



**boot**  
Düsseldorf

**All water sports.  
One business.**

**17 – 25 JAN 2026**

**tm**  
Messe  
Düsseldorf



# boot is our passion

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**Dear exhibitors and friends of boot,**

This year's boot Düsseldorf has once again stimulated demand, set positive trends and provided constructive ideas for the coming water sports season. The trade fair is an established international centre of competence and a unique networking platform with clear added value for all exhibitors. Particularly in these challenging times, it ensures contact with professionals and water sports enthusiasts from 113 countries, providing excellent business contacts that stimulate post-show business and ensure long-term customer loyalty. Thanks to the high internationality and purchasing power of its visitors, it secures good contacts for exhibiting companies right through to post-fair business and guarantees long-term customer loyalty.

The water sports season that has just begun is challenging but, according to the international industry associations, is also favourable. Demand is stabilising again and customer interest is generally high. With this positive tailwind, we are sailing a good course towards boot in January 2026.

Service has been and will continue to be our focus in Düsseldorf in the coming year. We want our visitors to feel at ease and be able to concentrate fully on their discussions with you, the exhibitors. Soft closing and happy hours guarantee a relaxed atmosphere and successful networking in the halls.

Our new 'we love water' campaign has also touched and inspired people across all generations. It increasingly appealed to young people and we were able to significantly increase the number of visitors under the age of 30.

We would be delighted to welcome you back on board boot in 2026. Let's enjoy this special experience together at the world's largest trade fair for water sports!

**Your Petros Michelidakis**  
Director boot Düsseldorf





# boot is ...

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## Unique

boot is the world's most important meeting place for the maritime industry, where you can come into contact with dealers, potential project partners and innovation drivers.



**73%**  
International  
exhibitors

over  
**63,000**  
International  
visitors



## Innovative

Latest technologies, for example presented in the blue innovation dock to strengthen the dialog between manufacturers and customers.



# boot is ...

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## Exciting

Yacht premieres, stage programmes, award ceremonies, professional tournaments and specialist conferences are crowd-pullers.



