

DALO Industry Days 2026 Analysis

Visitor Analysis

Methodology and data collection

Analysis design

The analysis was conducted as a survey among visitors to DALO Industry Days 2026. Statistics on the visitors were obtained from MCH's own ticket registration system.

For questions requiring a rating on a scale from 1 to 5, 1 indicates the lowest rating (Very dissatisfied) and 5 indicates the highest rating (Very satisfied).

Number of respondents

1,146 visitors have completed the full survey.

Analysis process

Data collection took place in connection with DALO Industry Days 2026, which was held on 19–20 August 2026.

MCH Messecenter Herning was responsible for conducting the analysis, which was completed on 2 September 2026.

Facts

32

**Exhibiting
countries**

51

**Visitor
countries**

1,244

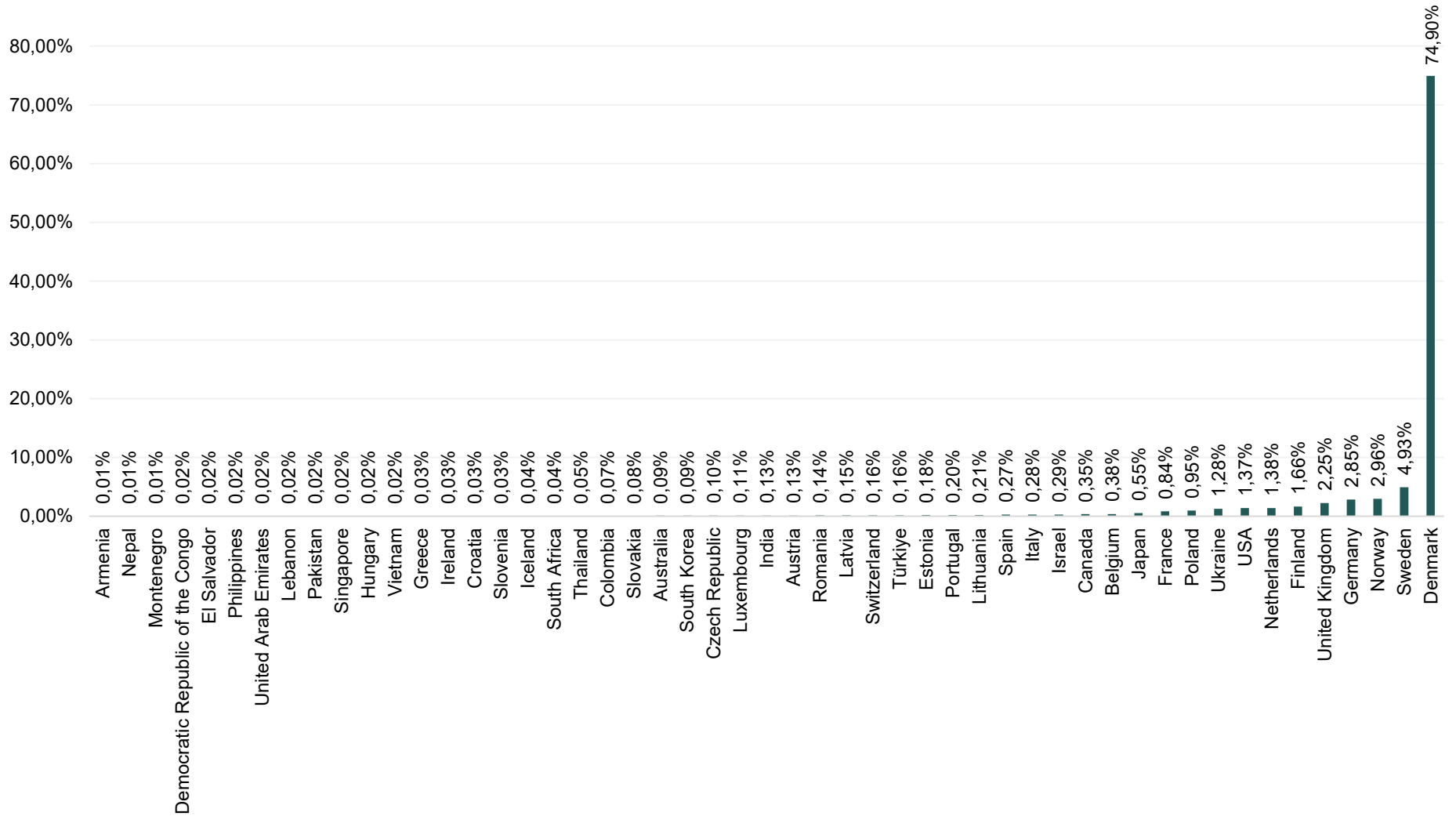
Exhibitors

21,095

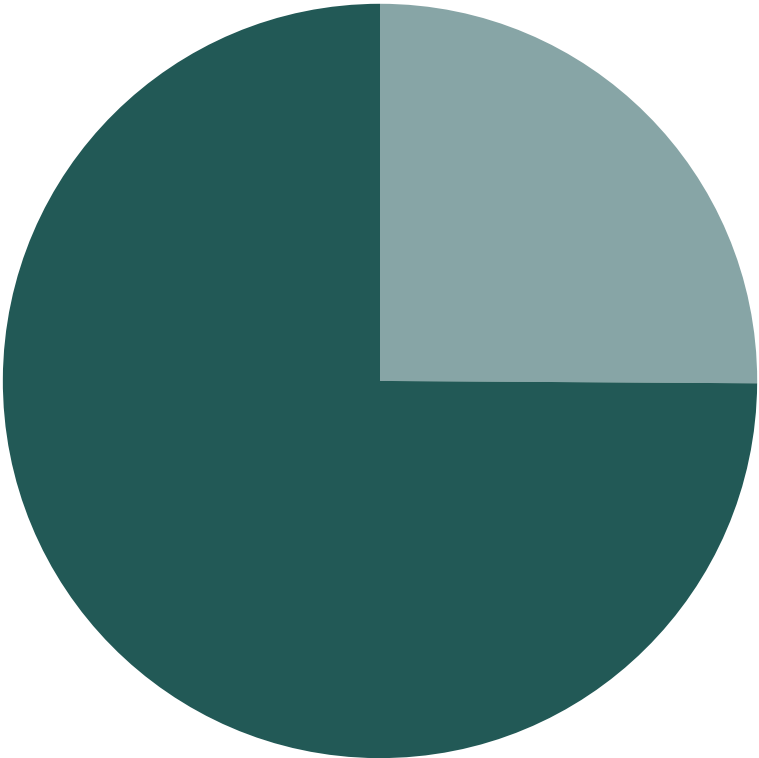
***Total number of
attendees**

*The fair's total attendance is the total number of people at the fair and includes both visitors and staff working at the exhibitors' stands.

