



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

EVENT

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

NEXT EDITION

Fri **25** & Sat **26 Feb** 2022
Jaarbeurs Utrecht

in combination with E-bike Xperience