

## **TourNatur 2018: Break away into the great outdoors.**

### **Drawing people into nature:**

### **TourNatur showcases over 5,000 international travel destinations**

Outdoor activities such as hiking, climbing, trekking and biking constitute 25% of all sporting activity performed in Germany, according to a study published by the German Federal Ministry for Economic Affairs and Energy in November 2017. Natural oases that are easy to get to are particularly important for people that live in congested cities, and play a significant role in their quality of life. This means that spectacular landscapes like the Alps aren't the only ones offering peace and quiet and space for sports: relaxing natural landscapes near cities are growing in popularity and have developed into real outdoor hotspots over the past few years. Travel destinations that offer excellent outdoor activities are also becoming more and more popular. This constantly growing interest in sports in the great outdoors is also reflected in the constantly growing success of TourNatur, which reached a new record of over 46,000 visitors with last year's trade fair.

This year, this popular trade fair on travel destinations and equipment for outdoor sports lovers will open its doors in Hall 6 of the Düsseldorf trade fair centre, Messe Düsseldorf, from 31 August to 2 September. Over 5,000 destinations throughout the world offer the most captivating travel opportunities for all. For the first time ever in 2018, Canada, a paradise for outdoor enthusiasts, will be represented with its own stand at TourNatur. Here, you can find information on adventure tours along rapids, deep blue mountain lakes or in the Glacier National Park in British Columbia Greece, Portugal, the Balearic Islands and the Canary Islands are also popular as they offer enchanting walking tours, travelling between the mountains and the sea. The audience will see them in big presentations at TourNatur.

However, if you're interested in weekends away or mini breaks closer to home, then you'll find what you're looking for in the presentations on the natural beauties on our doorstep in the North Rhine Westphalia region. Both located in the south of Sauerland, Drolshagen and the Diemel Reservoir natural park, 376 m above sea level in the Waldeck area, have received nominations for Germany's most beautiful walking paths of 2018. This



**31.8.-2.9.2018**  
[www.tournatur.com](http://www.tournatur.com)



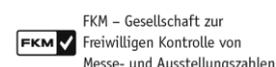
Messe Düsseldorf GmbH  
Postfach 10 10 06  
40001 Düsseldorf  
Messeplatz  
40474 Düsseldorf  
Germany

Telefon +49 (0) 2 11/45 60-01  
Telefax +49 (0) 2 11/45 60-6 68  
Internet [www.messe-duesseldorf.de](http://www.messe-duesseldorf.de)  
E-Mail [info@messe-duesseldorf.de](mailto:info@messe-duesseldorf.de)

Geschäftsführung:  
Werner M. Dornscheidt (Vorsitzender)  
Hans Werner Reinhard  
Joachim Schäfer  
Bernhard Stempfle  
Vorsitzender des Aufsichtsrates:  
Thomas Geisel

Amtsgericht Düsseldorf HRB 63  
USt-IdNr. DE 119 360 948  
St.Nr. 105/5830/0663

Mitgliedschaften der  
Messe Düsseldorf:



Öffentliche Verkehrsmittel:  
U78, U79: Messe Ost/Stockumer Kirchstr.  
Bus 722: Messe-Center Verwaltung

public prize is awarded by the Wander magazine each year, and the best hikes are presented at TourNatur. Drolshagen is nominated in the KULTour category, which looks for places that offer art in their landscapes. It offers a hike with ever-changing scenery, through an amazing landscape with works of art and sculptures that have been seamlessly intertwined with their natural surroundings. The second hike nominated in the Tour category goes around the Diemel Reservoir, a veritable El Dorado for nature lovers, hikers and water sports fans. The Diemel climb extends over 63 kilometres and is distinguished by spectacular, enthralling views of the Diemel Reservoir, a natural treasure, and the mountain ranges of the Hochsauerland region. This, and many other relaxed hiking tours or ambitious routes presented at TourNatur, will make you want to head outside and get active.