Visiting countries



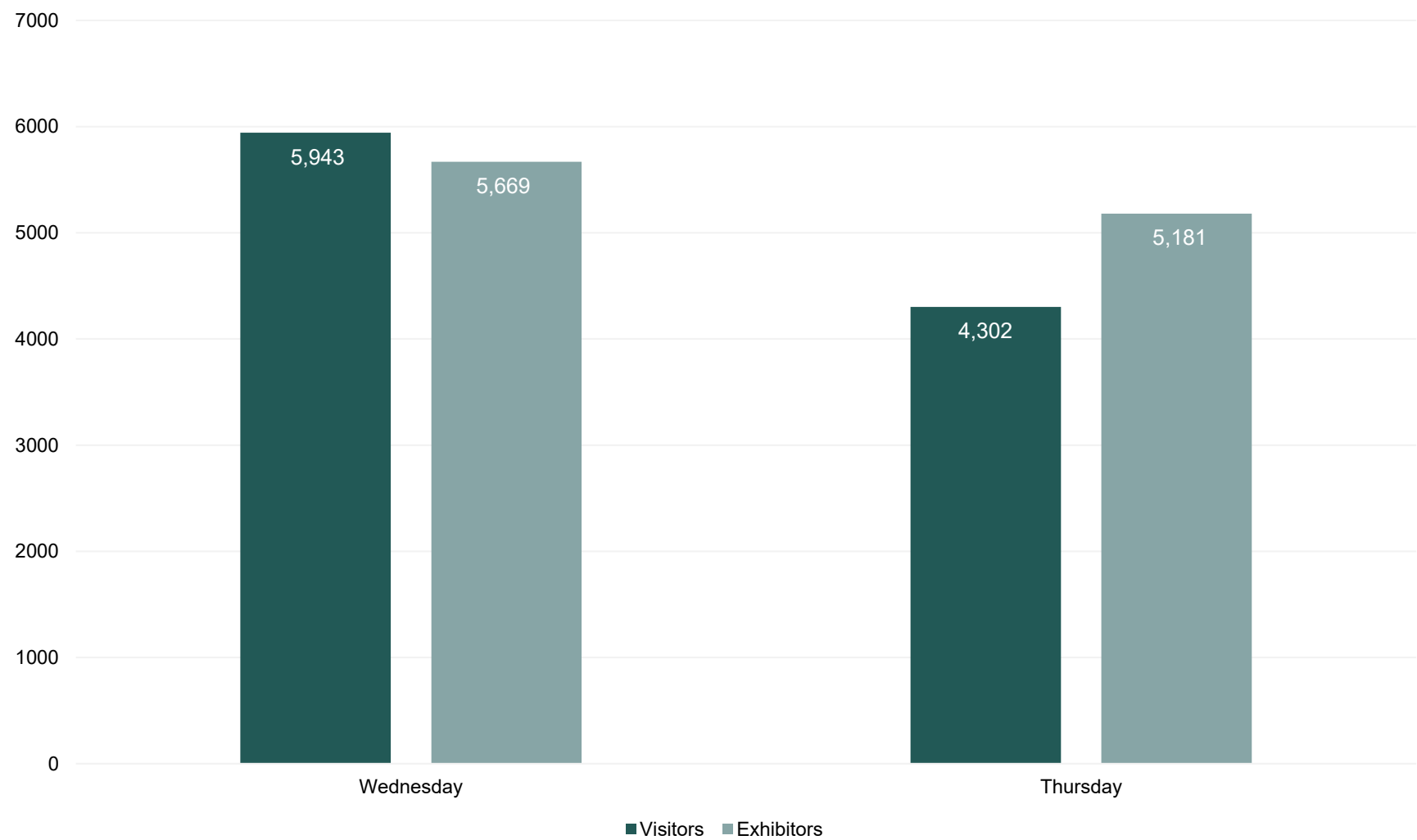
Visitor distribution



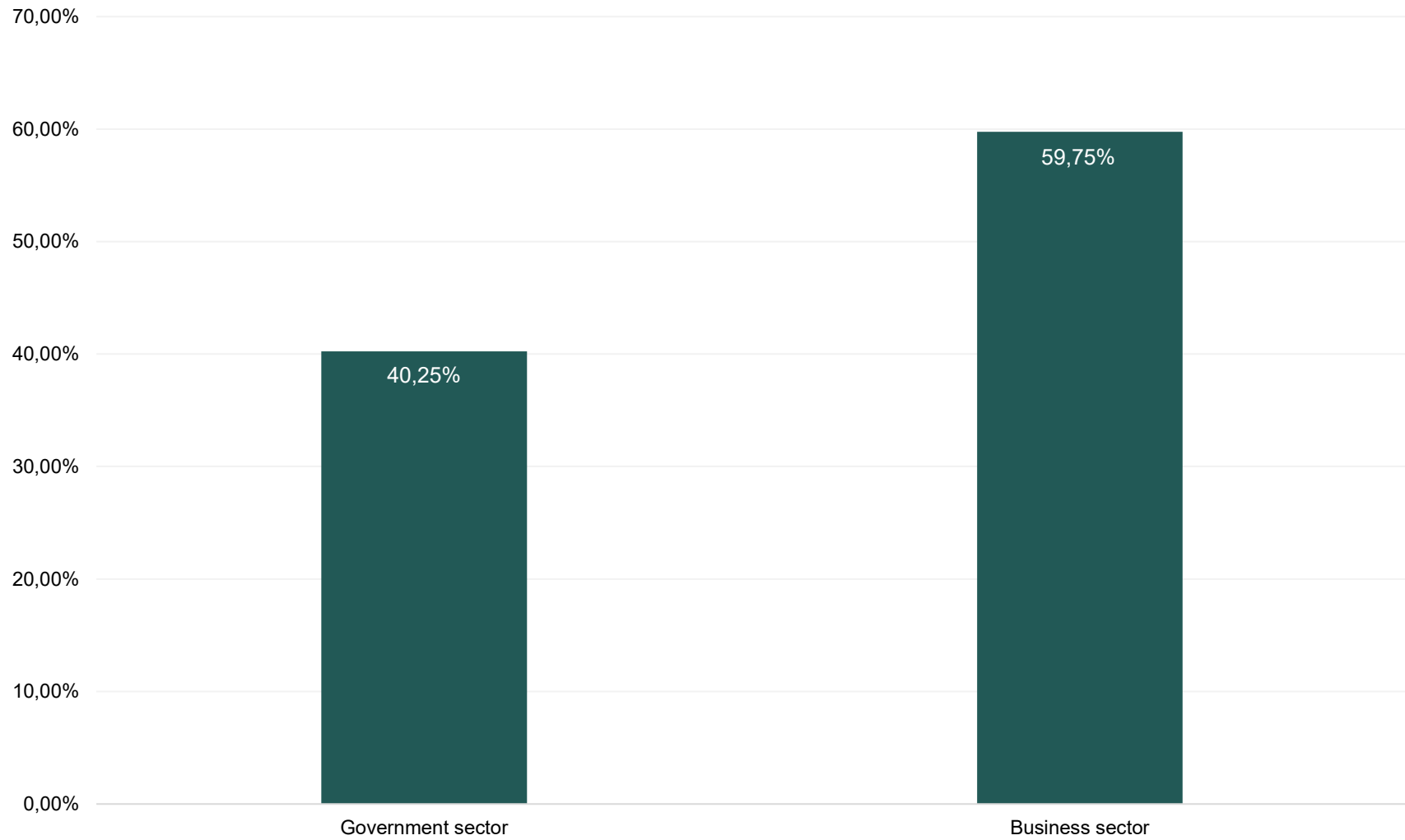
- Danish visitors
- Foreign visitors

74,90%
25,10%

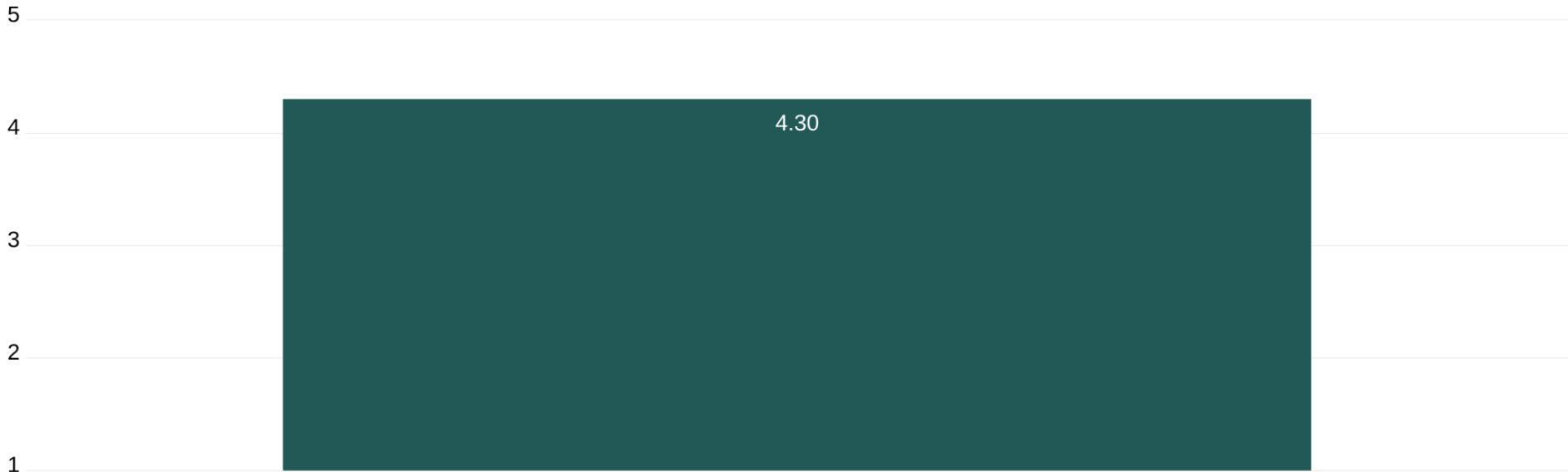
Number of attendees per day



Sector



On a scale from 1-5, where 5 is the best, how would you rate DALO Industry Days 2026 overall?



