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SPORT ACHAT HIVER

**26,
27 & 28
JANUARY
2026**



**ALPEXPO
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SPORT-ACHAT HIVER 2026

A SELL-OUT EDITION

Strong attendance and high quality, a comprehensive offer, qualified visitors, a professional yet friendly atmosphere... There are many reasons for satisfaction at the close of the 2026 edition of Sport-Achat Hiver, which once again strengthened its position as a must-attend ski and outdoor trade show on the French and European scene.

KEY FIGURES

- **+3% visitors** over the three days of the show compared to the 2025 winter edition, which had already seen a 10% increase
- **Twice** as many foreign visitors compared to the 2025 winter edition.
- **500** exhibiting brands and **200** booths
- **22 000sqm** of exhibition space at Alpexpo
- **9** inspiring conferences, covering relevant and forward-looking topics for the sport and mountain retail market

ATTENDANCE & QUALITY

As expected, Sport-Achat Hiver 2026 welcomed large crowds, making this edition probably the most attended post-Covid. "After a very strong increase in attendance in 2025, we are once again seeing growth this year (+3%)," says Mathieu Kurtz, CEO of Sportair, the event organizer.

This edition also successfully combined quantity with quality. "That's the overall feeling we have, and the feedback we received, whether in terms of the density of retailers present, the overall offer, or the quality of the booths in general." While the atmosphere during the day remained focused and business-oriented, the lively and well-attended after-work events hosted by the organizer and exhibiting brands delivered on conviviality.

An attractive and efficient trade show

Overall exhibition quality was further enhanced by exhibitors who took care to design attractive and visually appealing booths, while keeping them efficient, rational and pragmatic. The original and disruptive "Kermesse" area, orchestrated by Mission at the entrance of the show, also contributed to this perception of quality and to the overall visitor experience.



International expansion confirmed

Small details that made a big difference contributed to the satisfaction of international visitors, who attended in greater numbers this year following long-term efforts by the Sportair teams, initiated over 18 months ago and further strengthened for the 2026 edition. "This was clearly identified as a key growth lever. We structured and organized ourselves accordingly, and the figures reflect a country-by-country approach, working with federations, retail groups, and through individual meetings and contacts by our teams in each market." Retailers from Switzerland, Italy, Spain and Andorra attended in growing numbers, sometimes welcomed by their local sales representatives for brands that had adopted this strategy.

THEY SAID...



Silvia MONGE – Copos Store, Aran Valley, Spain

"We discovered Sport-Achat last year and came back because we were really missing a trade show like this to get an overview of market trends. It's a real blessing for us: Spanish resort retailers like us have to travel a lot to meet all the brands, and here all the brands we are interested in are gathered in one place."



Piero RAMELLA – SAMOLAFIOCA Store, Biella, Italy

"It's very positive. I saw brands, companies and products that were not present at the ProWinter show in Bolzano. Beyond the offer itself, the logistics are very smooth and enjoyable, especially the free parking right in front of Alpexpo."

Georgian and Bulgarian retailers: an anecdote, but proof of European reach

"They came on their own after hearing about the show. Of course, it's anecdotal, but it clearly demonstrates the growing European and international reach of Sport-Achat Hiver," notes Mathieu Kurtz.

An XXL conference program: the show's bonus

The quality of both the topics and the speakers over three days allowed curious visitors and exhibitors to enrich their knowledge and, above all, to gain insight into key and decisive issues for the market. Special thanks to former champions and now key ecosystem players Marie Martinod and Jean-Baptiste Grange for taking part and sharing their vision and experience.



THEY SAID...

Sam TAYLOR – Global B2B Director, Passenger (exhibitor for the first time)

"We decided to launch the brand in France through this show. We attended as visitors last year and were convinced. This edition is even bigger. It's the best opportunity for us in the outdoor and winter markets in France—and perhaps even in Europe—especially as we also meet buyers from other countries."

Ingrid GEHIN & Mélanie PEYRON – Buyers (apparel, accessories, footwear & ski equipment), Ski Company

"This is truly the key annual meeting for us. We bring together our members in our showroom to discover and prepare for the upcoming season, to exchange ideas among themselves, and to present the key products we have selected. It's a major moment for them and for us—the culmination of several months of work. Having all brands gathered in one place makes it an efficient working tool for everyone."

David SONDAZ – Country Manager, Rossignol Group

"This show is extremely important in the retailers' purchasing calendar. It sits right in the middle of apparel ordering, is well positioned for equipment orders, and follows the professional on-snow test period. It's perfectly aligned with the buying process."



PICTURES 2026



NEXT! Upcoming ambitions

After catching their breath following an intense January and a demanding show week, the Sportair teams will already be back on the road preparing future editions.

European ambitions :

Continuing European development is one of the top priorities.

