IWA OUTDOOR CLASSICS 2019
High performance in target sports, nature activities, protecting people

SHOW REPORT 2019
### 1. STRUCTURAL DATA

<table>
<thead>
<tr>
<th></th>
<th>TOTAL</th>
<th>GERMANY</th>
<th>INTERNATIONAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibitors</td>
<td>1,619</td>
<td>305</td>
<td>1,314</td>
</tr>
<tr>
<td></td>
<td>(1,561)</td>
<td>(307)</td>
<td>(1,254)</td>
</tr>
<tr>
<td>Trade visitors</td>
<td>45,476</td>
<td>17,529</td>
<td>27,947</td>
</tr>
<tr>
<td></td>
<td>(46,562)</td>
<td>(17,714)</td>
<td>(28,848)</td>
</tr>
<tr>
<td>Total exhibition space (in m²)</td>
<td>104,300</td>
<td>104,300</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td>(105,300)</td>
<td>(105,300)</td>
<td>(-)</td>
</tr>
<tr>
<td>Exhibitor stand space (in m²)</td>
<td>58,177</td>
<td>16,091</td>
<td>42,086</td>
</tr>
<tr>
<td></td>
<td>(56,664)</td>
<td>(16,243)</td>
<td>(40,421)</td>
</tr>
<tr>
<td>Special shows (in m²)</td>
<td>2,155</td>
<td>2,155</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td>(1,815)</td>
<td>(1,815)</td>
<td>(-)</td>
</tr>
</tbody>
</table>

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

### 2. MEDIA

- 1,187 accredited journalists from 37 countries
- 434,459 visits and 2,530,502 page impressions from 141 countries at www.iwa.info from 13.03.2018 to 11.03.2019

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3. VISITOR REGISTRATION

3.1 ORIGIN OF VISITORS

NUMBER OF COUNTRIES: 122 (121)

STRUCTURE OF INTERNATIONAL VISITORS

- 69% European Union (69%)
- 15% Rest of Europe (16%)
- 9% Asia (9%)
- 4% America (4%)
- 2% Africa | Australia | Oceania (2%)

STRUCTURE OF GERMAN VISITORS

- 31% North/West (32%)
- 14% East (12%)
- 56% South (56%)

TOP 10 COUNTRIES FOR INTERNATIONAL VISITORS

1. Czechia
2. Austria
3. Italy
4. France
5. Poland
6. Switzerland
7. Belgium
8. Great Britain / Northern Ireland
9. The Netherlands
10. Russian Federation

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4. VISITOR SURVEY

4.1 VISITORS’ BRANCHES*

- 51% Retail trade / Wholesale trade / Online shop
- 22% Official agency (police, judiciary, customs, armed forces etc.)
- 16% Service provider

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4.2 DECISION-MAKERS

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

86% (87%) 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)

- 50% (48%) Information about new products
- 32% (34%) Experience / exchanging information
- 32% (34%) Maintaining business contacts
- 29% (29%) Initiating business contacts
- 26% (29%) General market orientation
- 28% (30%) Further education / extending knowledge
- 13% (17%) Preparation for investment and purchasing decisions
- 12% (13%) Conclusion of contract / purchase
- 11% (12%) Influence on product development
- 10% (12%) Observing competitors
- 5% (*) Supporting programme

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

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

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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% (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?

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5. EXHIBITOR SURVEY

5.1 EXHIBITORS’ OBJECTIVES
What were your company’s objectives for exhibiting at IWA OutdoorClassics 2019? (Multiple answers, extract)

- Winning new customers: 77% (76%)
- Cultivation of customer relations: 61% (59%)
- Image building / representation: 58% (55%)
- General information about the range of products / services on offer: 57% (55%)
- Information about new products: 43% (38%)
- Exchange of experience: 33% (30%)
- Observation of competitors: 31% (29%)
- Direct conclusion of business transactions: 27% (24%)
- Preparing business transactions: 26% (22%)
- Recruiting: 4% (4%)

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.

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

97% (95%) of the exhibitors established new business relations.

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

93% (92%) of the exhibitors were satisfied with the overall success of their participation in IWA OutdoorClassics 2019.
5.5 ORGANIZATION AND SERVICE
How do you rate the organization and service provided at this fair?

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

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.

April 2019
NürnbergMesse GmbH
- Market Research -