





IWA OUTDOOR CLASSICS 2022

High performance in target sports,
nature activities, protecting people

SHOW REPORT
2022

NÜRNBERG MESSE

1. STRUCTURAL DATA

	TOTAL	GERMANY 	INTERNATIONAL 
Exhibitors	854	179	675
Trade visitors	19,517	7,915	11,602
Total exhibition space (in m²)	96,700	96,700	–
Exhibitor stand space (in m²)	31,579	8,075	23,504
Special shows (in m²)	913	913	–

2. MEDIA

411

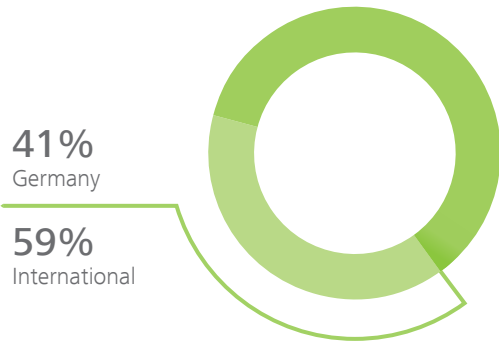
accredited media representatives from **25 countries**.

177,446

sessions from **120 countries** at www.iwa.info from 05.02.2022 to 06.03.2022.

3. VISITOR REGISTRATION

3.1 ORIGIN OF VISITORS



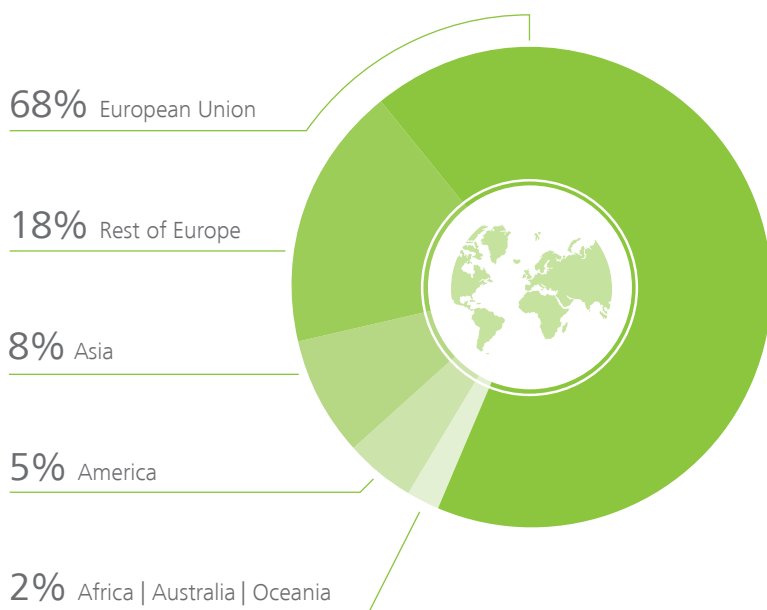
NUMBER OF COUNTRIES:

110

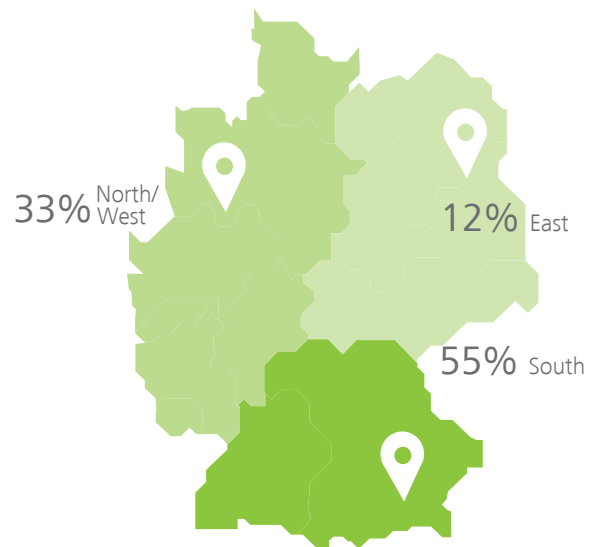
TOP 10 COUNTRIES FOR INTERNATIONAL VISITORS