## Attractive

More than

# 200,000

visitors flocked to the 2025 to the exhibition grounds

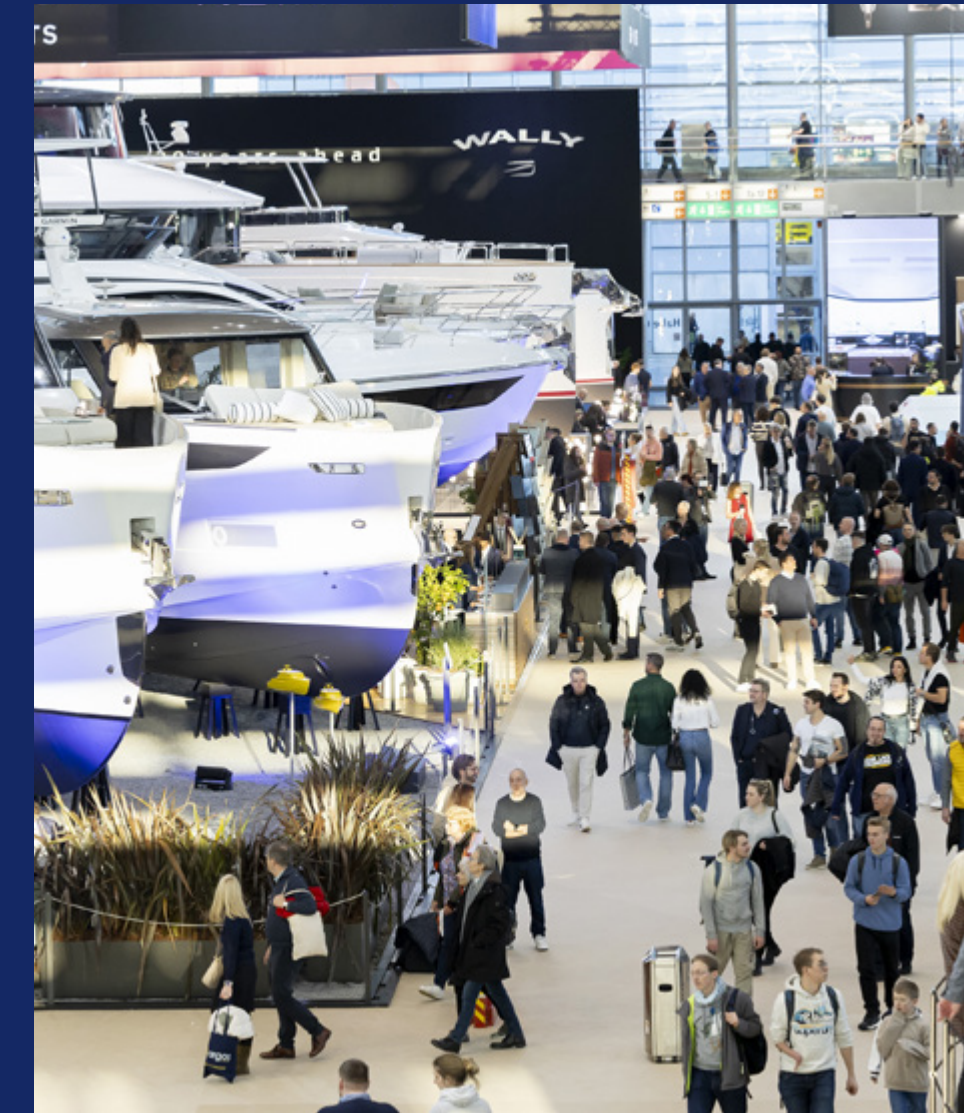
# 18%

Trade visitors

# 82%

private visitors

Based on the results of 2,407 visitor interviews conducted during boot 2025.



## Media-effective

boot 2025 achieved a media reach of 1.2 billion and welcomed more than 1,400 journalists and 240 content creators on site.

# 1.2<sub>b</sub>

media reach



# boot makes you successful

4

**39 %**  
of visitors come  
with firm buying  
intentions.



**€234,000**  
is what sailors plan to  
spend on a boat.



**€4,367**  
is what visitors with charter  
