

FACTS ABOUT *the largest scandinavian holiday fair*



FACTS
2026

MCH

Danish Travel Show
FERIE
FOR ALLE

Next event
takes place from
26-28 February 2027
at MCH Messecenter
Herning

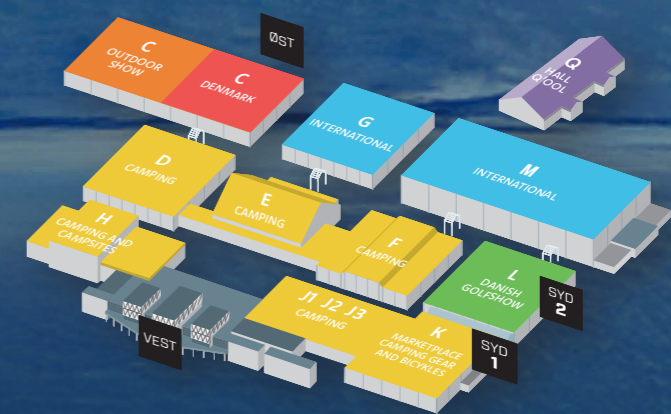
13 exhibition
halls with 5 main
theme areas



Danish Travel Show is
the largest holiday fair
in Scandinavia



Total
exhibition area
of 64.000 m²



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Facts about exhibitors and media

Number of exhibitors

Exhibitors

327

Co-exhibitors
and represented
companies

722

Total

1049

Number of
trade journalists
at the fair

125

Travel agencies and package tour operators

88

National and regional tourism offices and embassies

61

Airlines and airports

12

Facts from the exhibitor survey

This is how the exhibitors assess how well they have achieved the following objectives at the fair. On a scale from 1–10

To meet existing customers

8,1

To meet new B2C customers

7,9

Presenting new products

8,45

To meet new B2B customers

7,26

Sales

7,31

Number of visitors on the stand

Average on

7,93

This is how the exhibitors rate the number of visitors on their stand, on a scale of 1–10.

Danish Travel Show overall

Average on

7,94

How exhibitors rate Danish Travel Show on a scale of 1–10, with 10 being the best.

90%

of the exhibitors would like to exhibit at Danish Travel Show again

(9% have not yet decided)

Flashback to
Danish Travel
Show 2026



Facts about the visitors

Number of visitors – day by day

Friday

17.797

Saturday

22.391

Sunday

14.461

Total

54.649

“
Reserve
the date
in 2027
now”

Facts from the visitors' analysis

88%

of all visitors would like to visit Danish Travel Show again

(8% have not yet decided)

8,36

Total rating of Danish Travel Show on a scale of 1-10.

90%

of all visitors go on at least 2 holidays a year

60%

of all visitors go on at least 3 holidays a year

52%

of all visitors expect to order a vacation, buy a caravan, camping equipment or other products as a result of their visit at Danish Travel Show

