



WESA Market  
September 8-10,  
2017  
Post Market Report



The 2017 Market provided over 1000 buyers the opportunity to effectively shop an array of products from tack to apparel. WESA exhibitors and buyers took full advantage of the slight increase of retailers from the 2016 Market.

While the WESA September Market is smaller than the January WESA Market, it holds great value to the Industry. The one-on-one time spent together allows for retailers and exhibitors to build rapport, which creates lasting business relationships benefitting both parties.

2016	Retail Stores Attending	International Stores	Total Buyer Count	New Stores
	491	17	1037	48
2017	Retail Stores Attending	International Stores	Total Buyer Count	New Stores
	495	21	1083	60

# Categories Represented by Stores

Accessories & Jewelry	AG & Animal Health	Arts & Crafts	Children's Apparel	English Apparel	English Equipment	Event Apparel	Footwear
356	103	85	22	67	69	68	199
Headwear	Home Décor	Manufacturing Supplies	Outdoor wear	Ranch Supplies	Tack	Work Wear	
197	223	34	118	115	202	91	



Shows number of retail stores by category --- Retail stores can represent multiple categories.

# Store Comparison

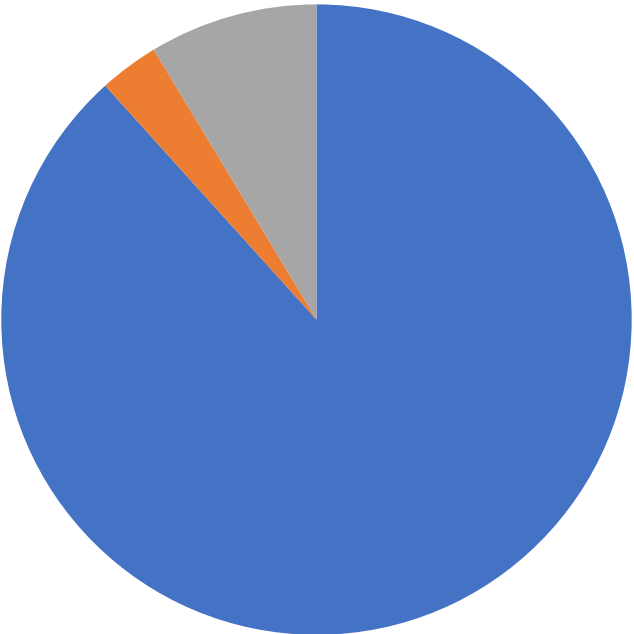
## 2016 VS 2015

Total Retail Stores: 491 --- 1.6% Decrease

International: 17 --- 13% Increase

New Stores: 48 --- 20% Decrease

2016



- Total Retail Stores
- International
- New Stores

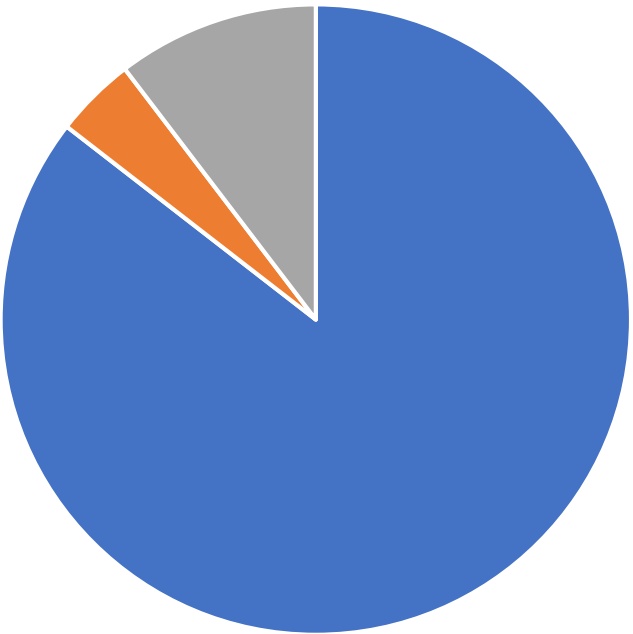
## 2017 VS 2016

Total Retail Stores: 495 --- 1% increase

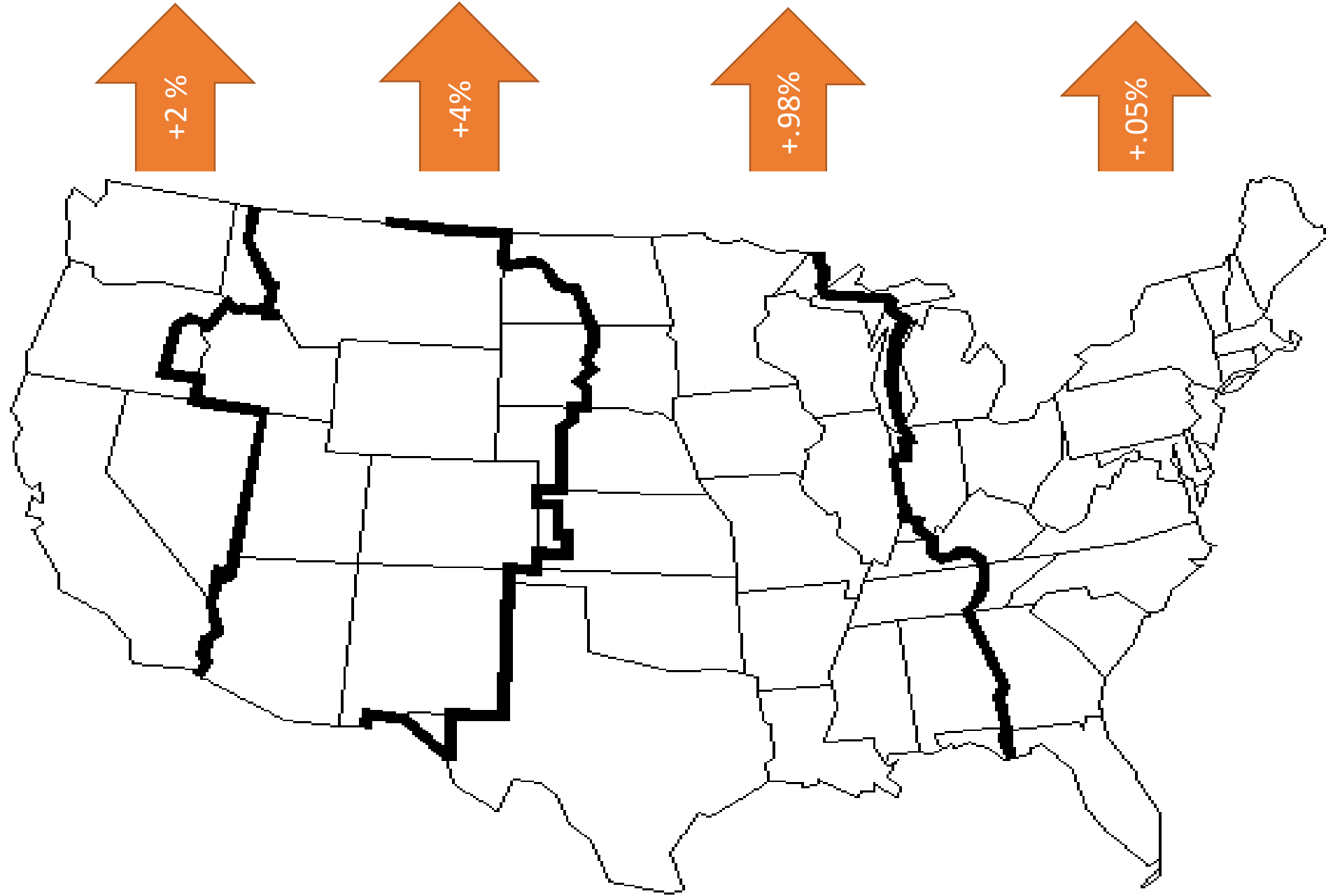
International: 24 --- 23% Increase

New Stores: 60 --- 25% Increase

2017



- Total Retail Stores
- International
- New Stores



**Regional Attendance % Increase from 2016**

# States and Countries Represented

## *Domestic*

Alabama	Indiana	Nevada
Arizona	Kansas	Ohio
California	Massachusetts	Oklahoma
Colorado	Minnesota	South Dakota
Florida	Missouri	Tennessee
Georgia	Montana	Texas
Iowa	North Dakota	Utah
Idaho	Nebraska	Virginia
Illinois	New Mexico	Washington
		Wyoming

