



Fair Profile

TourNatur DÜSSELDORF

The No. 1 fair for hiking and trekking
4th - 6th September, 2016
www.tournatur.com

Preliminary data, Subject to change (G1-MF/September 2016)

Exhibitors total	272
Exhibitors by origin	
Germany	179
Other countries	93
Number of countries	20

Net space total (sqm)	4,385
Net space by origin	
Germany	3,754
Other countries	631

Visitors total	43,567
Visitors by origin	
Germany	41,824
Other countries	1,743
Number of countries	9

65 accredited journalists

Structure of private visitors

Based on the results of 259 interviews with visitors during TourNatur 2016 conducted by means of the Computer-Interview-System

Origin of the visitors	
Germany	98%
Other countries	2%

Germany	
West Germany	86%
Southwest Germany	7%
North Germany	4%
South Germany	3%
East Germany	0%

Age	
Up to 20 years	2%
21 - 30 years	5%
31 - 40 years	15%
41 - 50 years	27%
51 - 60 years	30%
61 - 70 years	17%
More than 70 years	4%

Gender	
Woman	42%
Man	58%

Reasons for visit	
<i>(Several answers possible)</i>	
Innovations/trends	46%
Preparation of purchase decision	19%
Purchase/Order	13%
Search for new suppliers and business partners	2%
Contact to existing suppliers and business partners	1%

Sports/leisure activities	
<i>(Several answers possible)</i>	
Hiking/Nordic walking/Trekking	77%
Cycling/Mountain biking/ Cycling on racing bikes/E-Bike	46%
Fitness training	31%
Jogging/Running	29%
Hill walking/climbing/via ferrata/ bouldering/canyoning	20%
Water sports	20%
Winter sport	16%
Yoga/Gymnastics/Zumba/Pilates	15%
Motorbike	9%
Football	8%
Inline skating/Skateboarding	6%
Tennis/Squash/Badminton	6%
Hunting/fishing	5%
Handball/Volleyball/Basketball/Baseball	5%
Riding	4%
Golf	2%
other activities	9%

Knowledge of side events	
<i>(Several answers possible)</i>	
Indoor track for e-bikes and bicycles (Hall 7a)	32%
TourParcours (Hall 6)	29%
European Outdoor Film Tour	19%
Fashion show Outdoor Fashion 2016	14%

Interest in product ranges	
<i>(Several answers possible)</i>	
Hiking equipment accessories (rucksacks, tents, clothing, boots, sleeping bags, sticks, foam mattresses etc.)	68%
Tourist and tour organisation (presentation of regions, tourist information associations, hotels, hiking destinations, tour operators)	64%
Communication/orientation (binoculars, map material, GPS, altitude meters, compasses, etc.)	18%
Clubs and hiking associations	15%
others	7%

Overall assessment	
Satisfied	91%

Recommendation	
Yes	96%

Order	
Yes	37%



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