



IWA

OUTDOOR CLASSICS 2017

High performance in target sports,
nature activities, protecting people

SHOW REPORT 2017

1. STRUCTURAL DATA

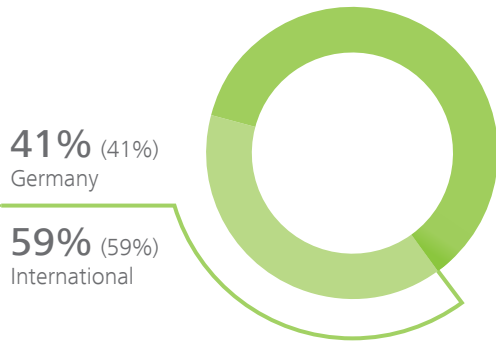
	TOTAL	GERMANY	INTERNATIONAL
Exhibitors	1,504 (1,455)	313 (312)	1,191 (1,143)
Trade visitors	49,253 (45,530)	20,407 (18,887)	28,846 (26,643)
Total exhibition space (in m ²)	102,000 (94,800)	— (—)	— (—)
Exhibitor stand space (in m ²)	54,337 (52,031)	16,515 (16,269)	37,822 (35,762)
Special shows (in m ²)	1,129 (819)	1,129 (819)	— (—)

2. MEDIA



3. VISITOR REGISTRATION

3.1 ORIGIN OF VISITORS



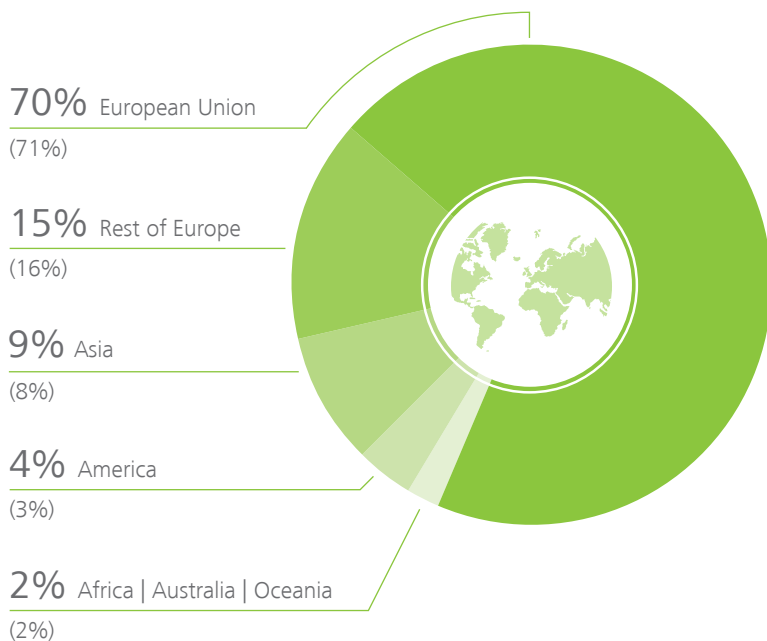
NUMBER OF COUNTRIES:

119
(114)

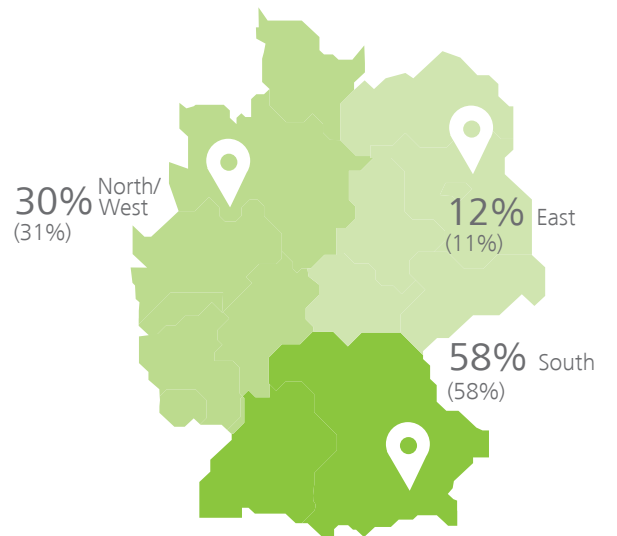
TOP 10 COUNTRIES FOR INTERNATIONAL VISITORS



