



IWA
OUTDOOR
CLASSICS 2019

High performance in target sports,
nature activities, protecting people

SHOW REPORT 2019

NÜRNBERG  MESSE

1. STRUCTURAL DATA

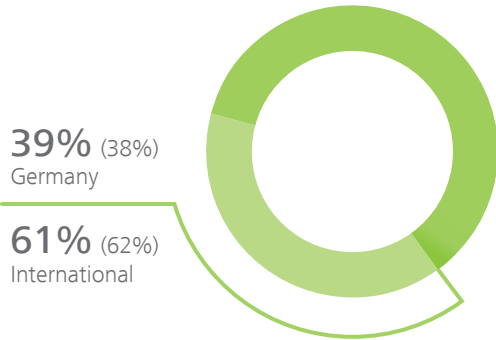
	TOTAL	GERMANY	INTERNATIONAL
Exhibitors	1,619 (1,561)	305 (307)	1,314 (1,254)
Trade visitors	45,476 (46,562)	17,529 (17,714)	27,947 (28,848)
Total exhibition space (in m ²)	104,300 (105,300)	104,300 (105,300)	— (—)
Exhibitor stand space (in m ²)	58,177 (56,664)	16,091 (16,243)	42,086 (40,421)
Special shows (in m ²)	2,155 (1,815)	2,155 (1,815)	— (—)

2. MEDIA



3. VISITOR REGISTRATION

3.1 ORIGIN OF VISITORS



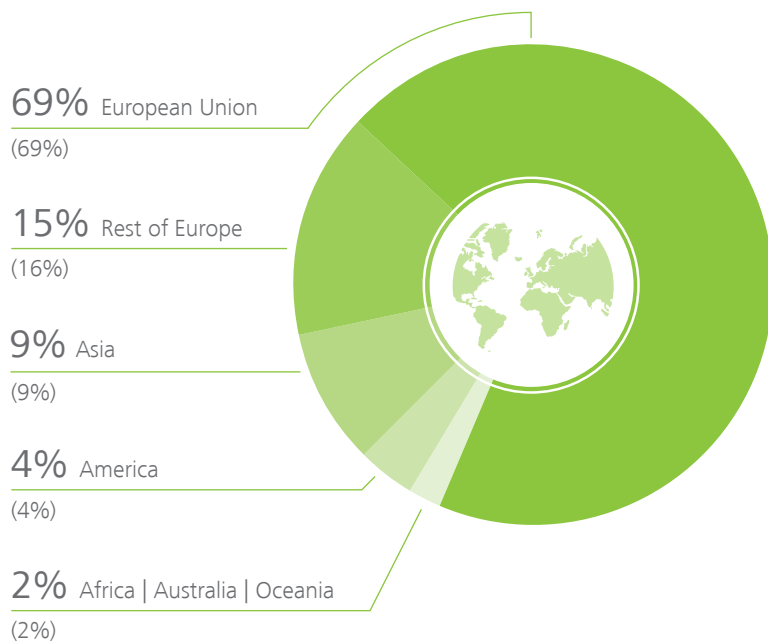
TOP 10 COUNTRIES FOR INTERNATIONAL VISITORS



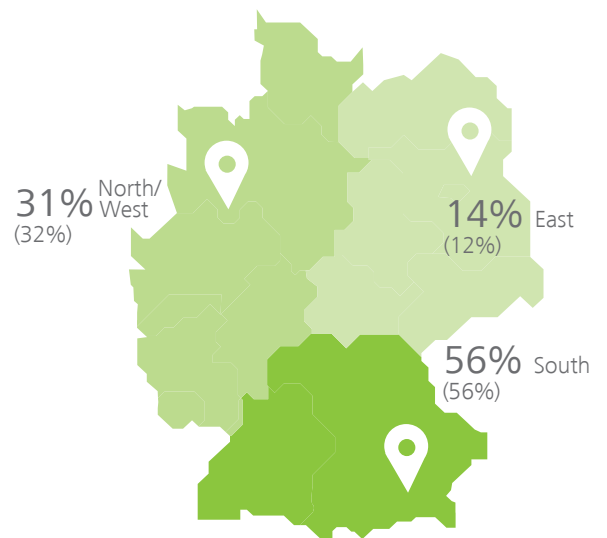
NUMBER OF COUNTRIES:

122
(121)

STRUCTURE OF INTERNATIONAL VISITORS



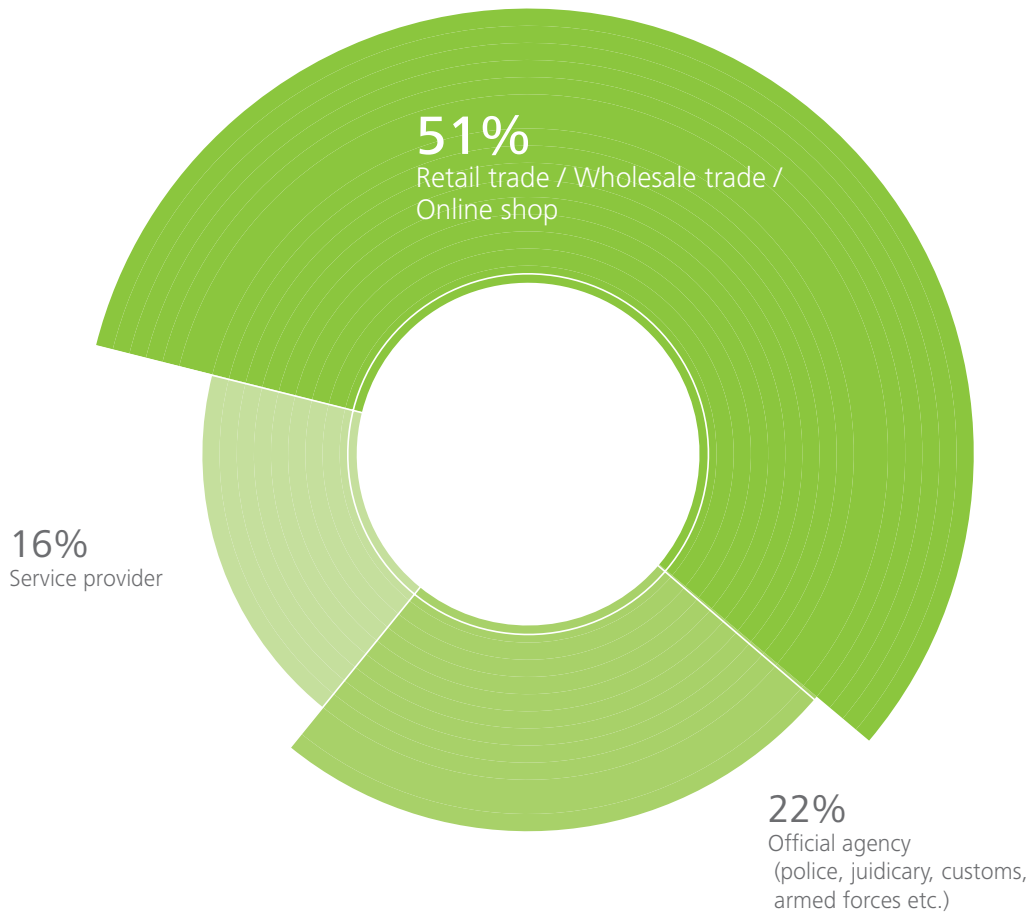
STRUCTURE OF GERMAN VISITORS



4. VISITOR SURVEY

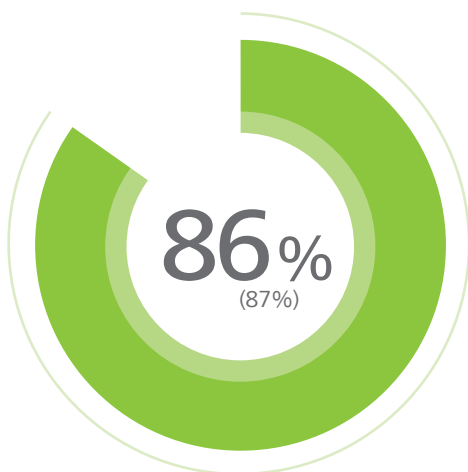
4.1 VISITORS' BRANCHES*

(Extract)



