

RECORD FIGURES FOR FIERACAVALLI

The 2023 edition of the event in Verona set a new record as the most media-relevant equestrian event, thanks to the world's largest digital community in the sector.

Verona, 30 January 2024. Fieracavalli took **first place in terms of visibility and contacts** in the equestrian sector, thanks to a community that keeps abreast of the main national and international events.

This is confirmed by **the facts and figures for edition no. 125** held in Verona 9-12 November 2023.

In just four days, the Verona Exhibition Centre not only welcomed more than **140,000 visitors from 60 countries** and **700 exhibitors** but through accurate and constant news on its social media channels also managed to engage an ever-growing number of enthusiasts, **increasing its own community by 13% compared to 2022** with close to **300,000 hits in total**.

There were also **1,900,000 page views** of the **Fieracavalli website** which - in just one month (12 October-12 November) - attracted **250,545 unique users** thanks to extremely impressive content: **120 news items, 19 photo galleries, streaming channels and multimedia stories**, all capable of shining spotlights on every facet of the equestrian world: from entertainment to animal welfare, tourism to social and environmental sustainability, through to the most important news from companies in the sector and major national and international sporting events.

Sport has always been in the forefront of the horse show thanks to Jumping Verona - the only Italian stage of the Longines FEI Jumping World Cup™ - as well as the main Western competitions and the most important contests for Spanish, Arabian and Italian horses, all available free of charge on **streaming channels** which, during event, achieved a further **147,000 hits in total**. **Record numbers** were especially seen for **Arabian Dream 2023** that with **15 hours of broadcasts** obtained **80,410 views**, of which **41% on Sunday, the highest among all sector events**.

The national and international calibre of the event in Verona was equally demonstrated by **massive media coverage** which, in 2023, dedicated **1,400 web articles to Fieracavalli** as well as **337 in magazines, newspapers, radio and TV on a local and national scale**. Constant and detailed storytelling proved capable of reaching a **potential readership of 68,000,000 people**, thus definitively certifying Fieracavalli as the *“place to be”* for everyone with an interest in this sector.

Similarly, the involvement of **VIPs and influencers** and their official profiles brought their communities inside the Exhibition Centre, revealing all the souls of the event and reaching more than **57,000,000 potential hits**.

The next Fieracavalli, the par excellence media event in the equestrian world, is scheduled 7-10 November 2024.

www.fieracavalli.it