

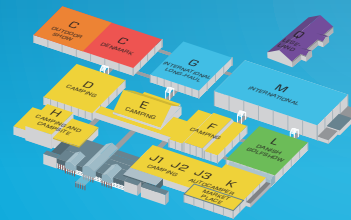
# Northern Europe's largest travel fair

13 exhibition  
halls with 5 main  
theme areas

**INTERNATIONAL  
CAMPING  
DENMARK  
OUTDOORSHOW  
DANISH GOLF SHOW**

Total exhibition  
area of

**64,000 m<sup>2</sup>**



Danish Travel  
Show is the largest  
travel show in  
Northern Europe



Next event  
takes place from  
**21-23 February 2025**  
at MCH Messecenter  
Herning

## Facts about exhibitors and press

Number of exhibitors	2024	2023	2022
Exhibitors	328	327	270
Co-exhibitors and represented companies	693	612	390
<b>Total</b>	<b>1021</b>	<b>939</b>	<b>660</b>

70 countries and regions were directly represented at the fair by official tourist board or embassy. Furthermore 69 travel agencies and package tour operators and 17 airlines and airports were represented in the international section.

Representatives of the press	2024	2023	2022
Number of trade journalists at the fair	139	129	119



## Facts from the exhibitor survey

Satisfaction  
with the outcome  
of the fair

**4.03**

How exhibitors rate Danish Travel Show  
on a scale of 1-5, with 5 being the best.

General  
rating of  
Danish Travel Show

**4.26**

**85%**

of the exhibitors have  
been satisfied with the  
quality of the visitors  
to their stand

**85%**

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

(12% have not  
yet decided)



## Facts about the visitors

Number of visitors – day by day	2024	2023	2022
Friday	18,166	18,761	12,381
Saturday	21,404	22,310	15,441
Sunday	15,927	15,086	13,470
<b>Total</b>	<b>55,497</b>	<b>56,157</b>	<b>41,252</b>

## Facts from the visitors' analysis

**88%**  
of all visitors  
go on at least  
2 holidays  
a year

**52%**  
of all visitors  
go on at least  
3 holidays  
a year

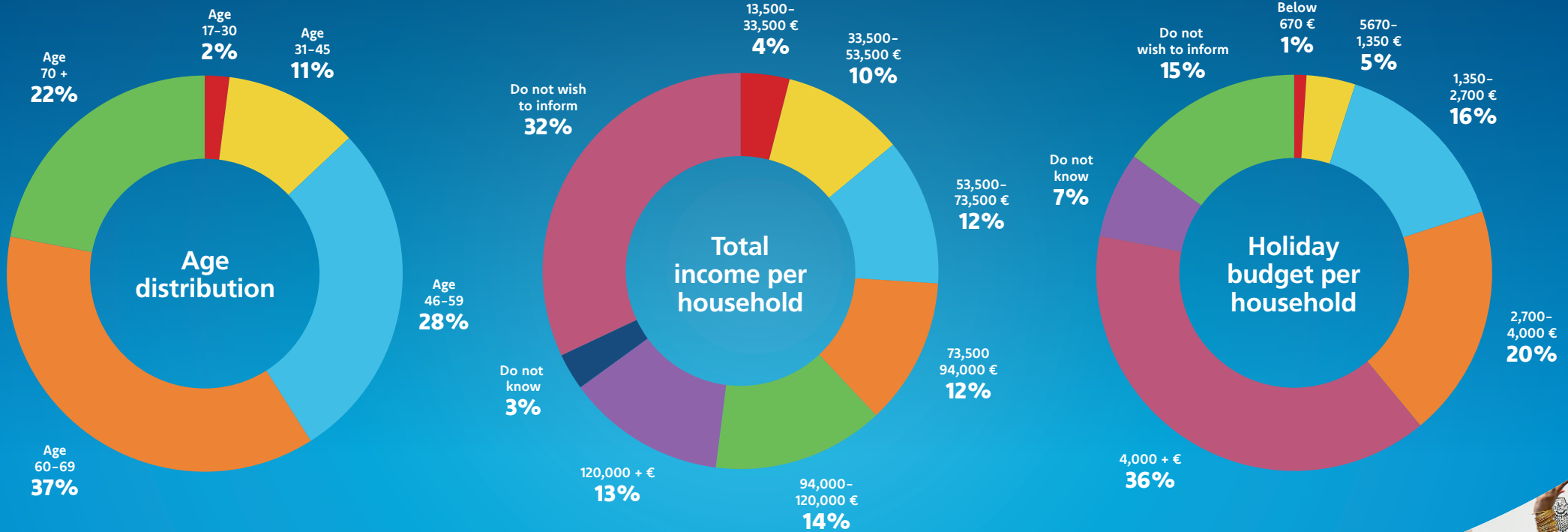
**44%**  
of all visitors expect  
to order a vacation,  
buy a caravan,  
camping equipment  
or other products as  
a result of their visit  
at Danish Travel Show

**62%**  
of all visitors have  
formerly bought a  
vacation, a caravan,  
camping equipment  
or other products as  
a result of a visit at  
Danish Travel Show

