

TourNatur 2020

Exhibitors total	99	Net space total (sqm)	1,322
Exhibitors Germany	73	Net space Germany	1,067
Exhibitors other countries	26	Net space other countries	255
Number of countries	9		



Visitors total*	40,895	TOP 10 visitor countries	
Basis visitor data: visitor registration		<i>(Basis: all foreign visitors)</i>	
from Germany	93%	Netherlands	37%
from abroad	7%	Belgium	22%
Number of countries	36	Switzerland	7%
		Poland	6%
		France	5%
		Austria	5%
		Luxembourg	4%
		Great Britain and Northern Ireland	3%
		Czech Republic	3%
		Denmark	2%

The No. 1 fair for hiking and trekking
Düsseldorf • Germany
04. - 06. September 2020
www.tournatur.com

*Common visitor numbers of both TourNatur and CARAVAN SALON (04.-06.09.2020)

936 accredited journalists from 22 countries
(Overall number of journalists with CARAVAN SALON)

Preliminary data, subject to changes
Market Research / September 2020

Structure of private visitors

Based on the results of 64 interviews with private visitors during TourNatur 2020 conducted by means of the Computer-Interview-System

Sports/leisure activities	Reasons for visit	Interest in product ranges
<i>(Several answers possible)</i>	<i>(Several answers possible)</i>	<i>(Several answers possible)</i>
Hiking/Nordic walking/Trekking	Fun, experience, leisure	Hiking equipment accessories
Cycling/Mountain biking/ Cycling on racing bikes/E-Bike	New developments/trends	<i>(rucksacks, tents, clothing, boots, sleeping bags, sticks, foam mattresses etc.)</i>
Water sports <i>(swimming, diving, sailing, surfing, canoeing, etc.)</i>	Testing, trying out	
Jogging/Running	Initiating purchase decisions	Tourist and tour organisation
Hill walking/climbing/via ferrata/ bouldering/canyoning	Identifying new providers/products	<i>(presentation of regions, tourist information associations, hotels, hiking destinations, tour operat.)</i>
Fitness training	Purchase/Order	
Motorbike	Contact with existing providers	Clubs and hiking associations
Inlineskating/Skateboarding	others	Communication/orientation
Yoga/Gymnastics/Zumba/Pilates	Age	<i>(binoculars, map material, GPS, altitude meters, compasses, etc.)</i>
Winter sport	up to 20 years	
Riding horses	21 - 30 years	others
Football	31 - 40 years	
Golf	41 - 50 years	
Handball/Volleyball/Basketball/ Baseball	51 - 60 years	
Hunting/fishing	61 - 70 years	
Other activities	70 years or older	
	Order at the trade fair	
	Yes	
		Overall assessment
		Satisfied
		Recommendation
		Yes



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