

## TourNatur 2019 in Key Figures.

### Exhibitors

- 250** exhibitors from **17** countries
- 84 %** were happy with the quality of visitors
- 88 %** gave a positive overall review
- 90 %** intend to attend again
- 93 %** satisfaction with service and location

### Visitors

- Over **46.000** visitors
- 96 %** were private visitors
- 4 %** were trade visitors
- 97 %** gave a positive overall review
- 91 %** voiced an intent to purchase after the trade fair
- 99 %** would recommend TourNatur to others
- 98 %** achievement of visit objectives

## TourNatur 2020 at a glance.

04.–06.09.2020, 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
-  Outdoor equipment

- Information and inspiration**
- » Presentation of natural landscapes
  - » Advice by outdoor experts
  - » Awards ceremonies
  - » LiveStage
  - » Speeches
  - » Advice Centre stage
  - » Competitions
  - » E.O.F.T. (European Outdoor Film Tour)
  - » Activities you can try out
  - » Rallye for children

## 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 2019, 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 2020

## Your TourNatur Team.



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Well connected with TourNatur:  
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# Live your Freedom.

04.–06.09.2020

## WELCOME 2020

The Outdoor Enthusiast's Show for Destinations and Equipment.

Hiking.  
Trekking.  
Discover Nature.

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



Messe  
Düsseldorf

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

When it is a matter of hiking, trekking, climbing, mountain biking, travel destinations or equipment, TourNatur is the meeting point for the hiking and outdoor community. For the 18th time TourNatur starts from 4 to 6 September 2020 with a varied programme.

2019, this platform for hiking and outdoor activities again impressed active nature lovers, explorers, recreational hikers, cyclists and extreme athletes. With the right mix of product local points, attractively designed special topics, activities visitors can try out, infotainment, the E.O.F.T. European Outdoor Film Tour and an internationally arranged tourism sector.



TourNatur benefits from CARAVAN SALON which takes place in parallel.

## 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 technical equipment and clothing trends
- » Attractively designed theme islands and event zones, e.g. mountain sports, Advice Centre
- » The main theme is nature-based tourism and national natural landscapes
- » LiveStage with an attractive programme and chances to participate for free
- » Advice centre with stage
- » 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

