

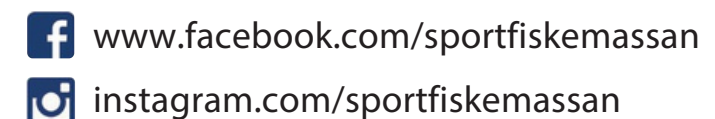


March 19-21, 2027 - Stockholmsmässan

Collaboration partners



www.sportfiskemassan.se



Welcome to the 2027 Sportfiskemässan at Stockholmsmässan!

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 2026, we broke a new record at the Elmia fair in Jönköping - 20,217 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 STOCKHOLM INTERNATIONAL 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", "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!

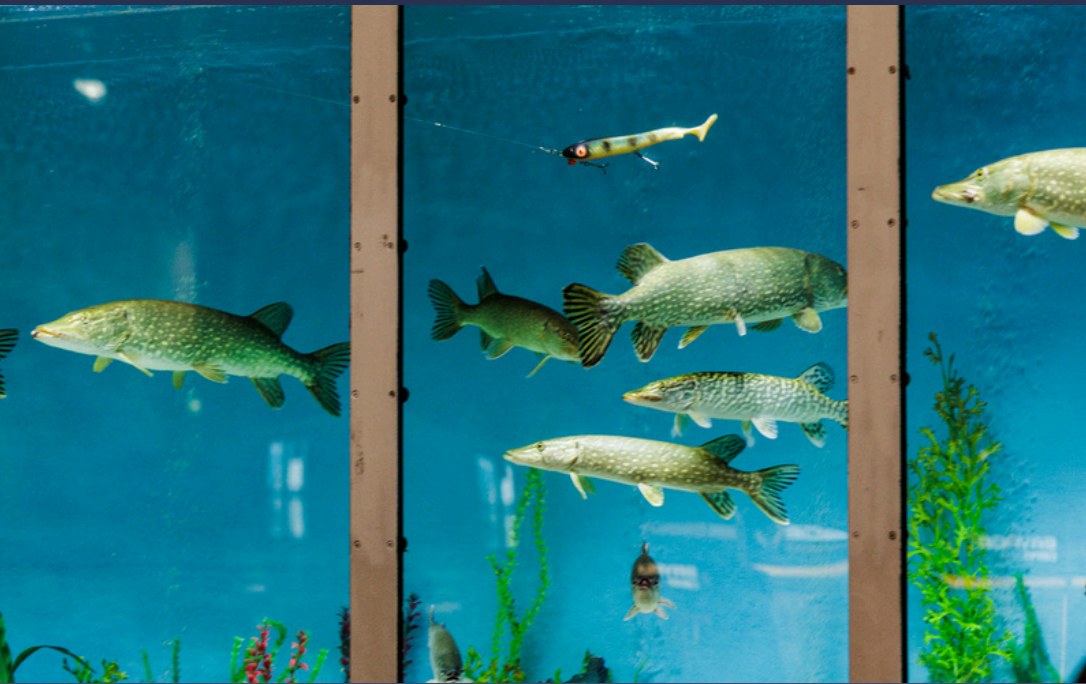


Foto: Johan Petersson

Foto: Philip Truong



Foto: Philip Truong

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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!"
”
Jakob Hank, Jiggar.nu



Foto: Philip Truong

” **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: Philip Truong



Foto: Philip Truong

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“Garmin will exhibit at the Sportfiske mässan 2027 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: Philip Truong

SHOWCASE YOUR PRODUCTS & SERVICES

Find Stockholmsmässan

Address

Mässvägen 1, 125 30 Älvsjö

By train

The easiest and fastest way to get to Stockholm International Fairs is by commuter train. The commuter train from Stockholm City to Älvsjö station departs 8-14 times an hour and takes only 9 minutes.

By bus

City buses from Stockholm C stop at the Stockholmsmässan stop, right next to the exhibition halls.

By car

If you are coming by car, the easiest way is to drive E4/E20 and follow the signs towards Mässan/Älvsjö.

From the airport

You can go directly from Arlanda Airport to Älvsjö station, Stockholmsmässan's closest neighbor. The journey takes 47 minutes.



Foto: Philip Truong

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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 2027

Date: March 19-21

Location: Stockholmsmässan

Address: Mässvägen 1 125 30, Älvsjö

www.sportfiskemassan.se

Prices 2027

Registration fee	5,100 SEK / company
Wholesalers & tourist fishing companies	1,450 SEK / sq m
Retailers	1,490 SEK / sq m
Boat exhibitors	1,250 SEK / sq m
Associations/organizations/schools	1,250 SEK / sq m

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