

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;
- collecting qualitative customer feedback for product development;
- international knowledge exchange, inspiration and networking with peers.

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Fiets en Wandelbeurs

NEXT EDITION

Fri 12, **Sat 13** & **Sun 14 Feb** 2027
Jaarbeurs Utrecht

Sat 20 & **Sun 21 Feb** 2027
Flanders Expo Ghent

prices

	NL	BE
from 9 m² bare floor space	119	/ 89 euro per m²
including standbuilding		
from 9 m² basic standbuilding	1,903.50	/ 1,633.50 euro
from 12 m² fully furnished stand	3,425.-	/ 3,090.- euro

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key figures

*incl. E-bike Challenge

	NL	BE
visitors	**24,628**	**13,118**
age	**50+**	**50+**
exhibitors	**500**	**350**
exhibition area	**23,000 m²**	**21,000 m²**



holiday

	NL	BE
...in own country	**58%**	**71%**
...in Europe	**85%**	**84%**
...more than 3 times a year	**75%**	**73%**
average duration main holiday	**13 days**	**10 days**
average budget p.p.	**1,803 euro**	**1,533 euro**

reasons for visit

	NL	BE
info/booking destinations	**84%**	**91%**
outdoor products and bicycles	**73%**	**70%**
presentations and workshops	**36%**	**43%**

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.

overall score **8.0**

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