

Exhibitors fully on boot Düsseldorf 2022 course

All global players on board

A tour through 17 boot halls: Technology, dreaming, fun and action

boot Düsseldorf is back in full force. For the upcoming fair - 22 to 30 January 2022 - Messe Düsseldorf is expecting over 1,500 exhibitors from more than 50 countries. In 17 exhibition halls there will be everything the heart of the water sports enthusiast desires on 220,000 square meters of exhibition space.

"The exhibitors at boot are fully on course for Düsseldorf," says a delighted Wolfram Diener, CEO Messe Düsseldorf, and reports a unique response from the industry. Not only in sailing and motor boats, but also in the luxury yacht segment as well as among suppliers of diving equipment and in trend sports, the global players will once again come ashore in Düsseldorf. "The international boat shows of the past few weeks have once again given the industry a powerful tailwind, the mood both at the fairs and at sailing events such as the Travemünder and Kieler Woche was bombastic. Athletes and the industry are simply happy to be able to meet in person again. With the 3G rule in force, nothing stands in the way of a successful boot Düsseldorf" explains Diener.

Messe Düsseldorf is expecting over 1,500 exhibitors from more than 50 countries for boot from 22 to 30 January 2022. Once again, the proportion of exhibitors from abroad is over 60 per cent. The traditional seafaring countries with large sail and motor boat yards are clearly ahead in the statistics. Italian manufacturers are in the lead, ahead of the Netherlands, France and Great Britain. Among the countries outside Europe, the USA is in the lead. With, among others, Egypt, Mauritius, the Maldives, Madagascar, Indonesia or Palau, many popular and more distant diving destinations have returned to boot. In total, manufacturers, destinations and retailers from 53 countries will be taking part. In 17 exhibition halls, there is everything the heart of the water sports enthusiast desires on 220,000 square metres of exhibition space.

We start our tour of boot 2022 in halls 1 to 7a. This is the home of motor boats and yachts. In Hall 1, medium-sized motor yachts between 30 and 60 feet (10 to 20 metres) and agile cruisers were presented for the first time in



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Mitgliedschaften der
Messe Düsseldorf:

 The global
Association of the
Exhibition Industry

 Ausstellungs- und
Messe-Ausschuss der
Deutschen Wirtschaft

 FKM – Gesellschaft zur
Freiwilligen Kontrolle von
Messe- und Ausstellungszahlen

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

2020. The new, light-flooded hall is also fully booked for 2022. Here, the Dutch steel ships, among others from the Linssen shipyard in Maasbracht, extraordinarily popular with families and excellently suited for cruising on canals, are real eye-catchers. At the large-series manufacturers Jeanneau, Bénéteau, Bavaria, Sealine and Greenline, a wide range of yachts and cruisers will delight visitors.

Hall 3 is only a stone's throw away: for newcomers to the sport of motor boating, this is a must. Here you will find information on driving without a licence with engines up to 15 hp. In addition, the wide range of inflatable and light GRP beginner boats offers a high level of information and objective comparison possibilities for every new boat prospect.

Our way leads us further into Hall 4, where we immediately notice the more unusual models. Fun and speed boats clearly show the action and fun factor of boating. Hall 4 is also the hotspot for boats with innovative drives. Above all, the Scandinavian pioneers, for example X-Shore, will present themselves here with extremely interesting new boat projects.

The boot "Walk of Fame" leads us further into Hall 5, where the Superboats have been moored since 2020. Exclusive tenders and shadow boats make the fans' hearts beat faster.

The queens of boot are anchored in the adjacent Hall 6. In the middle of the Central European winter, you feel transported to the world of the rich and beautiful on the Côte d'Azur. And everything that has rank and name in the luxury yacht scene is at home here. Princess, Sunseeker, Azimut, Fairline or Ferretti, to name but a few, numerous international shipyards present their incomparable beauties to the astonished boot audience and knowledgeable experts. And those who are looking for an adequate marina with exclusive berths at the same time as buying a luxury yacht can spend their time among the suppliers in the gallery of Hall 6.