8,51

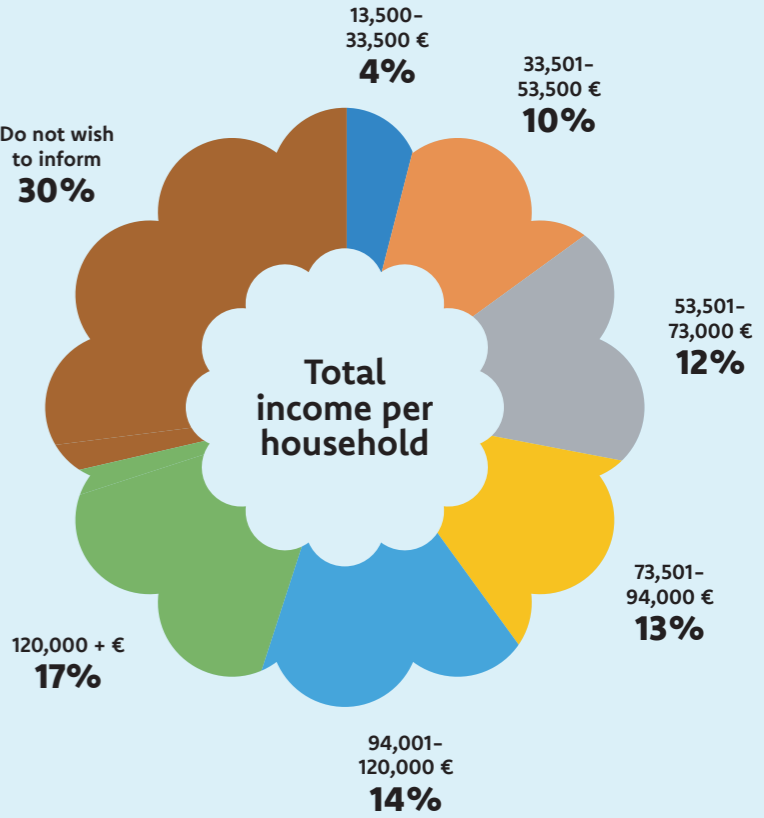
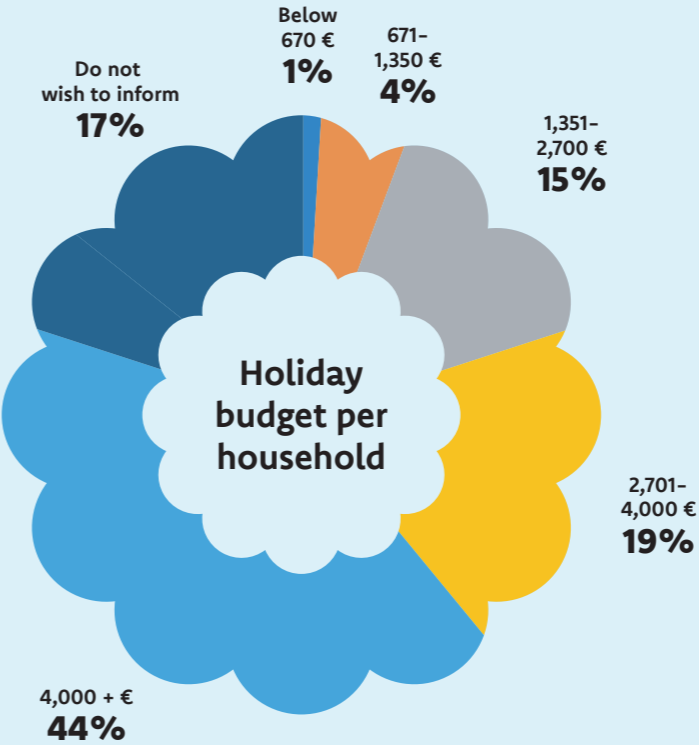
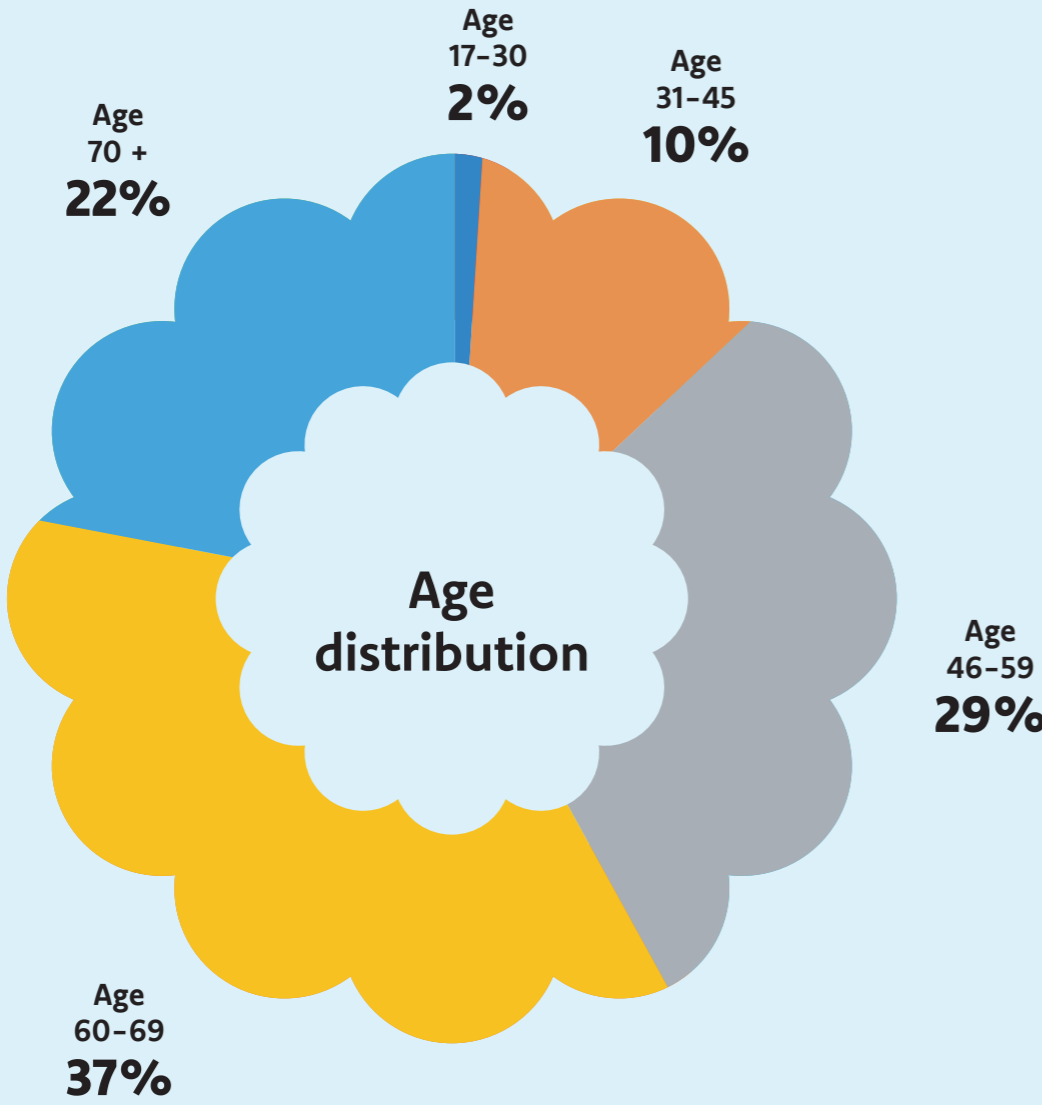
The visitors' overall assessment of the number and quality of the exhibitors, on a scale from 1-10.

