

Kijk voor meer informatie
op www.horse-event.nl

10 -11 & 17-18
september
2021



Horse Event 2022

Horse Event is still popular with a great diversity of horse lovers after eighteen editions. This has been proved by the latest edition which was sold out. This year, at Expo Harlemmermeer (Vijfhuizen, the Netherlands) the horse sector shows itself two weekends from its best and most diverse side. The first weekend, on 10 and 11 September (09.30am-18.00pm), focuses on the youthful horse lover (and their parents), from pony girl to competition rider. Visitors meet their idols, enjoy shows, shop to their heart's content and learn all about a versatile and responsible handling of horses. During the second weekend, on 17 and 18 September (09.30am-18.00pm), Horse Event focuses more on education and depth, aimed at the conscious horse lover, from recreational rider to athlete. The program consists of substantive clinics, educational demos, and the stands will be a bit more focused on the recreational rider and athlete as well. Friday the 16th of September (16.00-13.00pm) is reserved for equestrian professionals exclusively. Then the 'Hippische Ondernemer Dag' (Equestrian Entrepreneur Day) takes place on the front part of the Expo (Entrance Square, Entrepreneurs Square and the conference area's).



Programma

On the 10th and 11th of September, the youthful target group and their parents will be treated to performances by their big horse idols and there is a lot to see and to learn in dozens of shows, demos and clinics. In the second weekend Horse Event goes back to the roots of the educational event that started nineteen years ago on the grounds of the Dutch Equestrian Centre in Deurne. The diverse programme focuses more on substantive clinics and demos of leading top athletes and trainers, and every day an international show will be the show-stopper of the day.

Visitor analysis see page 2.

Will you be there?

In order to reach the interesting Horse Event target group, we offer stands in the form of uniform stand construction in the halls and pagoda tents on the outside area. The organization is happy to advise you on the choice of your stand and location and can assist you with facility matters. Until April 1, we offer an early bird discount.

TARGET GROUP



93%



7%

63% of the visitors is between 21 and 50 years old

ONLINE MEDIA REACH

Social Media

(Facebook, Instagram, YouTube)

64K

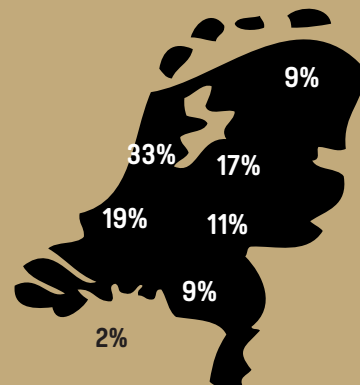
Nieuwsbrief

25K

Website

90K/jaar

LOCATION VISITORS



VISITS HORSE EVENT

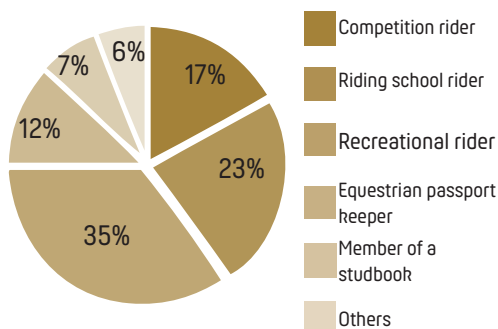
55%

visits Horse Event
with family

37%

visits Horse Event
with friends

VISITOR TYPE



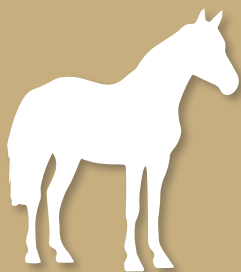
INTEREST VISITOR

75% Dressage

53% Jumping

Other interest:
Eventing, Freedom Dressage,
Natural Horsemanship, Western

HORSES



60% has one or more horses of their own
15% has a horse of its own at home

RATING VISITORS

7,8

SPENDING AT STANDS

€ 39% of the visitors spends
50,- to 100,- EU

€€ 28% of the visitors spends
100,- to 250,- EU.

€€€ 6% of the visitors spends
more than 250,- EU.

45% comes to shop and to orientate
on products or services.

Organisatie:

Horse Event is a project of Academy Bartels Event Management,
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Venue: Stelling 1, 2141 SB Vijfhuizen