intentions plan to spend on  
average per week.



**€224,000**  
is what prospective buyers are  
planning to spend on the purchase  
of a motorboat.



**€1,560**  
divers plan to invest  
in equipment.



# boot makes you successful

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**94%**  
of visitors are  
satisfied with  
the offer.



**81%**  
of the exhibitors are satisfied  
with the commercial success  
at boot.



**84%**  
of exhibitors reached their  
target groups during boot.



# boot is attractive

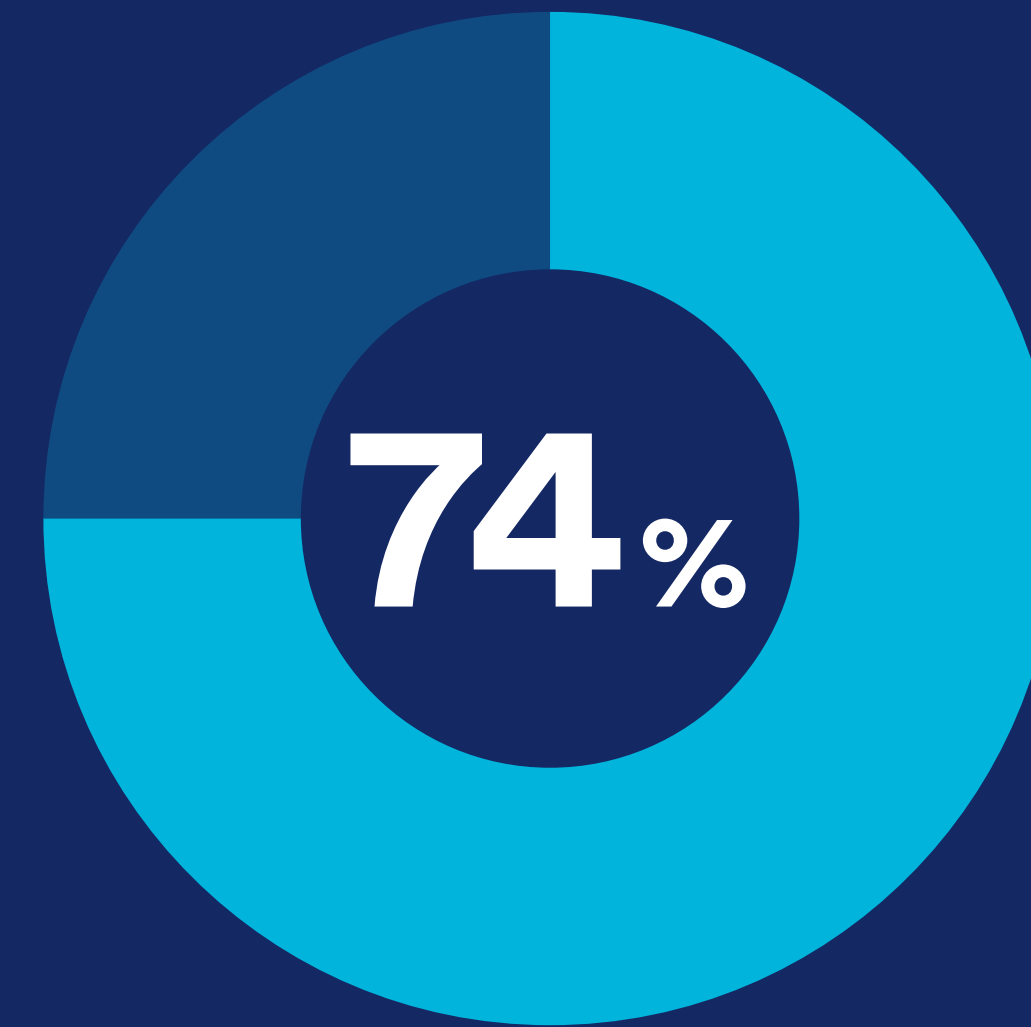
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**27 %**  
First-time  
visitors