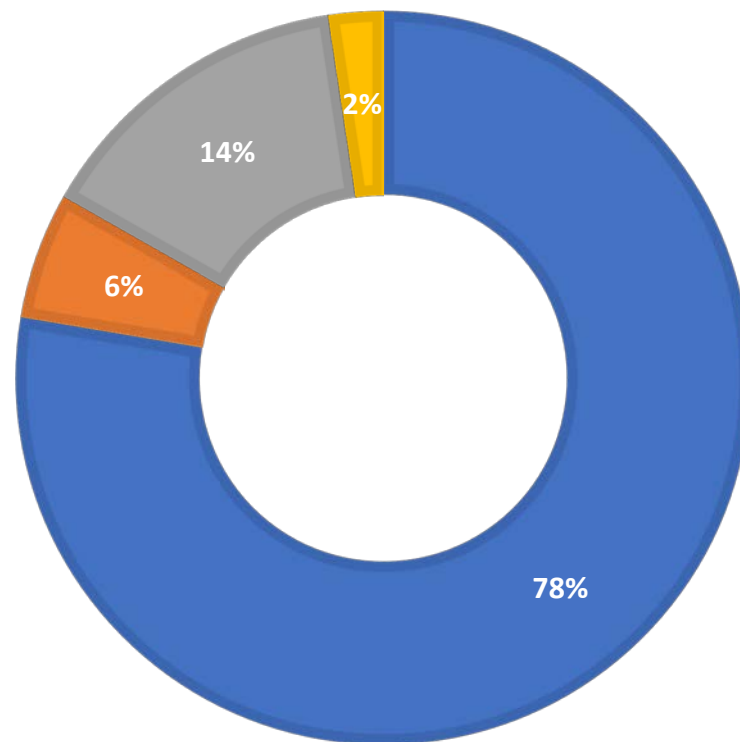
## *Foreign*

Australia  
Canada  
Costa Rica  
Mexico  
Nicaragua  
New Zealand  
Mexico

# *September 2017 Exhibitor Statistics*

## COUNTS

■ Total Exhibitors 292 ■ New 21 ■ New Lines 54 ■ International 9



Next Market:

★ *January 12-15-2018*

**Future Dates**

**2018**

★ **January 12-15** ★

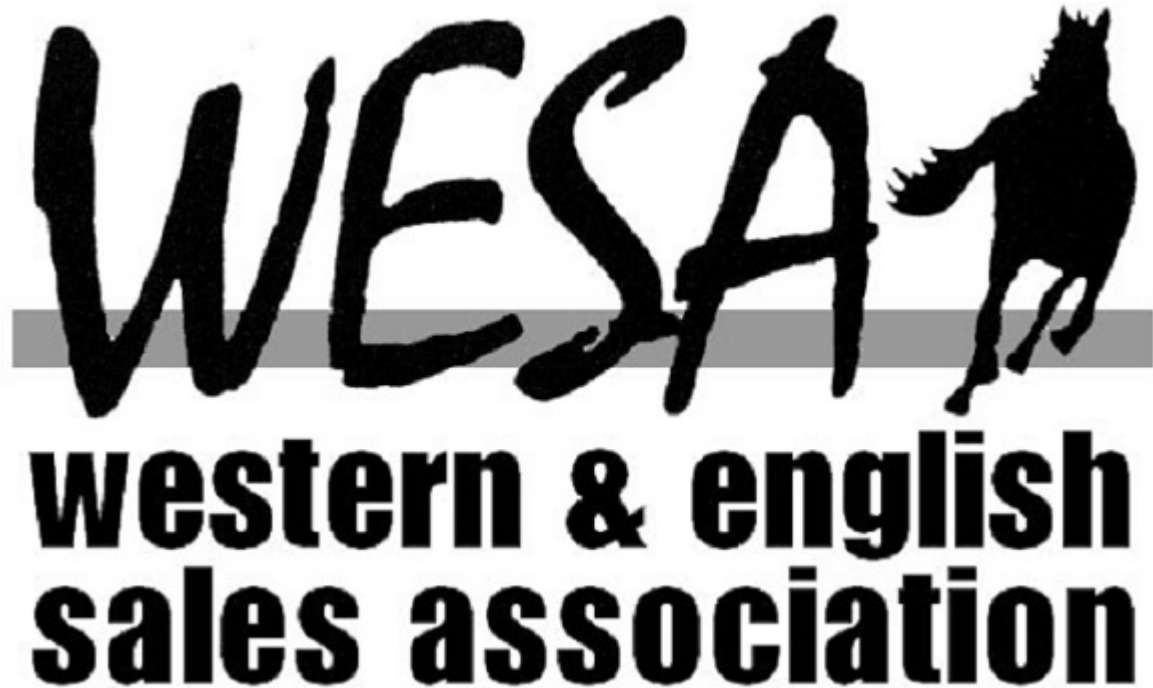
**September 7-9**

**2019**

**January 11-14**

**September 6-8**

★ **New Show Days** ★





The Final Buyer Registration list is available for all September Market exhibitors,  
Log into WESA's website [www.Denver-wesa.org](http://www.Denver-wesa.org), the Registration list is in the "downloads"