

Kick-off for boot Düsseldorf 2025

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Trade fair scores with international media reach, high satisfaction levels among visitors and new customers on board

In January the water sports industry started the new year with a big bang at boot Düsseldorf. Successful customers meetings, outstanding business and an unparalleled international atmosphere with visitors from 116 countries characterised the world's biggest water sports trade fair.

Now, only four months after the trade fair drew to a close, it has become clear just how much the positive impulses generated by boot boost the industry globally. "The lucrative charter market, for example, is significantly dominated by the contacts made at boot. The high number of boat manufacturers at the trade fair attracts not only potential B2C buyers but increasingly also charter companies. A connection that will play an even bigger role over the coming years and that we will expand consistently," forecasts boot Director Petros Michelidakis.

Just in time for the 2025 water sports season registration for exhibitors

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has gone live and already caused plenty of traffic at boot.de on its first day.

"As soon as the registration goes live, the hot phase of boot starts for our team," says Senior Project Manager Arne von Heimendahl describing the situation. Manufacturers and dealers can now book their desired stand space with the boot crew. "Please contact us if you have any specific questions. Our team is ready to help potential exhibitors, also in personal dialogue," adds his colleague Christian Hruschka. And Caroline Mühl rejoices at the hip new look & feel of the surf sports hall 17: "With this new styling we selectively target young sportspeople not just looking for boards and accessories at boot but also seeking fun and thrills with friends while pursuing their sport in the Action Pool in a hip setting." Thanks to its hall segmentation with powerboats in Halls 1 to 9, equipment and accessories in Halls 10 and 11, diving in Halls 11 and 12, Destination Seaside in Halls



18-26 Jan 2025
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13 and 14, canoe and kayaking in Hall 14, sailing in Halls 15 and 16, trend sports in Hall 17 as well as maritime art in Hall 7, boot 2025 will also offer an attractive circuit for visitors next year.

The online brochure "My business starts here" informs companies and dealers about all the benefits of boot Düsseldorf fast and coherently. The wide media exposure, visitors' extremely high satisfaction and propensity to buy as well as the high number of new customers canvassed by exhibitors are the outstanding characteristics of this trade fair.

13 May 2024

The world's largest yacht and water sports fair

With more than 200,000 visitors from over 100 countries and 1,500 exhibitors on 220,000 square meters in Halls 1 to 17, boot Düsseldorf from 18 to 26 January 2025 is the world's largest yacht and water sports fair. Both sailors and motor boaters will find a wide variety of boats, dinghies, superboats or luxury yachts. The popular water sports of diving, surfing, kite surfing, stand up paddling, skimboarding or canoeing are available at boot in all facets and with the appropriate equipment. Attractive stage programs with the stars of the scene, the latest trends and a high-caliber mix of workshops and hands-on activities, both for leisure sports enthusiasts and experts, make the fair unique worldwide. But marine conservation and innovative, sustainable technologies are also in focus at boot 2025. In cooperation with the European Boating Industry (EBI), the blue innovation dock will offer a unique dialogue format with political, economic, technological and media expertise in Hall 10. In addition, two lighthouses for ocean protection will again be on board: The prestigious "ocean tribute" award with partners Prince Albert II. Foundation and German Ocean Foundation as well as the "love your ocean" campaign with its stand in Hall 11.

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