

BOOT 2020

Exhibitors total	1.915
Exhibitors Germany	755
Exhibitors other countries	1.160
Number of countries	70

Basis visitor data: visitor survey

Visitors total	252.474
From Europe	98%
- Germany	80%
- Other Europe	18%
From Non-European countries	2%
- America	1%
- Asia	1%
- Africa	0%
- Australia/Oceania	0%
Number of countries	117

Net space total (sqm)	108.846
Net space Germany	34.596
Net space other countries	74.250

(Basis: all foreign countries)

TOP 10 visitor countries	
Netherlands	19%
Switzerland	11%
Belgium	9%
Austria	6%
Great Britain/Northern Ireland	6%
France	4%
Sweden	4%
Italy	3%
Spain	3%
Luxembourg	3%



International Boat Show

Düsseldorf • Germany

18. - 26. January 2020

www.boot.com

1.972 accredited journalists from 46 countries
598 from other countries

Preliminary data; subject to change
(G1-MF/February 2020)

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	
<i>(Basis: private visitors)</i>	
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...?	
<i>(Basis: Trade visitors)</i>	
Manufacturer	17%
Club/association	11%
Retailer	10%
Agency	5%
Wholesaler	3%
Importer/exporter	2%
other service provider	27%
other	25%

Interest in product ranges	
<i>(Several answers possible)</i>	
Sailing boats	41%
Diving	26%
Motor boats	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%
Motors/outboard motors/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 skis/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 art/handicrafts	4%
Towables/Tubes	1%
Other	6%

Reasons for visit	
<i>(Several answers possible)</i>	
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	
<i>(Basis: trade visitors)</i>	
Yes	53%

Overall assessment	
Satisfied	95%

Recommendation	
Yes	96%

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