

# factsheet 2018

## Fiets en Wandelbeurs

**22,804**  
visitors

**Target group**  
recreational  
cyclists &  
hikers

**130**  
lectures

**507**  
exposanten

**24,000 m<sup>2</sup>**  
exhibitor space  
(3 halls)

**60%**  
are highly  
educated

**95%**  
are over 40

**48%**  
go on holiday at  
least 3 times  
a year

**7.7**  
evaluation  
score

**49%**  
purchased /  
booked / ordered  
something at the  
stands

**57%** Netherlands  
**82%** Europe  
**11%** outside Europe

holiday destination

Jaarbeurs Utrecht

Fr 1<sup>st</sup> - Sa 2<sup>nd</sup> - Su 3<sup>rd</sup> March 2019

in combination with E-bike Xperience & Bike MOTION

hicle

fietsenwandelbeurs.com