



## TRADE FAIR AND VISITOR DATA FOR BOOT DÜSSELDORF 2020.

<b>Exhibitors total</b>	<b>1,911</b>
<i>Exhibitors by origin</i>	
Germany	755
Other countries	1,156
Number of countries	70

<b>Accredited journalists</b>	<b>1,972</b>
Number of countries	46

<b>Net space total (sqm)</b>	<b>108,759</b>
<i>Net space by origin</i>	
Germany	34,596
Other countries	74,163

<b>Origin of the visitors</b>	
Germany	80 %
Other countries	20 %

<b>Visitors total</b>	<b>252,474</b>
<i>Visitors by origin</i>	
Germany	201,979
Other countries	50,495
Number of countries	117

### Visitor structure

Based on the results of 2,320 interviews with visitors during boot 2020 conducted by means of the Computer-Interview-System

<b>Visitor structure features</b>	
Private visitors	84 %
Trade visitors	16 %

<b>Other countries</b>	
Europe	98 %
America	1 %
Asia	1 %
Africa	0 %
Australia/Oceania	0 %

<b>Visitor countries (TOP 10)*</b>	
Netherlands	19 %
Switzerland	11 %
Belgium	9 %
Austria	6 %
Great Britain/Northern Ireland	6 %
France	4 %
Sweden	4 %
Italy	3 %
Spain	3 %
Luxembourg	3 %

<b>Frequency of visits</b>	
First-time visitor	23 %
Frequent visitor	37 %

<b>Age</b>	
<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 %

<b>Interest in product ranges</b>	
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 %
Fishing/sportfishing	4 %
Maritime art/handicrafts	4 %
Maritime art/handicrafts	1 %
Other	6 %

<b>Is your company a...?</b>	
<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 %

<b>Reasons for visit</b>	
<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 %

<b>New suppliers were found</b>	
<i>(Basis: trade visitors)</i>	
Yes	53 %

<b>Overall assessment</b>	
Satisfied	95 %

<b>Recommendation</b>	
Yes	96 %

\*Base: other countries.