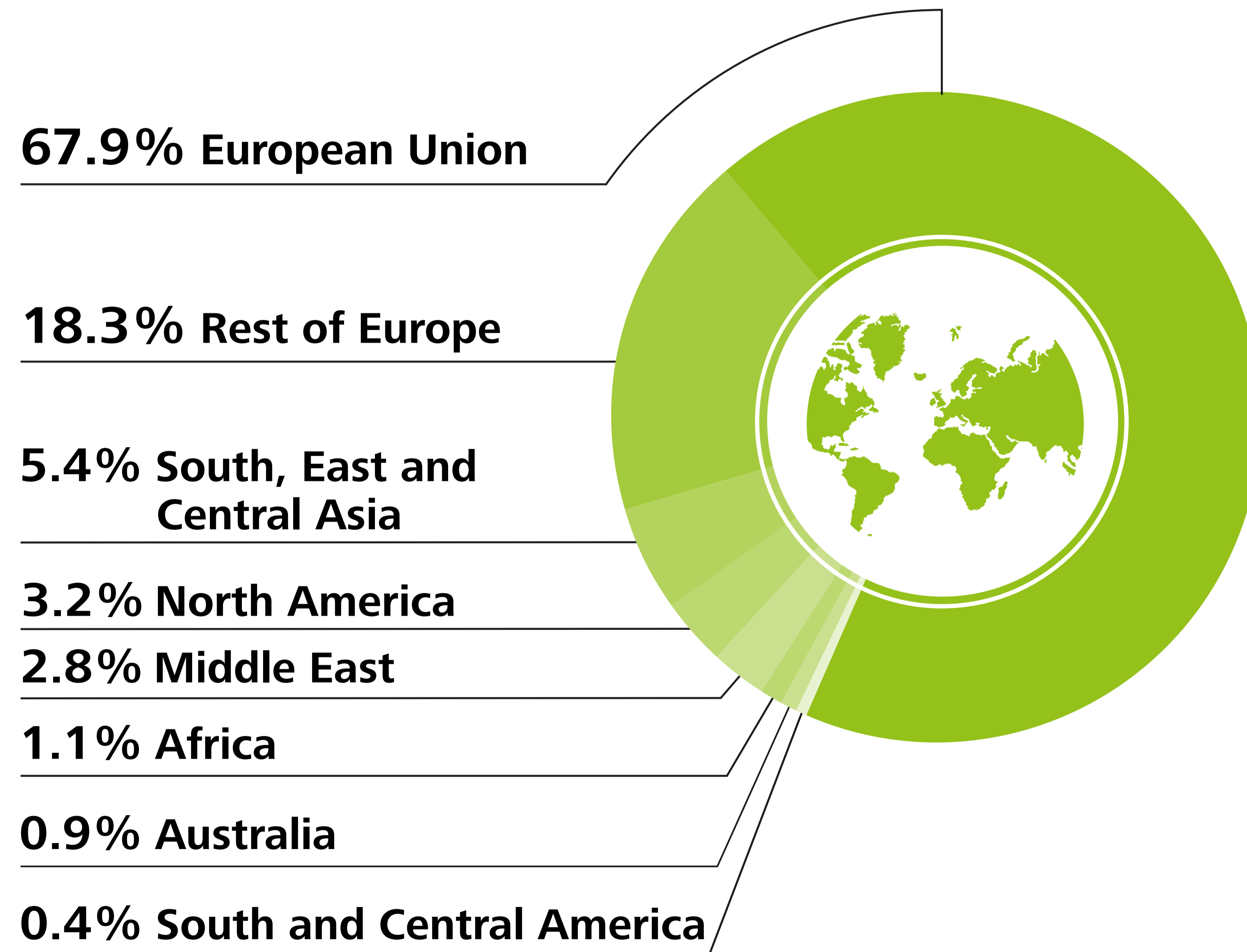
of visitors  
would recommend  
a visit to colleagues  
and business partners.



**99%**

of visitors  
praised the quality  
of the discussions  
they had.