Since the halls of the fair are only designed for yachts up to a maximum of 35 metres (just under 115 feet), the manufacturers show impressive models of their, much larger, mega yachts in the Superyacht Show (Hall 7a). With individual tips, suggestions and inspiring interiors, the outfitters are at the starting line in the hall and have attractive solutions ready for the individual wishes of yacht owners.



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Maritime art as far as the eye can see, at least if you immerse yourself in the seascapes in Hall 7. And there may be a little more sea for the home or the salon on board. Works by renowned artists such as Frauke Klatt or Heinke Bohnert, known for their poster illustrations of renowned regattas, can be admired here as well as maritime sculptures or design.

Now we have to take a short detour towards the north of the exhibition grounds and glide into a Hawaiian-like surf world. We are greeted in Hall 8b by a large pool, 65 metres long, the standing wave "THE WAVE" with waves up to 1.50 high and the shops with the coolest boards and outfits on the scene. And of course we are here with the latest trends, such as wingfoiling, because, as always, boot also sets the standards for trendy water sports. This is where surfers chill out and look forward to nine days of challenges, experiences and partying.

After the excursion into the world of art and surfing, our tour continues to the areas of boating accessories and equipment. Halls 9 and 10 are a veritable marvel of technology. From classic to electric and hybrid engines, there is something here for every specialist in almost all sizes and classes. Expert advice is a top priority here, supported by an extensive information program on the stage of the new "blue innovation dock", known as bid. Partners such as the World Tourism Organisation, Torqeedo and the European Boating Industry Association stand for competence and know-how.

Our way leads us directly to Diving Halls 11 and 12, where it is colourful and lively. Sustainability is the trump card at the "love your ocean" stand on the subject of marine conservation. Fans of underwater photography and films will get their money's worth at the Water Pixel stage and will be rewarded with valuable expert tips. Those who simply want to go shopping can do so at their leisure in Hall 11. Here there are great opportunities to outfit yourself from head to toe in maritime outfits. The center of the lively diving scene is Hall 12, where the new diving tower shines - four metres high and eight meters in diameter, it is a marvel of acrylic glass and a few steel struts. It guarantees the viewer a unique 360-degree experience. Next door are the "global players" of the international diving industry. Aqualung, Mares, Cressi and the Padi instructors are, of course, taking part. And all the fantastic, popular and exotic diving destinations will also be there again in Hall 12 to introduce themselves to their fans. Advice, testing and trial dives are the highlights of Hall 12.



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Fancy a holiday on or near the water? Halls 13 and 14 are themed "destination seaside" - in other words, active holidays by the sea or on inland waters. What was just one trend among many a few years ago is now the holiday hit. People love their sporty holidays by the water. In the meantime, all types of holidays are joining hands. Nothing is exclusively fixed to one type of holiday any more. A week's "all-inclusive" hotel holiday with SUP, canoeing or surfing and then exploring the waters on a charter boat is all the rage. The combination of caravanning and water sports is also more popular than ever. Simply taking the camper to the water and testing out the new wingsurf board is an unbelievably free holiday feeling for many people. Halls 13 and 14 will show a wide range of possibilities for these new or combined forms of holiday: whether for chartering - from houseboats to sleek sailing yachts - a hotel holiday at the "destination seaside" stands or expert advice on combining a caravanning holiday with water sports at the stand of the Caravanning Industrie Verband - CIVD.

Our path leads us on to the "soul of water sports", sailing. Traditionally, a stiff breeze blows through Hall 15, where the tough men and women of regatta sport are at home, the sleekest and fastest sports boats show the innovative power of the manufacturers. The toughest, most exciting and most impressive regattas in the world are presented on the stage in the Sailing Center.