4.2 DECISION-MAKERS

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

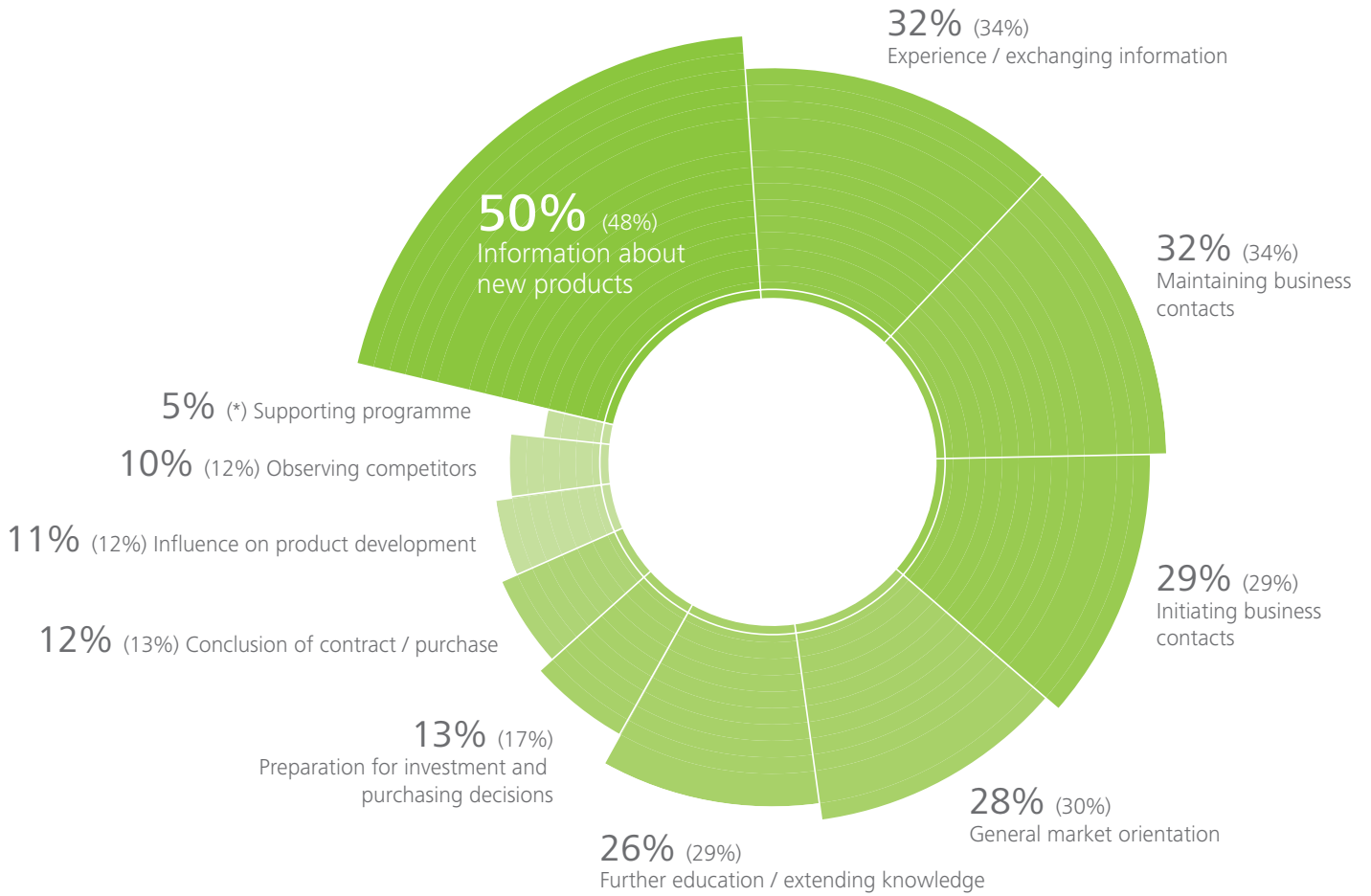


of the visitors are ...

involved in purchasing decisions in their company.

