



österreichisches kuratorium für  
alpine sicherheit



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# alpinmesse

FORUM

in Kooperation mit  
congress messe innsbruck

14 - 15 nov. 2020 · innsbruck

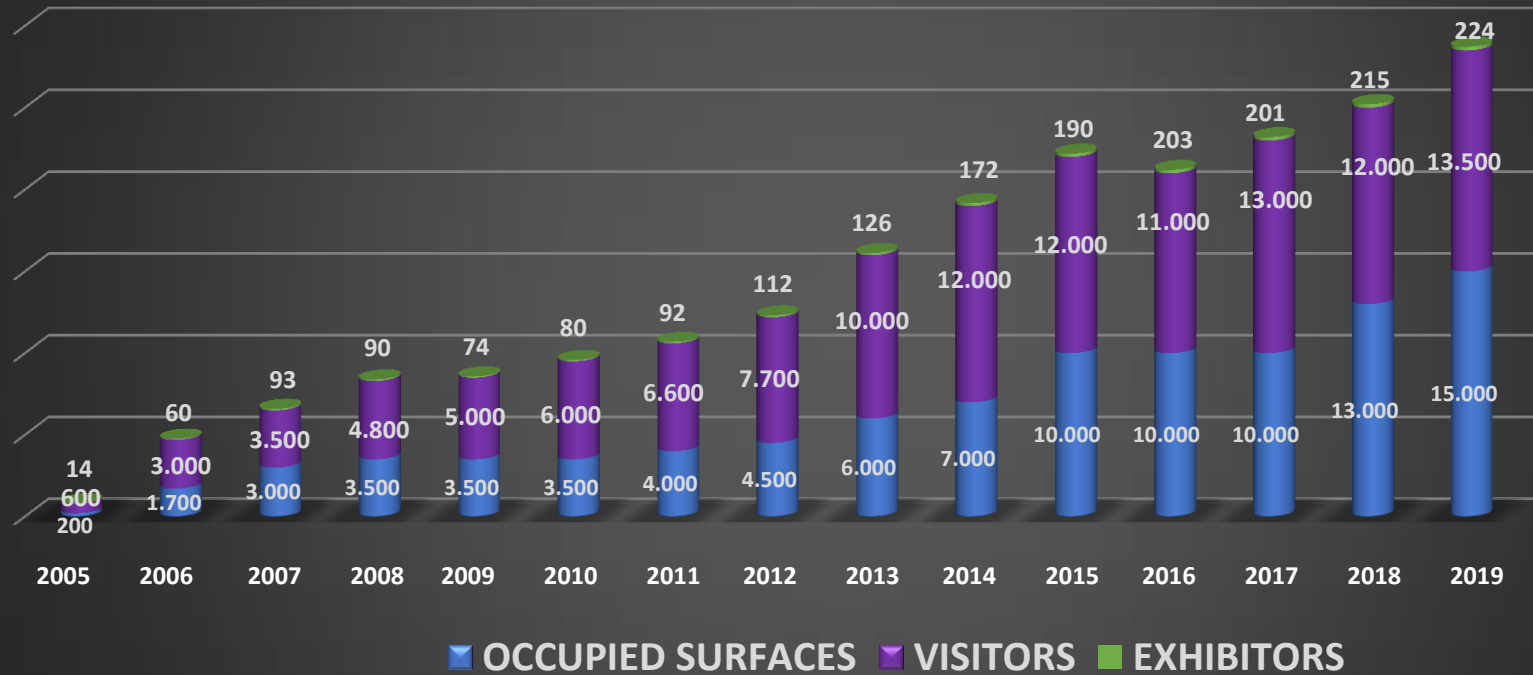
[www.alpinmesse.info](http://www.alpinmesse.info)

# FACTS

- ✓ Europe's only alpine sports information fair for end consumers
- ✓ annually in november in Innsbruck
- ✓ 224 exhibitors meet 13.500 visitors in 2 days with a catchment area of 300 km
- ✓ topic mix of mountaineering / ski(touring) / climbing / biking / trailrunning and travelling paired with alpine safety
- ✓ Alpinforum - keynote speeches – travel lectures - workshops
- ✓ multivision lectures with national and international mountain sports stars

# FACTS

## DEVELOPEMENT ALPINMESSE



# EXHIBITORS

- ✓ **224 exhibitors** (status 2019)
- ✓ mountain sports industry – alpine institutions – travel operators
- ✓ fair halls & outdoor space with **16.000 m<sup>2</sup> used surface**
- ✓ **dealer trainings** in separate seminar rooms
- ✓ new collection and **product presentations** as well as **outfitting**
- ✓ inform incomparably effective about new products & answer detailed questions
- ✓ the exhibitor receives **feedback from end consumers, experts & pros**

# EXHIBITOR STATEMENTS

"The Alpinmesse in Innsbruck is an important communication platform for us. We were very satisfied this year. In particular, the first day of the fair was extremely well attended. Therefore, we were able to enjoy an intensive exchange with an audience interested in mountaineering. As a mountaineering brand, SALEWA focuses on alpine competence, which is anchored in the core of the brand. We address alpinists and concentrate on their needs for complete safety equipment. Our target group is the same as of the Alpinmesse. As a result, the alpine meeting place in Tyrol's provincial capital is an excellent opportunity for a valuable exchange every year".

