

TourNatur 2018

Exhibitors total	284	Net space total (sqm)	4,075
Exhibitors Germany	186	Net space Germany	3,183
Exhibitors other countries	98	Net space other countries	892
Number of countries	16		



Basis visitor data: visitor survey

Visitors total	42,529	Visit frequency	
From Europe	100%	First-time visitor	32%
- Germany	98%	Regular visitor	35%
- Other Europe	2%	other	33%
Number of countries	18		

The Outdoor Enthusiast's Show
for Destinations and Equipment
Dusseldorf • Germany
31.08 - 02.09.2018
www.tournatur.com

Preliminary data; subjects to change
(G1-MF/September 2018)

Structure of private visitors

Based on the results of 253 interviews with private visitors during TourNatur 2018 conducted by means of the Computer-Interview-System

Sports/leisure activities	Interest in product ranges	Reasons for visit
<i>(Several answers possible)</i>	<i>(Several answers possible)</i>	<i>(Several answers possible)</i>
Hiking/Nordic walking/Trekking	Tourist and tour organisation	New developments/trends
Cycling/Mountain biking/ Cycling on racing bikes/E-Bike	<i>(presentation of regions, tourist information associations, hotels, hiking destinations, tour operat.)</i>	Initiating purchase decisions
Fitness training	Hiking equipment accessories	Identifying new providers/ products (or new suppliers/ business partners)
Jogging/Running	<i>(rucksacks, tents, clothing, boots, sleeping bags, sticks, foam mattresses etc.)</i>	Purchase/Order
Water sports <i>(swimming, diving, sailing, surfing, canoeing, etc.)</i>	Clubs and hiking associations	Contact with existing providers/ suppliers/business partners
Winter sport	Communication/orientation	
Yoga/Gymnastics/Zumba/Pilates	<i>(binoculars, map material, GPS, altitude meters, compasses, etc.)</i>	Overall assessment
Hill walking/climbing/via ferrata/ bouldering/canyoning	Others	Satisfied
Football		94%
Motorbike		Recommendation
Inlineskating/Skateboarding	Knowledge of side events	Yes
Riding horses	<i>(Several answers possible)</i>	95%
Tennis/Squash/Badminton	TourNatur live stage	Order at the trade fair
Hunting/fishing	TourNatur advice centre	Yes
Golf	E-bike course	35%
Handball/Volleyball/Basketball/ Baseball	European Outdoor Movie Tour	Purchase intention
Other activities	Special Show - Discover your countryside	Yes
	Camping Oldie Club	27%
	StarterWorld	Probably
	Dream tours cinema	61%
	Adventure Camp	
Age		
up to 20 years		
21 - 30 years		
31 - 40 years		
41 - 50 years		
51 - 60 years		
61 - 70 years		
70 years or older		



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