**94 %**  
Satisfaction

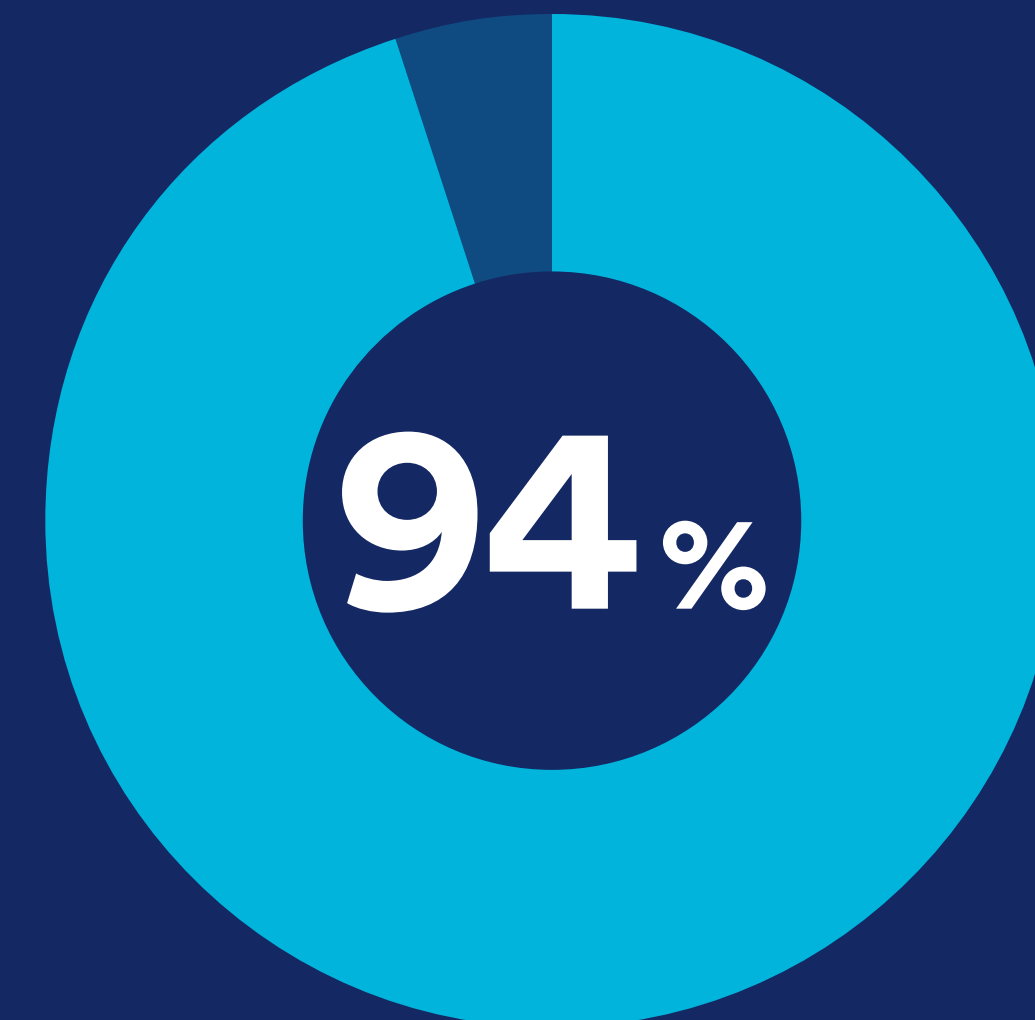


of visitors are  
qualified water  
sports enthusiasts  
(sailing, motorboat,  
diving, surfing or  
fishing licence).



Monthly net income  
Visiting household

Average net  
income of German  
households



Recommendation