Observations

Total 1.244

What was your purpose for visiting DALO Industry Days 2026? (Please feel free to select more answers)

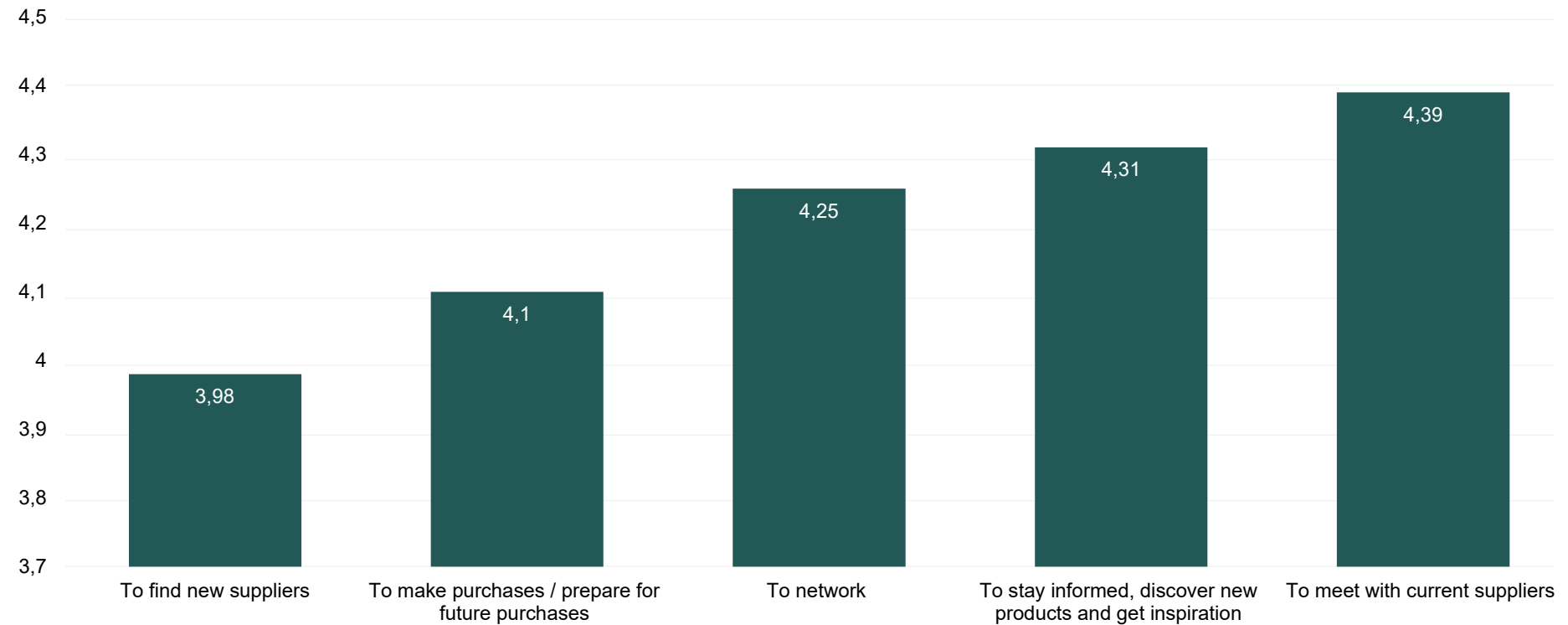


Observations

Total

1.226

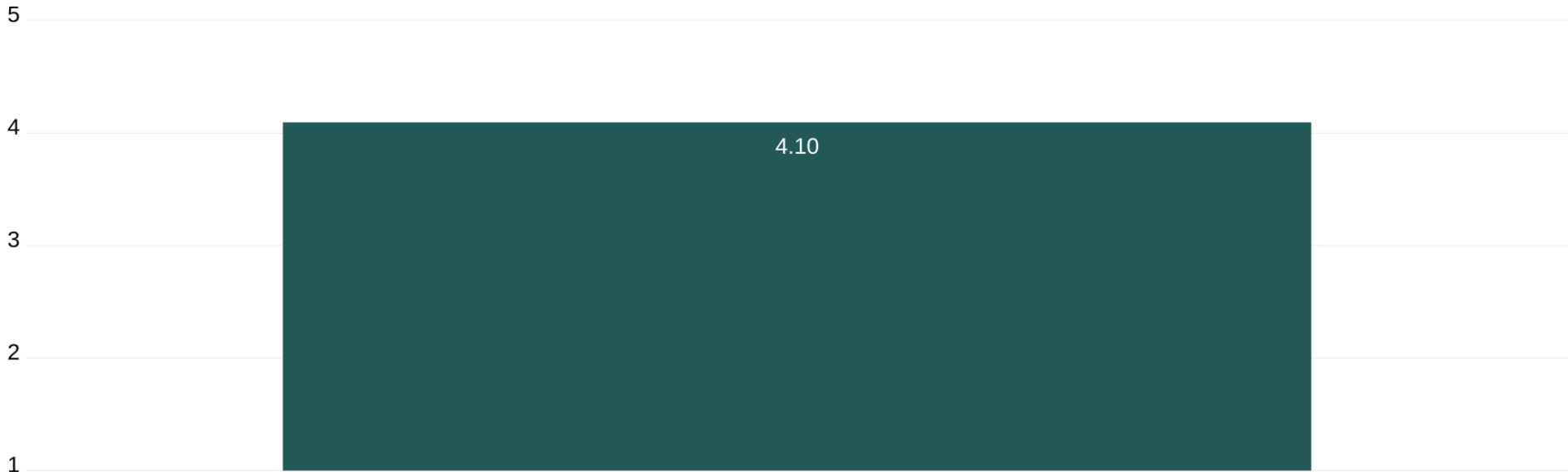
On a scale from 1 to 5, where 5 is the best – how well did you achieve your objectives?



Observations

Total 1.211

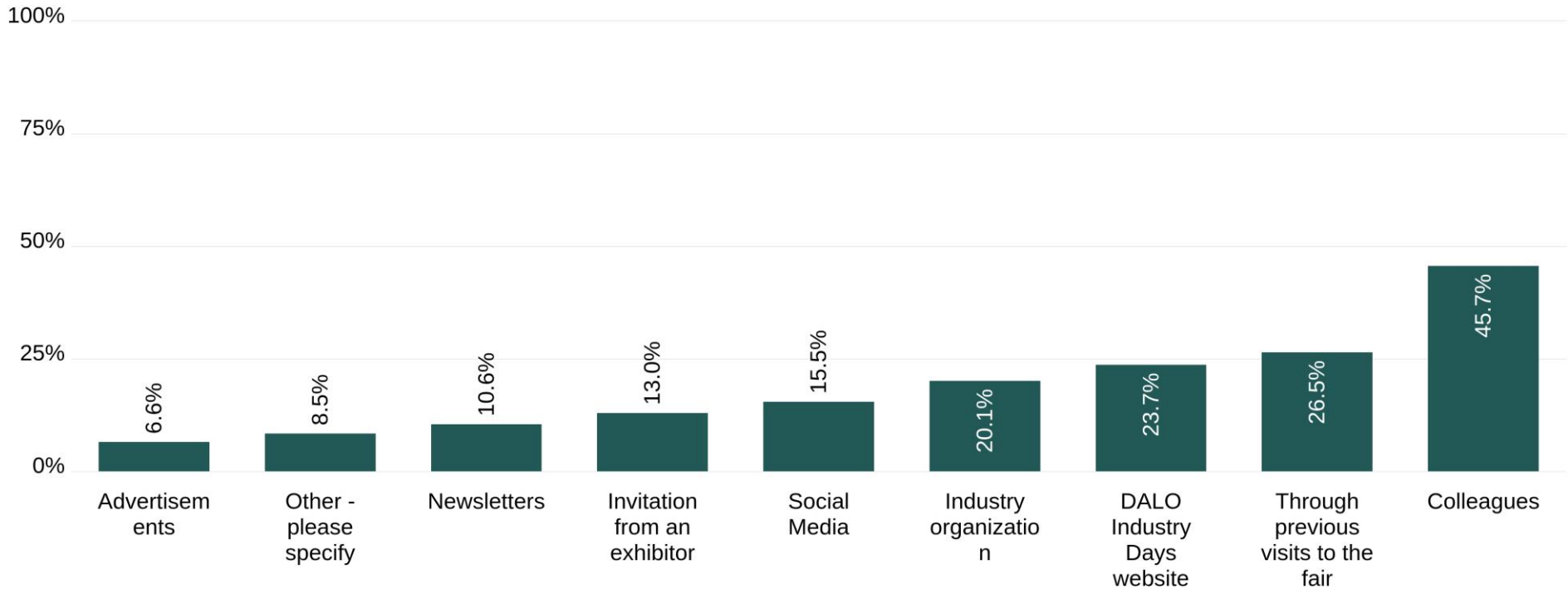
On a scale from 1 to 5, where 5 is the best, how well would you rate DALO Industry Days in terms of strengthening dialogue and cooperation between the Danish Armed Forces and the defense industry?