STRUCTURE OF INTERNATIONAL VISITORS

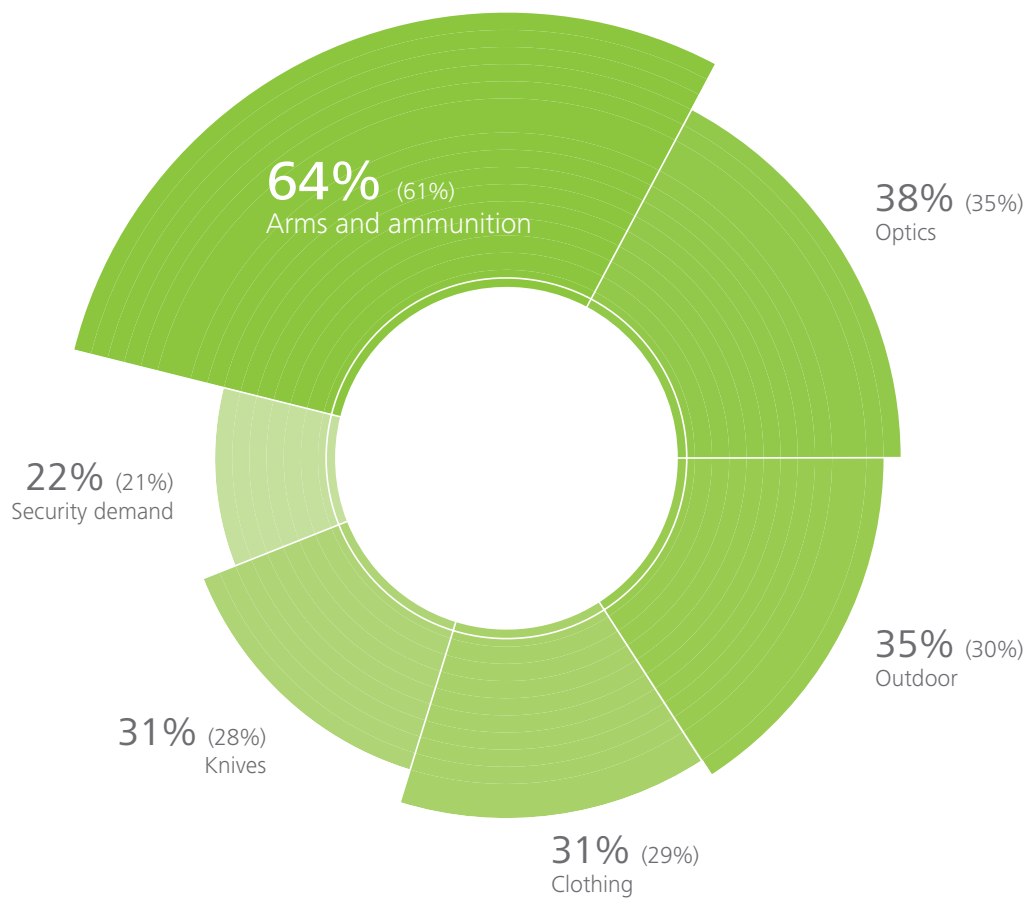


STRUCTURE OF GERMAN VISITORS



3.2 VISITORS' BRANCHES

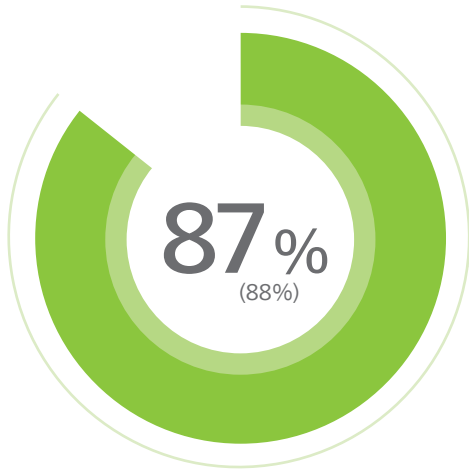
(Multiple answers, extract)