# boot fulfils wishes

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## Top reasons for visitors

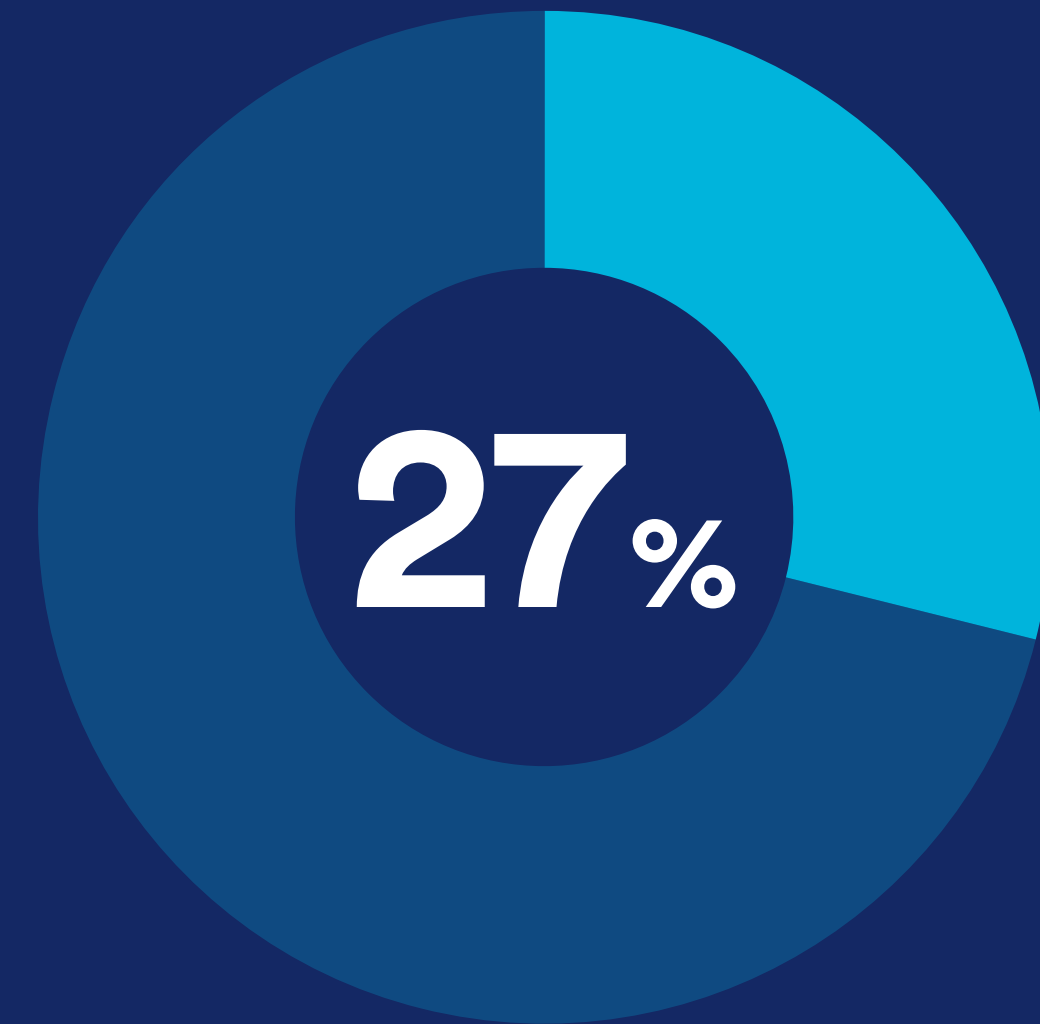
1. **77,352** have concrete purchase intentions
2. **77,350** want to experience boats live
3. **63,468** want to see the new products at a glance
4. **49,584** want to try out products
5. **33,717** come to book a vacation trip