Observations

Total 1.198

How did you become aware of DALO Industry Days 2026 (please feel free to select more options)

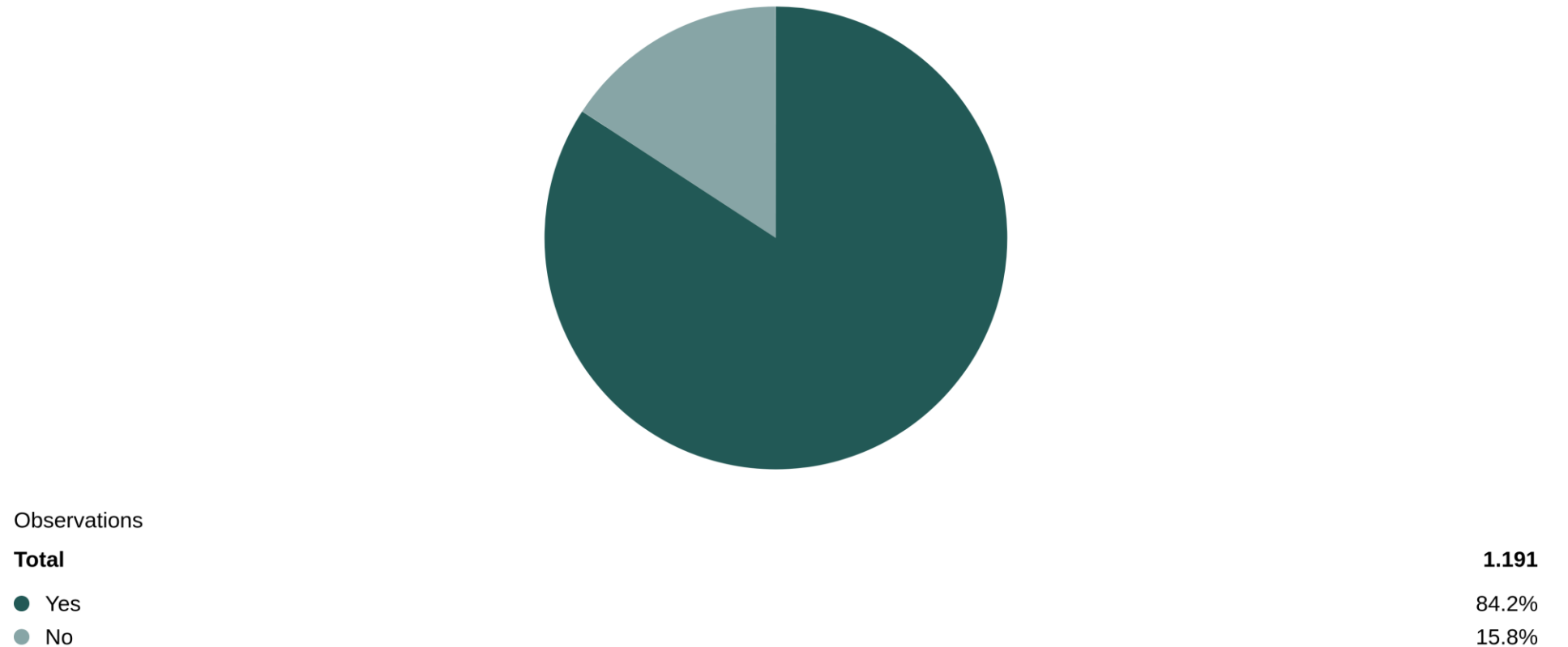


Observations

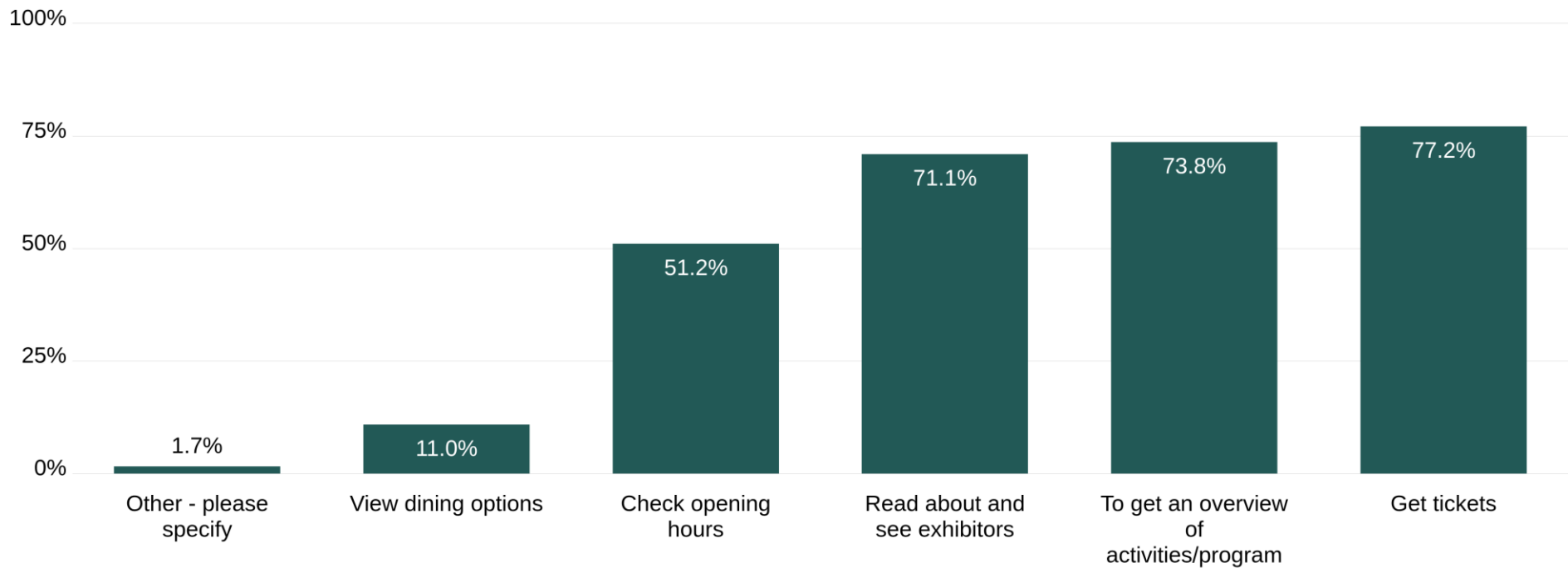
Total

1.192

Did you use the DALO Industry Days website to find information prior to the trade fair?



What did you use the website for?

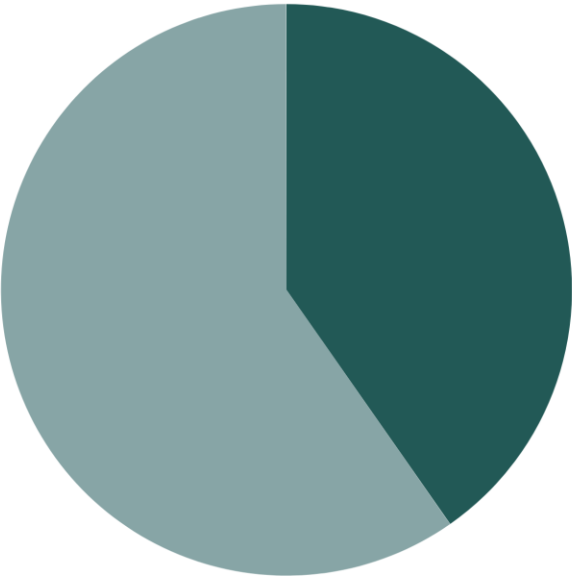


Observations

Total

1.002

Have you visited DALO Industry Days before?



