

## Out into nature!

### Nature parks and children's rally popular

### Individual advice in demand like never before

It's all about the right mix! This is Messe Düsseldorf's summary after three days of TourNatur 2018: "Our concept with the sales stands of manufacturers and dealers on the one hand and exciting, relaxing and exotic destinations on the other has worked. The TourNatur 2018 was an event for all fans of outdoor activities, whether pleasure hikers, cyclists or extreme athletes," explains Stefan Koschke, Director of TourNatur. A total of 42,000 outdoor-active people visited the TourNatur, which took place simultaneously with the CARAVAN SALON Düsseldorf from 31 August to 2 September in Düsseldorf.

At a joint stand of EUROPARC Deutschland e.V. and the Verband Deutscher Naturparke e.V. (Association of German Nature Parks), numerous visitors informed themselves about possibilities to make their holidays sustainable and to experience the fascination of nature up close. Children were able to gather valuable information about the flora and fauna at various stations and ask curious questions. The 15 stations of the children's rally were very well attended. While their parents browsed through the stands or informed themselves about attractive hiking destinations, the youngest visitors to TourNatur were able to touch objects from nature in so-called feel boxes, pack their (hiking) backpacks properly, or paint dream pictures of their favourite destinations, most of them connected to the sea or lakes.

One successful concept this year is the Outdoor Advice Centre, where everything revolved around camping, trail running, family cycling tours and the production of sustainable (hiking) clothing. At the "Starting Point Hiking" there were valuable tips on the equipment for the first easy hikes. The team around organizer Ralf Stefan Beppler managed to present the topics very vividly. For example, visitors could test the comfort of various mats on a stony raised bed to determine like a princess on the pea whether the stones can still be felt. Beppler: "We are very satisfied with this year's TourNatur. There is a huge interest in the topic of travelling by bike, and there is also a



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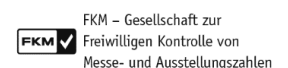
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great demand for tips on hiking. Our mat and sleeping bag test area, which we had for the first time at TourNatur this year, was very well received. The visitors appreciated getting a competent and independent opinion. All in all, the TourNatur 2018 was a great experience again for us and certainly also for the visitors".

The program on the live stage in Hall 6 is traditionally very popular with visitors. From the awards for the most beautiful hiking trails in Germany and Austria to interesting product presentations of outdoor navigation solutions or the latest E-bikes for young and old up to the presentation of attractive trails all over Europe or pilgrimages in the land of Hildegard von Bingen an der Nahe there was an extremely varied program. Alexander Maus, who moderated the program in his usual sovereign manner, describes the presentations this year as extremely varied, professional and even better and more informative than in previous years. "That makes you want to go on tour," he concludes.

TourNatur's partners also praise the fair: Thorsten Hoyer, extreme hiker - he hiked 300 kilometres in May this year without sleeping in between - and since 1 September 2018 the new chief editor of the hiking magazine, TourNatur's partner, explains his connection and love for the fair: "In 2005 I visited TourNatur for the first time. At that time I worked for the tourist association Waldecker Land (North Hesse). Here I was involved in the development of Kellerwaldsteig into a certified quality trail. On the TourNatur he was honoured accordingly - as one of the very first in Germany. A pioneer, like the fair itself. Over the past ten years I have visited TourNatur as a self-employed person. The theme of "hiking" developed into a passion, a destiny. And which platform is more suitable than TourNatur? Things are familiar and familiar, and I would probably never have thought it possible at that time that I would look at TourNatur from another, new perspective during my 12th visit to the fair. As editor-in-chief of the hiking magazine, I feel more attached to TourNatur than ever."

Ute Dicks, Managing Director of the German Hiking Association (DWV), is also pleased about the lively three days of the fair: "Once again this year TourNatur has shown that it is the leading trade fair for hiking and discovering nature in Germany. In addition to the numerous discussions with interested trade fair visitors at the DWV stand and in the hiking lounge,



this trade fair is always characterized by the many consultations and the dialogue with the industry, friendly associations and the trade". People would also increasingly wish for high-quality and authentic experiences when hiking. Dicks: "And that's exactly what they get from DWV-certified routes, hosts and regions." The interest in information on the member organizations that made the quality initiative "Wanderbares Deutschland" possible in the first place was also very great. It is also exciting that the perception of hiking is becoming more and more diverse. "Health promotion, environmental education, visitor guidance and, of course, economic promotion, especially in rural areas - all this is hiking," says Dicks.

For Nicole Espey, Managing Director of the Bundesverband der Deutschen Sportartikelindustrie (BSI), this is the first TourNatur with its own information stand: "'TourNatur is a real inspiration for nature lovers. Immediately after the fair you get the desire to plan your next trip! We are already looking forward to next year."

Leticia Gonzalez, Promotur Turismo de Canarias, sums up the Canarian joint participation: "TourNatur is undoubtedly the best outdoor and trekking fair in Germany. We are happy about so much interest in our islands. The quantity and especially the quality of the visitors were on an extraordinarily high level.

Greece and its popular hiking regions have been presenting themselves successfully on a large scale on the TourNatur for four years. Vicky Strumpo, the representative of the Greek Tourist Board, who attended the event for the first time in Düsseldorf, was correspondingly positive: "I am totally thrilled. All our exhibitors and co-exhibitors are very satisfied. We had a great stand and a lot of appointments with potential hiking guests. "TourNatur is very interesting and expressive."

The next TourNatur will take place from 6 to 8 September in Hall 6 at Messe Düsseldorf.

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