STRUCTURE OF INTERNATIONAL VISITORS



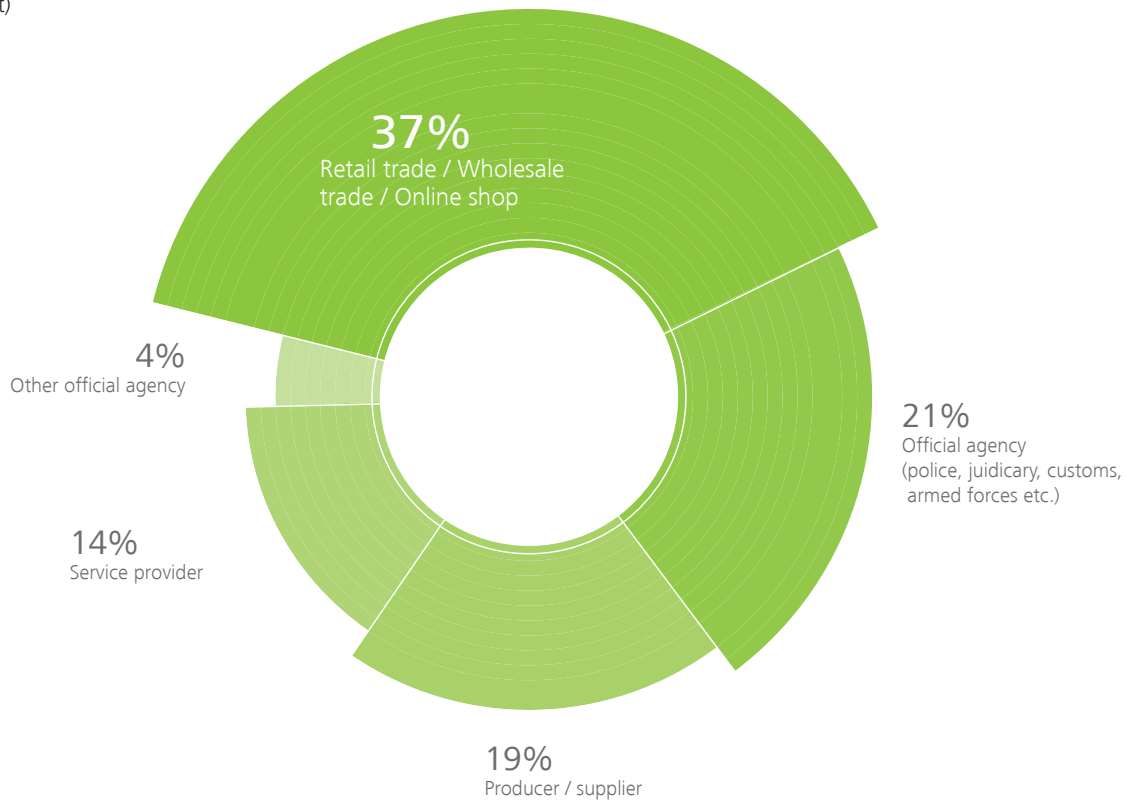
STRUCTURE OF GERMAN VISITORS



4. VISITOR SURVEY

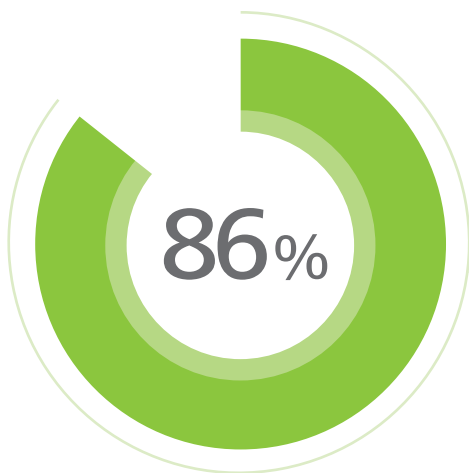
4.1 VISITOR'S BRANCHES

(extract)