4. VISITOR SURVEY

4.1 DECISION-MAKERS

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

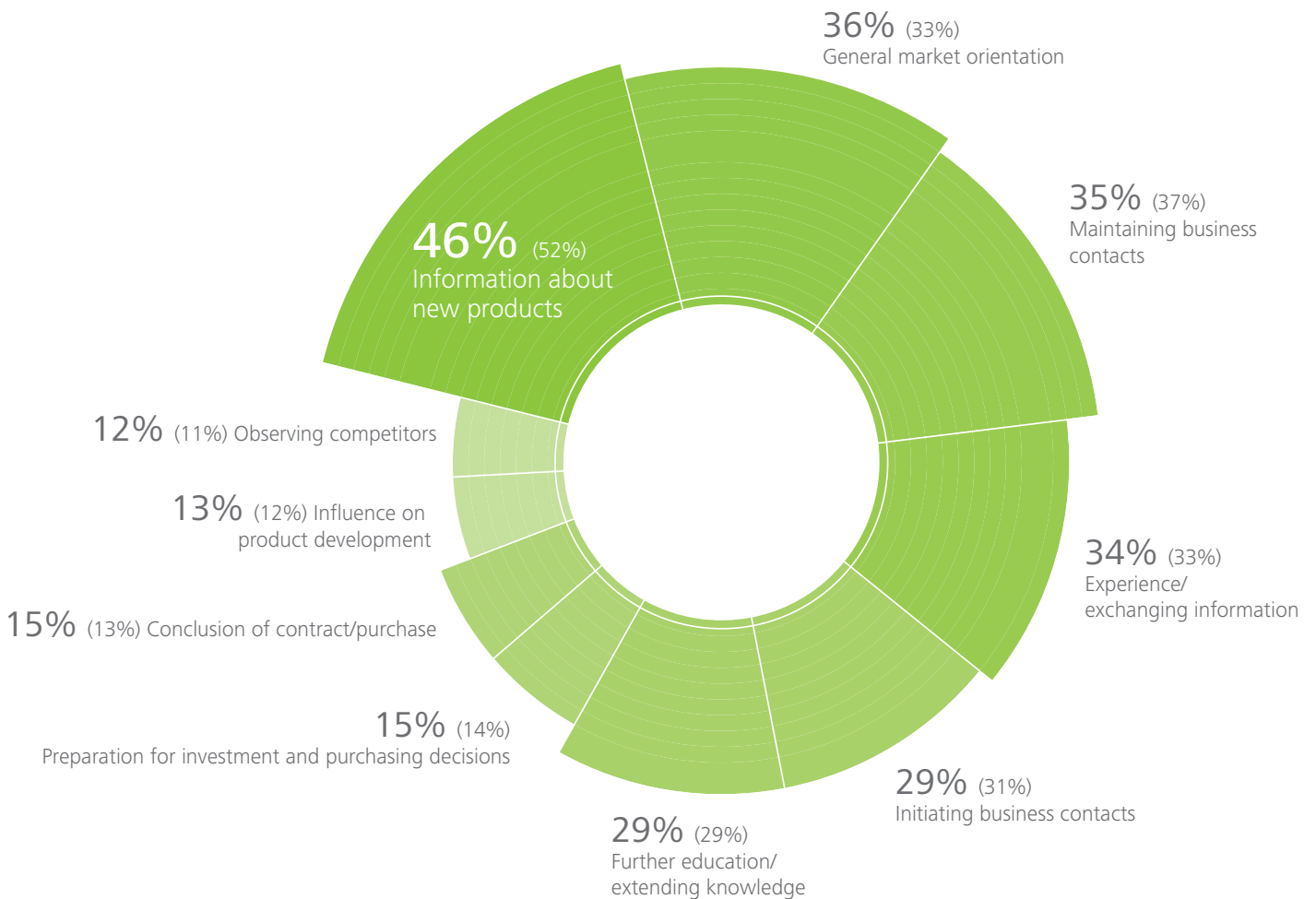


of the visitors are ...

involved in **purchasing decisions** in their company.