# boot is diving



**€1,560**  
divers plan to invest in  
equipment. That is an  
increase of 13 % compared  
to 2024.



are interested  
in diving.



**26,300**  
plan expenditure  
in the diving sector.





# boot is nautical holidays

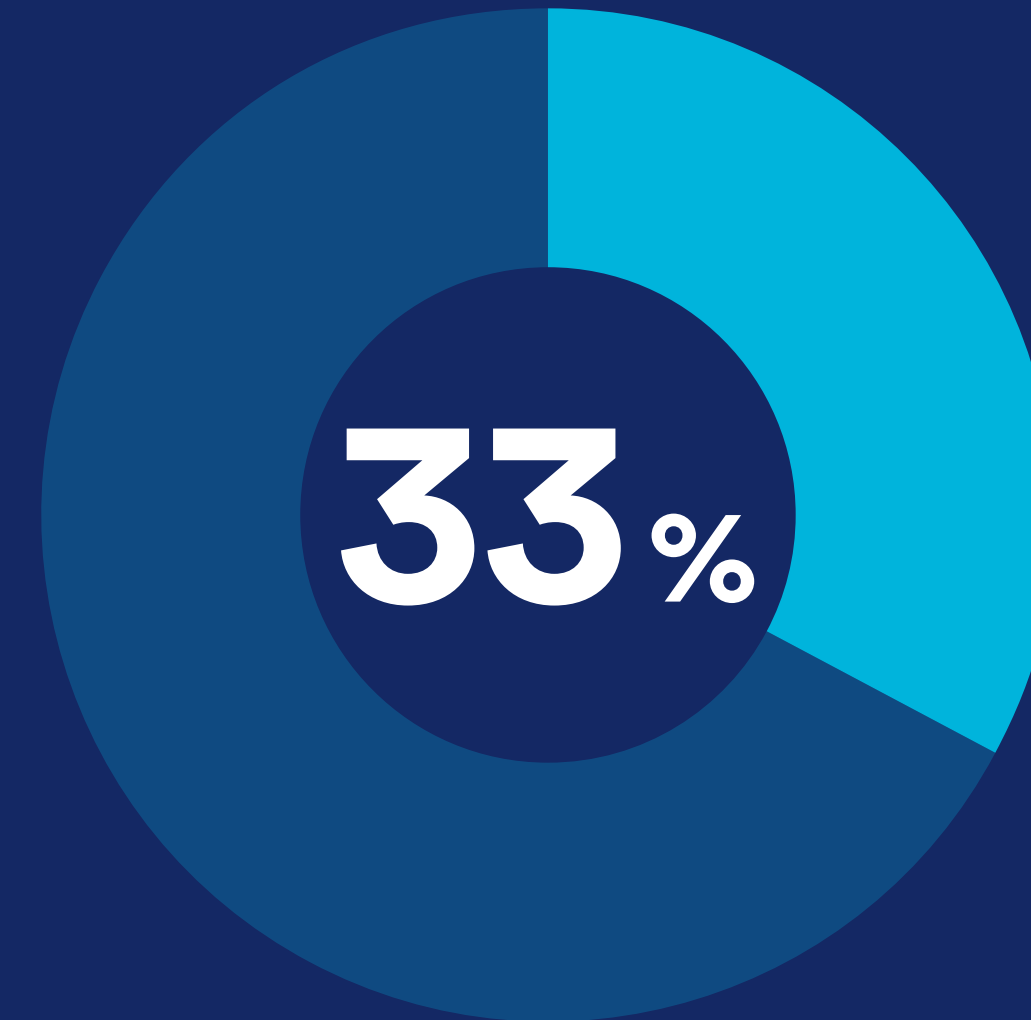
9



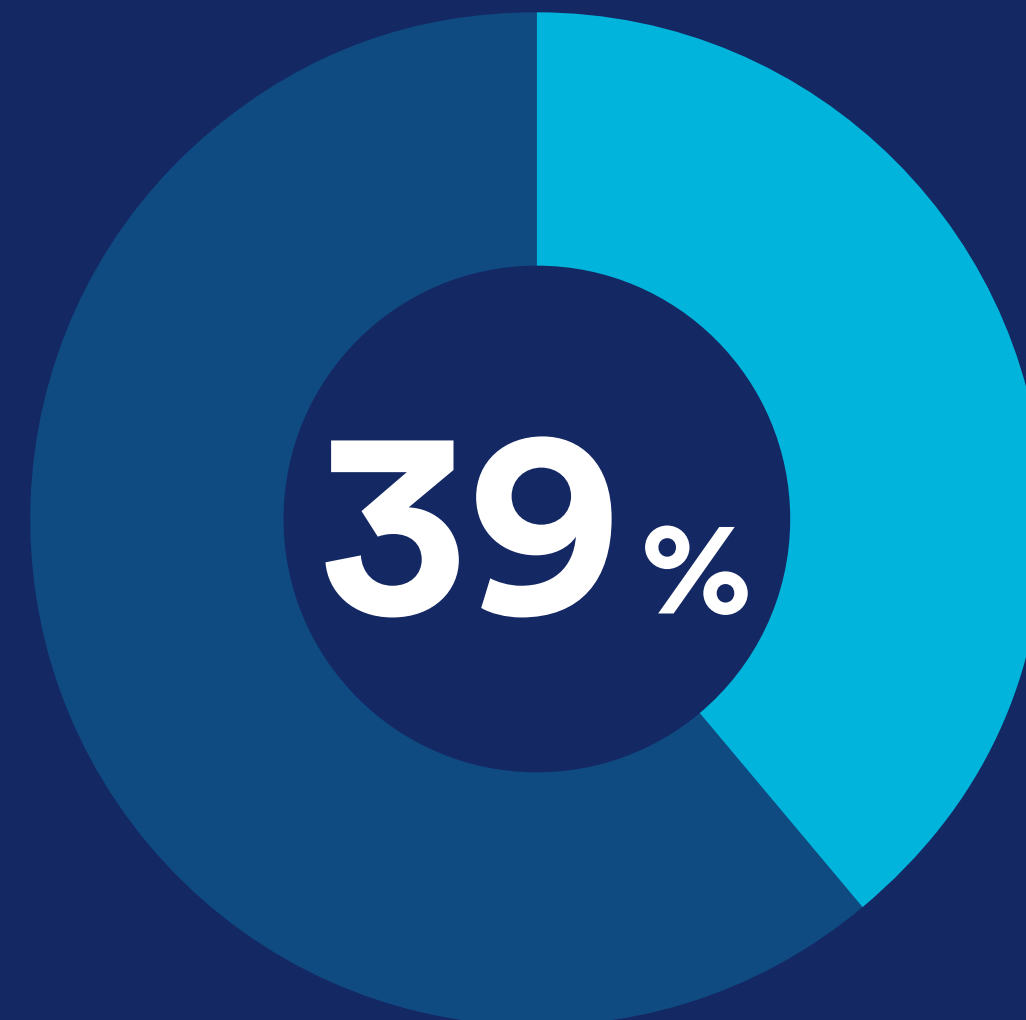
In over  
**200**  
presentations were given  
on the most popular  
travel destinations.



**17%**  
of visitors come to plan  
or book a vacation trip.



are looking for new  
destinations and  
charter offers.



