



Meet in person
40,000
cyclists and hikers

hicle landschap

Fri 23, Sat 24 & Sun 25 Feb 2024

**Jaarbeurs
Utrecht**

hicle-events.com/en-fw

Sat 2 & Sun 3 March 2024

**Flanders Expo
Ghent**

hicle-events.com/en-fw

A unique event

Tens of thousands of enthusiastic cyclists and hikers, hundreds of exhibitors and volunteers and a wide, informative programme. For almost 20 years, the Fiets en Wandelbeurs has been the start of the recreational cycling and hiking season in the Low Countries. An event that is unique both in atmosphere and concept, offering ample opportunities to reach a clearly defined target group. Our visitors like to come into direct contact with you for an informative discussion or a direct purchase.

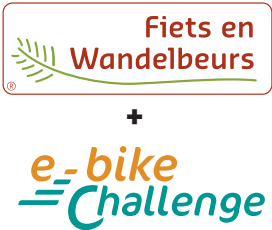
Cycling and hiking
are the way to go!



Successful concept

A commercial offer combined with a thorough programme of contents and a friendly atmosphere, are the pillars of the proven concept of the Fair. Every year we welcome not only new recreational cyclists and hikers, but also a large cohort of regular visitors returning once again. Just as with the hundreds of volunteers, the sense of reunion, is an important part of the experience. It is an event they don't want to miss, and one which you simply can't afford to miss.

In 2024 the Fiets en Wandelbeurs will once again be combined with an e-bike testing event. For the first time the testing will be under the banner of the E-bike Challenge not only in Ghent, but now in Utrecht as well. This will not change things much for the exhibitors or visitors.



Offer

- destinations
- routes
- packages
- outdoor products
- bicycles & e-bikes
- accessories

PHOTOS: YEL RATAJCZAK AND STEPHAN DE GOEDE

Meet the cyclists and hikers!

Visitors to the Fiets en Wandelbeurs are enthusiasts, genuinely interested in what the Fair has to offer, and go straight for information about destinations at home and abroad, routes, package deals, outdoor equipment, bicycles, and e-bikes. They want to be well prepared before they set off and are ready to spend a fair amount to do so. According to many exhibitors: "They are the nicest and the best quality audience that we encounter at events."

	Utrecht	Ghent
age	89% is 50+	81% is 50+
holiday :		
in home country	50%	63%
Europe	81%	84%
outside Europe	10%	10%
go on a weekend break at least 4 times a year	45%	39%
go on holiday at least 3 times a year	32%	33%
average spend p.p. main holiday	€ 1,435	€ 1,343

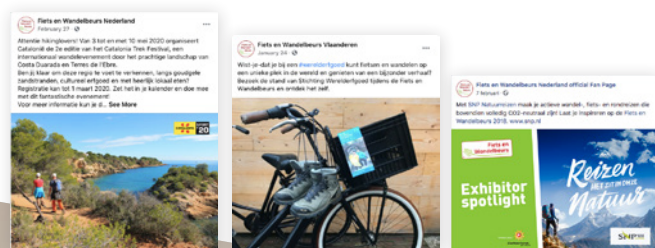
Key figures

	Utrecht	Ghent
visitors	26,594	15,266
exhibitors	430	300
lectures/ workshops	100	100
surface area	23,000 m²	20,000 m²

Campaign

Our events attract tens of thousands of visitors every year. We achieve this in a number of ways, including:

- working closely with associations and organisations specialized in cycling and hiking
- advertisements in relevant and generic media
- publicity and ticket sales via ticket partners
- promotion via social media, newsletters, and press releases
- publicity through various contests and awards (e.g. the Hicle Cycle Route and the Hicle Hiking Route of the Year)
- activation of influencers



Prices

in euros, VAT not included

	Ghent	Utrecht
stand floor space <i>per m²</i>	86.00	107.00
uniform stand building <i>per m² we build the stand for you</i>	89.00	89.00
fully furnished stand <i>from 9 m²</i>	2,360.00	2,589.00
collective pavilion	575.00	575.00

For a complete overview of prices please see www.hicle-events.com/en-fwfb

Combination

Together, the Fiets en Wandelbeurs and E-bike Challenge are the place, where consumers check out what is available to them in the field of active recreation and sustainable forms of transport and mobility. This leads to a lively interchange, with many visitors taking a peek at what 'the neighbours' are up to. In other words a rock solid combination that benefits all of those involved.

Info and subscription

www.hicle-events.com

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sales@hicle-events.com



Get a Discount!*

If you register before 1 July 2023, you will receive a **25% early booking discount** on the bare floor space of your stand**.

After 1 July, you will benefit from a **10% combi-discount***** on the bare surface area of your stand if you participate in both Fairs.

* space in collective pavilions is not eligible for either the early booking discount or the combi-discount

** down payment before 1 July 2023 or 14 days after invoice date

*** this discount only applies to the registration which charges the lowest amount for floor space