

Facts & Figures boot 2024



Exhibitors total	1,459
Exhibitors Germany	552
Exhibitors other countries	907
Number of countries	67

Net space total (sqm)	100,366
Net space Germany	28,092
Net space other countries	72,273

Visitors total	214,023
<i>(Basis visitor data: visitor survey)</i>	
From Europe	98 %
- Germany	79 %
- Other Europe	19 %
From Non-European countries	2 %
- America	1 %
- Asia	1 %
- Africa	0 %
- Australia / Oceania	0 %
Number of countries	116

Top 10 visitor countries	
<i>(Basis: all foreign countries)</i>	
Netherlands	21 %
Belgium	14 %
Switzerland	10 %
Austria	5 %
Great Britain / Northern Ireland	5 %
Sweden	4 %
Ireland	4 %
France	3 %
Denmark	3 %
Italy	3 %

2,108 accredited journalists from 43 countries // 597 from other countries

Visitor Structure

Based on the results of 2,372 interviews with visitors during boot 2024 conducted by means of the Computer-Interview-System

Visitor structure features	
Private visitors	83 %
Trade visitors	17 %

Frequency of visits	
First-time visitor	26 %
Frequent visitor	25 %

Gender	
<i>(Basis: Private visitors)</i>	
Woman	33 %
Man	62 %
Divers	5 %

Age	
<i>(Basis: Private visitors)</i>	
Up to 20 years	5 %
21 – 30 years	11 %
31 – 40 years	13 %
41 – 50 years	18 %
51 – 60 years	30 %
61 – 70 years	18 %
More than 70 years	5 %

Is your company a...?	
<i>(Basis: Trade visitors)</i>	
Manufacturer	22 %
Club / association	12 %
Retailer	8 %
Agency	5 %
Importer / exporter	3 %
Wholesaler	2 %
other service provider	26 %
other	22 %

Interest in product ranges	
<i>(Several answers possible)</i>	
Equipment and accessories	43 %
Sailing boats	41 %
Motor boats	38 %
Diving	29 %
Clothing	28 %
Travelling / Holiday destinations	21 %
Large-sized yachts	17 %
Nature Conversation /	
Ocean Protection	13 %
Charter	11 %
Paddling	11 %
(canoes, kajaks, rowing, etc.)	
Surfing sports (wingsurfing, skim-	10 %
boarding, wind- / kitesurfing etc.)	
Outboard motors	10 %
Super boats	9 %
Watersport Toys	
(Towables, Tubes, Flying Boards)	7 %
RIB's	6 %
Water sport schools	5 %
Service (consultation, training	
insurance / financing, etc.)	5 %
Fishing boats	3 %
other	7 %

New suppliers were found	
<i>(Basis: Trade visitors)</i>	
Yes	46 %

New providers /	
products were found	
<i>(Basis: Private visitors)</i>	
Yes	71 %

Reason for visit	
<i>(Basis: Private visitors; Several answers possible)</i>	
Interest in water sports	51 %
Purchasing	
(boats, accessories, clothing)	40 %
Interest in sport	33 %
Experience boats live	36 %
See the innovations of the	
manufactures at a glance	30 %
Trial / testing	23 %
Comprehensive personal advice	19 %
To book a journey / to inform	
myself about holiday destinations	17 %

Ownership boat /	
water sports equipment	
<i>(Basis: Private visitors)</i>	
yes (net)	50 %
Sailing boats	22 %
Motor boats	22 %
Water sport equipment	14 %

Intention to buy boat /	
water sports equipment	
<i>(Basis: Private visitors)</i>	
yes (net)	31 %
Sailing boats	15 %
Motor boats	11 %
Water sport equipment	7 %

Overall assessment	
Satisfied	94 %

Recommendation	
Yes	95 %