4.2 DECISION-MAKERS

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

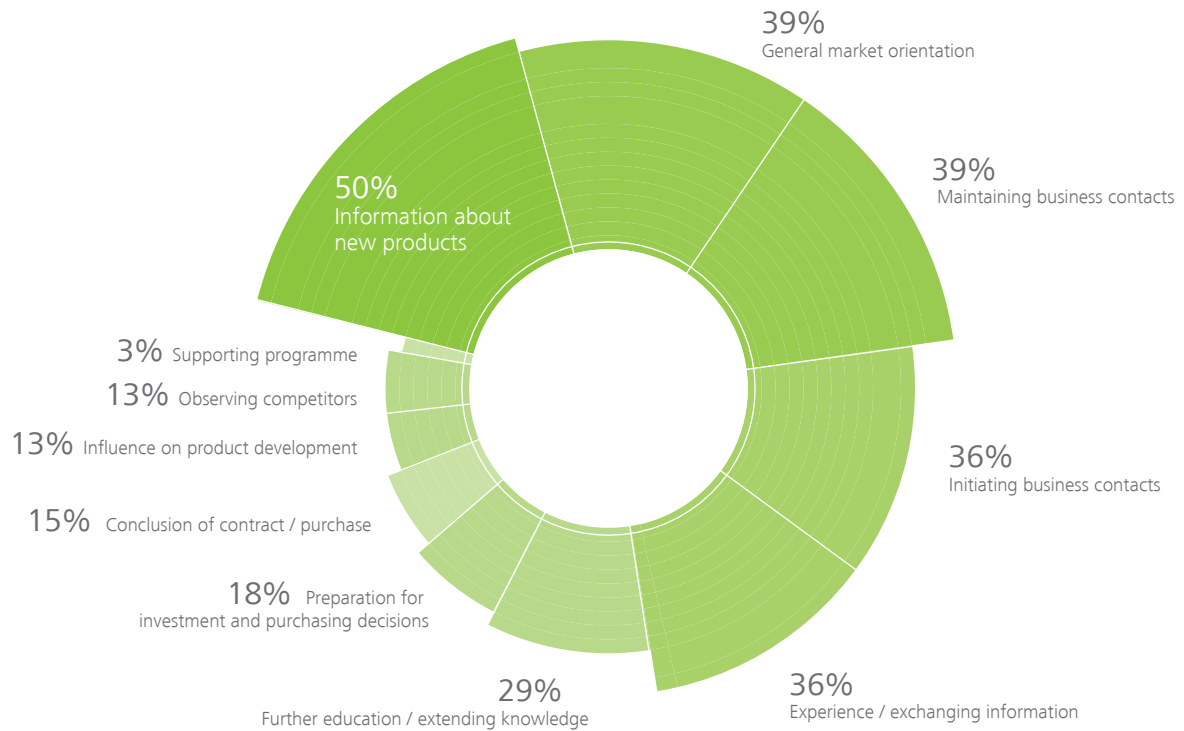


of the visitors are ...