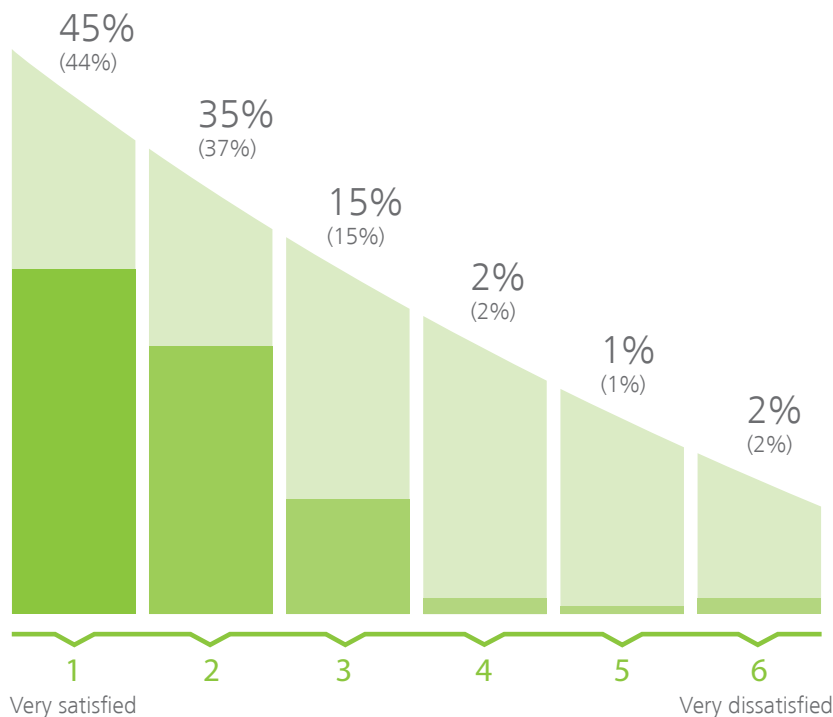
4.3 MAIN REASONS FOR VISIT

What are the main reasons for your visit to IWA OutdoorClassics 2019? (Multiple answers, extract)



4.4 SATISFACTION WITH EXHIBITS

Were you satisfied with the range of products/services presented at IWA OutdoorClassics 2019?



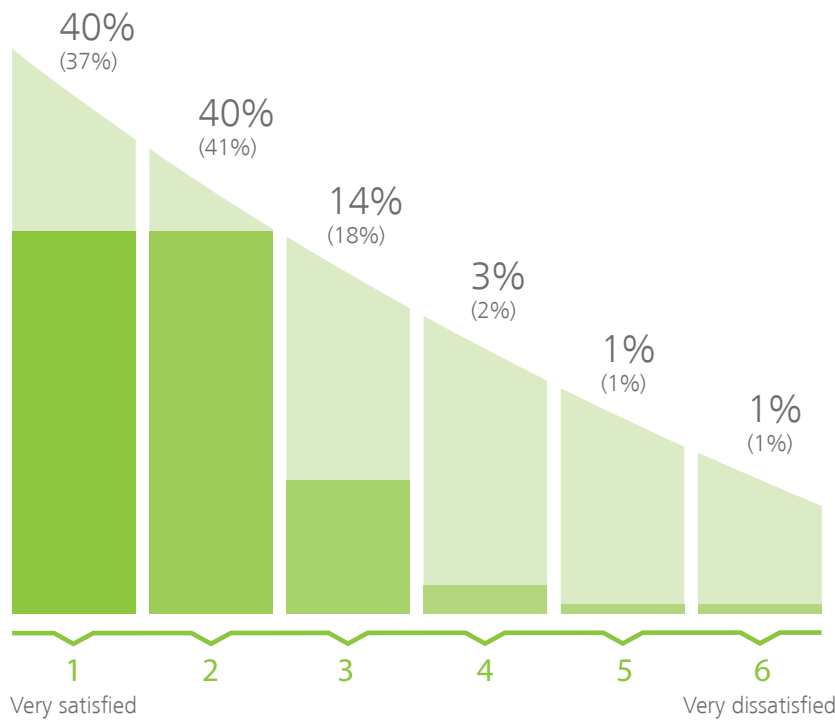
97 %

97% (98%) of the visitors were satisfied with the range of products and services presented at IWA OutdoorClassics 2019.

