**MEDIA INFO**

**Reed Exhibitions Messe Salzburg**

**END-OF\_SHOW REPORT**

Die Hohe Jagd & Fischerei & absolut allrad

**Record visitor numbers underline show’s international appeal**

SALZBURG (24th February 2020). – At 32 years of age, this show has more influence and appeal than ever before. [Die Hohe Jagd & Fischerei](https://www.hohejagd.at/de-at.html) 2020 recorded the largest number of visitors in its 32-year history (except for 2018, when the European Taxidermy Championship significantly boosted visitor presence). A total of 44,070 visitors attended the show at Messezentrum Salzburg on the four days of the event (20th – 23rd February) to see around 620 exhibitors from 30 countries. This ‘who’s who’ event for the sector also featured the latest trends and innovations in the fields of hunting and fishing. In addition, the special absolut allrad demo and display area provided an overview of the 4x4 market. The next edition of the ‘Die Hohe Jagd & Fischerei’ show has already been scheduled for next year – alongside the absolut allrad on the 18th – 21st February 2021 at Messezentrum Salzburg.

**Notable percentage of foreign visitors and increased appeal for trade visitors**

As the Managing Director for all public-access fairs for the organiser, Reed Exhibitions, Gernot Krausz was delighted to note: “Die Hohe Jagd & Fischerei 2020 again underlined its status in style.” One key to this success is the show’s popularity right across Europe: “Visitor research revealed that 36.2% of the visitors in attendance came from outside Austria – from right across Europe – from the Benelux states, Germany and Italy, all the way over to the central-European countries. Besides attracting hunters, the sophisticated Hohe Jagd & Fischerei hunting and fishing event is increasingly drawing in retailers from home and abroad. “That’s also explained by the fact that the Hohe Jagd & Fischerei doesn’t attract passive spectators. The no.1 fair in the hunting and fishing show segment in the Alps, Danube and Adriatic regions – Europe’s no.2 in this segment overall – is only attended by hunters and fishing enthusiasts, and –increasingly – by specialist retailers”, explained Andrea Zöchling, the show’s project manager for the organisers, Reed Exhibitions. The Province of Salzburg’s master hunter Max Mayr Melnhof confirmed: “It’s a pleasure to see such immense interest in hunting, fishing and the natural environment in Salzburg. ‘Die Hohe Jagd & Fischerei’ is unique throughout Europe. It is well-know far beyond the Austrian borders, and is highly esteemed among exhibitors and visitors alike.”

**Visitor poll shows event was very well received**

The popularity and impressive status of the Hohe Jagd & Fischerei & absolut allrad were reflected very accurately in the results of the visitor poll. Nine out of ten people questioned were very pleased with the fair overall. 91.8% said the product portfolio was complete, and 92.3% said they intended to recommend the fair to others.

**Deer Calling Championships: Two Austrian winners**

The national and international Deer Calling Championships are some of the most eagerly-awaited highlights of this fair’s side events programme. The Austrian domestic competition on Friday saw Günther Kreuzer Gasteinertal climb to the top of the podium, while at the international championship on Sunday there were *two* Austrians on the top two spots – Fritz Hochleitner of Goldegg (1st place) and Patrick Obersamer from Gasteinertal valley (2nd), with 3rd place going to Jakub Seidl of the Czech Republic.

**Red Fox Award 2020 goes home to Lower Austria**

This year, the annual Red Fox Award, organised by the Austrian Fashion Guild, was handed over at the Hohe Jagd & Fischerei for the 14th time. The aim of the award is to showcase the creative uses of the Austrian red fox to the public. The 2020 winner of the Red Fox Austria came from Lower Austria – Pelzmode Philip Sladky from Perchtoldsdorf. Second place went to Michael Authried of Authried Pelze, Vienna. Charlotte Binder-Küll of Pelzhaus Neundlinger in Linz came third, and was also awarded a special prize by the ‘*Weidwerk*’ editorial team.

**Enormous interest in the *Wild & Genuss* game and cuisine section**

Visitor poll results revealed that the main factors motivating individuals to hunt were the desire for peace and relaxation (59.2% of visitors polled) and the preparation of dishes involving game meat (49.8%). Consequently, the special focus on game meat and cuisine was of great interest to the visiting public. There were several live talks and presentations on the *Weidwerk* stage on all four days of the show.

**Salzburg’s farmers show their colours**

Salzburg Chamber of Agriculture and Salzburger Agrar Marketing also set up a comprehensive showcase here in 2020 – to promote the SalzburgerLand certificate of origin. This also served as a platform for the promotion of products made from regionally-sourced game meat, and for Salzburg’s culinary craftsmen and craftswomen who prepare it.

**In 2021 Hungary is to host a world exhibition: ‘Be at one with nature!’**

The Hohe Jagd & Fischerei 2020 also featured an info booth for the world exhibition for hunting and nature ‘Be at one with nature!’ which is to be hosted by the newly-renovated Budapest Exhibition Centre on the 25th September to the 14th October 2021. It is also an opportunity for visitors to discover more about Hungary’s 1000-year history, and about the Carpathian basin. Alongside the nation’s capital, several other Hungarian cities will be on show as venues for the world exhibition, including Hatvan, Gödöllö, Keszthely and Vásárosnamény. (+++)

For more information – go to [www.hohejagd.at](https://www.hohejagd.at/de-at.html) or. [www.hohejagd.at/presse](https://www.hohejagd.at/de-at/presse.html)

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**Reed Exhibitions Österreich**

Reed Exhibitions Österreich ist eine Tochter des in London ansässigen Reed Exhibitions Konzerns (RELX-Group), der als einer der weltweiten Marktführer im Messe- und Veranstaltungsgeschäft in mehr als 40 Ländern tätig ist. Zur österreichischen Firmengruppe gehören Reed Exhibitions Messe Salzburg, Reed Exhibitions Messe Wien, Exklusivbetreiber der Messe Wien, und STANDout, eines der Top 20 europäischer Messebau-Unternehmen. Reed Exhibitions Österreich ist mit ~370 Mitarbeiterinnen und Mitarbeitern an den Standorten Salzburg, Wien, Linz, Wels und Düsseldorf tätig.

Wir verbinden Menschen mit Kontakten, Wissen und Emotionen.

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