

30 + 31 JANUARY 2027
BRABANTHALLEN - DEN BOSCH (NL)

Western[®] Experience

30TH
EDITION



**EUROPE'S MOST WELCOMING
COUNTRY AND WESTERN FESTIVAL**

30 & 31 JANUARY 2027
BRABANTHALLEN - DEN BOSCH (NL)

EXPERIENCE THE WEST!

For Western Lifestyle – and everything that comes with it
Music + Dance + Horses + Culture + Market + Show + Atmosphere

Experience the West... it says it all! At Europe's largest all-round indoor country festival in the Brabanthallen Den Bosch (NL), you can enjoy the many faces of America's Old, New and Wild West.

Each year, some **20,000 country and western fans** from across the continent join up during the last weekend of January and immerse themselves in the incredibly **welcoming atmosphere of the Western Experience!**

- **Live music featuring country hits from every era and genre**
- **An authentic Native American Pow-wow demonstration**
- **Western riding arena** featuring spectacular show performances
- **The WE Horse Trials** - competitions across 6 disciplines
- **Songwriters performing**, whilst dreaming of Nashville
- **Line dance workshops in Modern, Traditional and Catalan Style**
- **American Cars, Bikes and Vans**
- **Cornhole** demos and tournament
- **Shop at over 100 market stalls** - for hats, boots, clothing, furniture, art, horse-riding gear, accessories, food, drinks and **many surprises**

Would you like to exhibit, sell, perform, sponsor or collaborate
with the Western Experience? Email us!
info@westernexperience.com

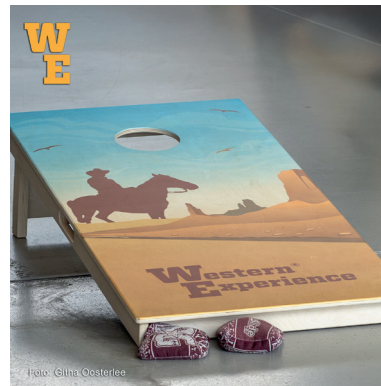
20,000

attendees, with 35%
visiting from outside
the Netherlands



22,000

square meters
of excitement



35,400

active followers
on social media



96%

of visitors come with
intent to buy



65%

are between
25-60 years old



100+

stalls, exhibitors and
food & beverage
outlets



50+ performances

8 halls

6 dance floors

5 stages

1 horse arena

130+ western riders



3 million

people saw our VLOG



Scan the QR code for 2025 Vlog!

Join us and discover it all - at the Western Experience!

WESTERNEXPERIENCE.COM