

Fair Profile*

Based on the results of 456 interviews conducted by means of the Computer-Interview-System
Subject to change
UI-MF/December 2013

TourNatur

The No.1 Hiking and Trekking Exhibition
6th September to 8th September 2013
www.tournatur.com



Total number of exhibitors 231

Origin of the exhibitors

Germany	176
Other countries	55
Number of countries	12

Total number of visitors** 33,476

Germany

North Germany	2%
West Germany	90%
East Germany	1%
Southwest Germany	6%
South Germany	1%

Visitor structure features

Trade visitors	7%
Private visitors	93%

Frequency of visits

TourNatur 2011	36%
TourNatur 2010	33%
First-time visit in 2012	44%

Occupational position

Independent entrepreneur, co-owner, freelance employee	8%
Managing director, board member, head of an authority	1%
Area, operations, plant, branch manager, office head	4%
Department head/group leader	11%
Employee, civil servant, specialist	43%
Lecturer, teacher	5%
Other	5%
Pupil, student	5%
Not working	18%

Age

Up to 20 years	1%
21 - 30 years	12%
31 - 40 years	15%
41 - 50 years	29%
51 - 60 years	28%
61 - 70 years	11%
More than 70 years	4%

Size of household***

1 person	20%
2 people	49%
3 people	14%
4 people	12%
5 people or more	5%

Purchases/orders/bookings***

Yes, already purchased/booked	58%
Will perhaps purchase/book	32%

Hiking-/trekking holidays in 2012 planned/already made***

Yes	79%
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Hobbies connected with hiking/trekking holidays*** (TOP 10)

(Several answers possible)

Hiking	85%
Cycling	48%
Trekking	37%
Fitness	30%
Mountain climbing	28%
Walking/ Nordic Walking	22%
Swimming	20%
Caravaning/ Camping	19%
Cross Country Running/ Jogging	18%
Paddling/ canoeing	12%

Interest in product ranges

(Several answers possible)

Hiking equipment accessories	75%
Tourist and tour organisation	73%
Communication/ orientation	25%

Overall assessment

Satisfied	95%
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Recommendation

Yes	95%
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*the percentages refer to the results of 2012 survey

**no comparison to the previous years due to a change in methodology, linked to changes of FKM regulations.

***Basis: Private visitors



Messe Düsseldorf GmbH
Postfach 10 10 06
40001 Düsseldorf
Germany
Tel. +49 (0) 211/45 60-01
Fax +49 (0) 211/45 60-6 68
www.messe-duesseldorf.de