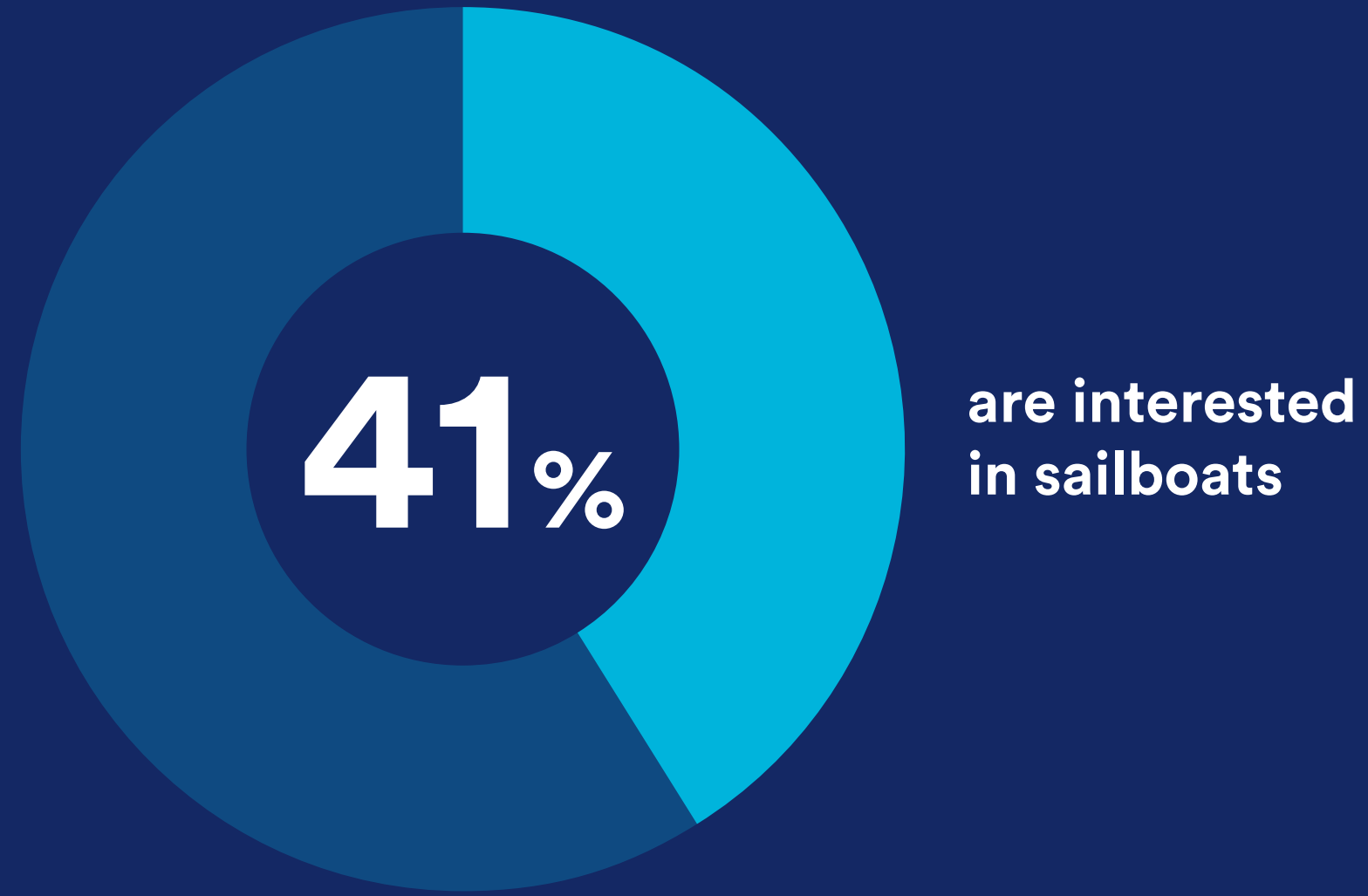
plan to charter a boat in the  
next two years and intend  
to spend an average of € 4,367  
per week.





