



FIERACAVALLI
● VERONA ●

PURE BEAUTY



127TH

EDITION
6-9 NOVEMBER 2025
VERONA



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INTRODUCTION

Fieracavalli is the premier international equestrian event, held annually in Verona, Italy.

With a history spanning **over 127 years**, it serves as a global meeting point for equestrian enthusiasts, professionals, and businesses, blending sport, tourism, culture, and social engagement to celebrate the world of horses.

Equestrian Tourism Data

Global Impact

Equestrian tourism generates **billions** annually, encompassing horse-riding vacations, trails, and cultural heritage tourism.

Italy's Contribution

With over **2,000** equestrian tourism facilities, **Italy** attracts visitors seeking unique experiences in its scenic countryside and historic landmarks.

Market Growth

The sector experiences steady **growth of 5-7% annually**, reflecting increasing demand for sustainable and immersive travel experiences.

Economic Impact of the Horse Industry

Global Horse Economy

A sector valued at over **\$300 billion**, encompassing breeding, sports, entertainment, and leisure activities.

Italy's Horse Sector

Generates **€3 billion** annually, with over **400,000** horses and more than **5,000** equestrian centers.

Employment Opportunities

Provides over **100,000 jobs** in direct and related fields.

Key Facts About Fieracavalli

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History and Scale

Established in 1898, Fieracavalli welcomes over 140,000 visitors and 700 exhibitors from more than 25 countries each year.

Sustainability and Innovation

Promotes environmentally friendly practices and cutting-edge technologies in equestrian industries.

Event Highlights

- **Longines FEI World Cup:** Fieracavalli hosts the Italian stage of the prestigious international show jumping series, attracting elite riders and horses from around the globe.
- Exhibitions showcasing various horse breeds.
- Equestrian tourism experiences and trail routes.
- Educational workshops, cultural events, and family-friendly activities.

The 2024 Edition: A constantly growing Event.

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- More than **140,000** visitors.
An event with incomparable
communicative power.
- For enthusiasts
6 dedicated areas
200 sporting events
700 exhibitors
- **2,200** horses, the
undisputed protagonists
of the show.
- **300,000 sq.m.** entirely
dedicated to the equestrian
world.



3 million people in the saddle.
8% of the active population rode a
horse in the **12 months** preceding the
survey.

**Horses are synonymous with travel
and tourism.**
35% of enthusiasts have organised at
least one trip on horseback in the last
year.

Turnover of more than €10 billion.
These are the facts and figures for a
sector that involves **48,000** employees
and **5,000** companies operating
at various levels: breeders, sports
centres, tourism and animal-assisted
therapy.



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2024 Edition



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JUMPING

VERONA

• 2025 •

LONGINES
KEI
JUMPING
WORLD CUP™



The only Italian stage of the World Cup is in Verona

Jumping Verona Longines FEI Jumping World Cup™

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Jumping Verona, the only Italian stage of the **Longines FEI Jumping World Cup™** confirms itself as the most eagerly awaited indoor event of the sporting season.

Every year it attracts to the city - over four days - the top names in international show jumping and the entire world that revolves around it: from sponsors to fans.

The next edition will also see two special events in the show jumping schedule: the return of the **127 Fieracavalli Grand Prix** and the final of the third edition of the Italian Champions Tour, a team circuit exclusively for Italian riders.



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CLOSING REMARKS

Fieracavalli is a celebration of equestrian culture, innovation, and social responsibility.

With its focus on Arabian horses, Italian craftsmanship, the **Longines FEI World Cup**, and inclusive projects, it serves as a bridge between cultures and a platform for transformative change.



FIERACAVALLI

INTERNATIONAL HORSE EXHIBITION

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[FIERACAVALLI.IT](https://fieracavalli.it)

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