

TourNatur Fair Attracts Hikers to Düsseldorf

The 11th Hiking and Trekking Fair, TourNatur, held from 6 to 8 September in Düsseldorf has impressively proven that hiking continues to be a major trend in Germany. This year the only trade fair open to the public covering this topic again attracted 35,000 visitors to the Düsseldorf Exhibition Centre over three days thereby reaching last year's good levels. "With its unique hiking-tourism ranges, the sale of gear and the outstanding advice and consulting options TourNatur has become a fixture on the German hiking market," explained Helmut Winkler, Director of TourNatur. In keeping with the focal motto "Hiking with Kids" this year also saw a greater number of families stroll through the two exhibition halls enthusiastically welcoming the extensive ranges for the up-and-coming young hiking generation. "TourNatur is also a "must-see" event for experts and hiking tour operators due to its comprehensive continuous education programme and expert events. This is where the hiking and trekking scene gets together as a sector," added Winkler. 275 exhibitors presented current hiking and trekking equipment as well as some 5,000 hiking destinations at TourNatur.

The partners of TourNatur also took positive stock of the fair and voiced great satisfaction with visitor attendance. Ute Dicks, CEO of the German Hiking Association, said: "We have noticed quality becoming more and more important for hiking year on year. When choosing a hiking trail people want to rest assured that they will like it. Nobody likes to be disappointed at the most precious time of the year. Here our quality initiative "Wanderbares Deutschland" (literally Hikable Germany) provides ideal guidance. The recognition of freshly certified trails has never met with such great response before." TourNatur also proved exactly the right stage for the volunteer work campaign "Make a Statement – 130 Years Committed to Hiking Trails". "With our information-focused ranges we succeeded in getting especially the young audience excited about volunteer work," Dicks summed up.

A highlight of the Germany-wide competition "Gesichter der Wegarbeit" (Faces of Trail Work) organised by Messe Düsseldorf and the German Hiking Association was the presentation of awards by the former German Minister for Environment, Nature Conservation and Nuclear Safety, Professor Dr. Klaus Töpfer.



6. - 8.9.2013
www.tournatur.com



Messe Düsseldorf GmbH
Postfach 10 10 06
40001 Düsseldorf
Messeplatz
40474 Düsseldorf
Germany

Telefon +49 (0) 2 11/45 60-01
InfoTel +49 (0) 2 11/45 60-9 00
Telefax +49 (0) 2 11/45 60-6 68
Internet www.messe-duesseldorf.de
E-Mail info@messe-duesseldorf.de

Geschäftsführung:
Werner M. Dornscheidt (Vorsitzender)
Joachim Schäfer
Bernhard Stempfle
Hans Werner Reinhard (Stv. GF)
Vorsitzender des Aufsichtsrates:
Dirk Elbers

Amtsgericht Düsseldorf HRB 63
USt-IdNr. DE 119 360 948
St.Nr. 105/5830/0663

Mitgliedschaften der
Messe Düsseldorf:



Öffentliche Verkehrsmittel:
U78, U79: Messe Ost/Stockumer Kirchstr.
Bus 722: Messe-Center Verwaltung

“This year’s TourNatur in Düsseldorf was a great tribute to the young generation of hikers and their “wanderlust”-enthused parents. From child-fit, functional hiking outfits for “minis” to exciting hiking trails for hikers big & small Europe’s biggest trekking and hiking fair has provided an excellent themed focus,” summed up Michael Sanger, Editor-in-Chief of “Wandermagazin”.

A focal point at TourNatur is independent advice on equipment issues. The team supporting hiking expert Ralf Stefan Beppler answered a host of questions from visitors at the consulting centre TourParcours. “Alongside the “evergreen theme” of the most suitable backpack, this year saw a particular focus on hiking sticks and barefoot shoes,” said Beppler. All in all, visitors were even better informed than in previous years, he felt, and had taken some targeted interest in specific topics.

Those wanting to follow up their consulting session with an equipment purchase, did so at the stand of the Dusseldorf specialist retail store “Sack & Pack”, for example. Sales Assistant Raphael Langer was very satisfied with both visitor footfall at the stand and sales: “Visitors were highly purchase-prone and were able to select the appropriate items from our clothing and footwear range.” Continuing at just as high a level was demand for functional wear, hiking socks and GPS devices. Marco Kienle of GPS-device manufacturer Outdoor Navigation also drew positive stock. “We are here in Dusseldorf for the first time and are very pleased. TourNatur is an important fair and our products for hiking and cycling and geo-caching go down here very well.”

Tourism-focused exhibitors were also delighted with visitors’ footfall and targeted interest. “Demand was very good and the feedback positive across the board.” Our ranges with a focus on hiking with kids also generated an outstanding response. TourNatur was a resounding success,” rejoiced Anne Ermecke of the Rothaarsteigverein. Tina Lang, CEO of Finland specialists “fintouring”, welcomed many Finland lovers and new prospects at the stand. “Visitors come with very targeted questions and know exactly what they are looking for. At our stand holiday homes in conjunction with hiking and canoeing were in particular focus.” Tasos Gousios, representative of the Hotel Union Larissa, returns from his debut at the fair with positive impressions and is pleased with the many German holidaymakers who want to discover Greece in their hiking shoes.





Manfred Jordan, Project Manager for TourNatur at the North Rhine-Westphalian section of the German Alpenverein, was delighted with the high number of new members enlisted: “We welcomed many families with children who enjoy our ranges revolving around the climbing tower and the slackline. The combination of TourNatur featuring advice, equipment ranges and many tourism destinations as well as the concurrent holding of CARAVAN SALON is fantastic and instrumental to the success of this fair.”

As part of TourNatur 2013 the German Hiking Association recognised a total of fourteen trails as a “Qualitätsweg Wanderbares Deutschland” (Quality Trail Hikable Germany) The following nine trails have been certified for the first time: Ahrsteig blue and Ahrsteig red (Region: Ahrtal), Bergischer Panoramasteig (Region: Bergisches Land), Natursteig Sieg (Region: Siegtal), Sauerland-Höhenflug (Region: Sauerland), Seensteig Baiersbronn (Region: Black Forest), Spalter Hügelland-Tour (Region: Fränkisches Seenland), Uckermärker Landrunde (Region: Uckermark), Veiseder Sonnenpfad (Region: Sauerland), Werra-Burgen-Steig Hessen (Region: Werratal). This means there are now 101 certified quality hiking trails in Germany’s “Wanderbares Deutschland”, located in eleven states and spanning a total length of 11,180 km.

On top of this, the jury of the “Wandermagazin” declared the “Felsenland Sagenweg” in Pfälzerwald and the “Traumpfad Eltzer Burgpanorama” in the Osteifel mountains Germany’s most beautiful hiking trails.

The next TourNatur will be held 5 to 7 September 2014 in Düsseldorf.

www.tournatur.com

Press Contact

Alexander Kempe,
Marion Hillesheim (Assistant)
Tel.: 049(0)211/45 60-997 / - 994
Fax: 049(0)211/45 60-8548
KempeA@messe-duesseldorf.de
HillesheimM@messe-duesseldorf.de