

TourNatur 2017

Exhibitors total	265	Net space total (sqm)	3,841
Exhibitors Germany	163	Net space Germany	3,141
Exhibitors other countries	102	Net space other countries	700
Number of countries	16		



Basis visitor data: visitor survey

Visitors total	46,637	TOP 4 visitor countries	
From Europe	100%	<i>(Basis: all foreign visitors)</i>	
- Germany	98%	Austria	44%
- Other Europe	2%	The Netherlands	22%
Number of countries	10	Spain	22%

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

1st 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

<table border="1"> <tr> <th>Sports/leisure activities</th> <td></td> </tr> <tr> <td><i>(Several answers possible)</i></td> <td></td> </tr> <tr> <td>Hiking/Nordic walking/Trekking</td> <td>70%</td> </tr> <tr> <td>Cycling/Mountain biking/ Cycling on racing bikes/E-Bike</td> <td>52%</td> </tr> <tr> <td>Jogging/Running</td> <td>35%</td> </tr> <tr> <td>Fitness training</td> <td>33%</td> </tr> <tr> <td>Winter sport</td> <td>21%</td> </tr> <tr> <td>Water sports</td> <td>20%</td> </tr> <tr> <td>Yoga/Gymnastics/Zumba/Pilates</td> <td>19%</td> </tr> <tr> <td>Football</td> <td>10%</td> </tr> <tr> <td>Hill walking/climbing/via ferrata/ bouldering/canyoning</td> <td>10%</td> </tr> <tr> <td>Inline skating/Skateboarding</td> <td>6%</td> </tr> <tr> <td>Motorbike</td> <td>6%</td> </tr> <tr> <td>Tennis/Squash/Badminton</td> <td>6%</td> </tr> <tr> <td>Hunting/fishing</td> <td>5%</td> </tr> <tr> <td>Handball/Volleyball/Basketball/ Baseball</td> <td>4%</td> </tr> <tr> <td>Riding</td> <td>3%</td> </tr> <tr> <td>Golf</td> <td>2%</td> </tr> <tr> <td>Other activities</td> <td>13%</td> </tr> </table>	Sports/leisure activities		<i>(Several answers possible)</i>		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/Skateboarding	6%	Motorbike	6%	Tennis/Squash/Badminton	6%	Hunting/fishing	5%	Handball/Volleyball/Basketball/ Baseball	4%	Riding	3%	Golf	2%	Other activities	13%	<table border="1"> <tr> <th>Interest in product ranges</th> <td></td> </tr> <tr> <td><i>(Several answers possible)</i></td> <td></td> </tr> <tr> <td>Tourist and tour organisation (presentation of regions, tourist information associations, hotels, hiking destinations, tour operat.)</td> <td>68%</td> </tr> <tr> <td>Hiking equipment accessories (rucksacks, tents, clothing, boots, sleeping bags, sticks, foam mattresses etc.)</td> <td>67%</td> </tr> <tr> <td>Communication/orientation (binoculars, map material, GPS, altitude meters, compasses, etc.)</td> <td>21%</td> </tr> <tr> <td>Clubs and hiking associations</td> <td>15%</td> </tr> <tr> <td>Others</td> <td>12%</td> </tr> <tr> <th>Knowledge of side events</th> <td></td> </tr> <tr> <td><i>(Several answers possible)</i></td> <td></td> </tr> <tr> <td>TourNatur live stage</td> <td>37%</td> </tr> <tr> <td>TourNatur advice centre</td> <td>30%</td> </tr> <tr> <td>E-bike course</td> <td>20%</td> </tr> <tr> <td>StarterWorld</td> <td>15%</td> </tr> <tr> <td>European Outdoor Movie Tour</td> <td>15%</td> </tr> <tr> <td>Camping Oldie Club</td> <td>12%</td> </tr> <tr> <td>Dream tours cinema</td> <td>8%</td> </tr> <tr> <td>Pump Track mountain bike</td> <td>7%</td> </tr> </table>	Interest in product ranges		<i>(Several answers possible)</i>		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		<i>(Several answers possible)</i>		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%	<table border="1"> <tr> <th>Reasons for visit</th> <td></td> </tr> <tr> <td><i>(Several answers possible)</i></td> <td></td> </tr> <tr> <td>New developments/trends</td> <td>50%</td> </tr> <tr> <td>Initiating purchase decisions</td> <td>25%</td> </tr> <tr> <td>Purchase/Order</td> <td>13%</td> </tr> <tr> <td>Identifying new providers/ products (or new suppliers/ business partners)</td> <td>9%</td> </tr> <tr> <td>Contact with existing providers/ suppliers/business partners</td> <td>3%</td> </tr> <tr> <th>Age</th> <td></td> </tr> <tr> <td>up to 20 years</td> <td>2%</td> </tr> <tr> <td>21 - 30 years</td> <td>8%</td> </tr> <tr> <td>31 - 40 years</td> <td>11%</td> </tr> <tr> <td>41 - 50 years</td> <td>25%</td> </tr> <tr> <td>51 - 60 years</td> <td>32%</td> </tr> <tr> <td>61 - 70 years</td> <td>19%</td> </tr> <tr> <td>70 years or older</td> <td>3%</td> </tr> <tr> <th>Overall assessment</th> <td></td> </tr> <tr> <td>Satisfied</td> <td>92%</td> </tr> <tr> <th>Recommendation</th> <td></td> </tr> <tr> <td>Yes</td> <td>95%</td> </tr> </table>	Reasons for visit		<i>(Several answers possible)</i>		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%
Sports/leisure activities																																																																																																																
<i>(Several answers possible)</i>																																																																																																																
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/Skateboarding	6%																																																																																																															
Motorbike	6%																																																																																																															
Tennis/Squash/Badminton	6%																																																																																																															
Hunting/fishing	5%																																																																																																															
Handball/Volleyball/Basketball/ Baseball	4%																																																																																																															
Riding	3%																																																																																																															
Golf	2%																																																																																																															
Other activities	13%																																																																																																															
Interest in product ranges																																																																																																																
<i>(Several answers possible)</i>																																																																																																																
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																																																																																																																
<i>(Several answers possible)</i>																																																																																																																
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																																																																																																																
<i>(Several answers possible)</i>																																																																																																																
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%																																																																																																															