**Christian Lutz, SALEWA Marketing Manager Central Europe**

"The Alpinmesse 2019, was although we presented ourselves for many years, a novelty for us. For the first time, all 7 national organizations and the Federal Association of the Austrian Mountain Rescue Service (ÖBRD) presented themselves together. This was a complete success for us and our exhibition stand developed into a very well visited "place of encounter and information". We consider the Alpinmesse to be the ideal place to inform about the risks and hazards of alpine activities as well as the ÖBRD itself".

**Stefan Hochstaffl, President Österreichischer Bergrettungsdienst**

"We are one of the 5 brands in the world that produce snow safety equipment. From these 5 brands, we are the only family owned and we stay in France. But our goal is to grow and get stronger in the DACH region which is one of the most important snow safety markets in the world. The Alpinmesse is for us the ideal way to meet with our end consumers, with the pro's (guides, rescue organizations, ...) and with other stakeholders. There are few B2C initiatives that have the same impact and that are only focused on alpine. We are looking forward to the next year. "

**Lien Schellens, ARVA, Export sales department**

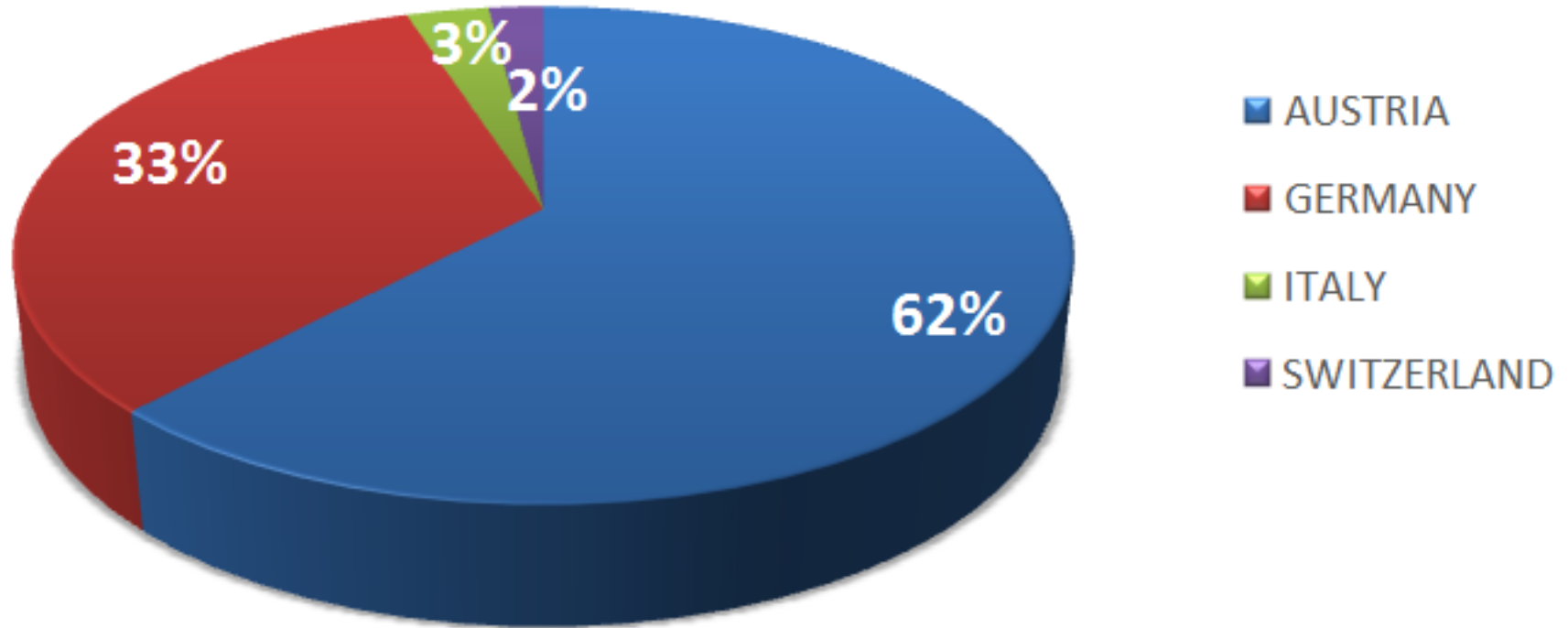
For us, the Alpinmesse means direct contact with the end consumer. It is important for us to present the passion, innovative strength and finally the latest products of our brands to the visitors. The combination of lectures, safety aspects in mountaineering, events and test possibilities, getting to know athletes and new things is a point of contact for all mountaineering enthusiasts.

