



HOLIDAY

55% Netherlands
84% Europe
10% outside Europe
as destination

45%
go on holiday at
least 3 times a year

1,413 euro
average budget
per person for
main holiday

7.8
evaluation
score

FAIR

28,005
visitors

508
exhibitors

24,000 m²
exhibitor space

156
lectures &
workshops

17,082
bicycle test
rides

VISITOR

recreational
cyclists & hikers

90%
are over 50

61%
are highly
educated

Fri **19** & Sat **20** Feb 2021
Jaarbeurs Utrecht
in combination with E-bike Xperience



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