



**Meet 45,000
hikers and cyclists!**

Sat 18 & Sun 19 February 2023

Flanders Expo, Ghent

Fri 24, Sat 25 & Sun 26 February 2023

Jaarbeurs Utrecht

Info and registration on hicle-events.com/en-fw



New editions, new opportunities

Cycling and hiking are in the spotlight as never before. They are safe, healthy and sustainable means of mobility, travelling and recreation. This offers plenty of opportunities for exhibitors at the Fiets en Wandelbeurs, an event that draws tens of thousands of visitors every year. We would like to organize another fantastic fair together with you.

Cycling and hiking are the future



Tried and tested concept

The Fiets en Wandelbeurs traditionally signals the start of the new hiking and cycling season. Hundreds of volunteers work on every edition of the Fair, to make it a celebration. Commercial offering combined with a well-prepared programme of contents, are the pillars of this tried and tested concept.

In 2023 the Fiets en Wandelbeurs will once again take place with E-bike Xperience in Utrecht and E-bike Challenge in Ghent. Together, they constitute the place where consumers can get their bearings in the field of active recreation and sustainable forms of travelling and mobility. This leads to a lively interchange; many visitors have a look in at the neighbouring events, to everyone's mutual benefit.

Meet the cyclists and hikers!

Visitors to the Fiets en Wandelbeurs are enthusiasts, genuinely interested in what the Fair has to offer, and go straight for information about destinations at home and abroad, routes, package deals, outdoor equipment, bicycles and e-bikes. They want to be well prepared before they set off and are ready to spend a fair amount to do so. According to many exhibitors: "They are the nicest and best people that we encounter at events."

age	90% are over 50
education	61% are highly educated
holiday	45% go on holiday at least 3x a year
expenditure	€ 1,413 average budget per person <small>main holiday</small>
evaluation score	8,3 Flanders; 7,8 Netherlands

"the nicest and best people that we encounter at events"



Specialisms

- destinations
- routes
- package deals
- outdoor equipment
- bicycles & e-bikes
- matching accessories



Campaign

Our events attract tens of thousands visitors every year. We achieve this by among others:

- working closely with associations and organisations specialized in cycling and hiking
- advertisements in relevant and generic media
- publicity and ticket sales via ticket partners
- promotion via social media, newsletters and press releases
- publicity through various contests and awards (e.g. the Cycle Route and the Hiking Route of the Year)
- activation of influencers

Facts previous edition

	Ghent	Utrecht
visitors	16,605	28,005
exhibitors	410	508
info providers/ volunteers	approx. 300	approx. 400
lectures / workshops	147	156
exhibition space	22,000 m ²	24,000 m ²

Info and registration on hicle-events.com/en-fw

Prices

in euros, VAT not included

	Ghent	Utrecht
stand floor space (per m ²)	83,00	103,00
collective pavilion	520,00	520,00
uniform stand construction (per m ²)	83,00	83,00
completely fitted stand (from) 9 m ²	2.205,00	2.300,00

For a complete overview of prices please see www.hicle-events.com/en-fw

If you participate in both Fairs, you will benefit from a **10% discount on the bare stand area** one of these fairs.

This discount only applies to the registration with the lowest amount for the floor space. This offer does not apply to places in collective (shared) pavilions.

