



6 - 9 Feb.
2020

FIGURES BRUSSELS HOLIDAY FAIR 2020





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Number of visitors : 93.045

Number

Origin visitors	Number	%
Antwerp	13,027	13
Brussels	21,401	20
East Flanders	13,027	12
Flemish Brabant	16,749	21
Hainaut	1,860	9
Liège	2,791	3
Limburg	13,956	4
Luxembourg	931	1
Namur	2,791	3
Walloon Brabant	5,582	5
West Flanders	930	9
	93,045	100



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Entrance

Entrances	Thursday 6	Friday 7	Saturday 8	Sunday 9	Total	%
Hall 2 (front of hall 4)	5.894	5.016	5.994	5.883	22.786	24
Hall 3	7.678	7.158	6.594	5.399	26.829	29
Sat 4-5-8 - Astridhall	10.281	8.700	13.314	11.136	43.430	47
Total	23.852	20.873	25.902	22.418	93.045	100
%	26	22	28	24	100	



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Age

Age	Number	%
10-20 years	3,722	4
21-30 years	9,305	10
31-40 years	10,235	11
41-50 years	13,957	15
51-60 years	20,470	22
61-70 years	23,261	25
71-80 years	11,165	12
81-90 years	930	1
	93,045	100





Sales

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Surface	: 30.000 brut : 13.000 net
Exhibitors	: 350 direct :> 800 sub-exhibitors
Pays	: 63





Marketing

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Media campaign : value 349.000€
Public relations : value 363.000€

Host country : Cuba

Press : 162 journalists
: 72 Dutch
: 90 French

Articles : 186 clippings