# VISITOR DEMOGRAPHIC



## Top 10 visitor countries

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

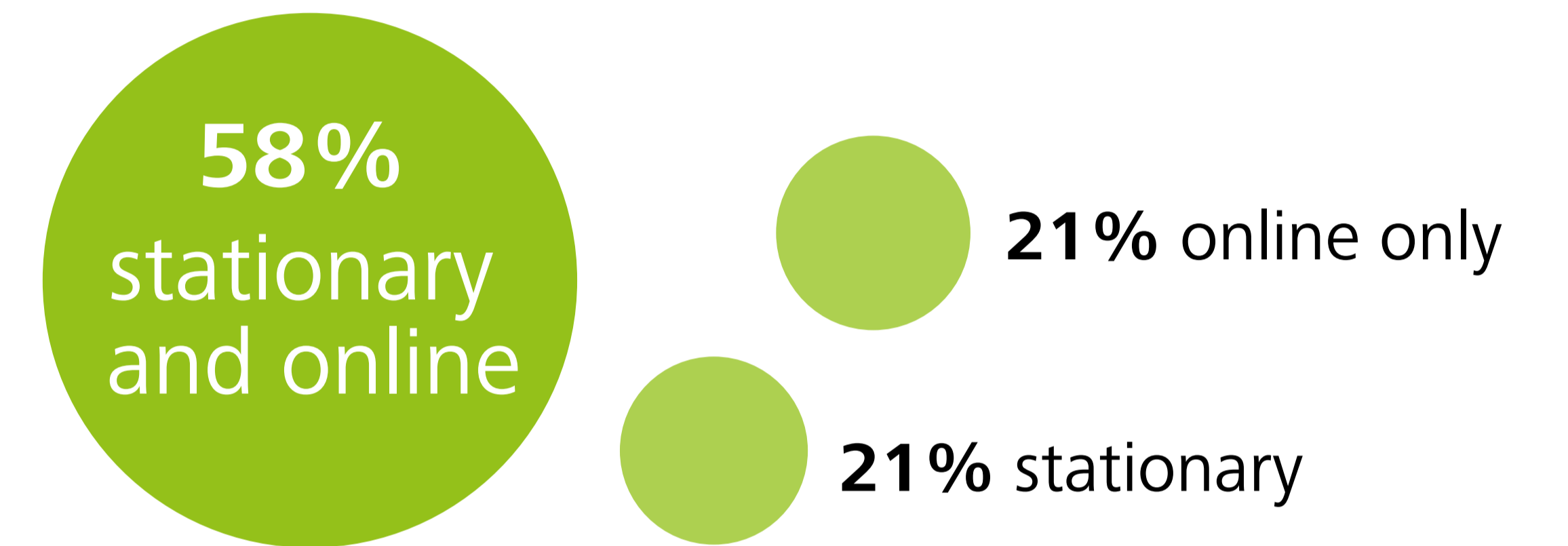
The IWA attracted  
visitors from more  
than 120 countries.

