

Attractive programme for TourNatur 2017

Focus on the outdoor market

Trends: hiking with small children, pump biking and sustainable outdoor fashion

5,000 travel destinations offer outdoor fun and action

On its 14th birthday, TourNatur is being held for the first time as a trade fair for the entire outdoor market in Hall 6 on the Messe Düsseldorf exhibition site from 1. to 3. September 2017. Starting this year, the event will be known as “TourNatur – the outdoor trade fair” and it is designed for all fans of outdoor sports activities. The programme ranges from hiking and climbing to trekking, mountain biking and canoeing. In addition to the presentation of more than 5,000 travel destinations, 275 exhibitors will be highlighting the latest equipment as well as providing expert advice about all hiking and other outdoor activities.

Visitors who are young – or at least young at heart – are welcome to join in action-packed presentations at the event. At the Alpine Centre, for example, the climbing tower set up by the Düsseldorf branch of the German Alpine Association, while the high ropes course provided by the Düsseldorf City Sports Association is open to visitors too.

What are known as pump bike tracks are popular with young cyclists. Konrad Willar, a social worker from Stuttgart in Germany, originally developed these mountain bike trails to give city children more exercise in the fresh air and triggered off what has become a real boom as a result. Children and teenagers can enjoy an exhilarating ride on the pump bike trail at the TourNatur Bike Centre.

The popular advisory centre visitors reach when they enter Hall 6 again provides an introduction to the different areas covered by TourNatur this year. This is where outdoor expert Ralf Stefan Beppler will be on hand again to present a wide range of products for a large selection of open-air sports activities. Sports enthusiasts are keen to



1.-3.9.2017
www.tournatur.com



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

Telefon +49 (0) 2 11/45 60-01
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)
Hans Werner Reinhard
Joachim Schäfer
Bernhard Stempfle
Vorsitzender des Aufsichtsrates:
Thomas Geisel

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

hear Beppler's tips, because he is not tied to a specific brand and is therefore neutral and because he provides valuable information without trying to push anything specific. This year, the advisory centre and TourNatur as a whole are focussing not only on extremely lightweight equipment for lengthy cycling tours but also the issue of "hiking with (small) children". The outdoor brands will have image stands around the centre.

Sustainably manufactured outdoor fashion made from natural materials is becoming increasingly popular with active people. Expert Beppler explains: "It is very interesting to see that outdoor enthusiasts are moving away from completely waterproof clothing to a larger and larger extent in the meantime. What are in demand instead are jackets without membranes or made from such classic natural materials as wool or cotton that repel water." Companies like hess Natur, Stein-/Waldkauz, Kaipara or Hubertus are concentrating specifically on this trend as well as on breathable natural fibres like Loden, which are available nowadays in bright new colours that are very different from classic hunter green.

On the Sack und Pack, Intersport Borgmann or Terrific stands, TourNatur visitors will find everything that outdoor enthusiasts desire. A comprehensive range for everyone who prefers to spend time in the open air but would like to be well-equipped at the same time is available here, from bicycle equipment and the latest trekking boots to ultralight sleeping bags and outdoor stoves that require a minimum of gas.

The entire world will be coming to TourNatur to present more than 5,000 individual travel destinations. Outdoor enthusiasts have many different locations all round the world to choose between at TourNatur – from peaceful hiking in the romantic Altmühltal Valley to mountain tours for families in the popular hiking regions in the Salzburg area or trekking tours to less well-known, exotic mountains in Africa and Asia.



1.-3.9.2017
www.tournatur.com



The programme on the TourNatur live stage (where the rest area used to be) is most definitely worth seeing and right up to date: the highlight is the screening [on 1. September](#) of the European Outdoor Film Tour (EOFT) action films. “Down to Nothing” shows the ascent of Hkakabo Razi, which is probably the highest mountain in South-East Asia; it turns out to be an epic battle for team spirit fought by five friends. “When We Were Knights” describes how two base jumpers fight against boredom and for their friendship as modern knights. In “Lunag Ri”, the ascent of Lunag Ri via the north-west route becomes an almost impossible challenge for David Lama, who comes from Nepal, and the legendary American climber Conrad Anker. “Locked In” takes the audience to Beriman River with 13 gorges, terrifying rapids and waterfalls, the 48 kilometres of which become an adventure with no going back for four friends. In “The Adventure of the Dodo”, four musicians and big wall climbers on board Dodos Delight overcome storms in Baffin Bay to reach the steep rocky cliffs of Baffin Island. “Flow” portrays mountain biker Harald Philipp’s search for the perfect flow – the moment when bike and biker become one. The EOFT screenings are included in the admission ticket.

The international caravanning community meets again for its annual highlight, CARAVAN SALON 2017, at the same time as TourNatur. Visitors can look forward to the biggest presentation in the world that focusses on mobile holidays which, for the first time, covers 13 different halls on the exhibition site. “This represents genuine added value for our visitors, because both trade fairs can be experienced with the same admission ticket. The e-tickets are a particularly convenient option for visitors”, explains Stefan Koschke, the Director of TourNatur and CARAVAN SALON, “because they are easy to order and print out at home, are EUR 4 per adult cheaper than tickets bought on-site and entitle the same person to enter the exhibition site on two separate days.” The online day ticket costs adults EUR 14, while the online price is EUR 10 for schoolchildren, students and CARAVAN SALON Club members and EUR 6 for children (6 to 12



1.-3.9.2017
www.tournatur.com



years old). It includes 2nd class transport to and from the exhibition site free of charge on the Rhine-Ruhr public transport system (VRR) on the day of the visit to the events.

The latest information and news can be found in the Internet at www.caravan-salon.de and www.tournatur.com.



1.-3.9.2017
www.tournatur.com

Düsseldorf, hot spot for leisure enthusiasts

Messe Düsseldorf GmbH is the leading leisure trade fair organiser in Germany, with the trade fairs CARAVAN SALON, TourNatur and boot Düsseldorf. CARAVAN SALON DÜSSELDORF is the biggest trade fair in the world for recreational vehicles and caravans, with more than 203,500 visitors in 2016. The outdoor trade fair TourNatur has taken place at the same time as CARAVAN SALON since 2003 and attracts more than 40,000 visitors. boot Düsseldorf presents all the different aspects of water sports in January every year. With more than 1,800 exhibitors and about 242,000 visitors from all over the world, it is the top international water sports trade fair.

TourNatur Press Department

Tania Vellen/Marion Hillesheim

Tel.: [+49 211/4560-518](tel:+492114560518)/-994

VellenT@messe-duesseldorf.de

HillesheimM@messe-duesseldorf.de