**85%**  
of all visitors would  
like to visit Danish  
Travel Show again  
(11 % have not yet  
decided)

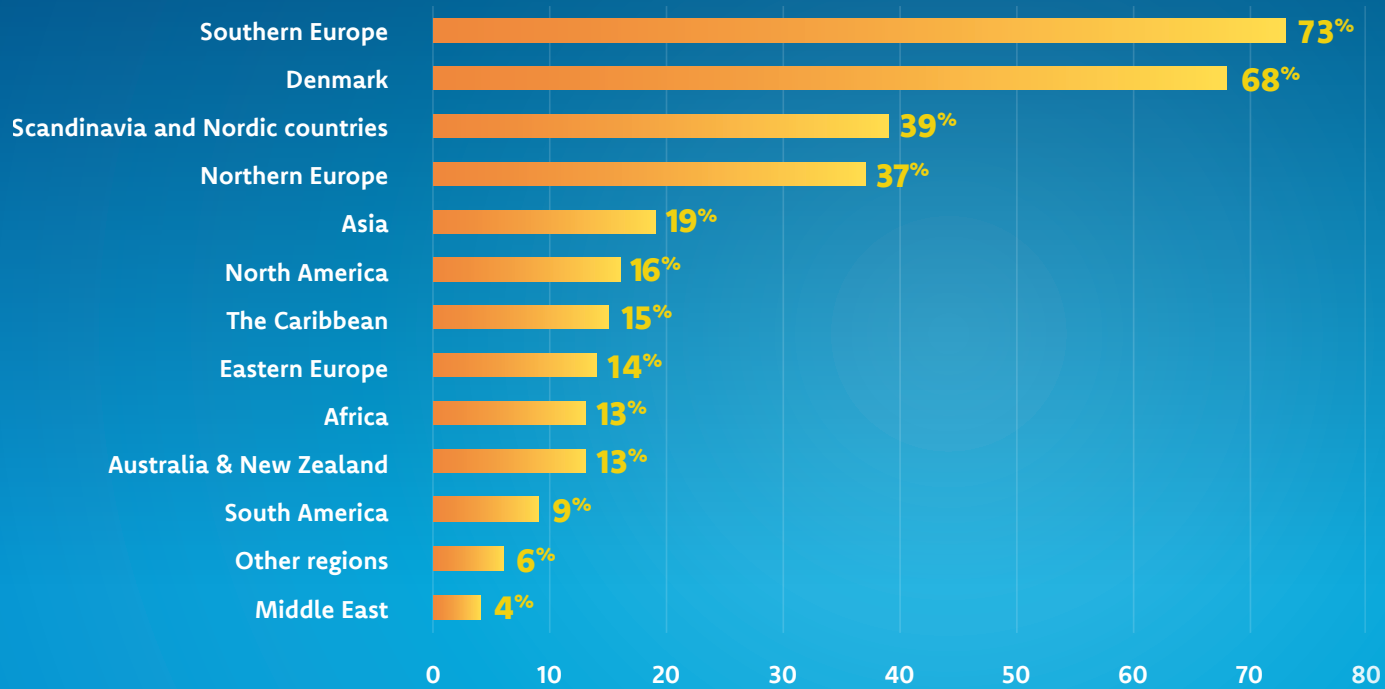


# Facts about the visitors



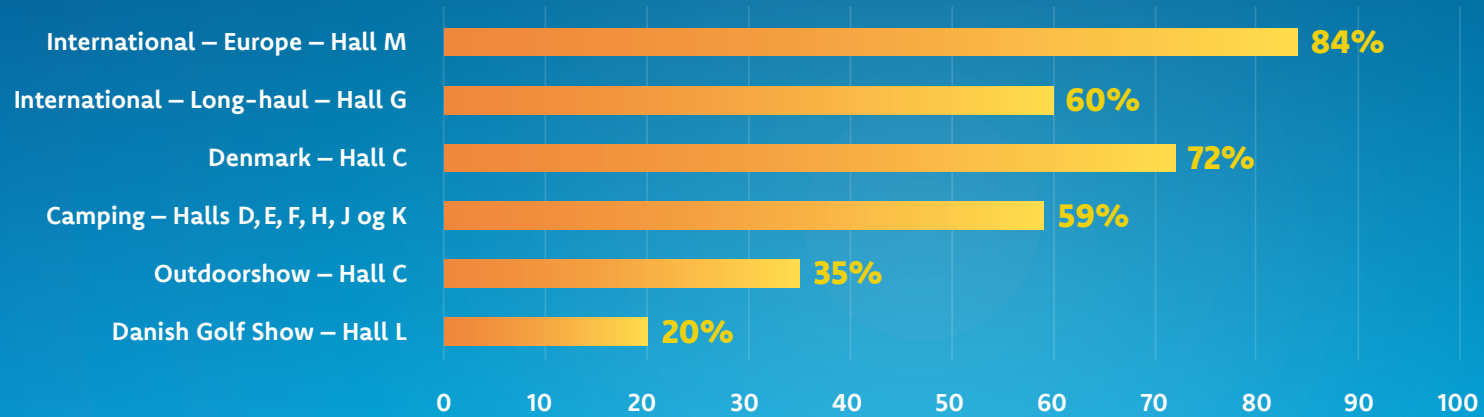
# Facts from visitors' analysis

The visitors are interested in the following destinations



# Facts from the visitors' analysis

Number of visitors to the different theme areas



# Networking – great B2B program

Friday February 21st is trade day at Danish Travel Show with a variety of B2B activities

Network with more than  
3,500 trade professionals

Press conferences  
by exhibitors and  
trade organisations

Official opening for media  
and trade professionals

Get2gether for  
exhibitors and  
B2B visitors

Executive Lounge  
for ambassadors and  
trade executives



MCH365  
– your digital platform

Business  
Lounge



# Strong branding opportunities

Branding of Danish Travel Show

+ 22,500 followers on  
Facebook and Instagram

Two Danish Travel Show  
newspapers with over  
600,000 readers

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

More than 100,000  
newsletter recipients



More than 3,5 million  
views on Facebook  
and Instagram

Massive print advertising  
in national media

Online segmented advertising  
on relevant sites with more  
than 2 million views

More than 700,000 people  
reached on social media

# Reserve the dates for 2025

21-23 february 2025

We are always ready to assist you



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