

# Sportfiske Mässan®



The Sport Fishing Show 16-18 mars 2018 at Stockholmsmässan

Partners



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





## Welcome to the 2018 Sport Fishing Show at Stockholmsmässan!

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 2017 event was visited by 14,821 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!

[See the video from the 2017 show](#)

[See the video ahead of the 2018 show](#)



Photo: Philip Truong - Stinger Productions



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*We see the Sport Fishing Show as the biggest and most exciting meeting-place of the whole year. It's a source of inspiration to meet and chat to so many interested people, both new and experienced anglers. I hope to see you at Stockholmsmässan in 2018!*

Martin Falklind, Fiskejournalen



Photo: Philip Truong - Stinger Productions



# Sweden's biggest exhibition for angling casts off in Stockholm!



### 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 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 Elmia!

The latest Sport Fishing Show was held at Elmia in Jönköping and attracted 14,821 visitors, which was a new record!



Photo: Philip Truong - Stinger Productions



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*The Sport Fishing Show is the nicest and most important event of the year for us! At Mojoboats we sell professional American competition boats, so it's ideal that all of Sweden's angling elite are here. We're already looking forward to the 2018 show!*

Erik Ohlsson, Mojoboats



Photo: Philip Truong - Stinger Productions



A total of 14,821 people visited the Sport Fishing Show 2017



## 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.
- In 2015, Swedes spent in the region of SEK 14.9 bn/EUR 1.5 bn on pleasure angling.
- Of this, around SEK 3.6 bn/EUR 375 mn comprised spending on consumables in such as tackle, permits, trips, fishing guides, food and accommodation.
- Expenditure for more long-term investments in boats and more expensive tackle and equipment was SEK 11.3 bn/EUR 1.18 bn.
- Most common is fishing in freshwater lakes and watercourses, approximately 11 million fishing days a year. Fishing along the coasts equates to around 4.7 million fishing days a year.
- 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. Read more about the official statistics at [www.havochvatten.se/en/swam/facts-leisure/statistics-on-fishing.html](http://www.havochvatten.se/en/swam/facts-leisure/statistics-on-fishing.html)



Photo: Phillip Truong - Stinger Productions



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*For us at Älvräddarna (an organisation that fights for Swedish rivers not to be exploited with power stations) the Sport Fishing Show means meetings, with loads of new contacts, as well as old friends and acquaintances – all of whom are equally important to us and to our water environments. So come and see for yourself in 2018!*

Christer Borg, Älvräddarna



Photo: Henrik Karlsson

# Three days packed with activities!

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







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*The Sport Fishing Show is the highlight of the year for anyone who loves angling! Here you'll meet all the big names and big suppliers, and you can see all the latest developments! Seize this opportunity to come to the Sport Fishing Show – for angling geeks everywhere! See you there!*

Albin Shargi, CWC

### Sport Fishing Show 2018

Date: 16-18 March

Venue: Stockholmsmässan

Address: Mässvägen 1, Älvsjö

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

### Prices 2018

Registration fee	SEK 4,315
Wholesalers & angling tourism companies	SEK 1,150/m <sup>2</sup>
Retailers	SEK 1,285/m <sup>2</sup>
Boat exhibitors	SEK 965/m <sup>2</sup>
Associations/organisations/schools	SEK 965/m <sup>2</sup>

### Getting to Stockholmsmässan

Buses and commuter train services stop at Älvsjö Station, which is very close to Stockholmsmässan. The train takes 10 minutes from Stockholm Central Station to Stockholmsmässan. Quick and eco-friendly. Could it get any better?

### Address

Mässvägen 1, Älvsjö

### By SL local transport

Commuter trains from Stockholm Central to Älvsjö Station depart 8-14 times an hour and take just 10 minutes.

### Fast track Stockholmsmässan – Arlanda Airport

There is now a new, eco-friendly travel option between Arlanda Airport and Älvsjö Station, which is right next door to Stockholmsmässan. A new commuter service takes you straight to Stockholmsmässan in just over 50 minutes for SEK 125. If you already have an SL season ticket, just add SEK 75 to embark or disembark at Arlanda. The commuter service also runs to and from Uppsala, although there will be an extra cost across the county border. The train departs from Sky City at Arlanda, between terminals 4 and 5.

### SL local transport information

Buses, metro services, Tvärbanan, commuter trains  
Phone: +46 (0)8-600 10 00, [www.sl.se](http://www.sl.se)

### SJ national rail information

Phone: +46 (0)771-75 75 75, [www.sj.se](http://www.sj.se)

### By car

The easiest route is the E4/E20 highway, follow signs to Mässan/Älvsjö south of Stockholm.

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