

## TourNatur 2018 in Key Figures.

### Exhibitors

- 284** exhibitors from **16** countries
- 87 %** were happy with the quality of visitors
- 88 %** gave a positive overall review
- 91 %** intend to attend again

### Visitors

- Over **42,500** visitors
- 94 %** were private visitors
- 6 %** were trade visitors
- 94 %** gave a positive overall review
- 88 %** voiced an intent to purchase after the trade fair
- 95 %** would recommend TourNatur to others

## TourNatur 2019 at a glance.

06. – 08.09.2019

Opening times: 10 a.m. – 6 p.m.

Düsseldorf Trade Fair premises, Hall 6

Travel and tourism information, clothing and equipment, nature



Hiking and trekking



Cycling tours and biking



Mountain sports and climbing



Related outdoor sports



Natural landscapes

### Information and inspiration

- » Advice by outdoor experts
- » LiveStage
- » Advice Centre stage
- » E.O.F.T. (European Outdoor Film Tour)
- » Natural landscapes
- » Speeches
- » Awards ceremonies
- » Competitions
- » Activities you can try out

## Simply register online.

Please use this link to register:

[www.tournatur.com/Exhibitorapplication](http://www.tournatur.com/Exhibitorapplication)

If you are a new exhibitor, you can register this way with ease. If you were an exhibitor in 2018, you can use your OOS access data.

If you have any other questions, our hotline team is happy to help:

Tel. **+49 211 4560-400**.

Layout  
planning begins  
in March 2019

## Your TourNatur Team.



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Well connected with TourNatur:

[facebook.com/tournatur](https://facebook.com/tournatur)

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Messe  
Düsseldorf



# Live your Freedom.

## 06. – 08.09.2019

### WELCOME 2019

The Outdoor Enthusiast's Show for  
Destinations and Equipment.

[tournatur.com](http://tournatur.com)



Messe  
Düsseldorf

## TourNatur: A meeting point for service providers and target groups.

Whether you love hiking or trekking, climbing or mountain biking, travel destinations or equipment, urban or alpine, or want to be connected or offline, from 6 to 8 September, 2019, TourNatur opens for its 17th run with a diverse programme to suit all visitors at this event – the meeting point for the hiking and outdoor community.

In 2018, this platform for hiking and outdoor activities again impressed active nature lovers, explorers, recreational hikers, cyclists and extreme athletes. Once again, visitors and exhibitors greatly appreciated the concept, which strives for the perfect mixture of offers, attractively designed special topics, activities visitors can try out, infotainment provided by the E.O.F.T. European Outdoor Film Tour and an internationally arranged tourism sector.

## Convincing Arguments.

- » An interested audience with an affinity to the outdoors from sectors with buying power
- » Direct contact with end users
- » Extensive international tourism segment structured by regions
- » Presentations of innovative technical equipment and clothing trends
- » Attractively designed theme islands and event zones, e.g. mountain sports, Advice Centre, biking
- » The main theme is nature-based tourism and national natural landscapes
- » LiveStage with an attractive programme and chances to participate for free
- » The “Children’s Rally” event creates additional awareness and frequencies
- » Personalised stand construction solutions and individual exhibitor support
- » Attractive trade fair location – excellent connections to the transport network and close proximity to the airport, the train station and the city centre



TourNatur benefits from CARAVAN SALON which takes place in parallel.



## Impressions from TourNatur 2018:

“I am really impressed. Our exhibitors and co-exhibitors are all very satisfied. We had a great stand and a lot of meetings with potential hiking guests...”

Vicky Strumpo, Tourism Association Greece

“TourNatur is the best outdoor and trekking trade fair in Germany, without a doubt. The quantity and especially the quality of the visitors were at an exceptionally high level.”

Leticia Gonzalez, Promotur Turismo de Canarias

“This year, TourNatur once again proved that it is the leading trade fair for hiking and exploring nature in Germany.”

Ute Dicks, Managing Director DWV (German Hiking Association)

“TourNatur is a true inspiration for nature lovers. Immediately after the trade fair, you really want to plan your next trip! We are already looking forward to next year.”

Nicole Espey, Managing Director BSI (Federal Association of the German Sport Product Industry)