**Amer Sports Austria, Ratz Manfred, FSM Field Sales Manager**

# VISITORS

- ✓ **13.500 visitors** in 2 days (Status 2019)
- ✓ people who live on and with the mountain, who are out there every day and who continually put the products to the test
- ✓ nowhere else in Austria **the industry meets as concentrated** as at the Alpinmesse
- ✓ an expert exchange which couldn't be any better
- ✓ central meeting point for cooperation partners, retailers and media
- ✓ more than **25 mio. reached media contacts**

# VISITORS STRUCTURE



# VISITOR BENEFITS

- ✓ Mountain sports spirit pure. Overview of current and future products
- ✓ product information directly from the manufacturer
- ✓ 110 program points
- ✓ more than 1.000 free workshop places with experts
- ✓ **Alpinforum: expert exchange with discussion potential**
- ✓ Blocalpin: boulder competition at the highest level
- ✓ keynote speeches on accident prevention by experts from several alpine institutions
- ✓ **travel lectures on a separate travel stage**
- ✓ multivision lectures of the worlds greatest mountain athletes
- ✓ tent city, slackline area & reading lounge
- ✓ Alpinwerkstatt for sustainability



# MEDIALISATION

MEDIUM	CIRCULATION	CONTACTS	VALUE / €
magazines	2.858.331	5.545.729	€ 89.923,18
press	3.895.438	8.397.300	€ 82.599,35
online & newsletter		2.523.733	€ 80.288,76
social media		3.381.744	€ 170.579,83
TV & radio			€ 37.873,00
print locate & advertising materials		6.039.075	€ 105.683,81
<b>TOTAL</b>		<b>25.887.581</b>	<b>€ 566.947,92</b>

# PRESS RELEASE 2019

## 14th Alpinmesse with a strong cast on and in front of the stage

### THE ALPINMESSE INSPIRED MOUNTAINEERING FANS

The 14th edition of the Alpinmesse Innsbruck can look back to a start with a strong line-up. Around 8,000 visitors registered for the Alpinmesse on the first day of the fair. Even before the official opening of the exhibition halls, the first item on the agenda, the **Alpinforum** with the theme "**Right to Risk - Right to Rescue**", counted more than 500 interested visitors. The six discussion participants, including extreme climber Alexander Huber, agreed that more information is needed to increase risk awareness among mountaineers.

The twelve exhibitors of the product island "**Think Green!**" as well as impulse lectures and workshops dedicated to eco-conscious and socially responsible consumption also provided more information on the subject of **sustainability**. The premiere of the "**Kontinent Alpin**", the new travel hall B0, attracted visitors interested in travelling to a total of 28 travel lectures as well as to the 40 venues of the travel providers representing alpine tours in more than 180 countries.

# PRESS RELEASE 2019

## **Sustainable consumption as an investment in the future**

The "Think Green!" product island set itself the goal of providing visitors with in-depth information about sustainable products: The family business Vaude presented a fleece jacket made of wood. The South Tyrolean mountaineer brand Salewa relies on regional cycles, stronger controls with regard to ecological and social standards and increasingly uses natural materials. And Roland Kals, developer and consultant of Bergsteigerdörfer (ÖAV), shows how sustainable tourism can succeed. Versatile impulse lectures and workshops provide new insights and a deeper look - Andreas Schreilechner, product developer at Hyphen, discussed why functional clothing has its price and made the production process a bit more transparent with practical examples.

## **Everything in the sense of the original order**

"We and our member institutions want to reach not only alpine leadership personnel and professionals but also people who are not yet embedded into the mountain sports scene. Our main goal is to ensure a safe start into alpine sports and therefore establish competent frameworks", says Prof. Dr. Karl Gabl, President of the Österreichischen Kuratorium für Alpine Sicherheit. This is another reason why young people up to and including 16 years of age receive free admission to the Alpinmesse. The offer is aimed at beginners and entrants as well as at advanced and professional skiers.

In 2019, the Alpinmesse offered a total of 22 free workshops in seven categories, in which expert knowledge at the highest level was imparted. Workshops as a basis and source of information for mountaineers.

[www.alpinmesse.info](http://www.alpinmesse.info)

# IMAGES



# THAT'S WHY ALPINMESSE

## ✓ **SUCCESSFUL SALES INSTRUMENT**

According to studies, fair participation is rated as **the second most important sales promotion instrument** (57%). Try to awake special **emotions** at the Alpinmesse, it should become an experience for the visitor.

## ✓ **PURE MARKET**

At the Alpinmesse **manufacturers, retailers, end consumers and media representatives** all meet up at the same time. This unique bundling of supply and demand offers you the ideal opportunity to **gain new customers, to communicate company mission statements & products, to enter into new cooperations** and to observe and develop the market.

## ✓ **CONTACTS**

Fair contacts record the lowest scatter losses. The **strong emotional character** of the Alpinmesse with its extensive program characterizes the memory positively and increases the willingness to buy and cooperate.

# CONTACT

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