Observations

Total

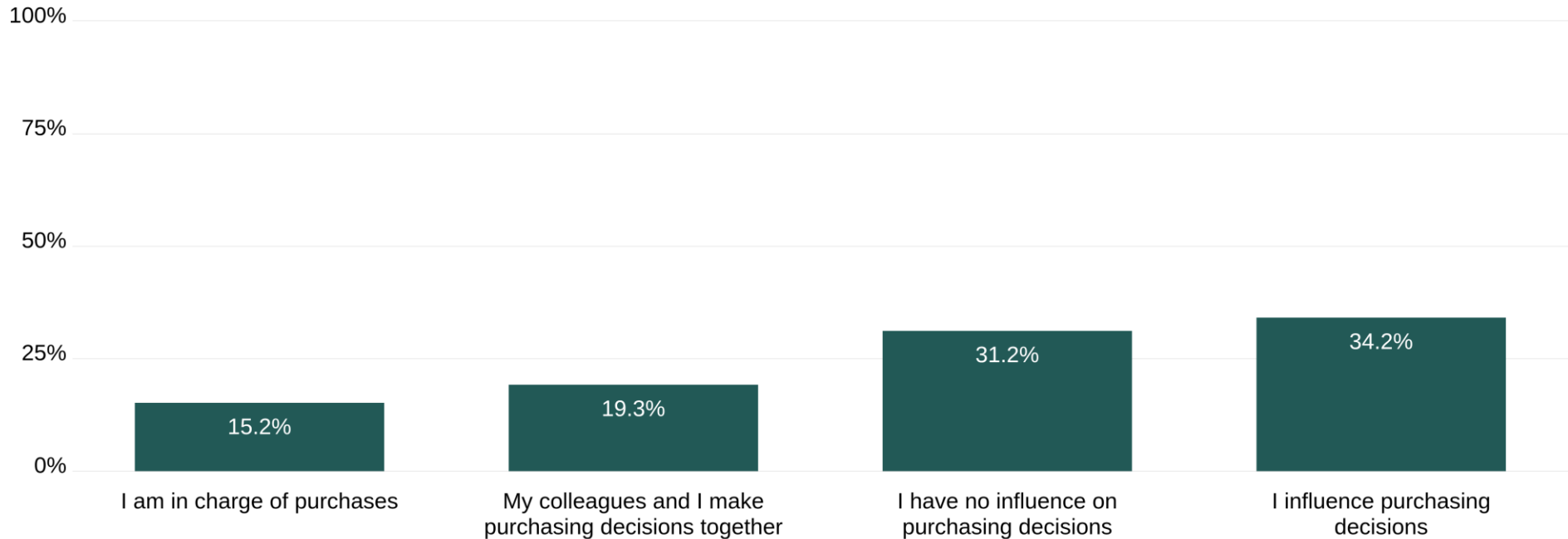
- Yes
- No

1.179

40.3%

59.7%

Which influence do you have on purchases in your company?

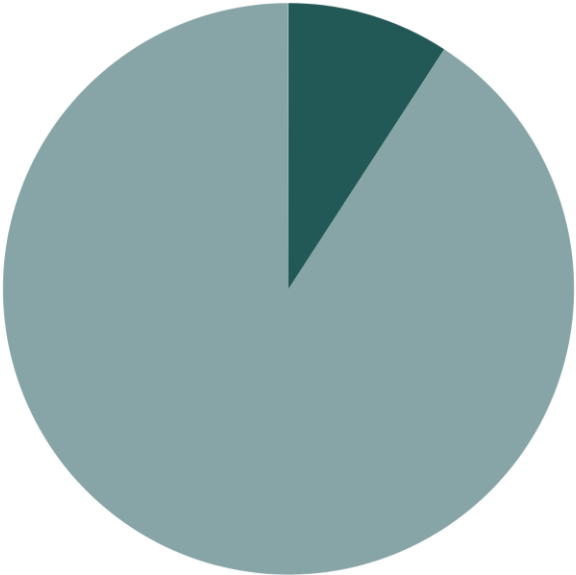


Observations

Total

1.175

Did you or your company make any purchases at the fair?



Observations

Total

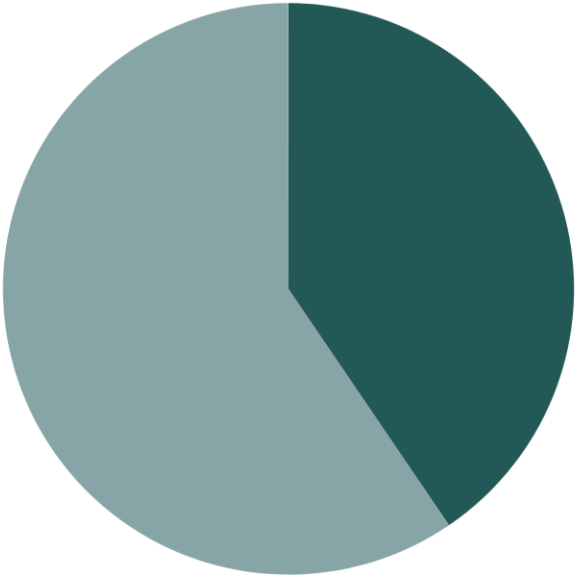
- Yes
- No

1.175

9.2%

90.8%

Do you and your company expect to place orders after the fair?



Observations

Total

- Yes
- No

1.170

40.5%

59.5%

Have you and your company found any new suppliers at DALO Industry Days 2026?



Observations

Total

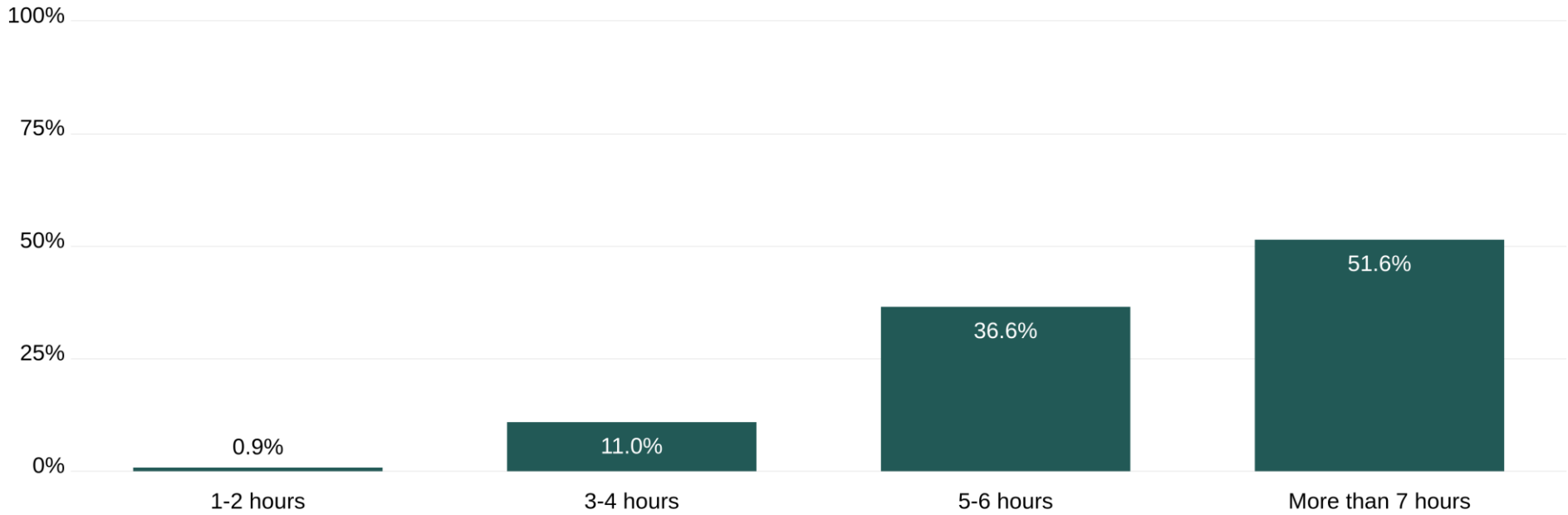
- Yes
- No

1.166

51.7%

48.3%

How much time did you spend at DALO Industry Days 2026?



Observations

Total

1.156

Exhibitor Analysis

Methodology and data collection

Analysis design

The analysis was conducted as a survey among exhibitors at DALO Industry Days 2026. Statistics on exhibitors and countries were extracted from MCH's own registration system.

For questions requiring a rating on a scale from 1 to 5, 1 indicates the lowest rating (Very dissatisfied) and 5 indicates the highest rating (Very satisfied).

