

PRESS RELEASE

Easyfairs expands Camperbeurs to Amsterdam with new edition at EXPO Greater Amsterdam

Amsterdam, 1 October 2026: Event organiser Easyfairs is launching a third edition of Camperbeurs in the Netherlands. The first edition of Camperbeurs Amsterdam will take place on 27 and 28 November 2027 at EXPO Greater Amsterdam. With Amsterdam joining the existing events in Den Bosch and Hardenberg, Easyfairs is further developing a nationwide platform that reaches more than 50,000 visitors each year.

Amsterdam: a logical third location

With Amsterdam, Camperbeurs is deliberately targeting a region that does not yet have its own dedicated motorhome show. North Holland is one of the Netherlands' top three provinces in terms of the number of motorhome owners. In addition, the number of motorhomes in the province has increased by no less than 84% over the past eight years.

'The Randstad is a very interesting region for us,' says Stefan Hutten, CEO of event organiser Easyfairs Nederland. 'The number of motorhome owners has grown significantly here in recent years. At the same time, we are seeing new audiences emerging with a different perspective on motorhome travel. With Camperbeurs, we want to bring these different groups together and showcase just how broad and diverse the world of motorhoming has become.'

A Camperbeurs within reach, wherever you live

With three editions spread across the Netherlands and throughout the year, Camperbeurs is creating a nationwide platform for the motorhome industry, offering greater reach and multiple opportunities to connect with motorhome enthusiasts.

In 2027, Camperbeurs will take place in Den Bosch, Hardenberg and Amsterdam:

- **Camperbeurs Den Bosch** – 19–21 February 2027, Brabanthallen
- **Camperbeurs Hardenberg** – 17–19 September 2027, Evenementenhal Hardenberg
- **Camperbeurs Amsterdam** – 27–28 November 2027, EXPO Greater Amsterdam

'The addition of Amsterdam strengthens our nationwide presence and allows us to engage with motorhome enthusiasts at multiple points throughout the year,' says Jeffry Plaggenmarsch on behalf of Camperbeurs.



'We are building on more than 18 years of experience in Hardenberg and the successful expansion into Den Bosch. With three editions and more than 50,000 visitors annually, we are creating a strong and broad platform for the Dutch motorhome industry.'

'We want Camperbeurs to become much more than a show that takes place once a year in one location,' Plaggenmarsch continues. 'Whether you live in the north, east, south or west of the Netherlands, there will soon be a Camperbeurs within reach. And because the events are spread throughout the year, we can remain relevant to motorhome enthusiasts at different times of the year.'

Industry responds with immediate confidence

Interest from the motorhome industry has been strong from the outset. More than 50 companies have already expressed their intention to exhibit at Camperbeurs Amsterdam.

'Having more than 50 interested companies already, while we have only just announced the event, is incredibly encouraging. It shows that the industry also recognises the potential of Amsterdam,' says Plaggenmarsch.

EXPO Greater Amsterdam: accessible, spacious and comfortable

Camperbeurs Amsterdam will take place at EXPO Greater Amsterdam in Vijfhuizen. Located close to the A4 and A9 motorways, the venue is easily accessible and offers ample parking.

EXPO Greater Amsterdam is situated on the former Floriade site and is surrounded by greenery. The venue combines a light, industrial character with distinctive glass greenhouse architecture and abundant natural light.

For more information, visit www.camper-beurs.nl.

About Easyfairs

Easyfairs organises and hosts events, bringing communities together to visit the future.

We currently organise 110 market-leading event titles in 16 countries (Algeria, Austria, Belgium, Denmark, Finland, France, Germany, Italy, Norway, the Netherlands, Portugal, Spain, Sweden, Switzerland, the United Kingdom and the United States) and manage eight event venues in Belgium, the Netherlands and Sweden (Antwerp, Ghent, Mechelen-Brussels North, Namur, Gorinchem, Hardenberg, Malmö and Stockholm).

We are passionate about "easifying" the life of our customers and increasing the return on investment and return on time for professional communities through our all-in formulas, advanced technology and customer-centric approach. Our digital features and initiatives provide these communities with excellent opportunities to network effectively and do business throughout the year.

The Easyfairs Group employs 900 highly committed talents, deploys the best marketing and technology tools and develops brands with a strong appeal to our stakeholder communities.

For the seventh year running, Deloitte conferred "Best Managed Company" status on Easyfairs in 2025.



Visit the future with Easyfairs and find out more on www.easyfairs.com

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