

Sportfiske Mässan®



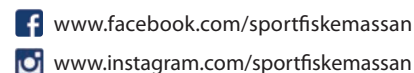
Photo: Mathias Jansson

The Sport Fishing Show 15-17 March 2024 at Elmia in Jönköping

Samarbetspartners



www.sportfiskemassan.se



Welcome to the 2024 Sport Fishing Show at Elmia in Jönköping!

The Sport Fishing Show is Sweden's biggest meeting-place for pleasure anglers, and also kicks off the new fishing season. The show is expanding, and interest in sport fishing goes on growing. The 2023 event was visited by 19,600 enthusiasts at Elmia in Jönköping.

More and more Swedes are getting into angling, and the sport is attracting enthusiasts of all ages – from beginners to pros, young and old alike. Around 2 million people go fishing at least once a year.

Of these, almost 600,000 are children and young people up to age 16. It's clear that these days it's quite trendy to be into fishing. It's also evident that more young people are starting to fish again. The industry is worth about SEK 6 billion a year – that's over EUR 600 million.

The Sport Fishing Show is where you can promote your company, make contacts and do business!

- Our average visitor spends over 5 hours at the fair
- 93 % buy something at the Sport Fishing Show
- Total sales at the Sport Fishing Show: over SEK 30 million

[See the video from the 2023 show](#)

[See the video ahead of the 2024 show](#)



Photo: Runby Media



Photo: Mathias Jansson

”

The Sport Fishing Show is the obvious start to the fishing season. The fair weekend is the best opportunity of the year to meet people interested in fishing, listen to the latest talk, spread our messages and recruit new members.

Andreas Ollinen, Sportfiskarna



Photo: Runby Media



Sweden's biggest exhibition for angling casts off in Jönköping!

Something for everyone, of all ages

Over the three days of the show, there are all kinds of different attractive events for all the family. There are demonstrations in the aquarium, lure pool and casting areas, an angling school, courses in different techniques, talks, films, fishing simulators, competitions, a children's angling school and fly tying.

Large activity areas at the show

These include the Special Angling Plaza, Community Street, Kayak Fishing Plaza, Bait Building Street, Trolling Plaza, Coarse Fishing Plaza, Fly Tying Street, Crafts Street, Youth Street and beginners courses in fly fishing for both men and women. You are always welcome to contact us if you would like to arrange an activity at the show!

Prizes for best stand

At the Sport Fishing Show, there are Best Stand prizes in several categories: Supplier, Retailer, Association/ Organisation, Boat/Accessories and Experience. The Best Stands are announced at the show, and the winners in each category are awarded a trophy during the Show Party on the Saturday evening.

Success again, this time at Stockholmsmässan!

The latest Sport Fishing Show was held in Stockholm and attracted 19,600 visitors, which was a new record!



”

This year's Sport Fishing Show was undoubtedly the best yet! The visitor record was broken by 20 %! Already looking forward to breaking the new record in Jönköping next year! Hurry up and book your stand now!

Andreas Lundberg, LOOP



A total of 19,600 enthusiasts visited the Sport Fishing Show 2023 at Stockholmsmässan – an increase of 20 %!



We do the marketing – you reach out

The Sport Fishing Show focuses on a broad media mix comprising social media, all the major angling magazines and websites, print, online and radio. The show will also be promoted via our business partners' channels. This is why exhibiting at the Sport Fishing Show is perfect for you – it's the biggest angling show in Sweden. The Sport Fishing Show is a touring national show that's attracting more and more visitors from across Sweden. The event brings people together with a shared interest in seeing new developments, trying out activities, taking part in competitions, checking out boats and booking fishing trips. The show has strong business partners in the shape of companies, organisations and schools. The Sport Fishing Show also aims to increase interest in angling and promote fish conservation.

