<table>
<thead>
<tr>
<th>Visitors total</th>
<th>252,474</th>
</tr>
</thead>
<tbody>
<tr>
<td>From Europe</td>
<td>96%</td>
</tr>
<tr>
<td>- Germany</td>
<td>80%</td>
</tr>
<tr>
<td>- Other Europe</td>
<td>18%</td>
</tr>
<tr>
<td>From Non-European countries</td>
<td>2%</td>
</tr>
<tr>
<td>- America</td>
<td>1%</td>
</tr>
<tr>
<td>- Asia</td>
<td>1%</td>
</tr>
<tr>
<td>- Africa</td>
<td>0%</td>
</tr>
<tr>
<td>- Australia/Oceania</td>
<td>0%</td>
</tr>
<tr>
<td>Number of countries</td>
<td>117</td>
</tr>
</tbody>
</table>

Exhibitors total 1,915
Exhibitors Germany 755
Exhibitors other countries 1,160
Number of countries 70

1.972 accredited journalists from 46 countries
598 from other countries

Visitor structure
Based on the results of 2,320 interviews with visitors during boot 2020 conducted by means of the Computer-Interview-System

Visitor structure features
Private visitors 84%
Trade visitors 16%

Frequency of visits
First-time visitor 23%
Frequent visitor 37%

Age (Basis: private visitors)
Up to 20 years 6%
21 - 30 years 10%
31 - 40 years 13%
41 - 50 years 23%
51 - 60 years 32%
61 - 70 years 13%
More than 70 years 3%

Is your company a...?
Manufacturer 17%
Club/association 11%
Retailer 10%
Agency 5%
Wholesaler 3%
Importer/exporter 2%
other service provider 27%
other 25%

Interest in product ranges
(Several answers possible)
Sailing boats 41%
Diving 26%
Water sports clothing 18%
Safety equipment 16%
Boat Charters 15%
Navigation/communication/instruments/electronics 15%
Surf riding, Wind-/Kitesurfing 15%
Other equipment and accessories for boats/yachts 13%
House boats 13%
Motor/sailboat/motor/motor technology 11%
Canoes/kayaks/rowing boats (accessories and services) 10%
Water sport holidays/travel 9%
Jet ski, Ribs, Inflatable boats 9%
Boat design/-furnishing/-interior 8%
Super-/motor yacht with cabin 8%
Marinas 7%
Cruises 7%
Water ski/Wakeboards 6%
Water sports schools 6%
Super boats (luxury tenders, power boats, innovation + design) 6%
Organisations/authorities/clubs 6%
Services 5%
Boat trailers 5%
Fishing/sportfishing 5%
Water sports stations 4%
Maritime arthandcrafts 4%
Towables/Tubes 1%
Other 6%

Reasons for visit
(Several answers possible)
Information about new products and trends in water sports 29%
Looking for components/ accessories 29%
Testing, trying out 24%
I would like to buy/order something 23%
Planning to buy a boat 16%

New suppliers were found
(Basis: trade visitors)
Yes 53%

Overall assessment
Satisfied 95%

Recommendation
Yes 96%