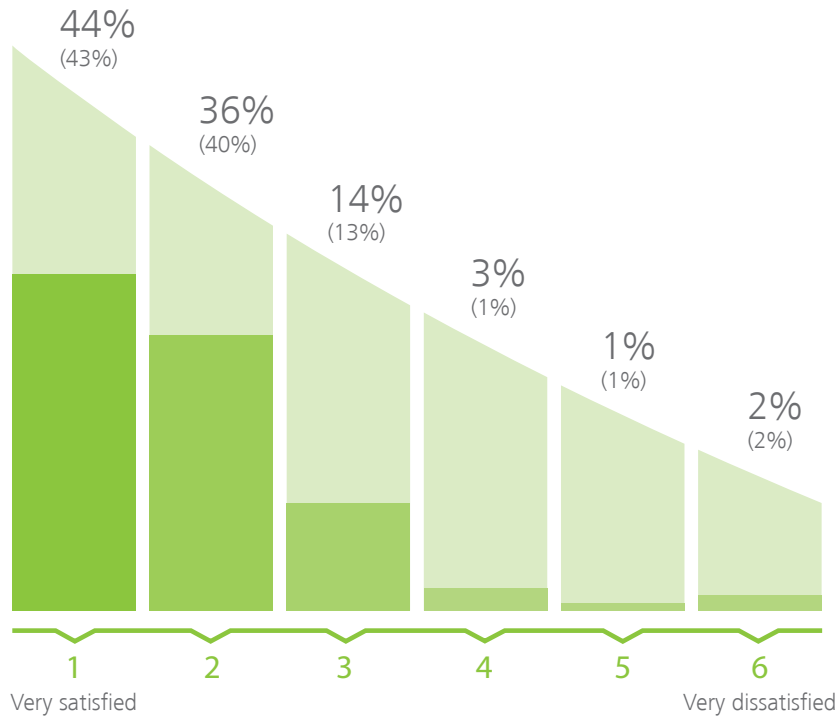
4.2 MAIN REASONS FOR VISIT

What are the main reasons for your visit to IWA OutdoorClassics 2017? (Multiple answers, extract)



4.3 SATISFACTION WITH EXHIBITS

Were you satisfied with the range of products/services presented at IWA OutdoorClassics 2017?

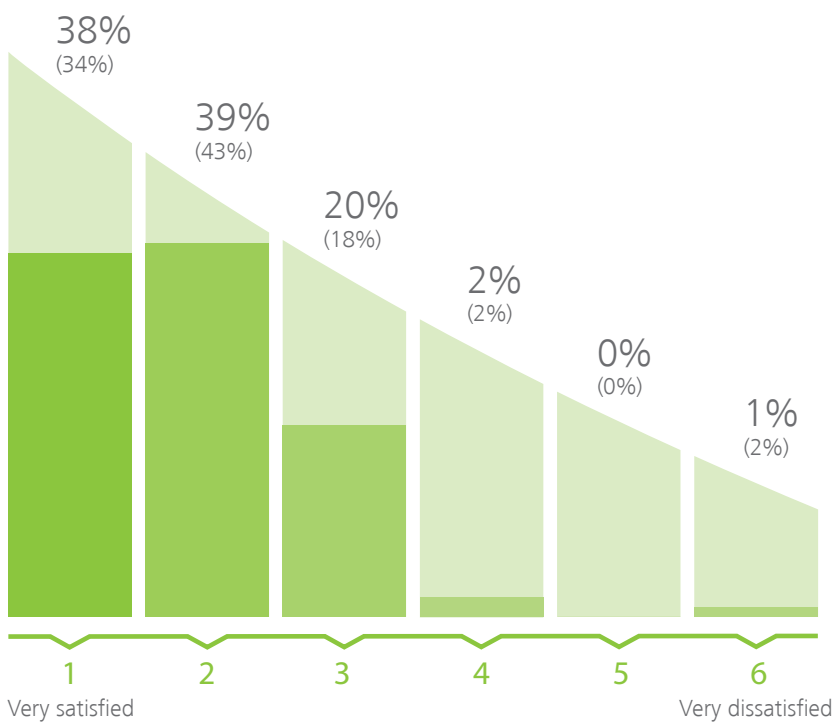


97 %

97% (97%) of the visitors were satisfied with the range of products and services presented at IWA OutdoorClassics 2017.

