



**14-16 march 2025 at Stockholmsmässan**

Samarbetspartners



[www.sportfiskemassan.se](http://www.sportfiskemassan.se)

 [www.facebook.com/sportfiskemassan](https://www.facebook.com/sportfiskemassan)

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## Welcome to the 2025 Sportfishing Fair at the Stockholm Fair!

Sportfiskemässan is Sweden's largest meeting place for everyone anglers and at the same time the start of the new fishing season. The fair is growing and the interest in sport fishing is only increasing.

At our last fair in 2024, we broke a new record at the Elmia fair in Jönköping - 16,487 enthusiasts visited us.

In 2023, at the Stockholm Fair, we also struck visitor record on the whole – 19,604 visitors.

Sport fishing engages and attracts more and more Swedes enthusiasts of all ages. The range moves between beginners and professionals, young and old. Around 2 million practice sport fishing at some point each year.

Of these, close to 600,000 are children and young people up to 16 years of age. You can clearly see today that it is more trendy to be an angler. You can also clearly notice that more young people are starting to fish again. The industry has a turnover of approximately SEK 6 billion per year.

At the Sportfiskemässan you profile your company, make connections contacts and do business!

- Our average visitor spends over 5 hours at the fair
- 93% buy something at the Sportfishing Fair
- Total sales at the Sportfishing Fair are over SEK 30 million



Foto: Johan Pettersson



Foto: Johan Pettersson

”As a member of the Swedish Sportfishing Trade, Guideline has been involved in and exhibited at the Sportfishing Fair for the past 15 years. Over the years, the fair has grown as interest in sportfishing has increased and today is considered perhaps the best and most well-organized fair in Europe. The fair has always been an important meeting place for both the industry and consumers”

Håkan Norling, Guidelineflyfish



Foto: Philip Tuong

# Sweden's largest trade fair for sport fishing!

### Something for everyone - regardless of age

During the fair's three days, many different crowd-pulling activities are arranged for everyone in the family. The fair offers shows in the aquarium, the tow pool and on casting lanes, sport fishing school, courses in various techniques, lectures, film shows, fishing simulators, competitions, children's fishing school and fly tying.

### Large activity square at the fair

For example, Specialfisketorg, Betesbyggargata, Metetorg, Flugbindargata, Hantverksgata, Isfisketorget, Fiskeguidesgatan and beginner courses in fly fishing for both boys and girls. Feel very welcome to contact us if you wish organize an activity at the fair!

### The fair's best stand is awarded

At the Sportfishing Fair, prizes are awarded to this year's "Best Stand Supplier", "Best Stand Shop", "Best Stand Association/Organization", "Best Stand Boat/Accessories" and "BestBooth Experience". The winners are chosen at the fair and the prize-winners in each category receive a trophy during the fair party on Saturday evening.

### New success last time at Elmia!

The Sportfishing Fair was last organized in Jönköping and we broke a new record at the Elmia Fair in Jönköping with 16,487 visitors.

### Year 2023 at the Stockholm Fair!

The sportfishing fair was arranged every other year in Stockholm or Jönköping. In 2023, we broke the attendance record at the Stockholm Fair with 19,604 visitors. In 2025, we will beat these numbers!

**Book your stand today and insure you about a good place at the fair!**



*”The sportfishing fair is the arena where we get to meet our members, network with each other within the industry and create new contacts in a natural and inspiring way. One of the most fun and important events of the year, quite simply!”*

Hanna Eriksson, Sportfiskarna



**A total of 16,487 people visited Sportfiskemässan 2024**

## We market – you reach out

The sportfishing fair invests in a broad media mix that consists of social media, all major fishing magazines and fishing sites, print, online and radio. The fair will also be marketed via our partners' channels. That is why you should exhibit at the Sportfiskemässan, which is the largest trade fair in Sweden in sport fishing. It is a touring national fair which attracts more and more fishing-interested visitors from whole Sweden. Here people meet in common interests in watching news, trying out activities, competing, looking at boats and booking fishing trips. The fair has strong co-work partners within companies, organizations and schools. Furthermore, the fair has ambitions to increase interest in sport fishing and promote fisheries conservation.