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

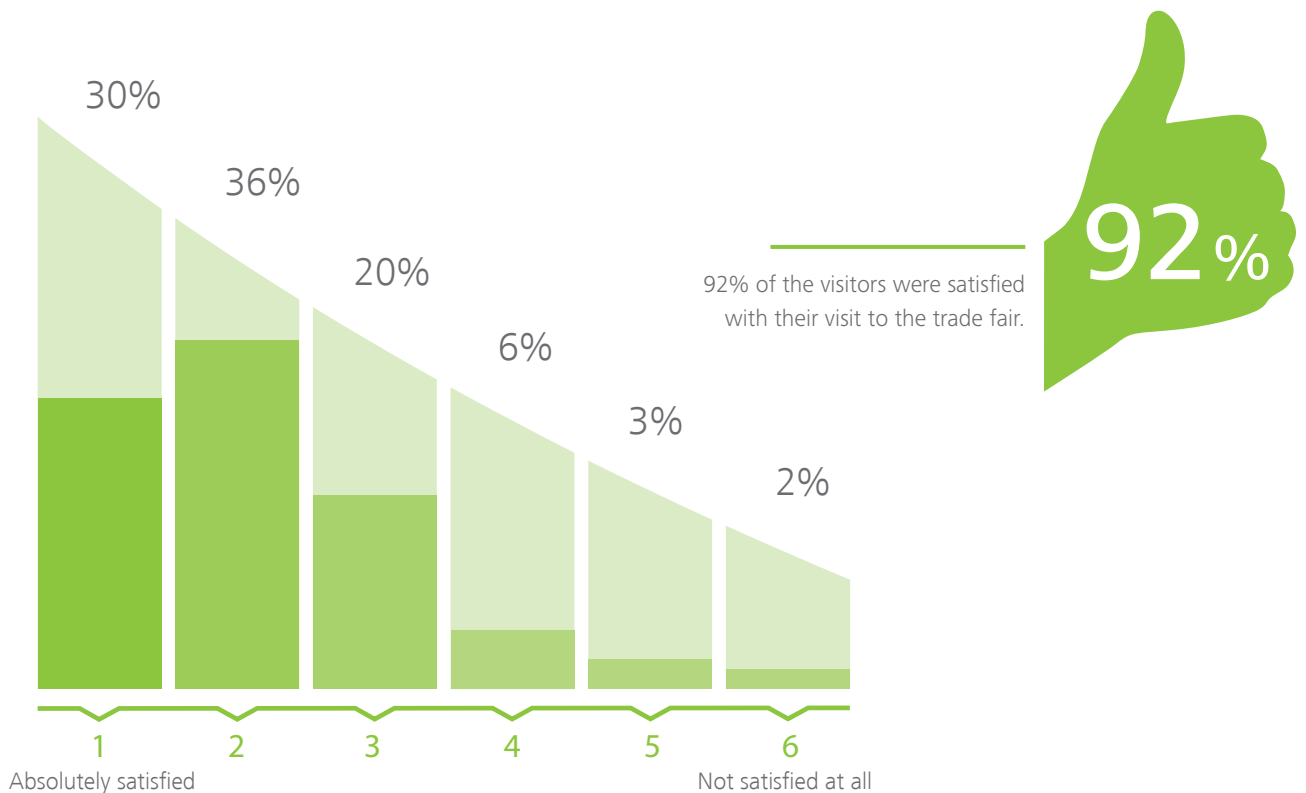
4.3 MAIN REASONS FOR VISIT

What are the main reasons for your visit to IWA OutdoorClassics 2022? (Multiple answers, extract)



4.4 OVERALL SATISFACTION

How satisfied are you overall with your visit to IWA OutdoorClassics so far?

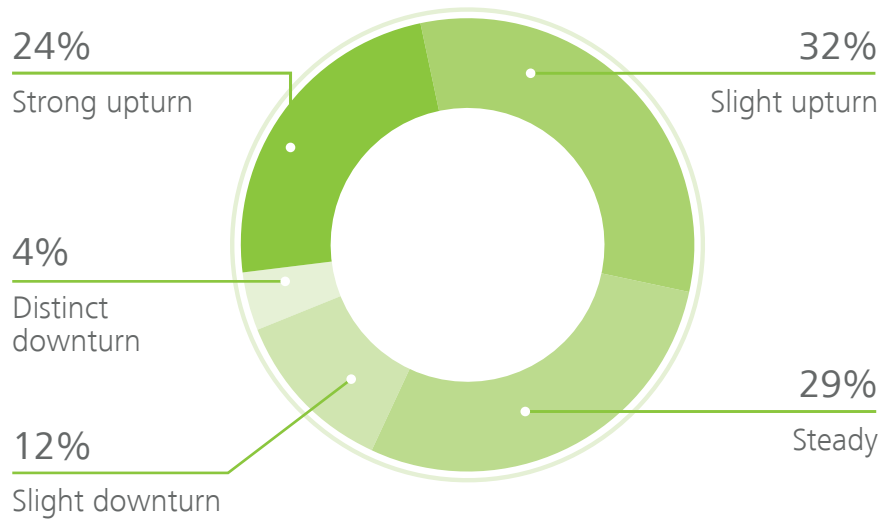


No answer: 3%

Deviations from 100% possible due to rounding up

4.5 ECONOMIC SITUATION IN SECTOR

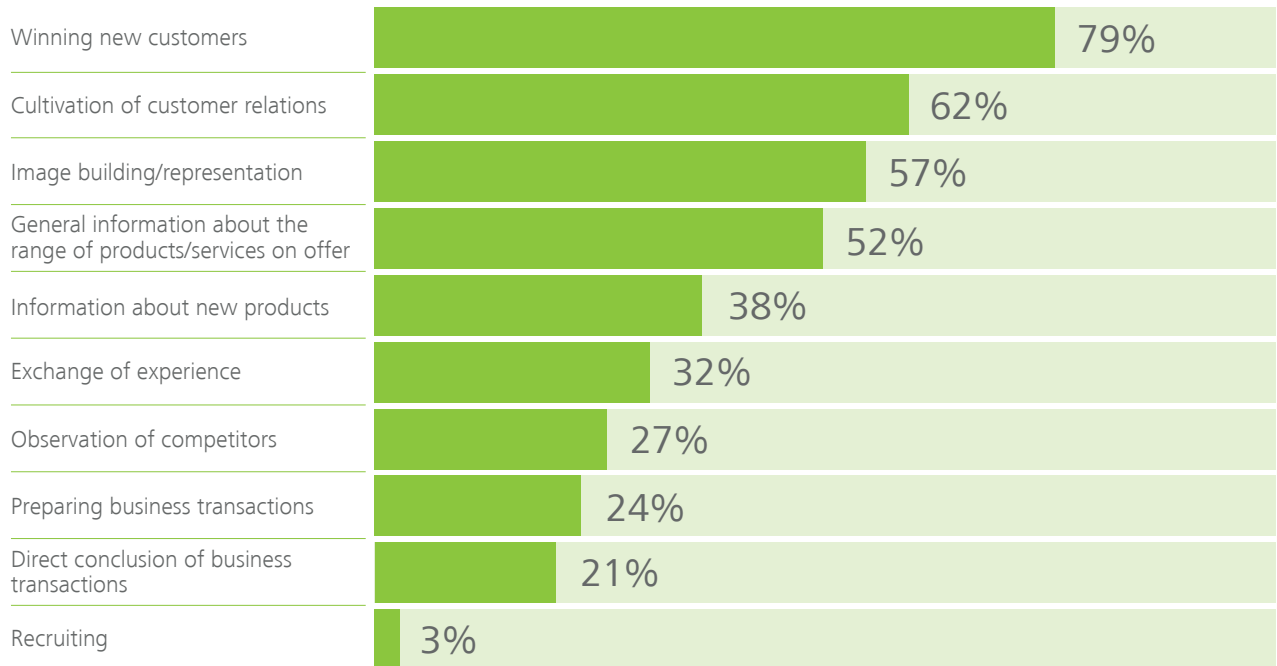
How do you rate the current economic situation in your sector?



