

• JAARBEURS UTRECHT •

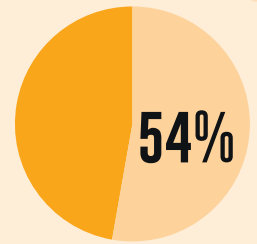
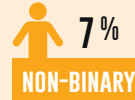
VISITORS & EXHIBITOR STATISTICS



Number of Visitors: **17.500**



Number of Exhibitors: **280**



AGED 18 TO 34

POPULAR INTERESTS



Manga & Anime: **70%**



shopping : **60%**



Cosplay: **59%**

ONLINE RESULTS



Website Visitors: **115.000**



Unique Email Addresses: **30.000**



Social Media Followers: **22.000**
Social Media Impressions: **6.900.000**

OTHER RELEVANT FIGURES

Ratings and feedback from survey

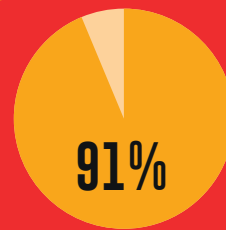
Visitor rating:



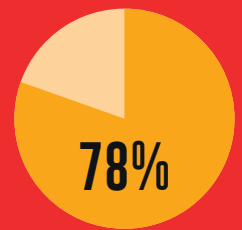
Exhibitor rating:



Visitor spending:



Made a purchase



Spent more than €50

PR & MEDIA



Media reach : **58.115.284**



Media value : **€ 2.280.156**

NOS

Trouw

AD

NEXT EDITION:
21 & 22 MAART '27

