



# Fiets en Wandelbeurs

HIKE & BIKE XPERIENCE

## FAIR

**28,005**  
visitors

**508**  
exhibitors

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

**156**  
lectures &  
workshops

**17,082**  
bicycle test  
rides

## VISITOR

recreational  
cyclists & hikers

**90%**  
are over 50

**61%**  
are highly  
educated

## 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



[hicle-events.com/en-fw](https://hicle-events.com/en-fw)

Fri **7** & Sat **8 May** 2021  
**Jaarbeurs Utrecht**

*in combination with E-bike Xperience*