

EXHIBITORS

#100+

Number of countries

#1052

Number of exhibitors & co-exhibitors

7

★★★★★
Average rating exhibitors

85%

Exhibitors indicate that they will definitely or very likely participate 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

71.122

Total numbers of visitors

€4.033

Average amount spend during or on the occasion of Vakantiebeurs.

7

★★★★★
Average rating visitors

64%

Visitors indicate that they will definitely or very likely return next year

QUOTE VISITOR

"A fun day out with plenty of time to find and gather information for our next holiday."

TOP 5 MOTIVES FOR VISITING

1. Gather inspiration & discover new destinations (78%)
2. A fun day out - food & entertainment (35%)
3. Information about & book future holiday(s) (32%)
4. Contact with (travel) experts & locals (20%)
5. Offers and limited sales on holidays (16%)

VISITORS PER DAY

Travel Trade Day	8150
VKB Day 1	12913
VKB Day 2	15601
VKB Day 3	18139
VKB Day 4	16319

TRAVEL TRADE DAY

8.150

Total number of visitors



70%
is final- or co-decision maker

7.2

★★★★★
Average rating visitors

92%

Visitors indicate that they will definitely or very likely return next year

TOP 5 SECTORS

1. Tour operator
2. Travel agency / independent travel advisor
3. Accommodation provider
4. Tourism advisor
5. Tourism agency

TOP 5 FUNCTIONS

1. CEO
2. Sales
3. Travel agent
4. PR / Marketing / Communication
5. Commercial manager