(Figures in brackets) = figures for previous event | Deviations from 100% possible due to rounding up | * = no comparison possible

4.5 OPPORTUNITIES FOR INFORMATION AND CONTACT

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

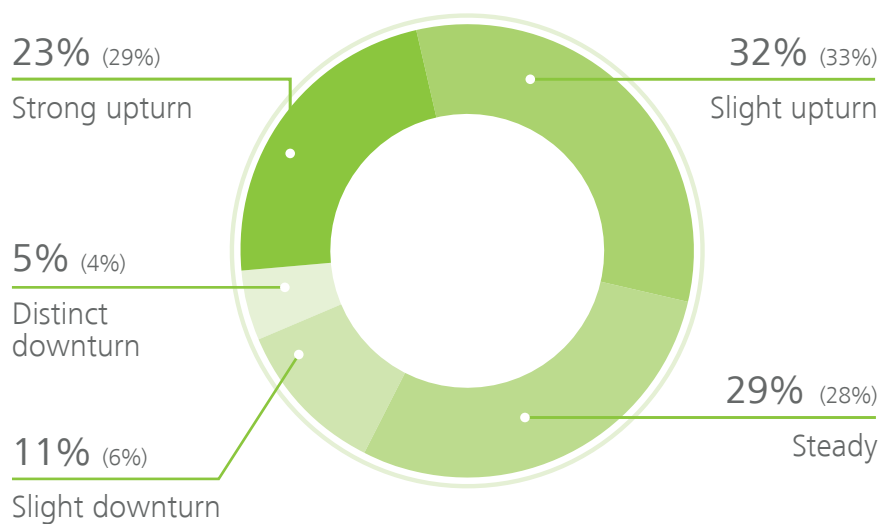


97 %

97% (98%) of the visitors were satisfied with the opportunities for obtaining information and establishing contacts at the exhibitors' stands.

4.6 ECONOMIC SITUATION IN SECTOR

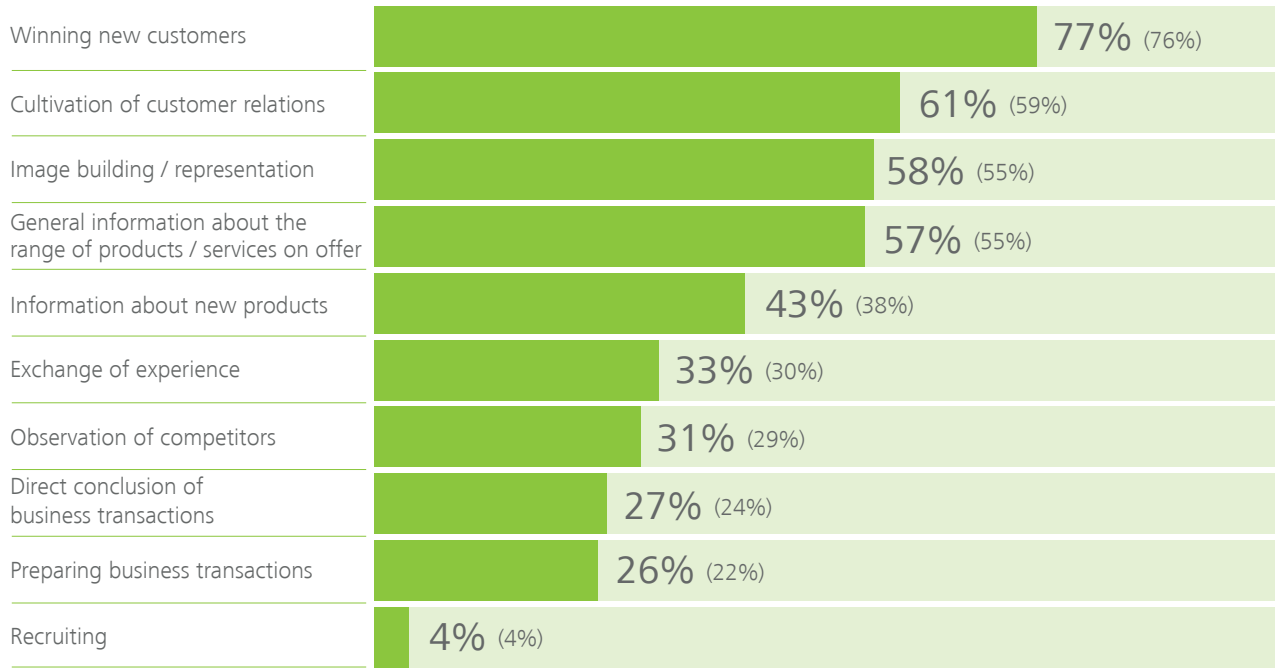
How do you rate the current economic situation in your sector?



