

PURE BEAUTY



1 2 7 TH 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

Italy's Contribution

Market Growth

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

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

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

Italy's Horse Sector

Employment Opportunities

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

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

Provides over

100,000 jobs in direct
and related fields.



Key Facts About Fieracavalli

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Historyand 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: growing

A constantly Event.

- 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.

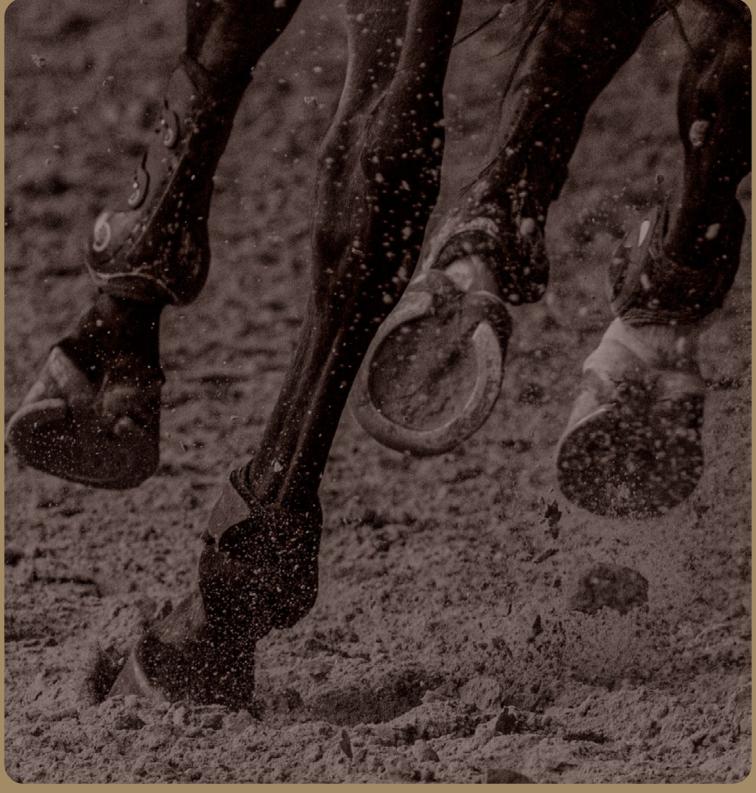
35% of enthusiasts have organised at least one trip on horseback in the last year.

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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The only Italian stage of the World Cup is inVerona

Jumping Verona Longines FEI Jumping World Cup^{TM}

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.