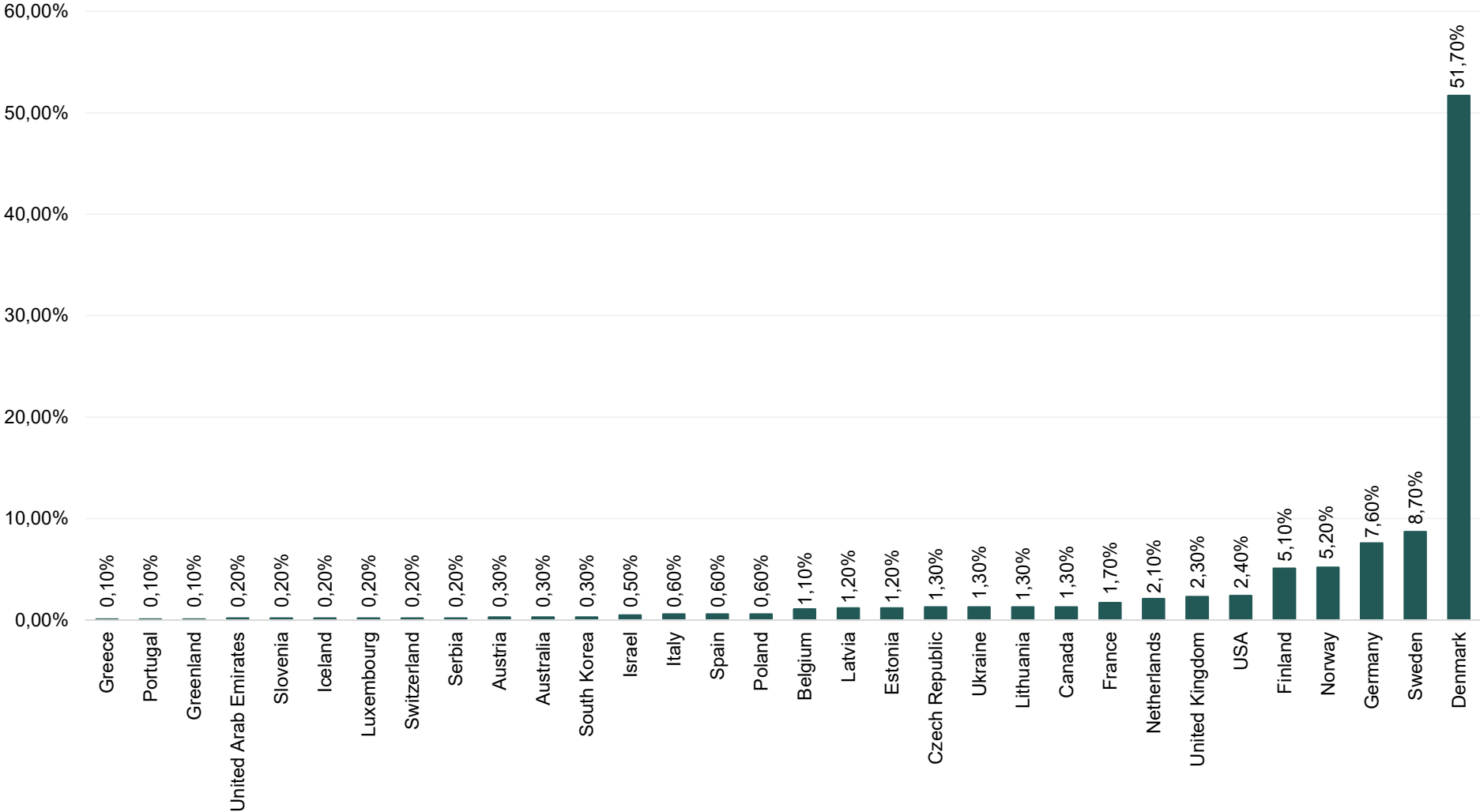
Number of respondents

358 exhibitors have completed the full survey.

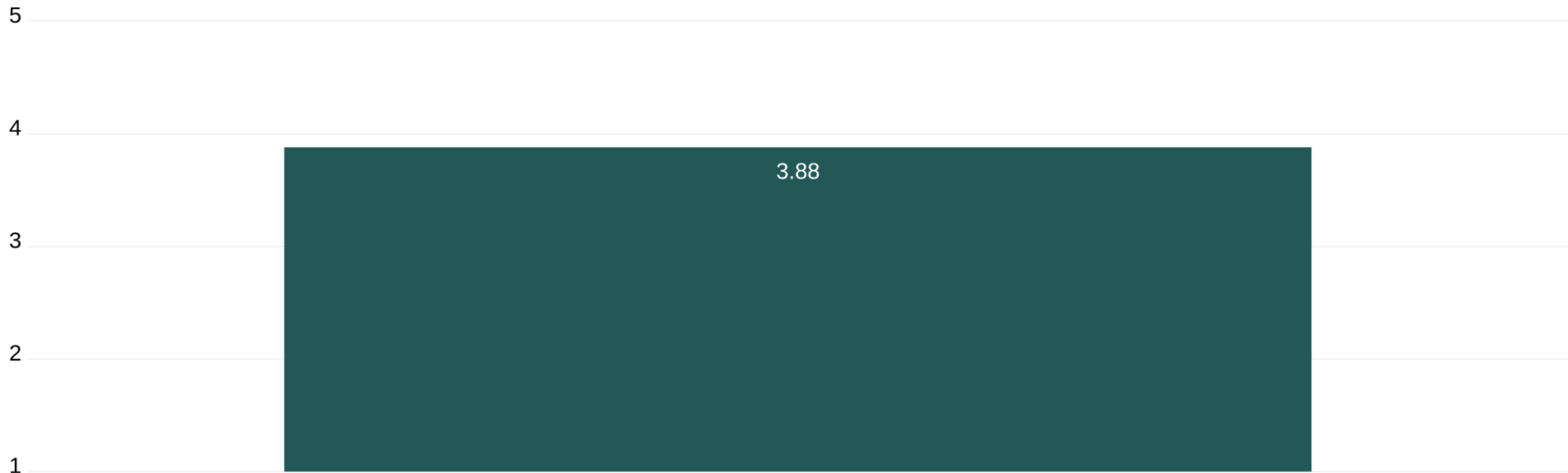
Analysis process

Data collection took place following DALO Industry Days, which was held on 19–20 August 2026. MCH Messecenter Herning was responsible for the analytical work, which was completed on 2 September 2026.

Exhibitors by country



On a scale from 1-5, where 5 is the best, how would you rate DALO Industry Days 2026 overall?