# VISITOR SEGMENTS

## Specialist retail sectors

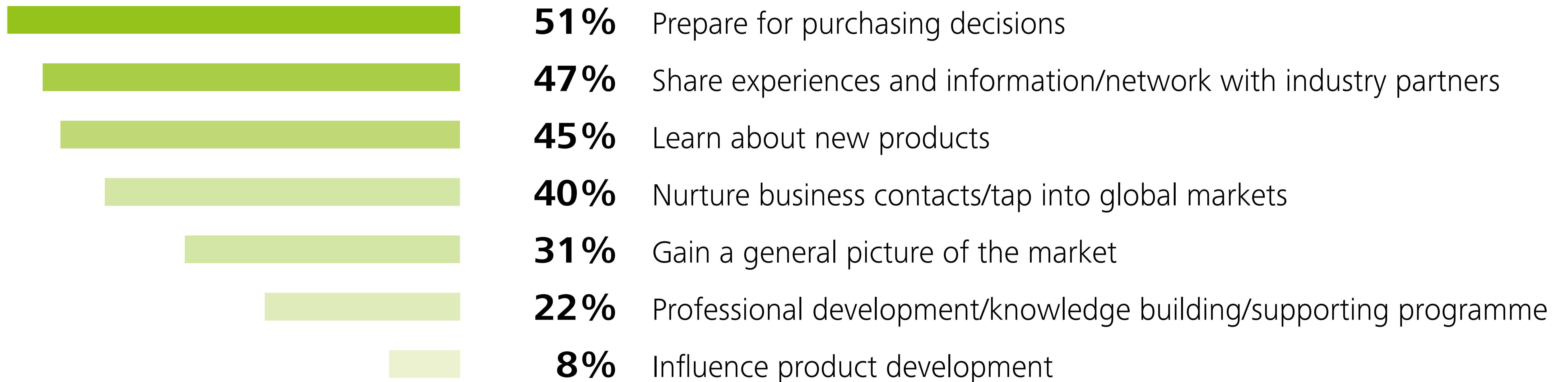


## Sales channels



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.

