

TourNatur: focus on Alpine outdoor activities

Activities for young and old to try out:

- Action on the boulder wall and the Rock Motion climbing disc
- Snowshoe testing facility simulates authentic snow feeling
- Attractive e-bike course available for test driving

Germany's second-best hiking trail is in North Rhine-Westphalia

A truly global event: more than 5,000 travel destinations

Hiking and outdoor activities are among the most popular trend sports that can be enjoyed out in the country in Germany and the nations neighbouring it in Europe. 69 per cent of people in Germany alone say that they like to go hiking. This makes hiking and trekking a significant economic factor in the tourism industry and for the suppliers to it, because more than EUR 7.5 billion per year are spent on day or longer tours (source: German Hiking Association).

The only hiking and trekking trade fair in Germany that is open to the general public, the 14th TourNatur, offers an attractive and versatile programme in Hall 6 on the Düsseldorf exhibition site at the start of the high season for the sport in the autumn, with 5,000 travel destinations, almost 260 exhibitors, equipment and information events. Düsseldorf will as a result be transformed into a major hiking centre from 2. to 4. September 2016.

Activities for young and old to try out

TourNatur will be providing an even wider range of activities for young and old to try out this year. Children and teenagers can practice climbing with the help of the ergonomically shaped holds in the boulder tower provided by the German Alpine Association. The climbing disc made available to TourNatur by the Düsseldorf City Sports Association offers climbs in seven different difficulty levels. The moving "Rock Motion", as it is known, has a diameter of



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

3 metres and can even simulate an overhang. Another highlight at TourNatur is the snowshoe simulation facility. Director Stefan Koschke: "It initially sounds impossible to test snowshoes without any snow. We have, however, found a very special kind of sand which resembles snow to walk on." Visitors can enjoy the unusual experience of snowshoe hiking in an innovative new structure that is similar in design to a large sandpit that has been arranged on an incline.

E-bikes and e-scooters of many different kinds can be tried out in Hall 7a at the trade fair. Such products as e-bikes from the Stiftung Warentest winner Flyer, folding e-bicycles from Shinga and e-4motion, the three-wheel e-scooter Scuddy and the e-scooter from MSA International known as the Itrike can be driven on an attractive course there.

TourNatur in Hall 6

With its new home in Hall 6, TourNatur will be sandwiched between CARAVAN SALON 2016, which is being held in Halls 4 and 5 and 7 to 17 on the Düsseldorf exhibition site from this year onwards. Koschke adds: "Our visitors will now experience CARAVAN SALON and TourNatur as an uninterrupted series of connected halls, which will make it even easier for trade fair visitors to find their way around the site. With its comprehensive range of camping equipment, Hall 5 also fits in perfectly with Hall 6. This means that we are offering our trade fair guests even greater synergy benefits than in past years."

Germany's second-best hiking trail is in North Rhine-Westphalia

It is no longer a secret that beautiful hiking trails can be found in North Rhine-Westphalia, the home state of TourNatur. It is, however, something of a sensation that the readers of Wandermagazin have just chosen a hiking trail in North Rhine-Westphalia – the "Galgenvenn" in Nettetal / Lower Rhine – as the second-best hiking trail in Germany (after the Moselsteig). Even though it is not even a hilly trail; on the contrary, it provides a wildly romantic variety of moorlands, thick mixed woodlands and spacious heather clearings far away from the noise we normally associate with civilisation. The



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Schwalm-Nette Wasser.Wander.Welt is presenting this delightful trail on the hiking magazine's stand. "This choice demonstrates that North Rhine-Westphalia and its state capital of Düsseldorf are exactly the right location for a hiking and trekking trade fair. Although people here love the wide range of different outdoor activities that are possible in the immediate vicinity, they are also keen to get to know more remote hiking regions on holiday", Stefan Koschke is pleased to report.

Alpine hiking regions are booming

The Alpine hiking regions, which are experiencing a real boom at the moment, are a special emphasis at TourNatur this year. Presentations like those by the Austrian tourism authorities about activities around Lake Achen in Tyrol, the popular Salzburger Almenweg trail or the gigantic Zillertal glacier region whet the appetite for mountain holidays. France with its unspoiled natural paradise in the Auvergne and its unique volcanic landscapes or the lively Italian province of Trentino are further evidence of the fascinating variety of Alpine travel destinations there are to choose from.

More than 5,000 destinations at TourNatur

Apart from the regions that are presenting their attractions at TourNatur, providers of organised individual and group tours are also highlighting an impressively large number of global holiday locations. There are more than 5,000 destinations for outdoor enthusiasts to discover at TourNatur. They range from the Central Uplands of Germany to, for example, the hiking regions of Greece, the Corsican Uplands, Sardinia and Sicily or the volcanic trails on Lanzarote. More exotic destinations like Patagonia with the picturesque Mont Fitz Roy peak, the deserts of Africa or Bhutan are popular features of TourNatur as well, however.

One admission ticket for two trade fairs

TourNatur and CARAVAN SALON 2016 can be visited with the same admission ticket. Tickets purchased online at a price of EUR 14 for adults, EUR 10 for schoolchildren, students and CARAVAN SALON Club members



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and EUR 6 for children between 6 and 12 years old even allow the holder to visit the world of caravanning and TourNatur for two days. This e-ticket, which is available at www.tournatur.com, includes transport to and from the Düsseldorf exhibition site free of charge on the Rhine-Ruhr public transport system (VRR).



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Düsseldorf, hot spot for leisure enthusiasts

Messe Düsseldorf GmbH is the leading leisure trade fair organiser in Germany, with the trade fairs CARAVAN SALON, TourNatur and boot Düsseldorf. CARAVAN SALON DÜSSELDORF is the biggest trade fair in the world for recreational vehicles and caravans, with more than 190,000 visitors every year. TourNatur, the only hiking and trekking trade fair in Germany that is open to the general public, has taken place at the same time as CARAVAN SALON since 2003 and attracts 45,000 visitors. boot Düsseldorf presents all the different aspects of water sports in January every year. With more than 1,800 exhibitors and about 247,000 visitors from all over the world, it is the top international water sports trade fair.

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