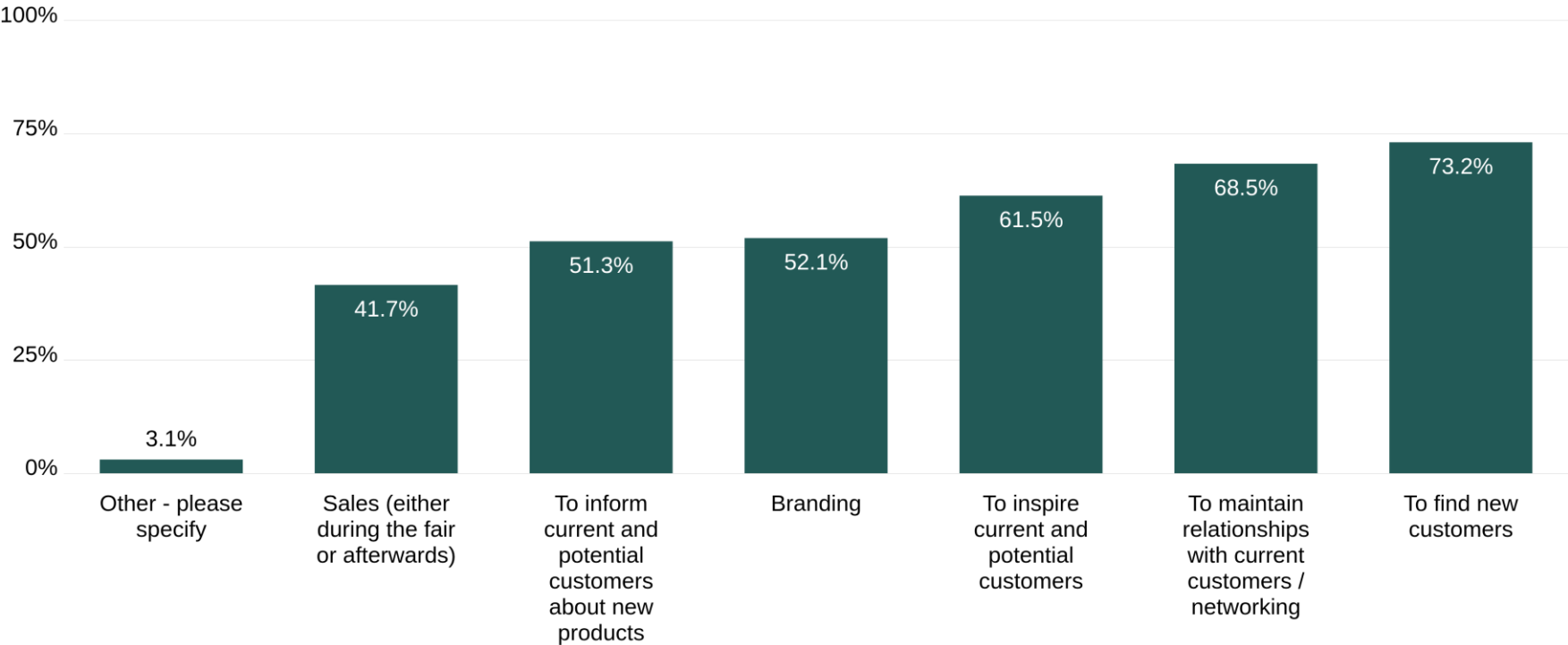


Observations

Total

386

What was your purpose for exhibiting at DALO Industry Days 2026? (Please feel free to select more answers)

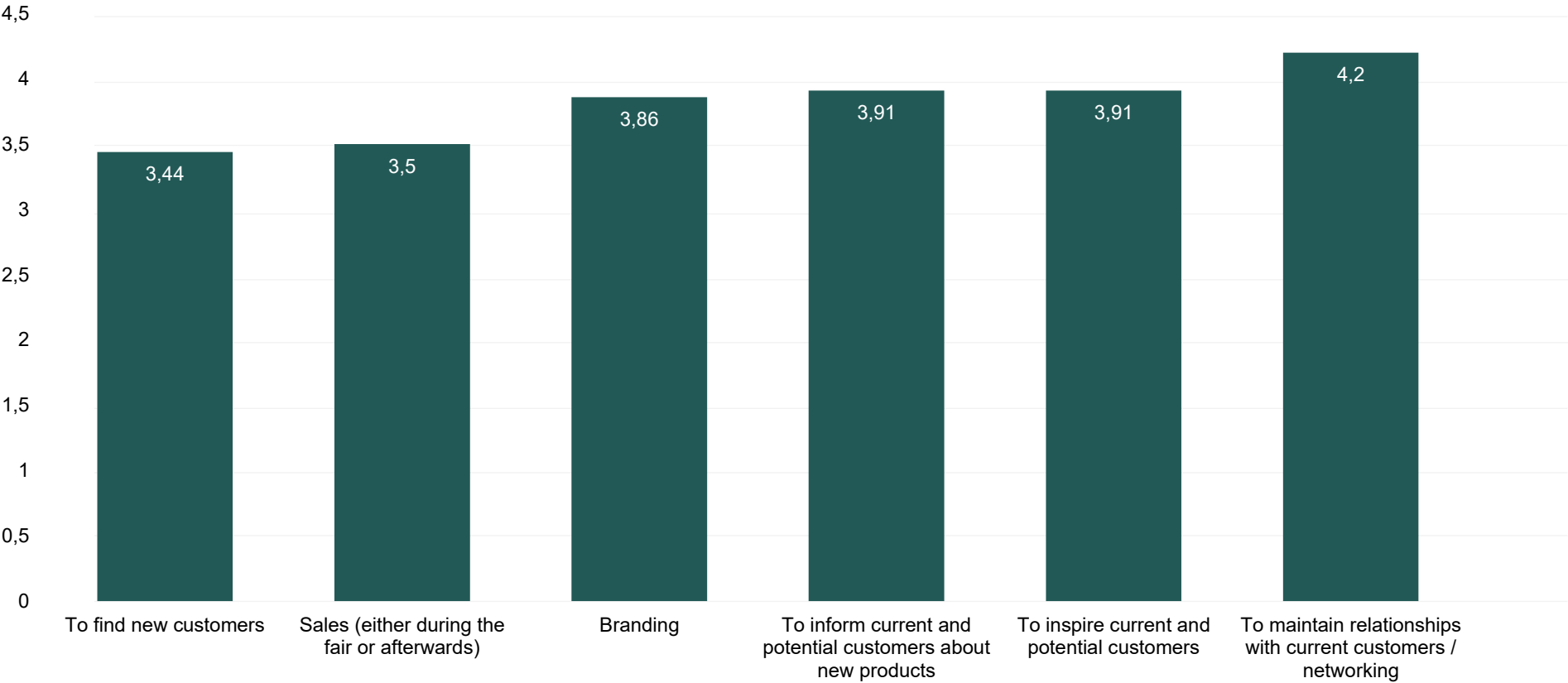


Observations

Total

384

On a scale from 1 to 5, where 5 is the best – how well did you achieve your objectives?

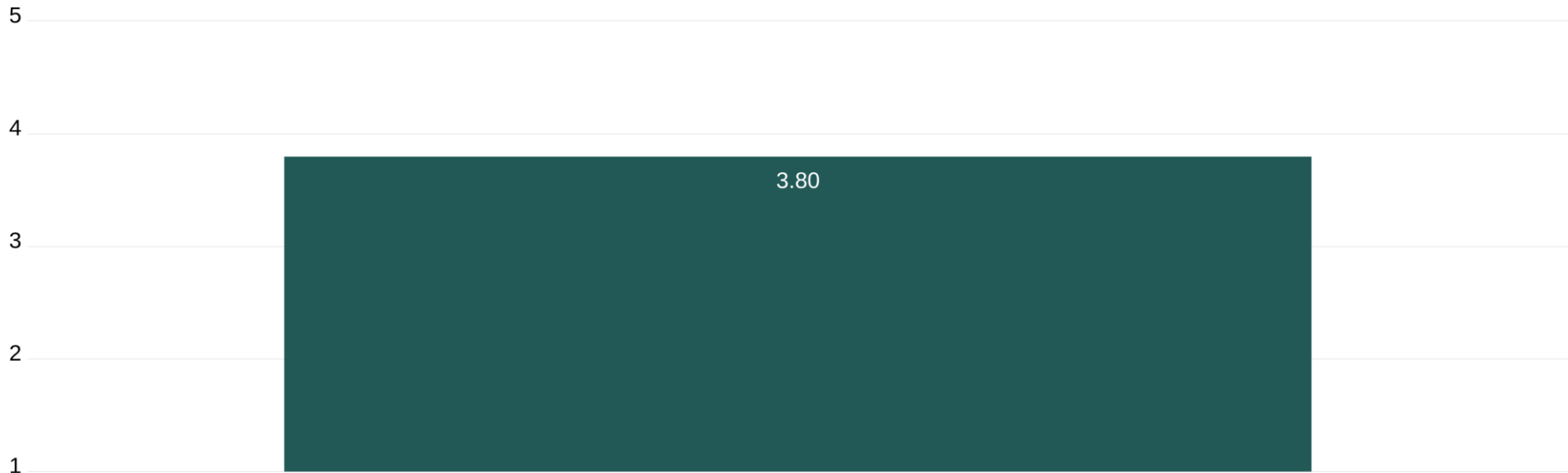


Observations

Total

376

On a scale from 1 to 5, where 5 is the best, how well would you rate DALO Industry Days in terms of strengthening dialogue and cooperation between the Danish Armed Forces and the defense industry?