The joint presentation on German natural landscapes will also have this effect on the audience. Oriented towards beginners and families with children in particular, this presentations shows you protected areas such as the Berchtesgaden district's biosphere region, the Lower Saxon Wadden Sea National Park and the Schleswig-Holstein Wadden Sea National Park. A multitude of educational, fun and exciting activities for children and young people are on offer at TourNatur at the "Experience Nature - Discover Your Natural Landscape" stand hosted by EUROPARC Deutschland e.V. (Europarc Germany, a Registered Association), with the umbrella brand National Natural Landscapes (<http://www.nationale-naturlandschaften.de>) and the Verband Deutscher Naturparke e.V. (Federation of German Nature Parks, a Registered Association).

The bike track in the middle of Hall 6 is also waiting for you to try it out. You can test a wide range of eBikes right here. Hannes Herrmann, 6-time German champion in trial mountain biking, demonstrates his expertise. He will appear three times a day at TourNatur 2018, performing his breathtaking, high-speed pure action show and showing his daring with spectacular bike jumps. The Düsseldorf Alpine Club will entice sports fans with its popular climbing tower: here, ambitious enthusiasts can try their hand at sport climbing, a new category at the Olympics.

Stefan Koschke, Director of Tour Natur, is delighted that they will be hosting this event for people who love being active: "Many destinations attract people to their offers with exciting games and participative activities, or take



**31.8.-2.9.2018**  
[www.tournatur.com](http://www.tournatur.com)



part in our special rally for children. The informative special shows will also appeal to many visitors". For example, the Bundesverband der Sportartikel Industrie e.V (Federation of the Sporting Goods Industry, a Registered Association) will present sustainable equipment and clothing in their special show, and outdoor expert Ralf Stefan Beppler will be at the advice centre. He's particularly good at advising new beginners and giving tips on the right equipment for you, working according to the motto "what is actually important and useful for your hike?". You can then find the recommended hiking equipment at the manufacturers' and traders' sales stands.

The informative and exciting programme on the live stage round out this attractive offer at TourNatur. The spectacular Best of European Outdoor Film Tour (EOFT) will be shown here on 31 August, to give an example. On all three days of the trade fair, experts give tips for beginners on how to plan the best routes and outdoor athletes report on their most exciting tours in the most beautiful or most remote areas in the world.

### **The CARAVAN SALON DÜSSELDORF takes place at the same time, in Halls 4 to 18**

The CARAVAN SALON DÜSSELDORF 2018 is on from Saturday 25 August to Sunday 2 September 2018, open from 10 a.m. to 6 p.m. every day. The trade fair will open for a preview for trade visitors and media representatives on Friday 24 August. The online day entry ticket, which includes both the TourNatur and CARAVAN SALON 2018, is available for €15 for adults. Pupils, students and CARAVAN SALON Club members can purchase it online for €11 and an online ticket for children aged 6-12 costs €6. All tickets that are purchased online are valid for up to two days for the person named on the ticket. Current information is available online at [www.tournatur.com](http://www.tournatur.com) and [www.caravan-salon.de](http://www.caravan-salon.de).

### **Düsseldorf: The hotspot for active hobbies**

Messe Düsseldorf GmbH has become the leading trade fair event organizer for leisure activities in Germany with the CARAVAN SALON, TourNatur and boot Düsseldorf trade fairs. The CARAVAN SALON Düsseldorf is the world's biggest trade fair for motor homes and caravans. Over 232,000 visitors attended in 2017 alone. TourNatur, the outdoor trade fair, has been taking place alongside the CARAVAN SALON since 2003, receiving over 46,000 visitors annually. Every January, boot Düsseldorf presents all of the facets of water sports. With over 1,900 exhibitors and around 247,000 visitors from all over the world, it is the top international trade fair for watersports.

June 2018

#### **Press Service for TourNatur 2018**

Tania Vellen +49 (0)211/4560-518

vellent@messe-duesseldorf.de

Tanja Karl +49 (0)211/4560-999

Karl@messe-duesseldorf.de



**31.8.-2.9.2018**  
[www.tournatur.com](http://www.tournatur.com)