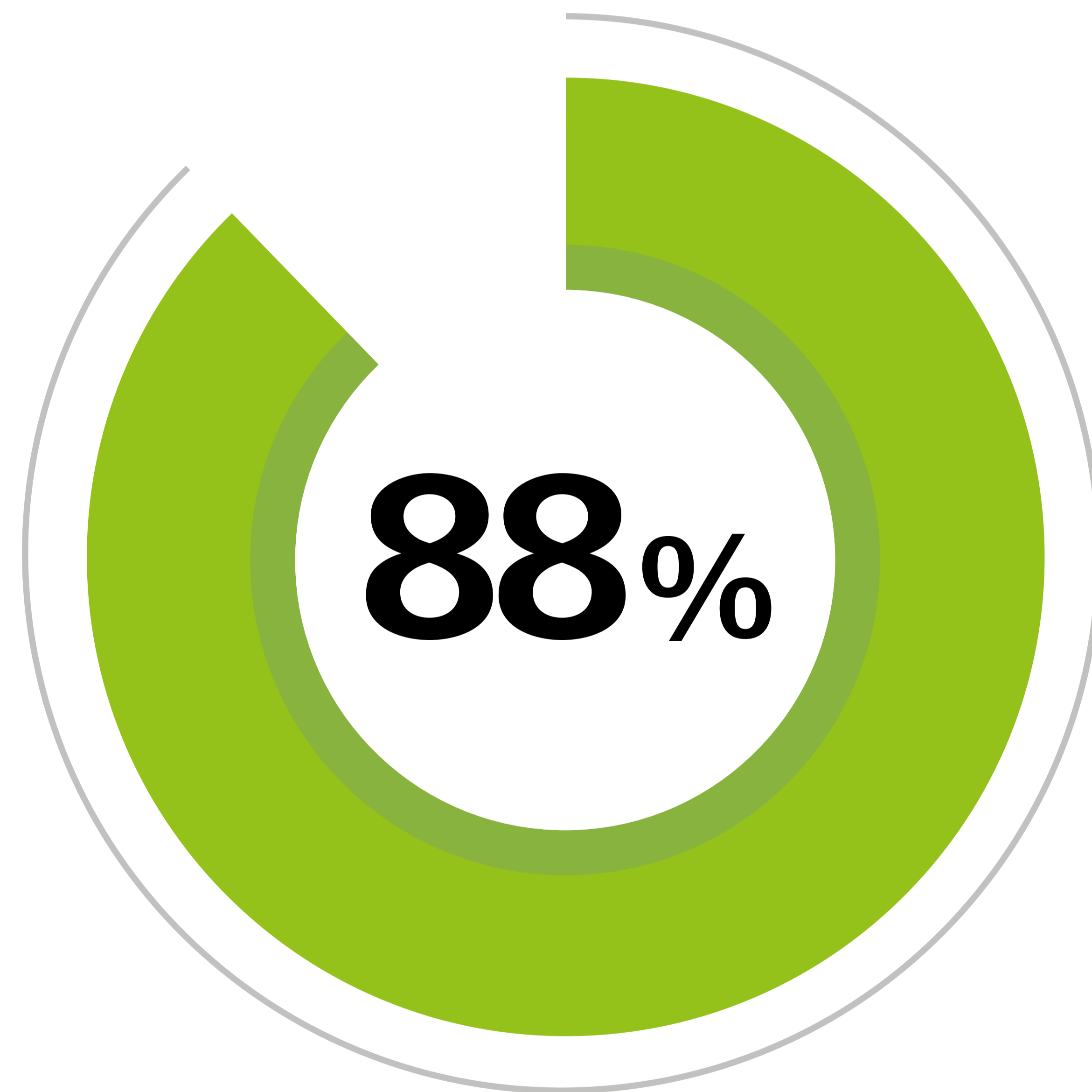
# REASONS FOR TRADE FAIR VISIT



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



# HIGH CALIBRE OF 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.