# boot is sailing

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41,700

visitors own  
a sailing boat

21,600

Visitors plan to buy  
a sailing boat



70%

of these are in the  
middle of the decision-  
making process

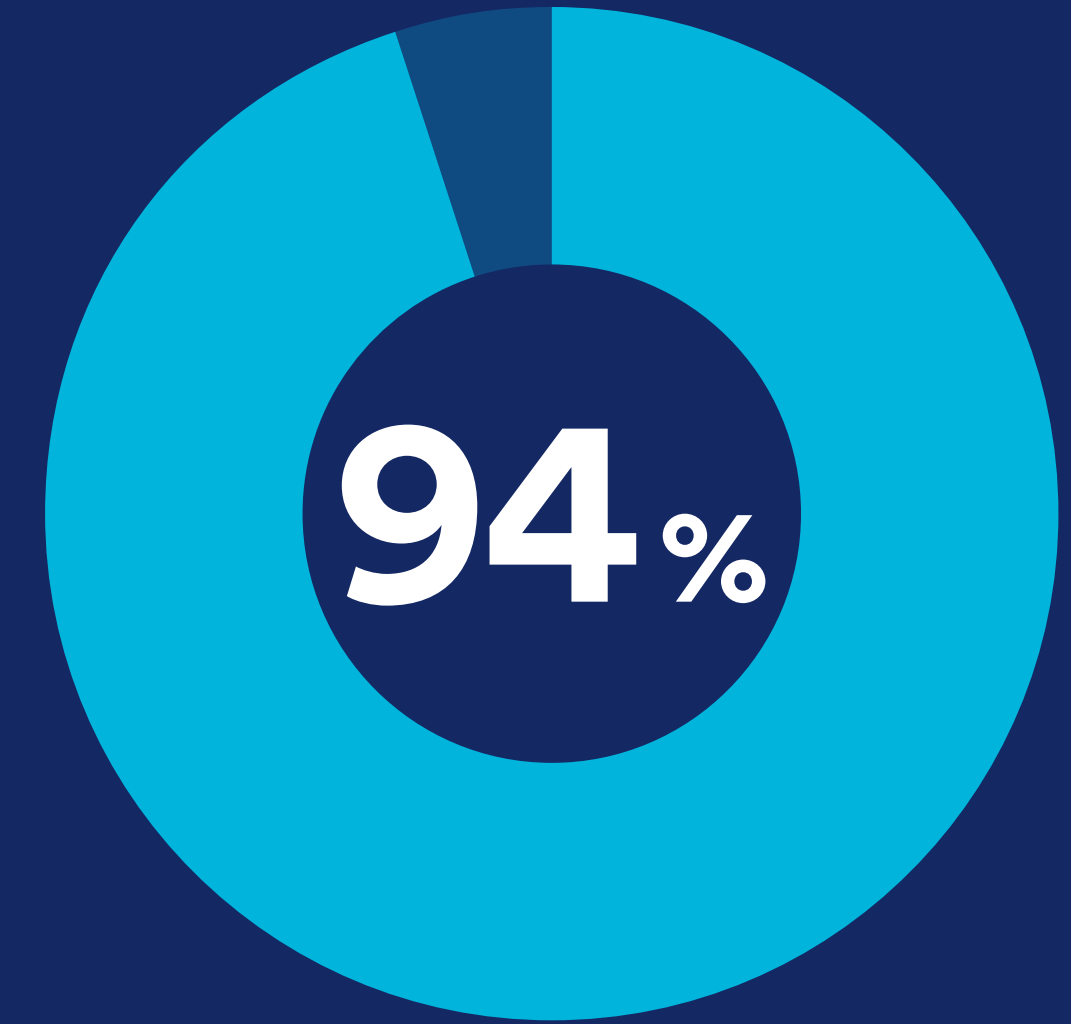


# boot is surfing

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**88%**  
of visitors are influenced  
by the live experience  
when making a purchase  
decision.



Exhibitor  
satisfaction



More than  
**20,000**  
people interested  
in surfing



# boot is big

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	Motor Boats	hall 1, 3, 4
	Sport Fishing	hall 3
	Super Boats, Luxury Toys	hall 5
	Super Yachts	hall 6, 7a
	Maritime Art	hall 7
	Super Ribs, Ribs, Dinghies, Jetskis, Toys	hall 9
	Engines, Equipment, Accessories	hall 10, 11
	Diving	hall 11, 12
	Destinations & Boat Life	hall 13, 14
	Paddling	hall 14
	Sailing	hall 15, 16
	Surf Sports	hall 17



# boot is perfectly organised

Thanks to 55 years of experience in the industry, boot Düsseldorf is organised with absolute professionalism by a dedicated team. Our employees ensure smooth logistics and seamless service. Almost 1,500 exhibitors relied on the comprehensive marketing and professional press work of our specialists in 2025.



**Arne von Heimendahl**  
*Senior Project Manager*

Motor Boats	1, 3, 4, 5, 9
Sailing Boats	15, 16
Super Yacht Industry	6, 7a

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Equipment & Acessories	11
Sailing Boats	15, 16

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Stages and interactive activities
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Sponsoring, blue innovation dock
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