



Exhibitors total	1.391	Net space total (sqm)	92.372
Exhibitors Germany	536	Net space Germany	24.668
Exhibitors other countries	855	Net space other countries	67.704
Number of countries	69		

Visitor structure:

Based on the results of 2.489 interviews with visitors during boot 2026 conducted by means of the Computer-Interview-System

Basis visitor data: visitor survey

Visitors total	198.988
From Europe	89%
- Germany	77%
- Other Europe	12%
From Non-European countries	11%
- Asia	4%
- America	4%
- Africa	2%
- Australia/Oceania	1%
Number of countries	75

(Basis: all foreign countries)

TOP 10 visitor countries	
The Netherlands	20%
Switzerland	9%
Belgium	8%
Great Britain and Northern Ireland	6%
Austria	5%
Spain	4%
Ireland	4%
France	3%
Italy	3%
Denmark	2%

International Boat Show

Düsseldorf • Germany

17. - 25. January 2026

www.boot.com

1.574 accredited journalists from 49 countries and 274 content creator from 29 countries.

(U-GES-GE-NM/February 2026)

Visitor structure features

Private visitors	83%
Trade visitors	17%

Frequency of visits

First-time visitor	27%
Frequent visitor	30%

Gender

(Basis: Private visitors)

Woman	32%
Man	63%
Divers	5%

Age

(Basis: Private visitors)

Up to 20 years	6%
21 - 30 years	12%
31 - 40 years	13%
41 - 50 years	18%
51 - 60 years	25%
61 - 70 years	20%
More than 70 years	6%

Is your company a...?

(Basis: Trade visitors)

Manufacturer	16%
Watersports School	12%
Retailer	10%
Association/Organisation	8%
Agency	7%
Wholesaler	5%
Importer/exporter	4%
other service provider	26%
other	12%

Interest in product ranges

(Several answers possible)

Sailing boats	42%
Motor boats	37%
Boat accessories	36%
Clothing	30%
Diving/snorkeling	26%
Travelling/holiday destinations	23%
Large-sized yachts	20%
Engings	16%
Nature conservation/Ocean protection	13%
Houseboats	13%
Charter	12%
SUP (Stand Up Paddling)	12%
Surfing sports	12%
Paddling (canoes, kayaks)	11%
Marinas	9%
Jet ski	9%
Fishing/sportfishing	8%
Wasterski	7%
Water sports schools	7%
Watersport Toys (Towables, Tubes etc.)	6%
Wakeboarding	6%
Services (insurance/financing, technical services, training programmes)	6%
Media	4%
E-Foiling	4%
other	6%

New Business partners were found

(Basis: Trade visitors)

Yes	56%
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New providers/ products were found

(Basis: Private visitors)

Yes	79%
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Reason for visit

(Basis: Private visitors)

(Several answers possible)

Experience boats live	44%
see innovations of the manufacturers at a glance	42%
Purchase (boat, fishing, surfing, diving equipment or similar accessories, clothing)	40%
Trial/testing/do it yourself	25%
Comprehensive personal advice	23%
to book a journey/to inform myself about holiday destinations	16%
Familieevent	16%
Meeting friends	15%
Getting started in water sports	10%

Ownership boat/water sports equipment

(Basis: Private visitors)

Yes, (net)	58%
Sailing boats	24%
Motor boats	22%
Water sport equipment	22%

Intention to buy boat/water sports equipment

(Basis: Private visitors)

Yes, (net)	29%
Motor boats	12%
Sailing boats	10%
Water sport equipment	10%

Overall assessment

Satisfied	93%
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Recommendation

Yes	94%
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