

**Fiets en Wandelbeurs**  
HIKE & BIKE XPERIENCE

**27,480**  
visitors

**Target group**  
recreational  
cyclists &  
hikers

**160**  
lectures &  
workshops

**24,000 m<sup>2</sup>**  
exhibitor space

**512**  
exposanten

**61%**  
are highly  
educated

**95%**  
are over 40

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

**7.9**  
evaluation  
score

**60%** Netherlands  
**80%** Europe  
**12%** outside Europe

**50%**  
purchased / booked  
/ ordered something  
at the stands

Fri  
Sat  
Sun  
**28, 29 Feb & 1 Mar 2020**  
**Jaarbeurs Utrecht**

*in combination with E-bike Xperience & Bike MOTION*