

Largest Americana Ever: Record-Breaking Attendance in Friedrichshafen

- **More than 56,200 guests from all over the world also set new records at the evening shows, in the Bluebird Café and during the seminars**
- **Around 300 exhibitors and a packed program of expert talks and live music showcased the spirit of the Western way of life**
- **Sporting excellence: 1,000 starts in 50 classes and evening shows with record-breaking audiences set new standards**

Friedrichshafen – This year's Americana exceeded all expectations: never before have there been more visitors, and never has it been more international. From September 3 to 7, Messe Friedrichshafen and the Americana Show Management combined top-level sports, trade fair and entertainment in eight halls. "Americana 2025 was an event of superlatives: never before have so many people come together to celebrate Western sports and this truly unique lifestyle. The visitor numbers of the four evening shows exceeded all expectations, and the new music formats were nearly sold out at their debut. With the most successful edition in Americana's history, Friedrichshafen has finally established itself as Europe's epicenter of the Western way of life," reports trade fair CEO Klaus Wellmann. Over 56,200 visitors flocked to the grounds over five days of the fair, which – with almost 500 horses and their riders from 16 nations, along with 650 cattle – became Europe's largest ranch for a week.

A diverse program centered around Western riding and the Western way of life

"From the very first day of the fair, we could feel that this edition was destined to break records. International industry professionals flooded the grounds, filled the stands during demonstrations and shows, came ready to shop, and celebrated late into the night at the Yellowstone Saloon. We owe this result to an outstanding team effort," says project manager Roland Bosch with delight. Around 300 exhibitors ensured that no wish was left unfulfilled for horse enthusiasts. In addition to the sporting highlights, the program featured over 500 live demonstrations in four riding arenas, as well as lectures in the health forum

and various seminars. The fun factor was also well-covered: in the West outdoor area, visitors had plenty of opportunities to enjoy country music, try out line dancing or relax in the new Yellowstone Saloon.

"We are thrilled by the overwhelming response and the many positive voices," says Sandra Quade, who is in charge of Americana Show Management together with Joachim Bochmann. "Behind us lie intense months of preparation – marked by full commitment, major challenges and great anticipation. We're incredibly proud that, together with so many dedicated partners and helpers, we were able to stage such a strong Americana." Joachim Bochmann adds: "For us, Americana is always a benchmark, a source of inspiration and a driving force for our amazing sport and the entire Western riding industry." Over the past two years, we've listened carefully, engaged in many conversations, and learned a lot – and with this edition of Americana, we've seen that we're still on the right track. This makes us incredibly happy and gives us a huge boost of energy for 2027."

Sandra Quade and Joachim Bochmann especially praised the collaboration with Messe Friedrichshafen and the dedication of the entire organizing team: "An event like this can only succeed when everyone pulls together. Our heartfelt thanks go to the team at Messe Friedrichshafen for their trusting cooperation, openness and close collaboration – and to our tireless Americana team, which has stood behind this event with passion for years. They are all part of what makes Americana so special."

Visitors flock to Friedrichshafen

The figures quickly showed that this mix was exactly what the audience wanted: around 56,200 visitors made their way to Friedrichshafen. The live stream in the Zeppelin Cat Hall A1 alone attracted well over 26,000 viewers worldwide. By Saturday morning, parking lots were already full, and a nearby field had to be quickly converted into additional parking space. The Saturday evening show was sold out weeks in advance, and the Friday evening show soon followed. The evening shows on Wednesday and Thursday, which focused on infotainment, broke attendance records. Western fans continued to crowd the outdoor area late into the night.

The exhibitors were also pleased: "I'm super happy! It was very busy, and sales went extremely well," summarized Timo Reichhart from Nice Horse Fashion. Samuel Pfrommer from Sulzberger Stalltechnik confirmed this as well: "It went really well for us – especially on the first two days, several people came to us with clear ideas and took their time to get informed. The response was very positive."

Ideal conditions for the participants

Around 1,000 starts in 50 classes took place at this Americana, with a total of EUR 215,000 in added prize money and numerous merchandise prizes. In addition to the cash and merchandise prizes, the Americana show management went to great lengths to ensure optimal conditions for both riders and horses. "The ground was excellent from day one," was the verdict of NRHA Million Dollar Rider and President of NRHA Germany Grischa Ludwig, who competed in the Bronze Trophy Final with two horses.

"You ride for the Brand": Evening shows as flagship of the sport

From the very beginning, Americana has been a trailblazer for Western riding, and this year, the show management once again came up with some key details to promote the sport. The action in the arena was captured from four camera angles and broadcast on five large screens, ensuring that every spectator could follow the event perfectly at all times. Dynamic slow-motion footage, similar to what audiences are familiar with from other sports, was added to enhance the viewing experience. Combined with the outstanding sporting achievements in the various disciplines, it was the perfect showcase for Western riding. Announcer legend Darren Moore from Texas, who once again co-hosted Americana this year alongside Boris Kook – commenting on the Cutting even directly from horseback – summed it up perfectly: "Americana is much more than a competition, it's an event. Anyone who competes here doesn't ride just for themselves, but for our 'brand' – the Western Way of Life."

The next Americana will take place in Friedrichshafen from September 1 to 5, 2027.

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About Americana

Americana is Europe's largest Western riding trade fair and transforms the exhibition grounds in Friedrichshafen into a paradise for horse enthusiasts every two years. With over 400 horses, 600 cattle and nearly 1,000 competition entries in around 50 classes, it is the highlight of the Western riding scene. From clothing and accessories to stable construction: Fans of equestrian sports and the Western lifestyle will find what they are looking for among the international exhibitors. After the fair closes, Americana's Western atmosphere invites visitors to linger and cheer – whether at the evening shows or with a visit to the saloon.

About Messe Friedrichshafen

Messe Friedrichshafen GmbH is one of Germany's leading trade fair companies and is based on Lake Constance at the nexus of four different countries. Founded in 1950 to promote the region's economy, it has made a name for itself worldwide as an organizer and marketer of leisure and trade fairs. Congresses, corporate and sporting events as well as TV productions and live concerts complement the broad portfolio. Every year, Messe Friedrichshafen attracts hundreds of thousands of visitors and thousands of exhibiting companies from more than 100 countries to Lake Constance. A total of 87,500 m² of exhibition space spread over twelve exhibition halls and two multipurpose foyers as well as the two open spaces in the inner courtyard of 15,500 m² and the static display of 20,000 m² offer unique possibilities for eventful trade fair days. The compact exhibition grounds with its own lake in the immediate vicinity of the airport as well as halls with hangar doors allow for a wide variety of potential uses.