5. EXHIBITOR SURVEY

5.1 EXHIBITORS' OBJECTIVES

What were your company's objectives for exhibiting at IWA OutdoorClassics 2022? (Multiple answers, extract)



5.2 TARGET GROUP ACCURACY

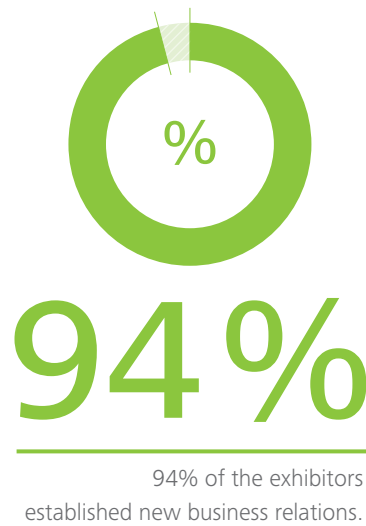
Did you reach your most important target groups at IWA OutdoorClassics 2022?



91% of the exhibitors reached their most important target groups during IWA OutdoorClassics 2022.

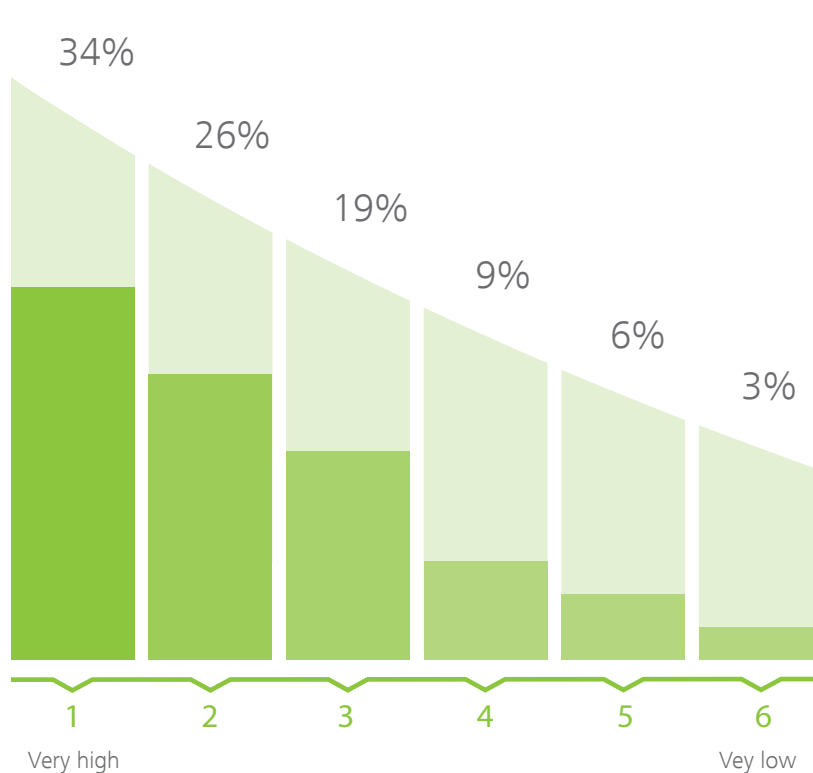
5.3 NEW BUSINESS RELATIONS

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



5.4 RE-PARTICIPATION

How high is your company's willingness to take part in the IWA OutdoorClassics in future too?



88 %

88% of exhibitors show willingness to participate in IWA OutdoorClassics again in the future

No answer: 4%

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, Business Analytics & Strategy, T +49 9 11 86 06-0, F +49 9 11 86 06-82 28, info@nuernbergmesse.de.

April 2022
NürnbergMesse GmbH
- Business Analytics & Strategy -