5. EXHIBITOR SURVEY

5.1 EXHIBITORS' OBJECTIVES

What were your company's objectives for exhibiting at IWA OutdoorClassics 2019? (Multiple answers, extract)



5.2 TARGET GROUP ACCURACY

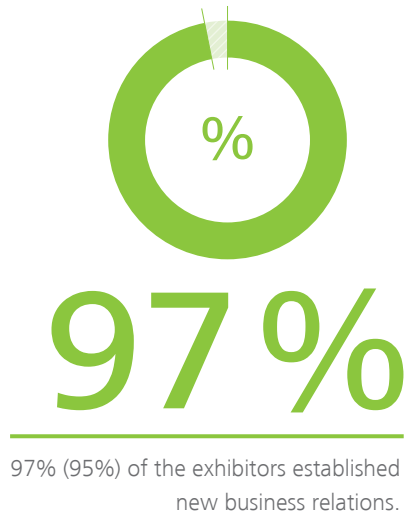
Did you reach your most important target groups at IWA OutdoorClassics 2019?



97% (96%) of the exhibitors reached their most important target groups during IWA OutdoorClassics 2019.

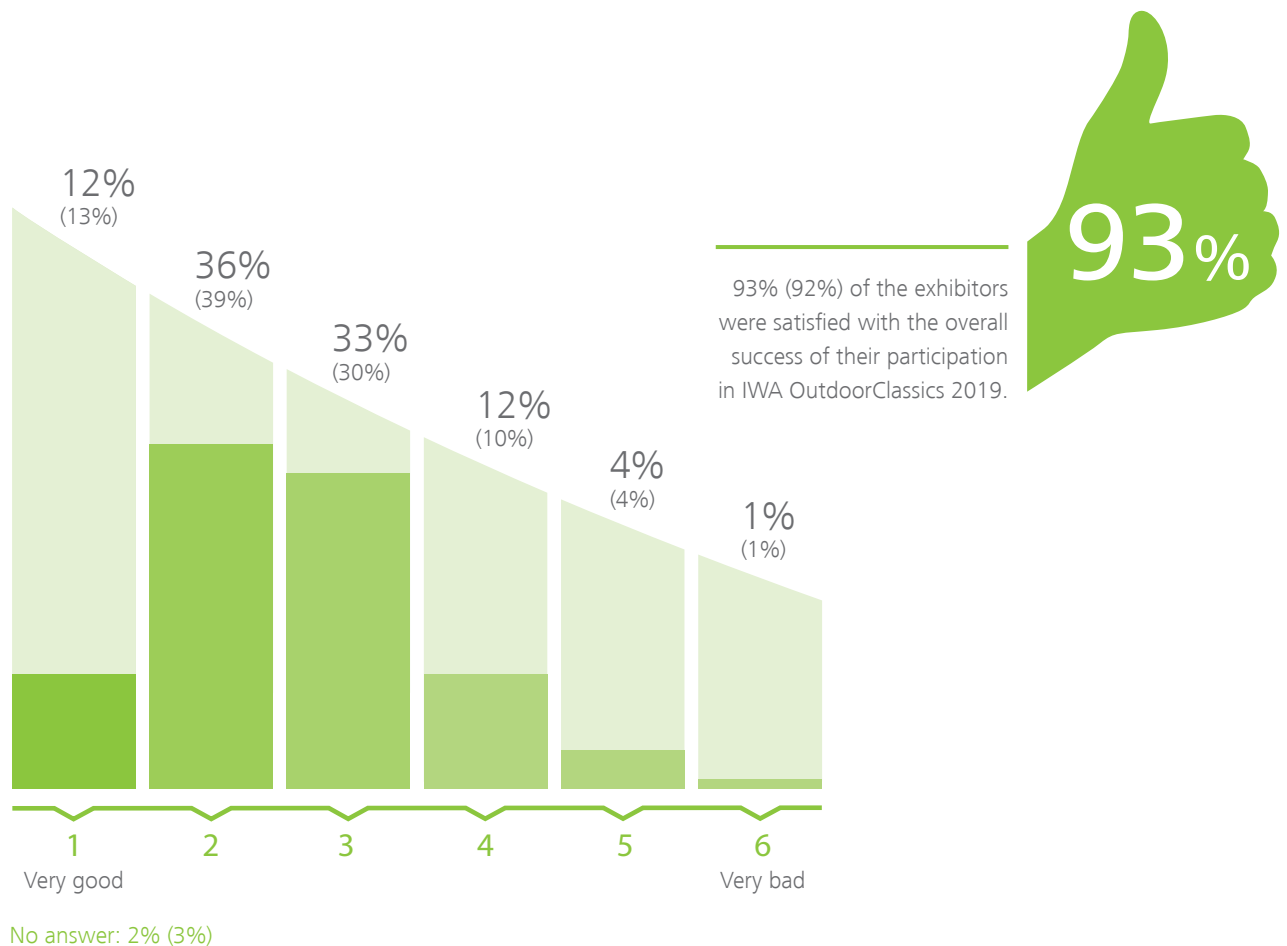
5.3 NEW BUSINESS RELATIONS

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



