

# FACTS

- Europe's largest mountain sports trade fair with specialist conference in the heart of the Alps
- Annually in autumn in Innsbruck
- 200 exhibitors meet over 12,400 visitors in 2 days
- Attending Alpinmesse gave roughly 88% of visitors inspiration for purchases they are likely to make.
- Mix of topics: skiing/ski touring/freeriding, mountaineering/hiking, climbing/bouldering, alpine safety, biking, trail running, alpine travelling
- Alpinforum – Keynotes – Travel reports – Workshops
- Multivision shows with with national and international mountain sports stars



## HALL MAP



## VISITOR OPENING TIMES

**SATURDAY, 22 NOVEMBER 2025:** 10:00 am – 7:00 pm  
**SUNDAY, 23 NOVEMBER 2025:** 10:00 am – 5:00 pm

## YOUR CONTACTS

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CONGRESS UND MESSE INNSBRUCK GMBH, Rennweg 3, 6020 Innsbruck, Austria  
 Locations: Congress Innsbruck, Rennweg 3, 6020 Innsbruck |  
 Messe Innsbruck, Kapuzinergasse 11, 6020 Innsbruck |  
 congresspark igls, Eugenpromenade 2, 6080 Igls  
 Company registration no. 36779m, Regional Court of Innsbruck,  
 VAT ID no. 31718503. Subject to changes.



# alpinmesse

FORUM

# 22.–23. NOV. '25

EXHIBITION CENTRE  
MESSE INNSBRUCK

in cooperation with



BIKING  
CLIMBING  
SPECIAL TRIPS  
TRAIL RUNNING  
ALPINE SAFETY

SKIING/ SKI TOURING / FREERIDING  
FIRST AID & RESCUE SYSTEMS



## VISITOR STATISTICS 2024



25 %  
trade visitors

22 %  
Visitors from  
abroad



90 %  
recommendation

90 %  
rate the  
Alpinmesse with  
top marks



70 %  
of the visitors  
were between  
20 and 40 years  
old

## EXHIBITOR VOICES

### Natalie Koller (Salewa)

The Alpinmesse with Alpinforum is one of the most important and biggest events of the year for us and the largest B2C trade fair at which we are represented. Why? The audience fits perfectly, here we meet professional and amateur athletes, experts, mountain guides, organizations and multipliers. The Alpinmesse with Alpinforum is Europe's largest mountain sports trade fair with a specialist conference - it's only logical that we should be there too. The Alpinmesse with Alpinforum is a fixed part of our annual planning and we will of course be back at the trade fair in 2025.

### Stefan Baumgartner (Salomon)

The Alpinmesse with Alpinforum 2024 was very successful for us. We were able to hold great consultations, the visitors come to the trade fair from the Alpine region and beyond, are extremely well informed and interested in the new products. This offers us the perfect opportunity to present our range and our brand at its best. The Alpinmesse with Alpinforum works extremely well as a platform and is unique in this form. We are already looking forward to the Alpinmesse with Alpinforum 2025!

### Lukas Ofer (Tyromont Alpintechnik)

We are a regular exhibitor at the Alpinmesse with Alpinforum and are very satisfied with the 17th edition. For us, the trade fair offers the opportunity to meet mountain rescuers from Austria, Italy, Slovenia and beyond, who represent the target audience for us as a manufacturer of alpine rescue systems. The trade fair is exactly what we and other manufacturers and brands need. We will be back again in 2025.

### David Schäffler (Sail & Surf)

The Alpinmesse with Alpinforum 2024 is the best end-consumer event there is for the outdoor sector. We ourselves are represented by an international team, and our suppliers and sales managers from France and Switzerland are also here - simply because of the appeal of the trade fair and its great success. The range of presentations underlines the professionalism and is another attraction factor for the public, who are extremely well informed and take a close look at the topics and products. The Alpinmesse with Alpinforum 2025 is already marked in our calendar.

### Michael Stalzer (Garmin)

As a first-time exhibitor at the Alpinmesse with Alpinforum 2024, we are thrilled that the trade fair went so well. We had many great conversations with an enthusiastic audience. The frequency was extremely good and we were able to make contact with many interested parties and existing customers. We are completely satisfied with the trade fair and would be delighted to take part again next year.

## MEDIA PERFORMANCE 2024

### ONLINE ADS

a.o. tt.com, krone.at, stol.it, Red Bull Media House, bergwelten.com, sportaktiv.com, dolomitenstadt.at

### PRINT

a.o. TT-Alpinmesse-Magazine, Tiroler Tageszeitung, Tiroler Kronenzeitung, RMA, Prime Skiing, Sportaktiv, bergundsteigen

### ONLINE PR

DACH Reach & Impressions:  
> 7,000,000

### RADIO / TV

a.o. Adressable TV RTL Gruppe, ORF2 Tirol, ORF Radio Tirol, Uphill TV - tt.com Live, Life Radio Tirol, Radio Kronehit, Radio Südtirol

### AÄW PRINT

> 120,000 €

### OUT-OF-HOME ADVERTISING

a.o. Posters (24-/16-/8-sheet) throughout Tyrol, Citylights, ÖBB-Railscreens, IVB-Infoscreens

### SOCIALS

DACH Reach:  
> 2,000,000