4.4 OPPORTUNITIES FOR INFORMATION AND CONTACT

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

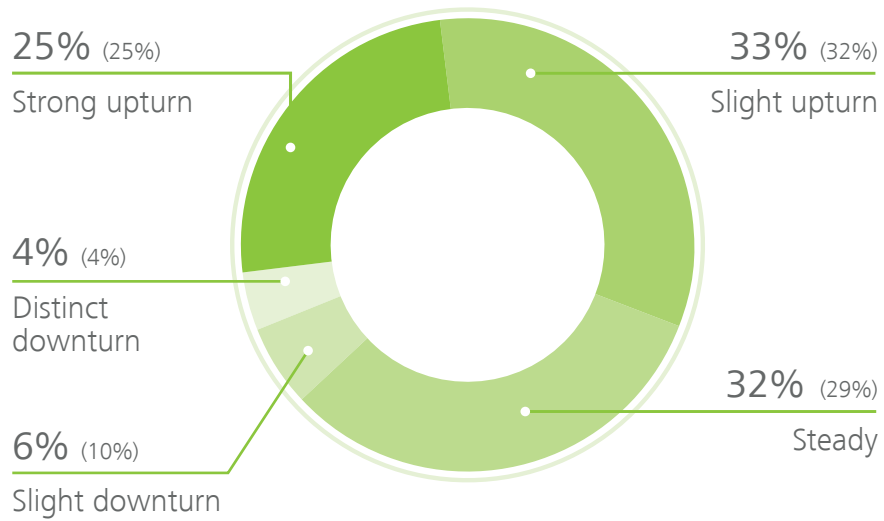


99 %

99% (97%) of the visitors were satisfied with the opportunities for obtaining information and establishing contacts at the exhibitors' stands.

4.5 ECONOMIC SITUATION IN SECTOR

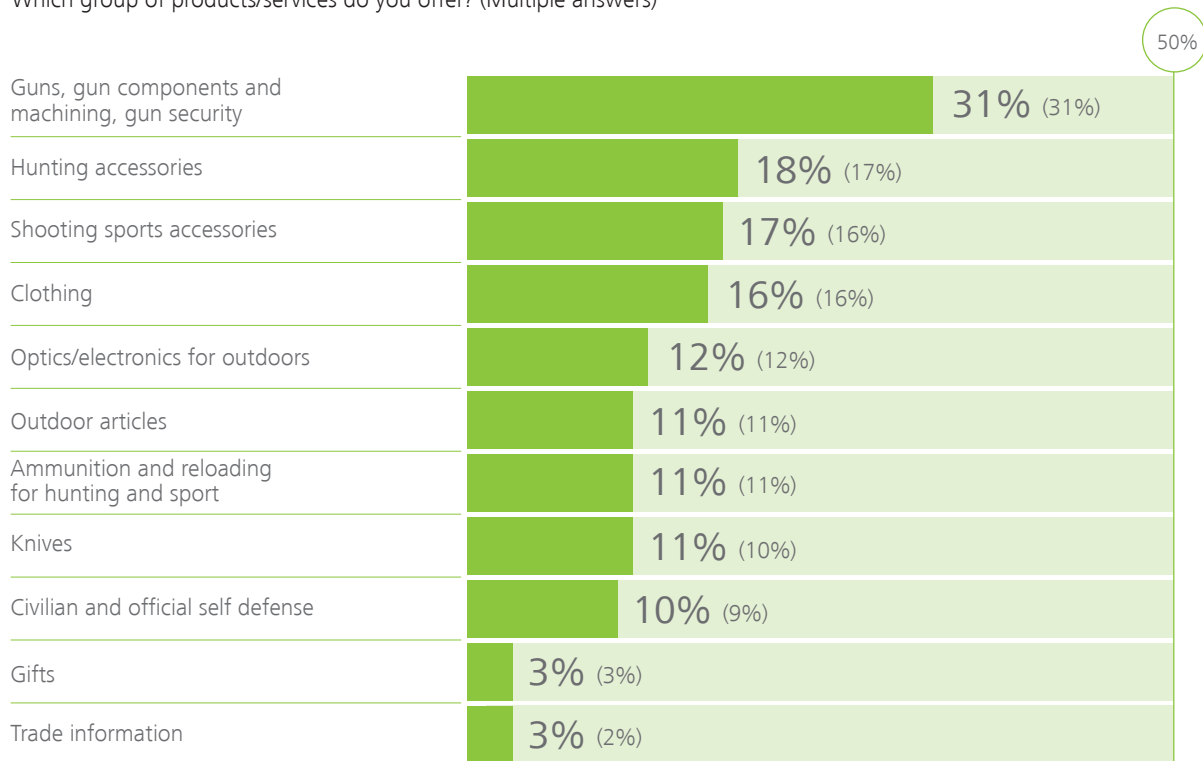
How do you rate the current economic situation in your sector?



