



March 13-15, 2026 - Elmia in Jönköping

Collaboration partners



www.sportfiskemassan.se



Welcome to the 2026 Sportfiskemässan at Elmia in Jönköping!

The Sport Fishing Fair is the largest meeting place for all anglers and at the same time the start of the new fishing season. The fair is growing and interest in sportfishing 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 2025, at the Stockholm International Fair, we reached our second highest number of visitors ever with an impressive 16,892 sport fishing enthusiasts! On Sunday, we also broke a new visitor record! Sport fishing is engaging more and more Swedes and attracting enthusiasts of all ages. The range ranges from beginners to professionals, young and old.

Around 2 million people practice sport fishing at some point each year. Of these, nearly 600,000 are children and young people up to the age of 16. It is clear today that it is more trendy to be an angler. It is also clear that more young people are starting to fish again. The industry has a turnover of around SEK 6 billion per year.

At the Sport Fishing Fair, you can profile your company, make contacts and do business!

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



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“The sport fishing fair is one of the big highlights of the year for us. Since much of our communication takes place digitally, it is very valuable that we can meet members face to face, make new contacts and be inspired by everything that is happening in the industry. Then it is a little extra fun that the fair attracts so many of the sport anglers of the future!”

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Jon Goland , Sportfiskarna



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SWEDEN'S LARGEST TRADE FAIR FOR SPORT FISHING KICKS OFF AT THE ELMIA FAIR

Something for everyone - regardless of age

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

The fair's best stand is awarded

At the Sportfiske Fair, prizes are awarded to this year's "best stand supplier", "best stand shop", "best stand association/organization", "best stand boat/accessories" and "best stand experience". The winners are chosen at the fair and the winners in each category receive trophies during the fair party on Saturday evening

Large activity squares at the fair

For example, Specialfisketorg, Betesbyggargata, Metetorg, Flugbindargata, Hantverksgata, Isfisketorget, Fiskeguidesgatan and beginner fly fishing courses for both boys and girls. Feel free to contact us if you would like to arrange an activity at the fair!



Foto: Johan Pettersson



Foto: Johan Pettersson

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"Jiggar.nu has exhibited at the Sportfiske fair for many years and has always appreciated the opportunity to meet both old and new customers, meet suppliers and together with everyone kick off a new fishing season!"
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Jakob Hank, Jiggar.nu



Foto: Johan Pettersson

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Book your booth today and ensure a good spot at the fair!

We market - you reach out

The Sportfiske mässan focuses on a broad media mix consisting of social media, all major fishing magazines and fishing websites, print, online and radio. The fair will also be marketed via our partners' channels. That is why you should exhibit at the Sportfiske mässan, which is the largest fair in Sweden within sport fishing. It is a touring national fair that attracts more and more visitors interested in fishing from all over Sweden. People with common interests meet here to look at the latest news, try out activities, compete, look at boats and book fishing trips. The fair has strong partners in companies, organizations and schools. Furthermore, the fair has ambitions to increase interest in sport fishing and promote fish conservation.

Facts about sport fishing in Sweden

Recreational fishermen turn over billions! SEK 5.7 billion - 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 approximately SEK 1.4 billion and increased employment by around 2,800 full-time workers. This is shown by a report from the Swedish Marine and Water Management Agency, HaV.

Recreational fishing is one of the most popular outdoor hobbies for Swedes. Over a million people fish when they are off, states Gustav Enhol Blomqvist, researcher at HaV and responsible for the report.

It is based on the agency's annual recreational fishing survey, which is conducted by Statistics Sweden, SCB. In 2022, 1.2 million recreational fishermen fished in the sea, lakes or other bodies of water in Sweden.

The largest part was sold in retail trade, with approximately SEK 3.4 billion in 2022. Swedes most commonly fish in lakes and waterways, about 11 million fishing days per year. Fishing off the coast and in the sea is about 4.7 million fishing days per year.

Recreational fishing creates jobs, especially in the hotel and restaurant industry, but also in the fishing tackle trade. In 2022, the employment effect amounted to approximately 2,800 full-time jobs.



Foto: Johan Pettersson



Foto: Johan Pettersson

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“Garmin will exhibit at the Sportfiske mässan 2026 as it is a great meeting place to meet passionate anglers. For us, it is a matter of course to be there - the Sportfiske mässan and Garmin belong together and there we will have the opportunity to showcase our latest innovations in marine technology.”

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Frida Lehrman, Garmin



Foto: Johan Pettersson

SHOWCASE YOUR PRODUCTS & SERVICES

Find Elmia Exhibition

📍 Address
Elmiavägen 11, 554 54 Jönköping

🚆 By train
Take the train to Jönköping C, from there buses and taxis run smoothly to Elmia. From the central station it takes about 10 minutes by bus or car to the exhibition area. Several bus lines operate the route regularly.

🚌 By bus
City buses from Jönköping C stop at the Elmia stop, right next to the exhibition halls.

🚗 By car
Follow the E4 and take Exit 99 Jönköping Östra. Follow signs for Elmia/Mässområde. There are plenty of parking spaces directly adjacent to the exhibition.

✈️ From the airport
From Jönköping Airport (Axamo), the easiest way to get to Elmia is by taxi or rental car. The journey takes about 15-20 minutes.



Foto: Johan Pettersson

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“The Sportfishing Fair is the highlight of the year for all sportfishing lovers - whether you are a beginner, a professional or just curious. Here you will find the latest in fishing equipment, meet experts and get the chance to test gear, listen to lectures and be inspired by fishing guides from all over the country. It is a perfect place to network, shop and recharge for the fishing season. Don’t miss the chance to exhibit at the Sportfishing Fair - and have fun at the same time!”
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Stefan ”Trumman” Trumstedt



Sportfishing Fair 2026
Date: March 13-15
Location: Elmia Fair
Address: Elmiavägen 11, Jönköping
www.sportfiskemassan.se

Prices 2026	4,995 SEK / company
Registration fee	1,400 SEK / sq m
Wholesalers & tourist fishing companies	1,450 SEK / sq m
Retailers	1,450 SEK / sq m
Boat exhibitors	1,200 SEK / sq m
Associations/organizations/schools	1,200 SEK / sq m

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