

Exhibitors total	250
Exhibitors Germany	177
Exhibitors other countries	73
Number of countries	17

Net space total (sqm)	3.656
Net space Germany	2.928
Net space other countries	728



Visitors total	45.896
Basis visitor data: visitor survey	
Germany	96%
Other countries	4%
- Europe	100%
Number of countries	18

Basis visitor data: visitor survey

TOP 5 visitor countries	
<i>(Basis: all foreign visitors)</i>	
Belgium	39%
Netherlands	31%
Austria	11%
Luxembourg	6%
Belarus	6%

The Outdoor Enthusiast's Show
for Destinations and Equipment
Düsseldorf • Germany
06. - 08. September 2019
www.tournatur.com

1.515 accredited journalists from 37 countries

(G1-MF/September 2019)

Structure of private visitors

Based on the results of 240 interviews with private visitors during TourNatur 2019 conducted by means of the Computer-Interview-System

Sports/leisure activities	
<i>(Several answers possible)</i>	
Hiking/Nordic walking/Trekking	67%
Cycling/Mountain biking/ Cycling on racing bikes/E-Bike	47%
Fitness training	37%
Jogging/Running	28%
Yoga/Gymnastics/Zumba/Pilates	23%
Water sports (<i>swimming, diving, sailing, surfing, canoeing, etc.</i>)	20%
Hill walking/climbing/via ferrata/ bouldering/canyoning	16%
Winter sport	15%
Motorbike	9%
Tennis/Squash/Badminton	7%
Inlineskating/Skateboarding	6%
Football	6%
Handball/Volleyball/Basketball/ Baseball	4%
Hunting/fishing	4%
Riding horses	4%
Golf	2%
Other activities	10%

Interest in product ranges	
<i>(Several answers possible)</i>	
Hiking equipment accessories (<i>rucksacks, tents, clothing, boots, sleeping bags, sticks, foam mattresses etc.</i>)	67%
Tourist and tour organisation (<i>presentation of regions, tourist information associations, hotels, hiking destinations, tour operat.</i>)	66%
Communication/orientation (<i>binoculars, map material, GPS, altitude meters, compasses, etc.</i>)	20%
Clubs and hiking associations	17%
Others	9%

Reasons for visit	
<i>(Several answers possible)</i>	
New developments/trends	46%
Initiating purchase decisions	21%
Identifying new providers/ products (or new suppliers/ business partners)	8%
Purchase/Order	10%
Contact with existing providers/ suppliers/business partners	4%

Overall assessment	
Satisfied	97%

Recommendation	
Yes	99%

Order at the trade fair	
Yes	51%

Purchase intention	
Yes	28%
Probably	63%

Age	
up to 20 years	1%
21 - 30 years	8%
31 - 40 years	17%
41 - 50 years	18%
51 - 60 years	32%
61 - 70 years	20%
70 years or older	4%

Knowledge of side events	
<i>(Several answers possible)</i>	
TourNatur LiveStage	31%
TourNatur Advice Centre	22%
E-bike course	16%
Special Show - Discover your natural landscape	12%
European Outdoor Movie Tour	12%
Dream tours cinema	11%
StarterWorld	8%
Children's Rally	6%
Special "Caravaning Sports"	6%
Adventure Camp	5%

