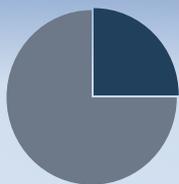


SURVIVAL EXPO

THE
SECOND
EDITION

VISITORS



25% Professionals
75% General Public

9 811
VISITORS



56% Paris area
40% Rest of France
4% Foreigners



72% Men
28% Women



80% made
purchases



125€
average spending
Purchases between 10€ and 2500€



93% of visitors
very satisfied

MEDIA



180+
Journalists
present
during 3 days



60
Press
Articles



160 Radio spots
RMC, Skyrock, FG,
Oui FM, Sud Radio

183



Posters
in the metro



5
Radio interviews



6
Television
Appearances

2020 AXES



Expand
the surface
from 8 000
to 12 000 m²



Increase the
number of exhibitors



Hunting & Fishing sectors
& Food Autonomy

Internationalization
of the media
coverage



Development of the
outdoor zone



Immersive
Activities & Courses