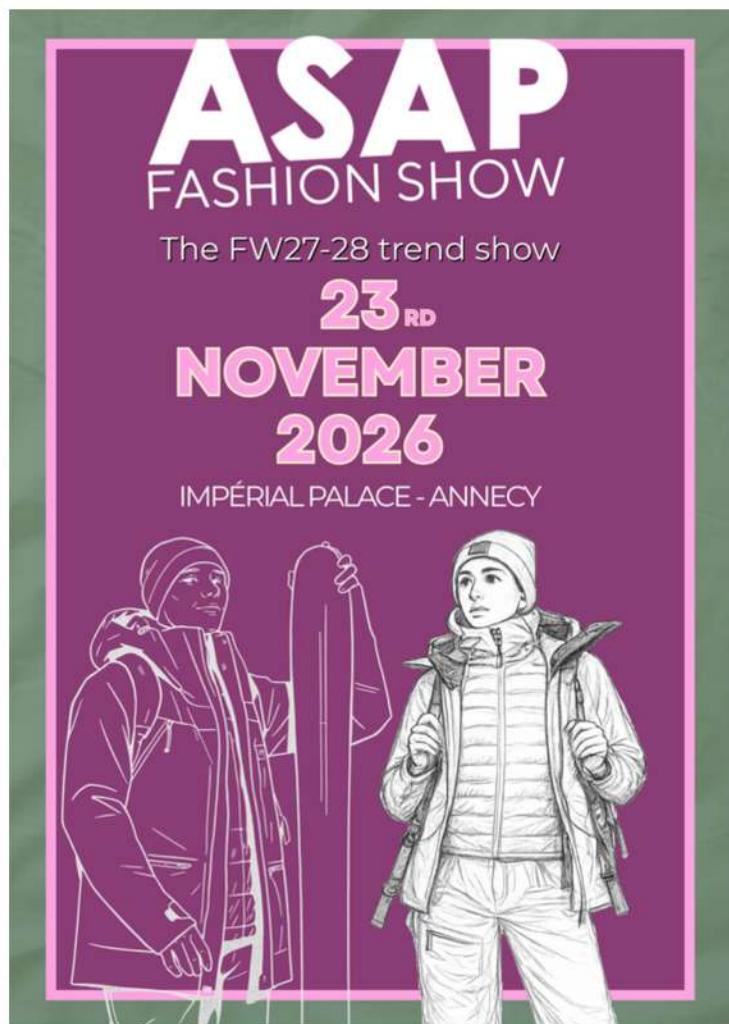
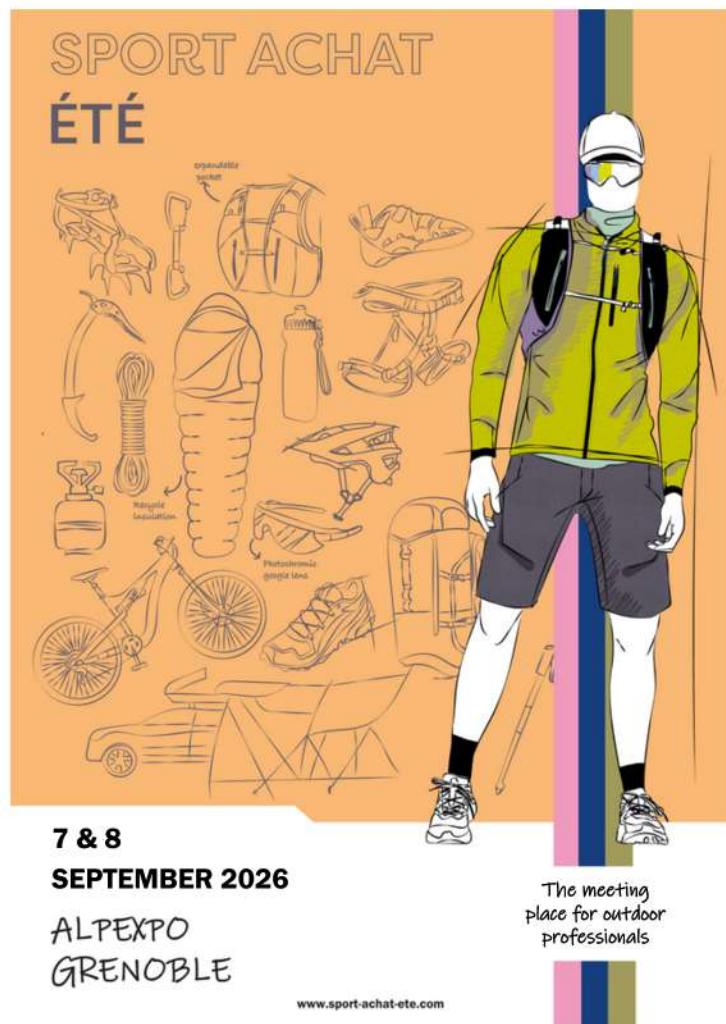
"We also want to keep increasing ROI for exhibiting brands by continuing to grow the show."

Balancing exhibition space & visitor growth :

One clear ambition: to systematically align increases in exhibition space with visitor growth.

Boosting Wednesday attendance :

Another key focus is continuing efforts to energize Wednesday attendance, following initiatives already launched this year: "By offering breakfast, lunch and a Chamrousse ski pass to retailers attending that day, we helped create momentum. But attendance is still below our expectations, and only by working closely with the brands will we be able to increase traffic on this final day of the show."



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