## Facts about sport fishing in Sweden

· Recreational fishermen turn over billions! 5.7 billion kroner - that's how much 1.2 million Swedish recreational fishermen turned over in 2022. This in turn resulted in a contribution to Swedish GDP, gross domestic product, of around 1.4 billion kroner and increased employment with around 2,800 annual workers. This is shown in a recent report from the Norwegian Sea and Water Authority, HaV.

· Recreational fishing is one of Swedes' most popular outdoor interests. Over a million people fish when they are free, notes Gustav Enhol Blomqvist, investigator at HaV and responsible for the report. It is based on the authority's annual recreational fishing survey, which is carried out by Statistics Norway, Statistics Sweden.

· In 2022, 1.2 million recreational fishermen fished in the sea, lakes or other watercourses in Sweden.

· The largest part was sold in the retail trade with approximately 3.4 billion kroner in 2022.

· It is most common for Swedes to fish in lakes and waterways, approx. 11 million fishing days per year. Fishing along the coasts and in the sea is at about 4.7 million fishing days per year.

· Recreational fishing creates jobs, above all in the hotel and restaurant industry, but also in the fishing gear trade. 2022 amounted to the employment effect to approximately 2,800 annual jobs.



Foto: Philip Truong



Foto: Philip Truong

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“We participate in several fairs every year, but the Sportfishing Fair really stands out as the event with by far the highest visitor quality. Exhibiting at the Sportfishing Fair is a given choice for us!”

Erik Ekström, Comstedt

# Three days full of activities!



Foto: Philip Truong



“The sportfishing fair gives us as a manufacturer the opportunity to meet and interact with our users on a completely different level than any other form of meeting place. The thirst for knowledge and confirmation of their own research can be provided by us as experts directly on the spot. It is truly one of the year’s most important meeting places for those of us who are active in the sport fishing industry, where you meet both consumers, customers, colleagues and get the opportunity to make new contacts. Together, we can further develop the industry and make it even more attractive to more practitioners in the future. The feeling of exhibiting at the fair is difficult to describe, it is a community that can only resemble a family reunion. Everyone who is there, both visitors and exhibitors, is passionate about one thing, sport fishing, and that makes this fair a unique opportunity to market yourself!”  
- Jani Kaski på Lowrance

### Sportfiskemässan 2025

Date: March 14-16  
Location: Stockholmsmässan  
Address: Mässvägen 1, Älvsjö  
[www.sportfiskemassan.se](http://www.sportfiskemassan.se)

### Prices in 2025

Registration fee SEK 4995  
Wholesalers & tourist fishing companies SEK 1350/m2  
Retailers SEK 1395/m2  
Boat exhibitors SEK 1150/m2  
Associations/organisations/schools SEK 1150/m2

### Find the Stockholm Fair

Both buses and commuter trains stop at Älvsjö Station, which is Stockholmsmässan’s closest neighbour. In ten minutes the commuter train takes you from Stockholm Central to Stockholms-the fair. Fast and environmentally friendly. Can it get any better?

### Address

Mässvägen 1, Älvsjö

### With SL

Commuter train from Stockholm Central to Älvsjö Station departs 8-14 times an hour. The journey takes only 10 minutes.

### Straight track Stockholmsmässan-Arlanda

Now there is a new, environmentally friendly travel option between Arlanda and Älvsjö station which is next door Stockholm Fair. With a new commuter train line going you shave the track in just over 50 minutes for SEK 125. Anyone who already has a monthly or other period card on SL can add 75 kronor to get off or on at Arlanda. The commuter train also operates in Uppsala, but then a ticket for crossing the county border is added. The train departs from Sky City, midway between terminals 4 and 5.

### Traffic information SL

Buses, subway, cross train, commuter train  
Telephone: 08 600 10 00, [www.sl.se](http://www.sl.se)

### Traffic information SJ

Phone: 0771 75 75 75 [www.sj.se](http://www.sj.se)

### With car

The easiest way is to drive E4/E20 and follow signs towards Mässan/Älvsjö.