TRADE FAIR AND VISITOR DATA FOR BOOT DÜSSELDORF 2020.

**Exhibitors total** 1,911  
**Net space total (sqm)** 108,759

**Visitors total** 252,474  
**Origin of the visitors**
- **Germany** 201,979
- **Other countries** 50,495

**Exhibitors by origin**
- **Germany** 755
- **Other countries** 1,156

**Net space by origin**
- **Germany** 34,596
- **Other countries** 74,163

**Number of countries**
- **70**
- **117**

**Visitors by origin**
- **Germany** 201,979
- **Other countries** 50,495

**Number of countries**
- **46**
- **20**

**Accredited journalists** 1,972

** 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**

<table>
<thead>
<tr>
<th>Private visitors</th>
<th>84%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trade visitors</td>
<td>16%</td>
</tr>
</tbody>
</table>

**Other countries**

<table>
<thead>
<tr>
<th>Europe</th>
<th>98%</th>
</tr>
</thead>
<tbody>
<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>
</tbody>
</table>

**Visitor countries (TOP 10)*

<table>
<thead>
<tr>
<th>Netherlands</th>
<th>19%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Switzerland</td>
<td>11%</td>
</tr>
<tr>
<td>Belgium</td>
<td>9%</td>
</tr>
<tr>
<td>Austria</td>
<td>6%</td>
</tr>
<tr>
<td>Great Britain/Northern Ireland</td>
<td>6%</td>
</tr>
<tr>
<td>France</td>
<td>4%</td>
</tr>
<tr>
<td>Sweden</td>
<td>4%</td>
</tr>
<tr>
<td>Italy</td>
<td>3%</td>
</tr>
<tr>
<td>Spain</td>
<td>3%</td>
</tr>
<tr>
<td>Luxembourg</td>
<td>3%</td>
</tr>
</tbody>
</table>

**Frequency of visits**

<table>
<thead>
<tr>
<th>First-time visitor</th>
<th>23%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frequent visitor</td>
<td>37%</td>
</tr>
</tbody>
</table>

**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%  |

**Interest in product ranges**

- **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 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%
- **Fishing/sportfishing** 4%
- **Maritime art/handicrafts** 4%
- **Maritime art/handicrafts** 1%
- **Other** 6%

**Is your company a…? (Basis: trade visitors)**

- **Manufacturer** 17%
- **Club/association** 11%
- **Retailer** 10%
- **Agency** 5%
- **Wholesaler** 3%
- **Importer/exporter** 2%
- **Other service provider** 27%
- **Other** 25%

**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%
  - **No** 47%

**Overall assessment**

<table>
<thead>
<tr>
<th>Satisfied</th>
<th>95%</th>
</tr>
</thead>
</table>

**Recommendation**

| Yes | 96% |

*Base: other countries.*