

Facts and figures 2020

The event

- 3 event halls with a total surface area of 17.000 m²
- 70 exhibitors from home and abroad.
- 200 stables with international sport horses
- 1.300 tons of sand (40 trucks) for the competition and warm-up arena's
- Performances with well-known artists such as Henk Dissel and Dries Roelvink
- Shows by, among others, The Horseman team (2020), Gerard Joling and Britt Dekker, the Grand National Team, Diamond are Forever and Black magic (2019), the Future Guys (2018), Alizée Froment (2017), Santi Serra, The Horseman Guys (2018), Gert van den Hof (2015), Luma the Lyan (2014), Mario Luraschi (2013), Flying Frenchman Lorenzo (2012), The Osborn Refrigerators Double Harness Scurry (2011), Jean-François Pignon (2010) and the London Metropolitan Police (2009)

Sport

- 2 World Cup Qualifiers: the FEI Dressage World™ and the Longines FEI Jumping World Cup™
- 6 Dressage classes with more than 12 hours of fantastic dressage sport of the highest (inter)national level.
- Participants from 20 different countries
- Total prize money of € 500.000
- 4 basic show jumping classes for which more than 2250 combinations tried to get a starting place during 7 selection competitors in the county
- Isabell Werth rode to victory in the FEI Dressage World Cup™ for the 5th time in a row
- In a time of 29.58 seconds, Julien Epailard and Toupie de la Roque were the fastest in the jump-off of the Anemone Horse Trucks Grand Prix of Amsterdam powered by Stoeterij Sterrenhof

Media

- A total of 12.400.00 people read articles about Jumping Amsterdam in the national Telegraaf, the Algemeen dagblad and the Volkskrant
- The item OP1 where Anky van Grunsven was seated attracted 877.00 viewers
- The NOS and Eurosport, broadcasted the World Cup qualifiers on Sunday 26th of January with a total of 2.400.000 viewers
- Another 31.863 people viewed items about Jumping Amsterdam via nos.nl
- Other items related to jumping Amsterdam on NPO Radio1, Qmusic and NPO1 together attracted 61.590.000 viewers and listeners.
- The livestream via ClipMyHorse attracted 116.192 viewers from 91 countries
- Instagram grew by more than 40% to 14.400 followers. The reach of the Instagram page was 29.214 in the week of the event and the page was viewed 979.888 times.
- From January 10th to February 4th, 2020, 630 messages were posted about Jumping Amsterdam.
- This coverage had a total media value of € 529.042 with a reach of 83.906.894