

VAKANTIE. beurs



10 TILL **14**
JAN '24

JAARBEURS
UTRECHT


JAARBEURS

FACTS & FIGURES

10 TILL 14 JAN '24

JAARBEURS | UTRECHT



65.284

Number of visitors

19%

First time visitor

57%

Of the visitors is between
45 and 69 years old

Visitors per day

(trade day) Wed. : 7.940

Thu. : 11.479

Fri. : 13.109

Sat. : 18.805

Sun. : 13.789

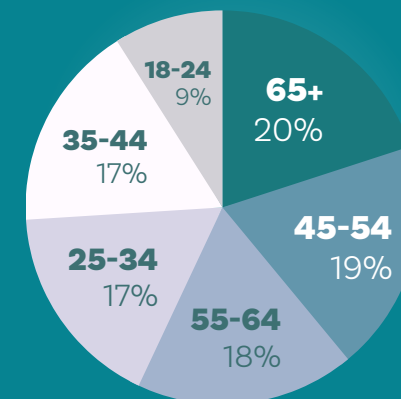
€ 1.968

Average spend on holidays
per person per year

65%

Of the visitors are
likely to return

Visitors age group



47 years

Average age of
the visitors

2,2 x

Average number of holidays
per person per year



7.2

Average rating
of the event
by exhibitors

7.0

Average rating
by exhibitors for the
number of visitors

7.3

Average rating
atmosphere and look
& feel of the event

7.2

Average rating
by exhibitors for
the target audience
attending the event

7.5

Average rating
by exhibitors for the
location of the stand

7.5

Average rating
for the concept
of the event

863

Number of direct and
co-exhibitors

107

Number of countries



Top 5 motives for visiting the event

1. Inspiration about & discover new destinations
2. Information about & book future holiday(s)
3. A fun day out - food & entertainment
4. Contact with (travel) experts & locals
5. Offers and limited sales on holidays