5. EXHIBITOR SURVEY

5.1 PRODUCT GROUPS (of exhibitors)

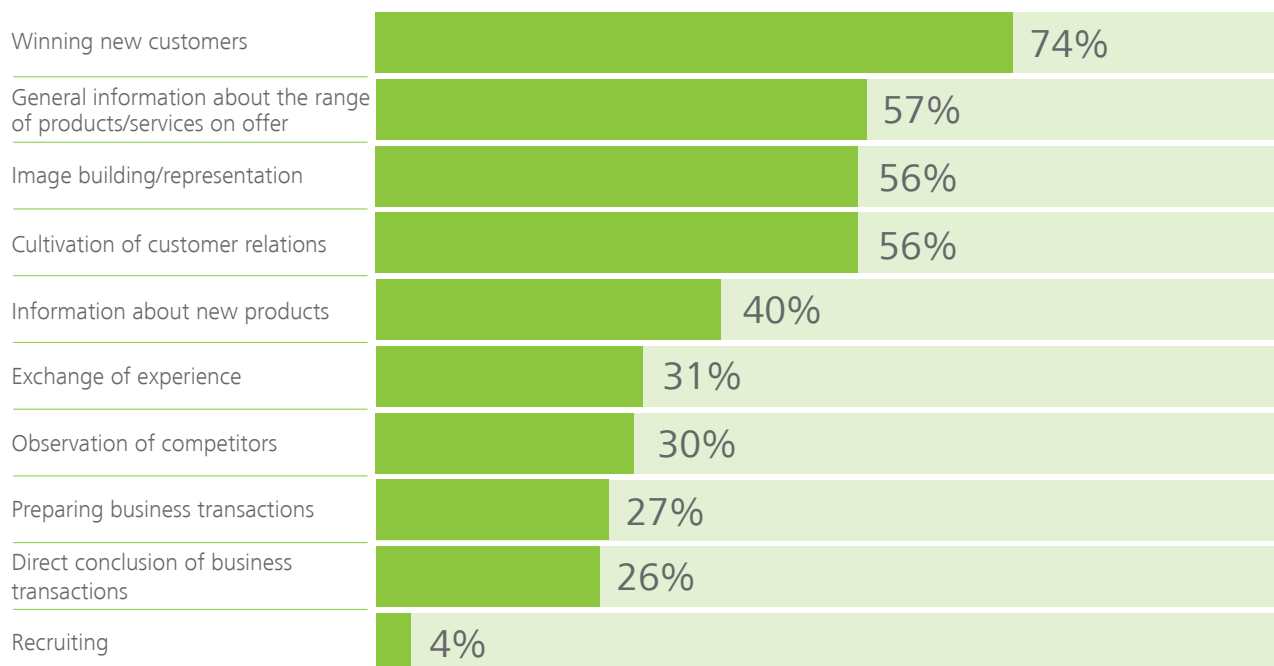
Which group of products/services do you offer? (Multiple answers)



5.2 EXHIBITORS' OBJECTIVES*

What were your company's objectives for exhibiting at IWA OutdoorClassics 2017?

