

MOTORBEURS UTRECHT 2024



87.872
visitors



270
exhibitors



17.393
square meters across 6 halls

About the visitors:

In possession of a motorcycle license:

93%

Brand new riders (licensed for less than a year):

6%

First-time attendees:

19%



Average visitor rating

7.7



Average exhibitor rating

7.9

WHY DO SO MANY MOTORCYCLISTS CHOOSE MOTORBEURS UTRECHT?

Visitors of MOTORbeurs Utrecht aim to:

- ✓ Browse both new and pre-owned motorcycles
- ✓ Discover new motorcycle-related products from relevant exhibitors
- ✓ Seek inspiration
- ✓ Make purchases and/or explore potential buys
- ✓ Have a fun day out

The **COMBINATION** of these elements results in high visitor numbers, catering to a diverse range of interests.

As a result, MOTORbeurs Utrecht stands out as the sole gathering place in the Netherlands where numerous motorcyclists convene, all in various stages of the purchasing process, from seeking inspiration to making informed choices.

Enjoying a day out	64%
Seeking inspiration	58%
Discovering new products and services	49%
Exploring offerings from familiar providers	44%
Staying informed about trends and innovations	40%
Purchasing products/services	35%
Discovering new brands and suppliers	33%
Exploring potential purchases	32%
Finding special deals	32%
Attending activities and shows	16%
Requesting quotes	2%
Attending lectures/workshops	2%
Other	2%

ABOUT THE EXPENDITURES

51%

Purchases made at MOTORbeurs Utrecht:
51% with an average expenditure of € 538,-

39%

Planned purchases after MOTORbeurs Utrecht:
39% with an average expenditure of € 4.654,-

REACH OUT TO THOUSANDS OF MOTORCYCLE ENTHUSIASTS!

The information in this leaflet is not legally binding

JAARBEURS