

TourNatur 2017 popular with visitors of all ages

Good atmosphere and contemporary flair

Outdoor activities and hiking are growth markets



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www.tournatur.com

There was a good atmosphere and contemporary flair at the 15th TourNatur that ended in Düsseldorf on Sunday after three days. With its wide range of global destinations for outdoor activities, innovative technical equipment, the latest clothing trends, an informative programme of presentations and attractions for the visitors to take part in, the trade fair confirmed its position as the leading event in the industry for all outdoor fans, no matter what their age.

TourNatur Director Stefan Koschke is delighted: "It is apparent that we made exactly the right choices with our concept combining the presentations of the hiking regions all over the world, the expanded advice zone and a high-quality selection of accessory equipment and functional clothing. TourNatur has succeeded in transforming itself into a trade fair for all generations of the general public. And our brightly lit Hall 6 is the ideal location for it." TourNatur 2017 produced the best results in its history, with 45,000 visitors. The perfect connection to the equipment halls of CARAVAN SALON guaranteed the TourNatur visitors genuine added value.

The trend towards natural materials was obvious not only at the outdoor advisory centre but also among the exhibitors. The manufacturers of functional clothing are processing hemp, linen, silk, Loden or merino wool to an increasing extent. T-shirts and socks made from wood or paper are settings standards for the use of environmentally sound materials too, however.

Alongside exotic hiking regions in Cambodia, Laos or Myanmar and the popular Greek, Portuguese and Italian destinations, it is primarily the traditional areas in Germany that the TourNatur visitors are finding more and more attractive. Regions like the Teutoburg Forest, for example, presented themselves distinctively with an amusing presentation of Hermann's Memorial and the Pickert Princess, who served the visitors the regional pancake speciality.

The awards presented to German hiking trails are an important feature of TourNatur. It is a tradition for the German Hiking Association to present its



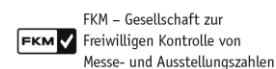
Messe Düsseldorf GmbH
Postfach 10 10 06
40001 Düsseldorf
Messeplatz
40474 Düsseldorf
Germany

Telefon +49 (0) 2 11/45 60-01
Telefax +49 (0) 2 11/45 60-6 68
Internet www.messe-duesseldorf.de
E-Mail 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.
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“Hikable Germany” quality certificate on the first day of the trade fair in Düsseldorf.

On Sunday, hiking icon Manuel Andrack and the director of the German Association of the Sports Article Industry, Nicole Espey, honoured the winners of the competition “Germany’s most beautiful hiking trails 2017”. 27,000 hiking enthusiasts participated in the competition this year. One example of the many dedicated destinations is the beautiful LandZeit tour around Morbach in the Hunsrück, which took second place in the tours category. In an interview on the TourNatur stage, the Minister of State at the Rhineland-Palatinate Ministry of Economics, Daniela Schmitt, emphasised that tourism has developed into a very strong economic factor in her state.

This is right in line with the information provided by the German Ministry of Economics: the tourism industry is one of the economic heavyweights and largest employers in Germany. Domestic tourism increased by 3 per cent in the first half of 2017 by comparison with the same period the previous year, with a total of 205.1 million overnight stays by German and international guests. Like the German Chancellor Angela Merkel, 17.18 million Germans opt for a hiking holiday during the weeks they have off every year – and they generate sales of EUR 7.46 billion. TourNatur is therefore a reflection of the leisure market. Stefan Koschke explains: “Sales in the overall outdoor field are developing positively. Three years ago, they amounted to EUR 1.77 billion – and they are increasing. According to a survey by Marketmedia24, sales in Germany will be growing to EUR 1.98 billion by 2020.”

The next TourNatur will take place from 31 August till 2 September 2018 again in hall 6 of the Düsseldorf fairgrounds.

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Press Office TourNatur

Tania Vellen/Tanja Karl

Tel: 0211/4560-518/-999

VellenT@messe-duesseldorf.de

KarlT@messe-duesseldorf.de



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