(Multiple answers, extract)



5.3 TARGET GROUP ACCURACY

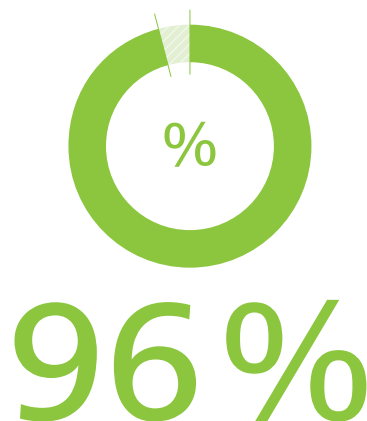
Did you reach your most important target groups at IWA OutdoorClassics 2017?



96% (97%) of the exhibitors reached their most important target groups during IWA OutdoorClassics 2017.

5.4 NEW BUSINESS RELATIONS

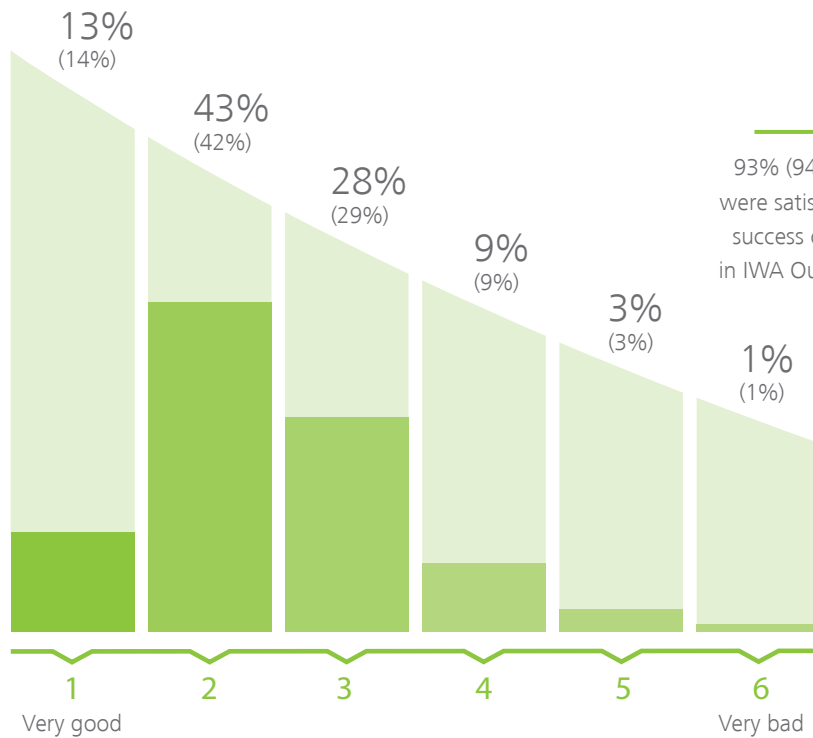
To what extent did your company make new business connections in the course of the fair?



96% (94%) of the exhibitors established new business relations.

5.5 OVERALL SUCCESS

How successful do you think taking part in IWA OutdoorClassics 2017 was for your company overall?



