

## **Exhibitor Testimonials TourNatur 2020**

### **Deutscher Wanderverband, Ute Dicks, Managing Director, German Hiking Association**

Ute Dicks, Managing Director of the German Hiking Association: "TourNatur TourNatur has proven that life goes on despite the Corona pandemic. The trade fair came precisely at the right point in time. Hiking has been booming in Germany during the Corona pandemic. Many people have now discovered this leisure activity in nature and are determined to also do more hiking over the coming years. Information is in great demand. We felt this at our stand. Interest in the "Deutsches Wanderabzeichen" (German Hiking Badge) obtained pursuant to special Corona rules and the high-quality destinations offered by our quality initiative "Wanderbares Deutschland" (Hikable Germany) was very high. People are looking for trails and regions for their next trip right on their doorsteps or for hiking holidays away from the hotspots. Here TourNatur had all the answers. I would like to thank all the people who have very responsibly contributed to the successful outcome of the trade fair."

### **Dörich Metallbau / Zwitscherkiste.de, Frank Dörich**

"This year's TourNatur was a very successful platform for us as exhibitors and we can report almost exclusively positive things about the processes and leads generated. The restrictions required in connection with the hygiene measures during conversations were reasonable."

### **Editors' Desk of Wandermagazin, Jarle Sängler**

"Under the extremely adverse conditions TourNatur 2020 has been a success. The "Wandermagazin" team is delighted that Messe Düsseldorf has sent an unambiguous starting signal for trade fairs and exhibitions throughout Germany after the standstill by holding TourNatur and CARAVAN SALON."

### **Bundesverband der Deutschen Sportartikel-Industrie e.V. (BSI – Federal Association of German Sports Article Manufacturers), Thomas Schmid, Managing Director**

"Despite Corona-induced adversities TourNatur has again proven this year that it is a key meeting point for sports and outdoor enthusiasts of all generations. Manufacturers especially appreciate how the trade fair allows them to enter into direct dialogue with customers and consumers about their products, trends and sustainability themes. During the pandemic people have felt particularly attracted to nature for sports and exercising, so the leisure activities displayed at TourNatur such as camping, trekking and hiking have markedly increased in popularity yet again," says Thomas Schmid, Managing Director at "Bundesverband der Deutschen Sportartikel-Industrie e.V. (BSI)" (Federal Association of German Sports Article Manufacturers).

**Tourismus NRW, Nina Dahlhaus**

We are happy we have decided to exhibit at TourNatur at the end of the day despite the special conditions and are pleasantly surprised how well things went. It is good we are also represented as a state-run organisation alongside OTHER exhibitors FROM North Rhine-Westphalia. Especially in Corona times visitors are very interested in stays in their own federal state and are asking us about cross-regional information about NRW.

**Nordis Verlag GmbH, Frank Dittmann, publisher**

I am so delighted that TourNatur can take place and I am really pleasantly surprised. Despite the restrictions associated with face masks, communication at the trade fair went smoothly. The audience here in Düsseldorf has a very positive mood overall and takes an avid interest in our Scandinavia range. We also generated many new leads here which means the trade fair was definitely a success for us.

**Siabella...natürlich reisen! Sibylle Janssen**

"I am totally delighted with the good atmosphere at TourNatur and the service of Messe Düsseldorf. Due to the sophisticated hygiene concept I feel a lot safer here than in many other places outside of the trade fair gates. Furthermore, I do enjoy the personal exchange with the other exhibitors after such a long time. The quality of visitors and the intensity of the conversations held at TourNatur was almost better than in previous years. This is where we meet exactly those visitors on a quest for quality and individuality who are also prepared to pay for it. Face-to-face conversations are essential to my company. This is the only way to build trust, maintain contacts and make visitors loyal customers. Online contacts do not even come close to reaching these objectives.

**Patrick Schmidder, Deputy General Manager/ Nordeifel Tourismus GmbH**

"We are pleased we can finally exhibit at a trade fair again and present the Northern Eifel region. We meet exactly the target group of outdoor and hiking enthusiasts we wish to reach out to and are even highly satisfied with the number of visitors. At this juncture we would like to thank Messe Düsseldorf for its courage and determination to lead the way with TourNatur and CARAVAN SALON as the first major trade fairs to get up and running again.

**Verband Deutscher Naturparke e.V (VDN – Association of German Nature Parks), Kathrin Risthaus:**

"In this special year we registered increased interest in the large-scale protected areas in North Rhine-Westphalia and the rest of Germany as well as in nature tourism options and outdoor activities within the regions. Likewise, the awareness for nature conservation and sustainability has grown noticeably.

The number and quality of conversations were at a high level and a particularly large number of families sought inspirations for experiences in nature in personal exchange. Thanks to the good hygiene concept and the considerate attitude towards fellow attendees a positive atmosphere prevailed in Hall 14."