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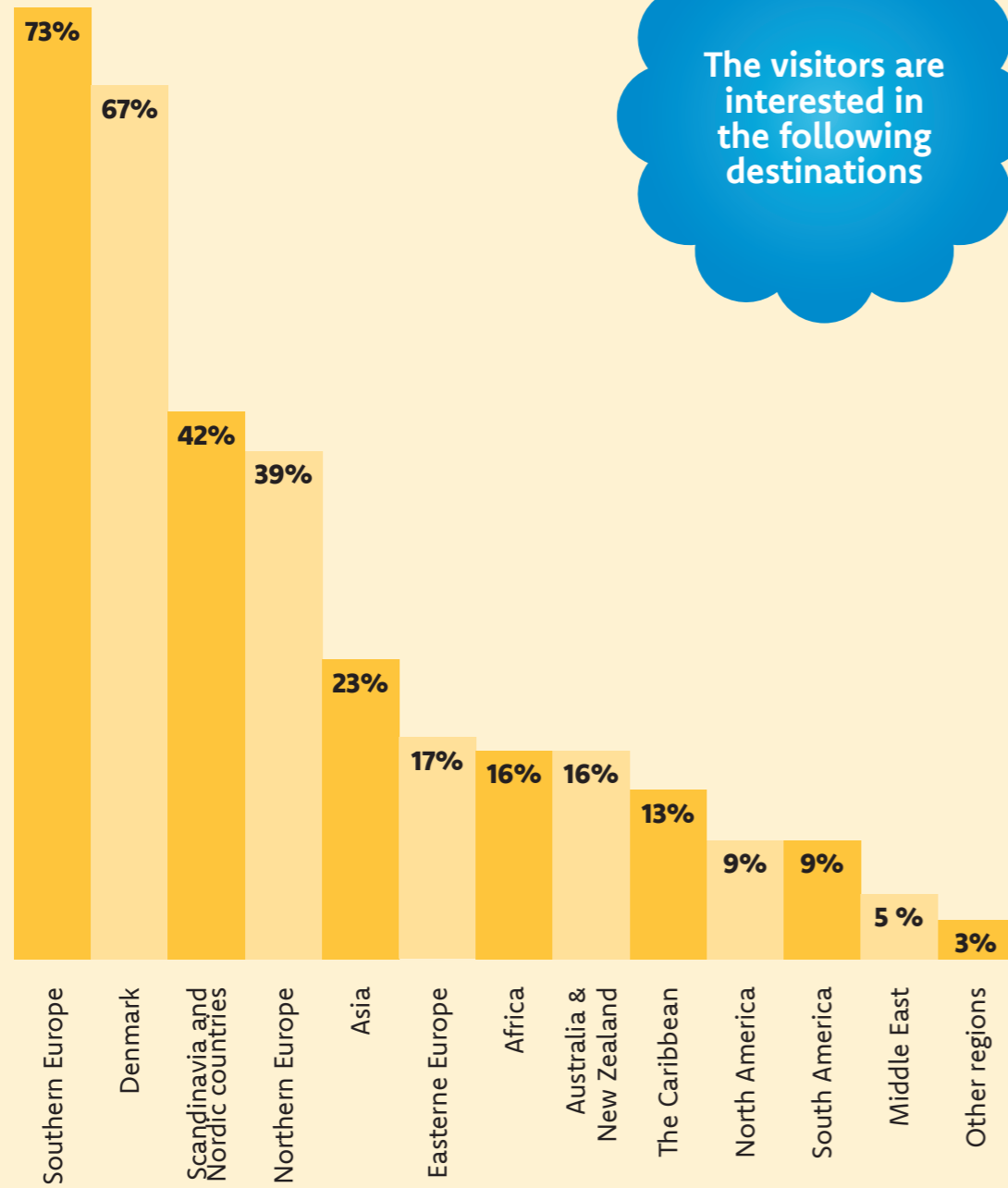
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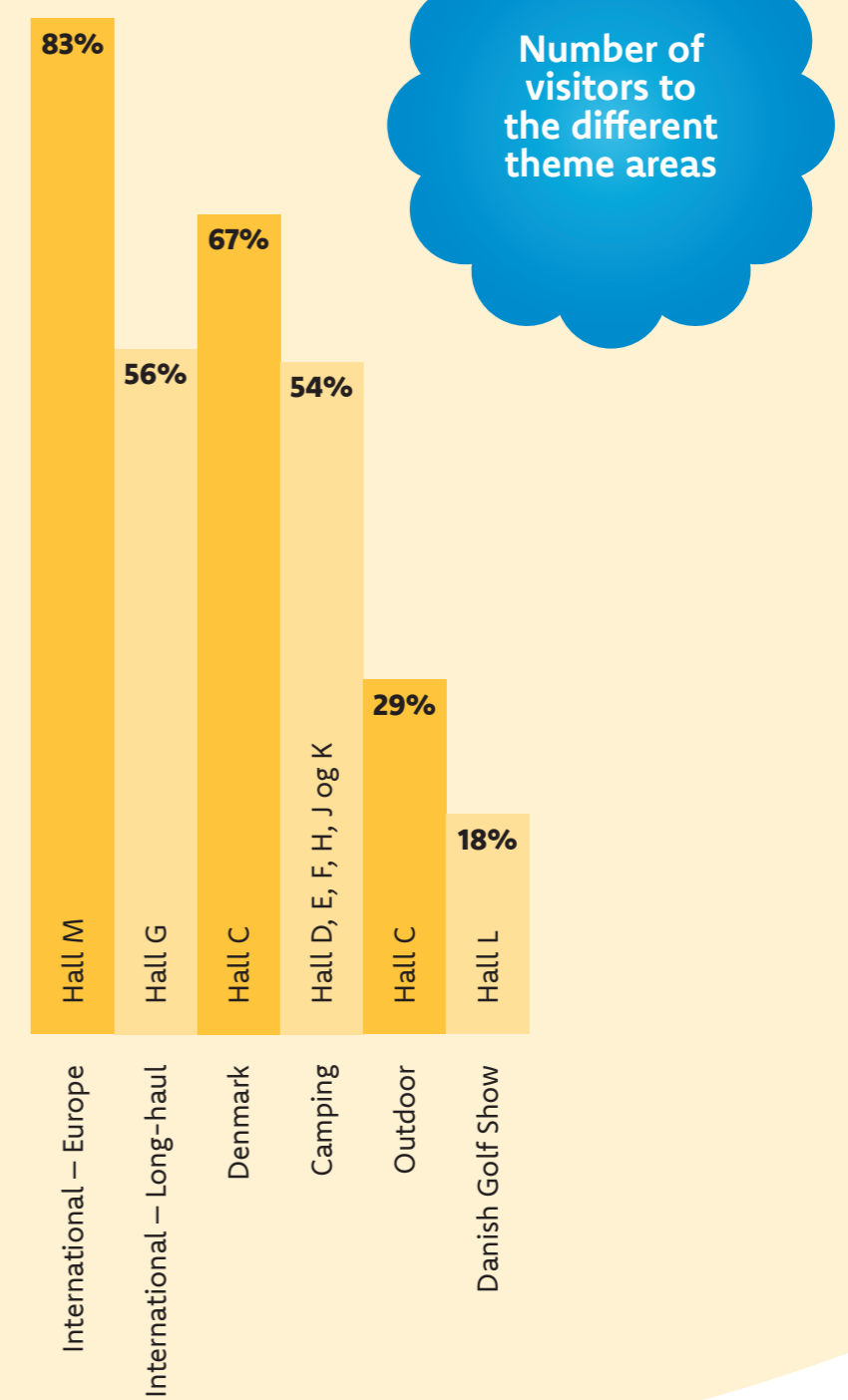
Facts about the visitors



Facts from visitors' analysis



Facts from the visitors' analysis



Networking - great B2B program

Network with more than 3,500 trade professionals

Official opening for media and trade professionals

Press conferences by exhibitors and trade organisations

Executive Lounge for ambassadors and trade executives

Get2gether for exhibitors and B2B visitors

Business Lounge

Danish Travel Connect - A large networking event full of personal meetings for relevant travel industry professionals.

MCH365 - your digital platform at danishtravelshow.dk

FACTS 2026

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Danish Travel Show
FERIE FOR ALLE



Strong branding opportunities



Two Danish Travel Show newspapers with over **600.000** readers



+ **27.000** followers on Facebook and Instagram

More than **100.000** newsletter recipients

More than **6 millioner** million views on Facebook and Instagram



Branding of Danish Travel Show



Massive print advertising in national media

More than **700.000** persons on SoMe



MCH365 is your branding tool to increase your exposure before, during and the rest of the year at danishtravelshow.dk



Online segmented advertising on relevant sites

We are always ready to help you



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