Hiking, cycling and outdoor destinations and products

The "Fiets en Wandelbeurs" (Hike & Bike Xperience) marks the start of a new hiking and cycling season in The Netherlands and Belgium.

5 reasons to join

- communication with 40,000 consumers in the heart of your target group;
- hundreds of exhibitors under one roof increase publicity and sales potential of the offers right before the start of the hiking and cycling season;
- efficient marketing campaign at centrally located venues in The Netherlands and Belgium;
- collecting qualitative customer feedback for product development;
- international knowledge exchange, inspiration and networking with peers.

Fiets en Wandelbeurs

overall score **8.0**

NEXT EDITION

Fri 14, **Sat 15** & **Sun 16 Feb** 2025
Jaarbeurs Utrecht

Sat 1 & **Sun 2 Mar** 2025
Flanders Expo Ghent

prices

	NL	BE
from 9 m² bare floor space	112	87 euro per m²
including standbuilding		
from 9 m² basic standbuilding	1,809 / 1,584 euro	
from 9 m² fully furnished stand	2,659 / 2,420 euro	

Hiking, cycling and outdoor destinations and products

key figures
*incl. E-bike Challenge

	NL	BE
visitors	24,112	14,786
age	50+	50+
exhibitors	476	345
exhibition area	23,000 m²	20,000 m²

holiday

	NL	BE
...in own country	58%	58%
...in Europe	83%	84%
...more than 4 times a year	43%	43%
average duration main holiday	14 days	10 days
average budget p.p.	1,749 euro	1,429 euro

reasons for visit

	NL	BE
info/booking destinations	81%	93%
outdoor products and bicycles	67%	63%
presentations and workshops	64%	50%

52% (Utrecht) and **49% (Ghent)** bought or booked something at the event

Fiets en Wandelbeurs

promotion
We work closely together with associations, foundations, influencers, magazines, newspapers and social media groups. Such as: NS, ANWB, DPG, Mediahuis, RouteYou and FietsActief. Together we reach more than **5 million** potential visitors for The Netherlands and Belgium.

Hicle-events.com
sales@hicle-events.com