Sport fishing in Sweden – facts & figures

- Around 2.1 million Swedes fish every year, as well as around 800,000 tourists when they visit Sweden.
- The number of fishing days in 2021 amounted to around 12.4 million, of which 6.9 million from boat.
- Recreational fishing's total expenditure on consumables, fishing licences, travel, fishing guides, food and accommodation in 2021 amounted to approximately SEK 5.6 billion.
- Expenditures for larger purchases, for example boats or more expensive equipment, are estimated at SEK 9.7 billion.
- The total expenses in 2021 amounted to approximately SEK 15.3 billion.
- The total catch in pleasure angling is estimated at around 18,000 tonnes a year. About 10,600 tonnes are caught in lakes and watercourses, and about 7,700 tonnes along the coasts and in the sea.

So pleasure angling in Sweden is extensive and of great importance both to outdoor life and the social economy, especially in rural areas.



Book your stand today and secure yourself a great spot at the show!



Photo: Mathias Jansson



Photo: Runby Media

”

The Sport Fishing Show is the highlight of the year for both exhibitors and visitors. An opportunity to meet, socialize and make contacts, shop and see news that are unique in Sweden.

Jano Olsson, Fisheco

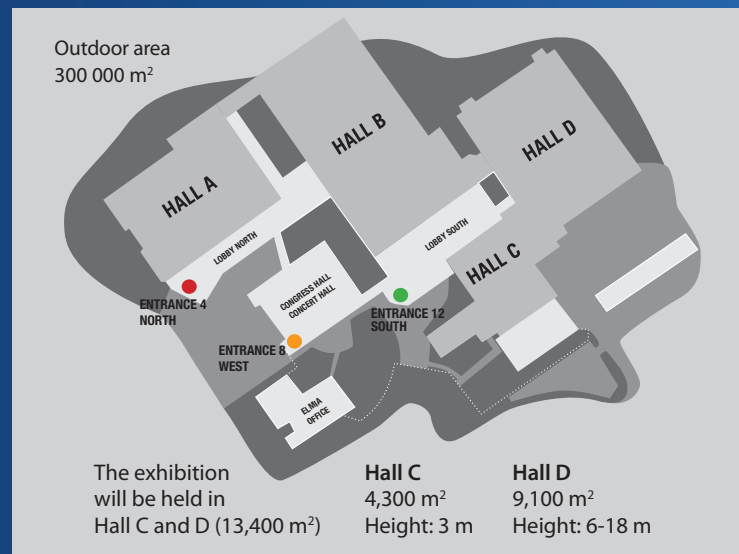


Photo: Philip Truong

Three days packed with activities!

” *This sport fishing event of the year with enormous pulse and speed. Fun and intense days where the opportunity is given to show off to the broad masses. It is always just as fun to meet your customers, suppliers and industry colleagues during these fast-paced and busy days.*

Jakob Hanc, Jiggar.nu



Elmia

As a meeting-place, Elmia enjoys a powerful position – at the heart of the Nordic region where people and companies either have or are looking for new ideas, products and services. We are not happy just to keep ourselves updated on everything that's happening in your industry. We also want to inspire, stimulate and drive development.

By car

From the north – Follow the E4 motorway from Stockholm. After Huskvarna, take the first exit for Elmia (exit 99). Follow the signs for Elmia.

From the south – Follow the E4 motorway towards Stockholm. The Ekhagsmotet junction (exit 98) is signposted Elmia, follow the signs.

From the west – Follow Route 40 to Jönköping and continue on the E4 motorway towards Stockholm. The Ekhagsmotet junction (exit 98) is signposted Elmia, follow the signs.

From the east – From Route 31, follow the signs from the Ekhagsmotet junction to Elmia.

For bookings and information

Agneta Brunell, Project Manager
agneta.brunell@easyfairs.com
Phone: +46 (0)708-27 70 43

Anna Norrman, Sales Executive
anna.norrman@easyfairs.com
Phone: +46 (0)8-506 650 03

www.sportfiskemassan.se

Sportfiskemässan 2024

Date: 15-17 mars
Venue: Elmia - Jönköping
Address: Mässvägen 12
554 54 Jönköping

Prices 2024

Registration fee	SEK 4900
Wholesalers & angling tourism companies	SEK 1300 kr/m ²
Retailers	SEK 1350 kr/m ²
Boat exhibitors	SEK 1100 kr/m ²
Associations/organisations/schools	SEK 1100 kr/m ²