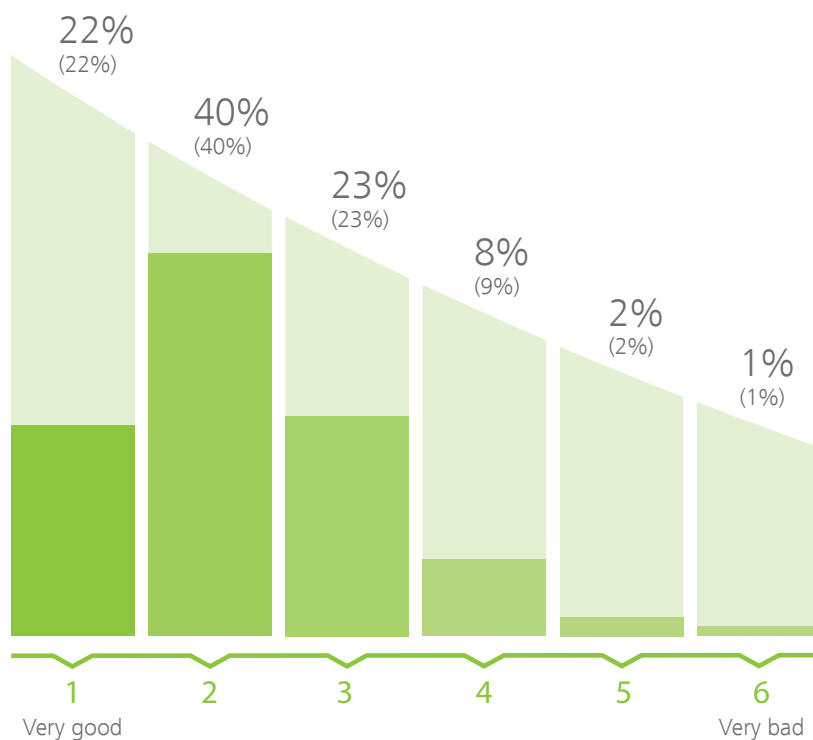
No answer: 3% (2%)



93% (94%) of the exhibitors were satisfied with the overall success of their participation in IWA OutdoorClassics 2017.

5.6 ORGANIZATION AND SERVICE

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



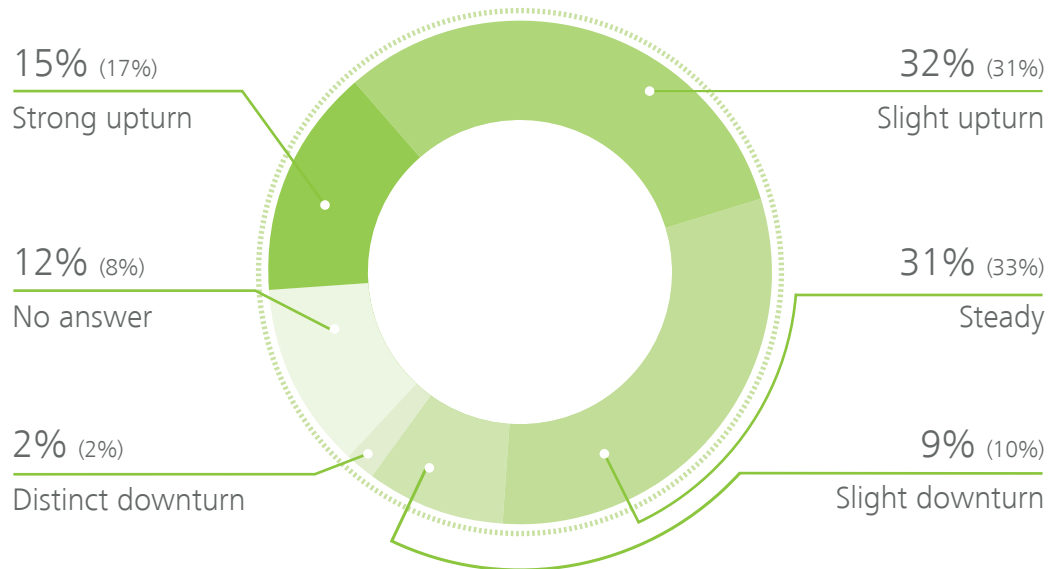
No answer: 4% (3%)

93 %

93% (94%) of the exhibitors were satisfied with the organization and service.

5.7 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 8606-0, F +49 9 11 8606-82 28, info@nuernbergmesse.de.

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NürnbergMesse GmbH
- Market Research -