# TOP MARKS FROM EXHIBITORS



**96%**

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



**98%**

of exhibitors  
forged new business  
connections.



**95%**

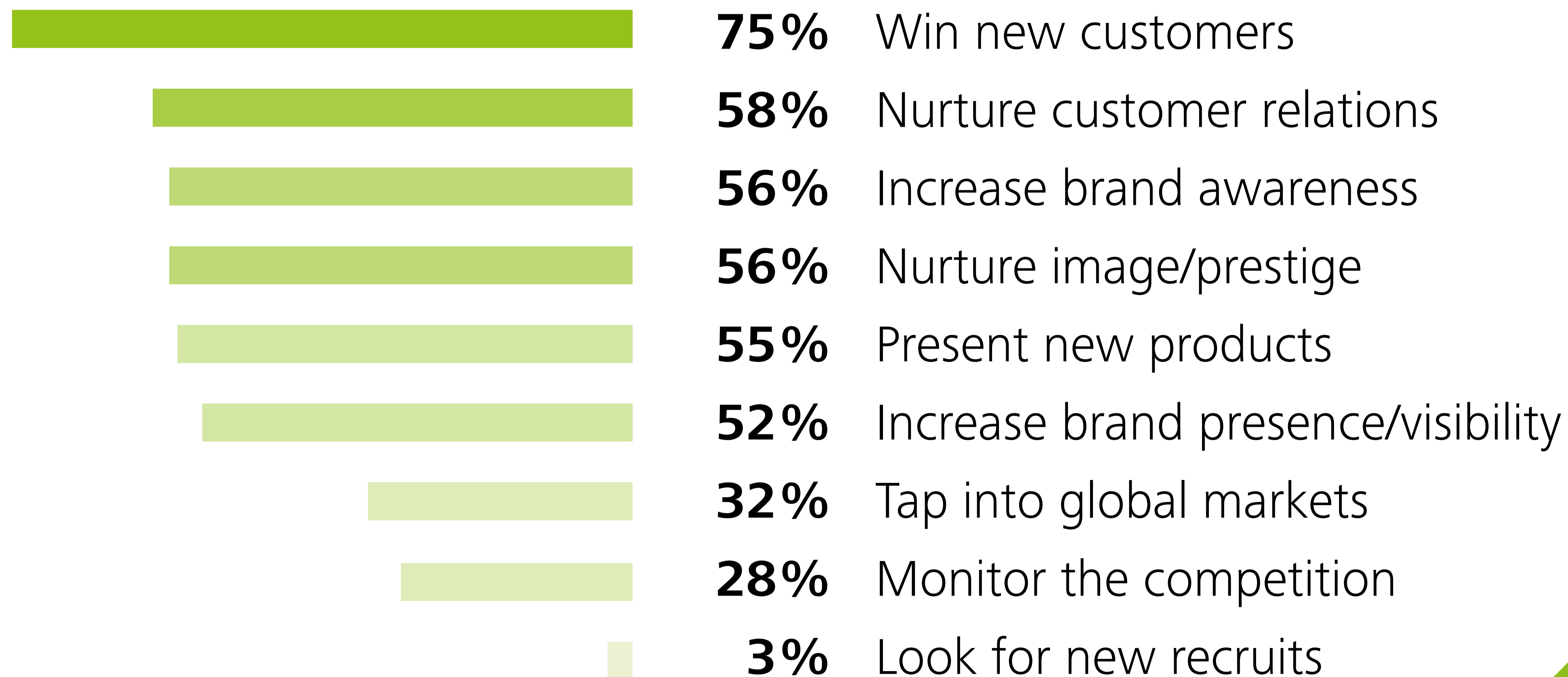
of exhibitors  
tapped into new  
global markets.



