



9<sup>T/M</sup> 12  
JAN '25

JAARBEURS  
UTRECHT

FACTSHEET

Edition 2025

## JAARBEURS

### EXHIBITORS

**#118**

Number of countries

**#782**

Number of exhibitors & co-exhibitors

**7.5**

★★★★★  
Average rating exhibitors

**89%**

Exhibitors indicate that they are interested in participating again next year

### QUOTE EXHIBITOR

"We are very pleased with the visitors of Vakantiebeurs, this year I estimate that in our stand we had about 20% more visitors than last year. Visitors were very positive."

### VISITORS

**72.273**

Total numbers of visitors

### QUOTE VISITOR

"Even if you're not planning a holiday, it's simply a fun day out."

**7**

★★★★★  
Average rating visitors

**65%**

Visitors indicate that they are interested in returning next year

### AGE VISITORS



< 18	12%
18 - 29	8%
30 - 39	10%
40 - 49	10%
50 - 59	21%
60 - 69	25%
70+	14%

### TOP 5 MOTIVES FOR VISITING

1. Gaining inspiration
2. Exploring purchase options
3. A fun day out
4. Viewing well-known providers or products & services
5. Discovering new products and services

### VISITORS PER DAY

