

15-19 JAN 2020
JAARBEURS | UTRECHT

VAKANTIE
beurs

FACTS & FIGURES



100,797

Number of visitors

Visitors per day:

Wed. 12,466

Thu. 18,149

Fri. 19,325

Sat. 30,165

Sun 20,692

1,106

Number of exhibitors

124

Number of countries

4h00m

Average duration
of visit

7.5

Average rating
of the event
by visitors

7.6

Average rating
quality of
information
given by exhibitors

33%

Attended
presentation(s)
in the theatres

7.3

Average rating
quality of
presentations

7.8

Average rating
atmosphere and
look & feel of the
event

7.9

Average rating
of the event
by exhibitors

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. Presence of specific tour operators/travel agents

Visitor main interest area's for visit

Netherlands	21%
Europe	69%
Outside Europe	66%

Top 5 - Europe

1. Spain
2. Germany
3. Italy
4. Greece
5. France/Portugal

Top 5 - Outside Europe

1. Asia
2. North & Central America
3. Africa
4. S-America/Caribbean
5. Canada / Australia & N-Z

Profile:

2,8x

Average number
of holidays per
person per year

€ 3,390

Average spend
on holidays per
person per year

47 years

Average age of
the visitors

22%

Of the visitors
is a family with
children

9%

Growth in no. of
children at the
event (vs. 2019)

19%

First time
Visitors