TourNatur 2017

Exhibitors total	265
Exhibitors Germany	163
Exhibitors other countries	102
Number of countries	16

Net space total (sqm)	3,841
Net space Germany	3,141
Net space other countries	700

Basis visitor data: visitor survey

Visitors total	46,637
From Europe	100%
- Germany	98%
- Other Europe	2%
Number of countries	10

TOP 4 visitor countries	
(Basis: all foreign visitors)	
Austria	44%
The Netherlands	22%
Spain	22%

The No. 1 fair for hiking and trekking
Dusseldorf • Germany

1th to 3rd september 2017
www.tournatur.com

(GI-MF/September 2017)

Structure of private visitors

Based on the results of 258 interviews with private visitors during TourNatur 2017 conducted by means of the Computer-Interview-System

Sports/leisure activities	
(Several answers possible)	
Hiking/Nordic walking/Trekking	70%
Cycling/Mountain biking/ Cycling on racing bikes/E-Bike	52%
Jogging/Running	35%
Fitness training	33%
Winter sport	21%
Water sports	20%
Yoga/Gymnastics/Zumba/Pilates	19%
Football	10%
Hill walking/climbing/via ferrata/ bouldering/canyoning	10%
Inline skating/Skatebording	6%
Motorbike	6%
Tennis/Squash/Badminton	6%
Hunting/fishing	5%
Handball/Volleyball/Basketball/ Baseball	4%
Riding	3%
Golf	2%
Other activities	13%

Order	
Yes	32%

Interest in product ranges	
(Several answers possible)	
Tourist and tour organisation (presentation of regions, tourist information associations, hotels, hiking destinations, tour operat.)	68%
Hiking equipment accessories (rucksacks, tents, clothing, boots, sleeping bags, sticks, foam mattresses etc.)	67%
Communication/orientation (binoculars, map material, GPS, altitude meters, compasses, etc.)	21%
Clubs and hiking associations	15%
Others	12%

Knowledge of side events	
(Several answers possible)	
TourNatur live stage	37%
TourNatur advice centre	30%
E-bike course	20%
StarterWorld	15%
European Outdoor Movie Tour	15%
Camping Oldie Club	12%
Dream tours cinema	8%
Pump Track mountain bike	7%

Reasons for visit	
(Several answers possible)	
New developments/trends	50%
Initiating purchase decisions	25%
Purchase/Order	13%
Identifying new providers/ products (or new suppliers/ business partners)	9%
Contact with existing providers/ suppliers/business partners	3%

Age	
up to 20 years	2%
21 - 30 years	8%
31 - 40 years	11%
41 - 50 years	25%
51 - 60 years	32%
61 - 70 years	19%
70 years or older	3%

Overall assessment	
Satisfied	92%

Recommendation	
Yes	95%

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