

15 JANUARY 2020
JAARBEURS | UTRECHT

VAKANTIE
beurs

TRADE
DAY

FACTS & FIGURES



12,925

Number of professionals

1,106

Number of exhibitors

124

Number of countries

4h50m

Average duration
of visit

7.7

Average rating
Trade Day by
professionals

7.1

Average rating
B2B-zone

89%

Rates the Trade
Day with the
mark 7 or higher

93%

Is (very) positive
about the
meetings with
professionals

77%

Rates the
products and
B2B-options as
(very) good

23%

Has attended 1 or more
sessions of the content
programme

7.1

Average rating quality
of the content programme

83%

Plans to visit the
Trade Day again
in 2021

Profile:

Top 5 motives to attend Trade Day

1. To network with existing relations
2. To keep up to date with trends & developments
3. To meet other professionals
4. To make contact with new relations
5. To attend the content programme

77%

Is a (co-) decision
maker

36%

Is director/owner