Things are a little more leisurely in Halls 16 and 17. Nevertheless, the hearts of sailing fans will beat faster here: all the renowned manufacturers of sailing yachts of all sizes and classes will be on board again and will show what has been done in sailboat construction in the past two years. Bavaria, Hanse, Bénétteau or Hallberg Rassy will be on board again with their entire repertoire from 22 to 65 feet. There is also a wide range of investment opportunities here for investors, because sailing yachts are an excellent way to earn money by chartering them out. Those who are interested will find a great deal of know-how and information from the manufacturers, on how to make the best possible money

The much acclaimed newcomers to sailboat building, such as Bente, are also taking the opportunity at boot to recommend themselves again for the new season. Admirable beauties will be presented by the manufacturers of large sailing boats, Nautor's Swan, Oyster or CNB. Also well represented are the multihulls popular with beginners. Easy to steer, with a quiet position



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in the water and lots of living space, they resemble floating holiday homes and are ideal for trips with the whole family.

And that concludes our first tour of boot Düsseldorf 2022. We still have very motivating words here from some of our exhibitors who are very happy to finally be able to return to Düsseldorf in 2022.

Robert Marx, Managing Director Marx-Technik and President of boot Düsseldorf: "We are very happy. We have missed the atmosphere, the great contacts and the excellent business in Düsseldorf extremely. After two years it's finally time to cast off again for boot and we are on board."

Kiran Haslam, Chief Marketing Officer and Board Member for Environment, Princess Yachts: "Princess Yachts is thrilled to see the return of the much-anticipated boot Düsseldorf 2022 and eagerly await the opportunity to be back with Petros and the team at Messe Düsseldorf in person. What the Messe team consistently manage to achieve in terms of creating extraordinary events is always impressive, but for 'boot 2022', the plans they have put in place to ensure the safety of exhibitors and visitors alike, on top of a spectacular, large scale exhibition, is quite simply, incredible. boot Düsseldorf is one of best exhibitions in the world and Princess is proud to be a part of it. We are also delighted to say that we will be announcing some truly innovative sustainability initiatives at the show, as well as having a great line up of products on display, too."

Giovanni Pomati, Nautor Group CEO: "boot Düsseldorf represents a very important event for us at Nautor's to start the new year with our prospects and clients. It's one of the biggest indoor boat shows where the vibe is awe-inspiring, the atmosphere is brilliant and where a high profile audience gather together to visit the latest projects and innovations. It's an unmissable occasion to meet the international nautical world!"

Gianguido Girotti, Deputy CEO for Product & Brand Strategy, Groupe Bénéteau:

As the largest indoor boatshow in Europe, all the teams at Groupe Bénéteau appreciate the high quality and international dimension of the visitors as well as the seamless show organization. The 2022 edition is surely not to be missed as our brands will present there some major new developments and



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innovations! And personally, I enjoy meeting with many boating experts, competitors, partners and good friends from around the world while at boot.



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Jan-Erik Viitala, Founding Partner Axopar Boats Group: "As 'The Adventure Company', we love the shared passion and dedication that the boot event team shows in order to attract more people to life on the water, with the event's unique multitude of on-water activities and wide variety of themed exhibits.

For Axopar, boot is our biggest annual boat show, where we showcase our diverse range of boats to a global audience in a laid back, inviting atmosphere. It is a great melting pot for meeting dealers and members of the press from all over the world each January.

With our close, long-term relationship with boot, we are excited to together enthusiastically push for new experiences and the evolution of fair experiences."

25 October 2021

About boot Düsseldorf

boot Düsseldorf is the largest boat and water sports fair in the world and the meeting point for the entire industry every year in January. The exhibitors present their interesting innovations, attractive new developments and maritime equipment. The next boot will take place in Düsseldorf from 22 to 30 January 2022. The nine-day fair with 220,000 square meters in 17 different halls will host the international market and offer an exciting insight into the entire world of water sports. There is something for everyone here. The focus is on boats and yachts, engines and engine technology, equipment and accessories, services, canoes, kayaks, kitesurfing, rowing, diving, surfing, wakeboarding, windsurfing, SUP, fishing, maritime art, marinas, water sports facilities, destination seaside and chartering. All necessary information can be found on the boot Düsseldorf website, boot.com.

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