**99%**

of exhibitors  
were satisfied with the  
discussions they had.

# PARTICIPATION GOALS OF EXHIBITORS



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

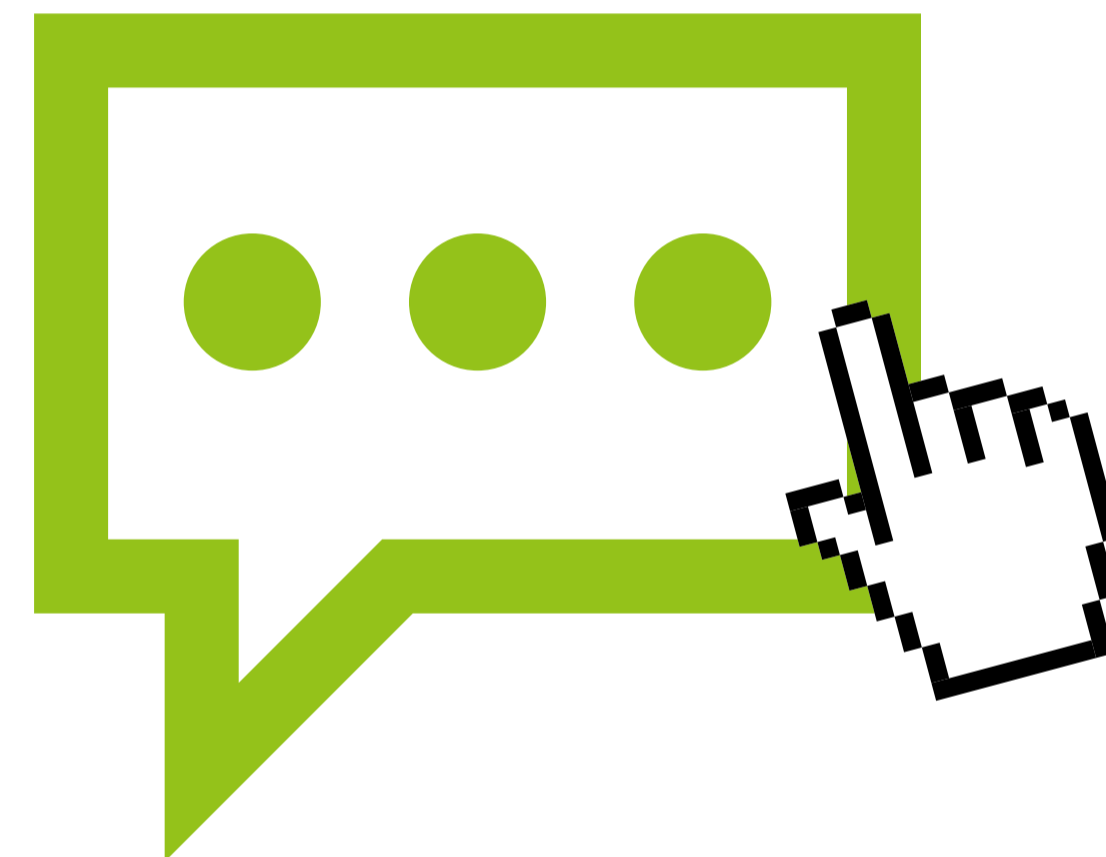
# FEEDBACK FROM EXHIBITORS



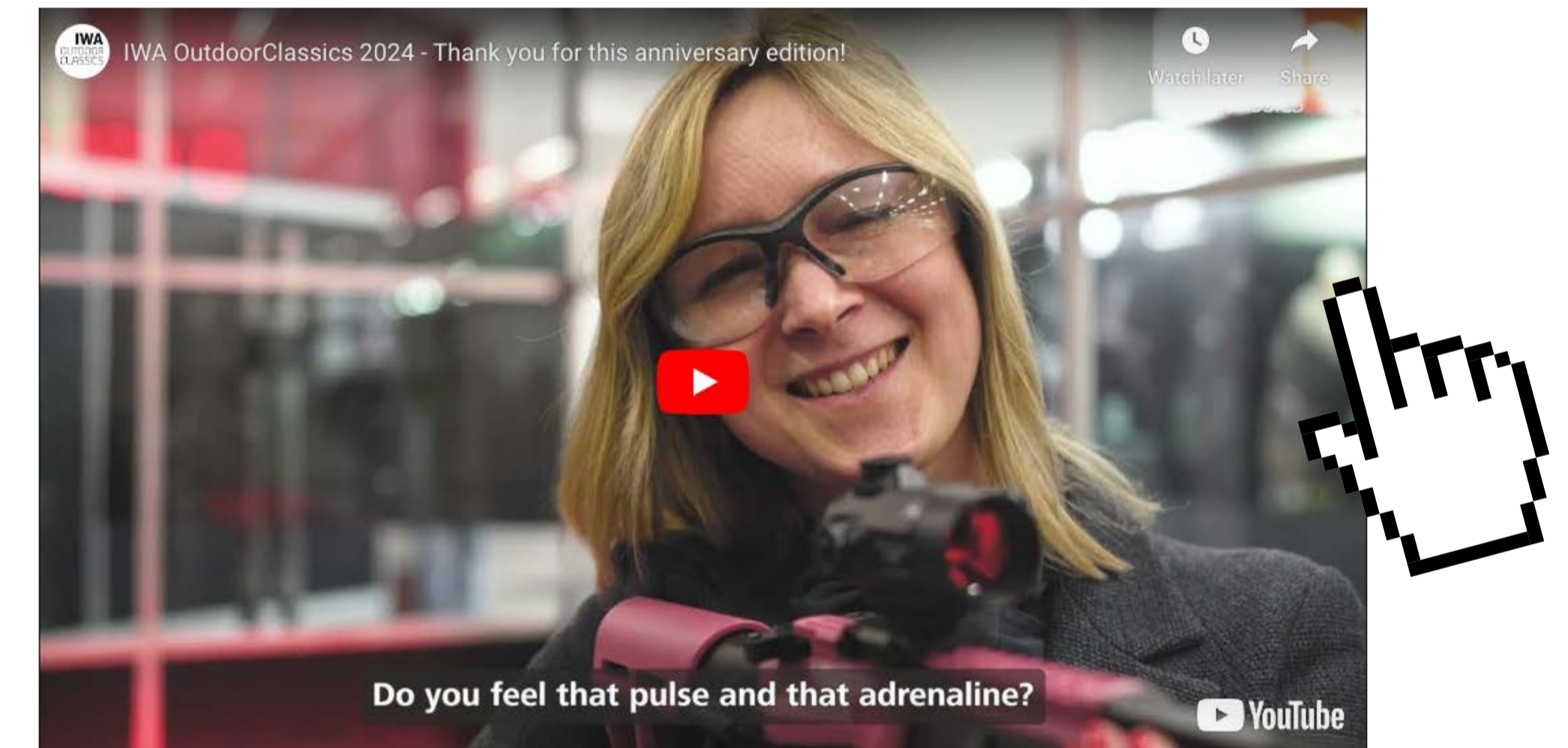
# 91%

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



Let's look at IWA 2024.

Become an exhibitor in 2025:  
Click [here](#) for all the information you need.