

Fair Profile*

Based on the results of 497 interviews conducted by means of the Computer Interview System
Preliminary data; Subject to change
UI-MF /October 2010

TourNatur

Hiking and Trekking Exhibiton
3rd – 5th of September 2010



Total number of exhibitors 249

Origin of the exhibitors	
Germany	186
Other countries	63
Number of countries	13

Total number of visitors 40,857

Origin of the visitors	
Germany	98 %
Other countries	2 %
Number of countries	7

Germany

North Germany	2 %
West Germany	89 %
East Germany	1 %
Southwest Germany	6 %
South Germany	2 %

Scope

Within a radius of 25 km	43 %
Within a radius of 26 to 50 km	23 %
Within a radius of 51 to 100 km	16 %
Within a radius of 101 to 300 km	13 %
Outside a radius of 300 km	5 %

Visitor structure features

Private visitors	92 %
Trade visitors	8 %

Age**

Up to 20 years	2 %
21 - 30 years	12 %
31 - 40 years	18 %
41 - 50 years	29 %
51 - 60 years	21 %
61 - 70 years	13 %
more than 70 years	5 %

Leisure activities**

(Several answers possible)	
Hiking	72 %
Cycling	57 %
Walking/ Nordic Walking	25 %
Cross Country Running/ Jogging	24 %
Trekking	23 %
Swimming	21 %
Winter Sports	17 %
Caravaning/ Camping	16 %
Mountain climbing	12 %
Mountainbike riding	8 %
Paddling/ canoeing	7 %
Rock climbing	6 %
Other	8 %

Size of household**

1 person	21 %
2 persons	46 %
3 persons	12 %
4 persons	14 %
5 persons or more	7 %

Net household income**

Up to 900 Euro	8 %
900 Euro - 1,500 Euro	12 %
1,500 Euro - 2,000 Euro	17 %
2,000 Euro - 2,600 Euro	17 %
2,600 Euro - 3,600 Euro	20 %
more than 3,600 Euro	26 %

Purchases/orders/bookings at TourNatur**

Yes, already purchased/booked	56 %
Will perhaps purchase/book	33 %

Hiking or trekking holiday undertaken/planned**

Yes	74 %
No	26 %

Visitors`interests

(Several answers possible)	
Hiking equipment accessories	70 %
Tourist and tour organisation	64 %
Communication/orientation	20 %
Clubs and hiking associations	16 %
other	11 %

General assessment of visitors

Satisfied	88 %
Not satisfied	12 %

* Number of interviews and percentages (Visitors Profile) are based on the survey in 2008

** basis private visitors

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