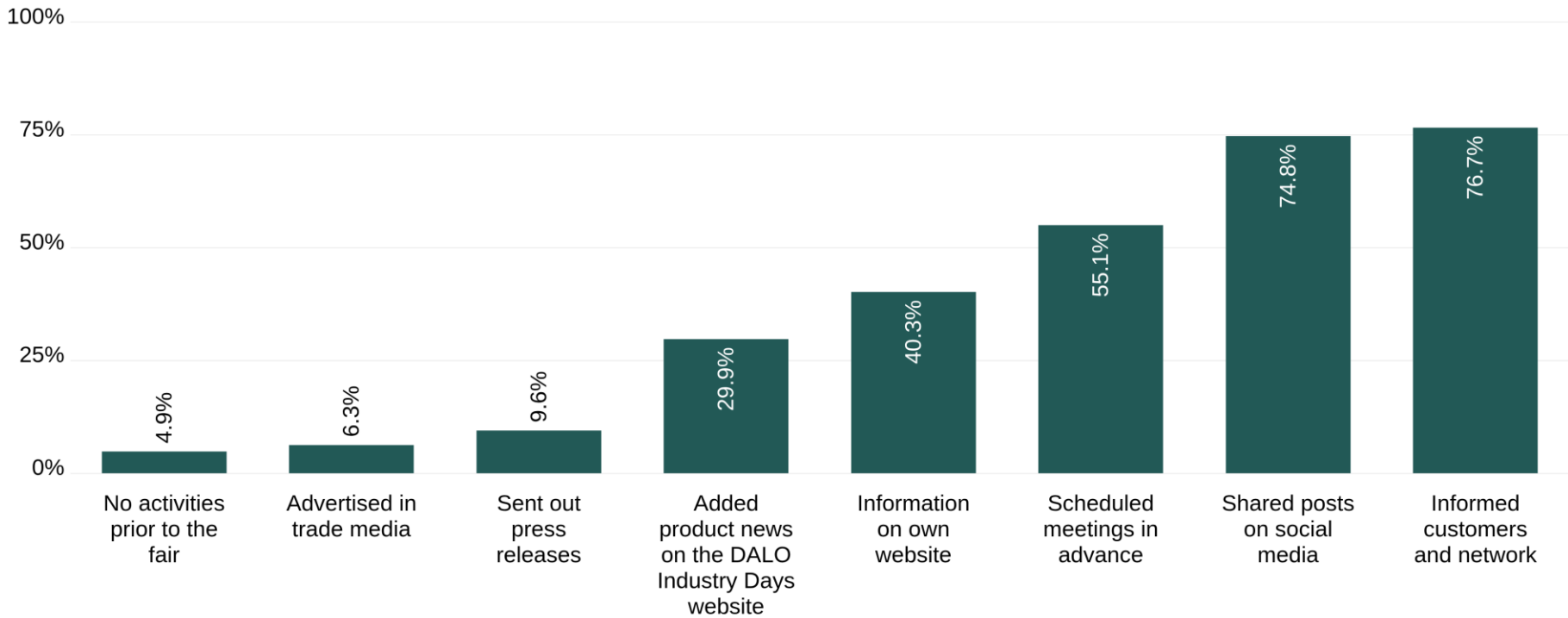


Observations

Total

372

What have your company done prior to the trade fair to attract relevant visitors to your booth?
(Please feel free to select more answers)

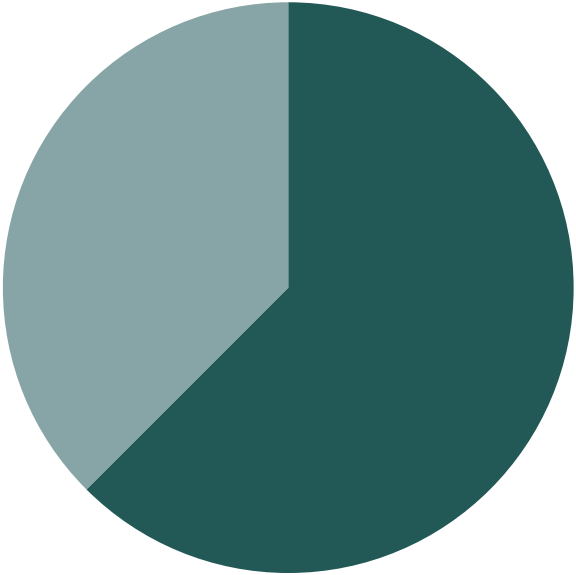


Observations

Total

365

Did you acquire any new leads at DALO Industry Days 2026?



Observations

Total

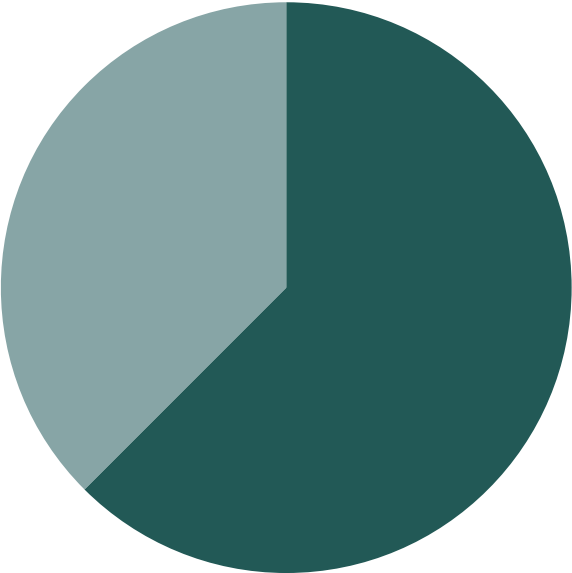
- Yes
- No

363

84.3%

15.7%

Did your company achieve sales at DALO Industry Days 2026?



Observations

Total

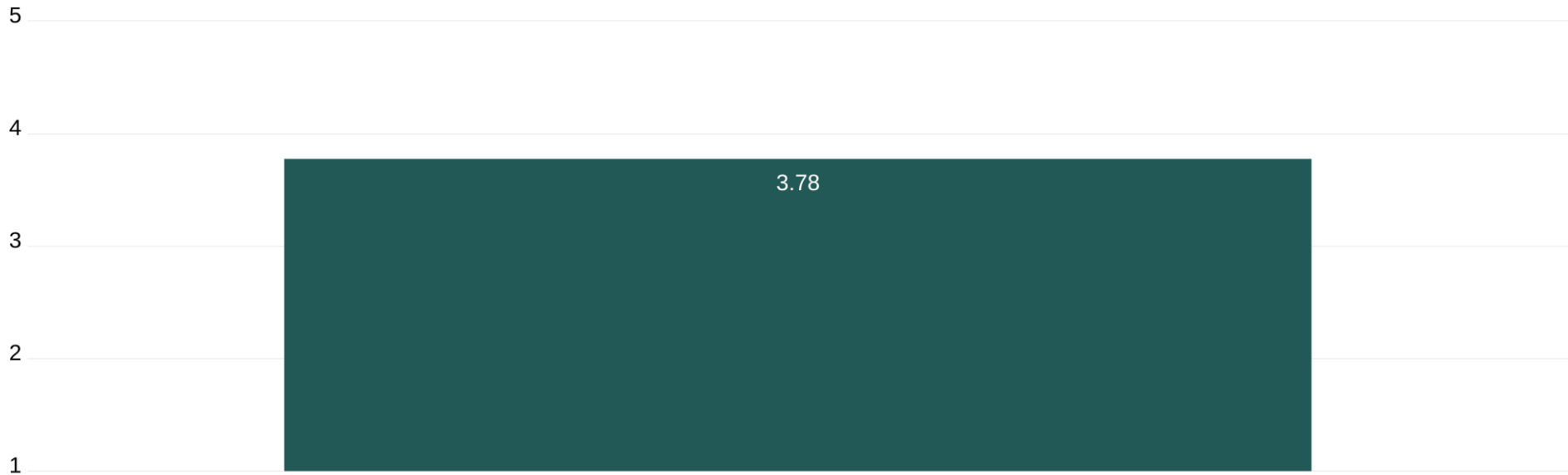
- Yes and/or we expect follow-up sales
- No

363

62,5%

37,5%

On a scale from 1-5, where 5 is the best - how do you rate the quality of the visitors?

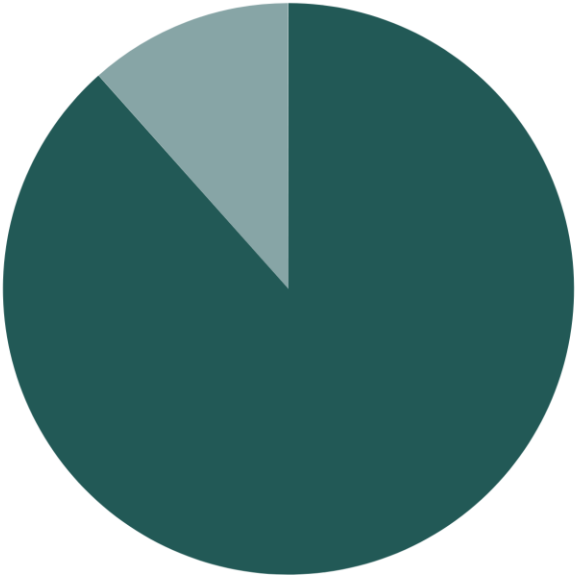


Observations

Total

363

Have you completed your company profile on the website?



Observations

Total

- Yes
- No

363

88.4%

11.6%