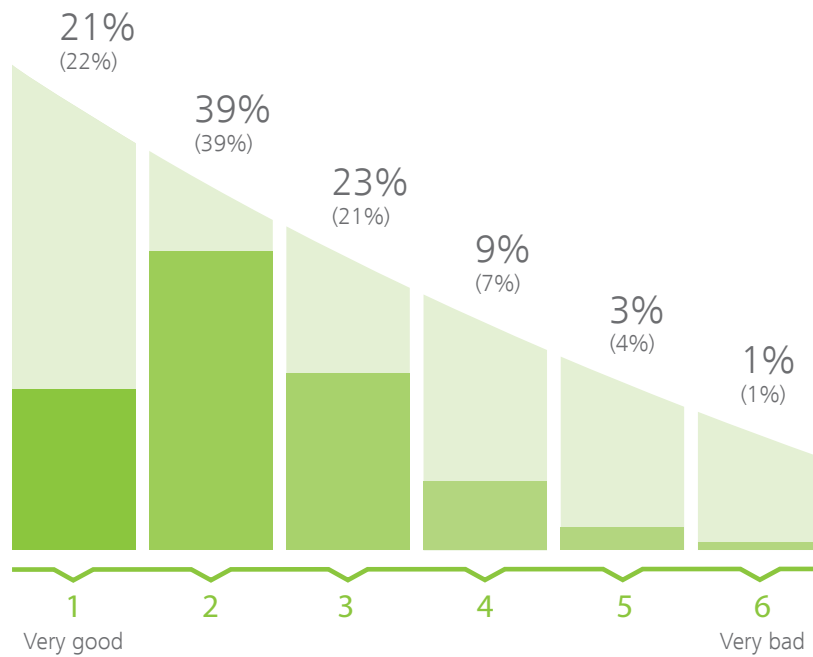
5.4 OVERALL SUCCESS

How successful do you think taking part in IWA OutdoorClassics 2019 was for your company overall?



5.5 ORGANIZATION AND SERVICE

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



92 %

92% (89%) of the exhibitors were satisfied with the organization and service.

No answer: 3% (5%)

5.6 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, T +49 9 11 86 06-0, F +49 9 11 86 06-82 28, info@nuernbergmesse.de.

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NürnbergMesse GmbH
- Market Research -
