



MY BUSINESS STARTS HERE

20 – 28 JAN 2024

boot.com





BOOT IS OUR PASSION.

Petros Michelidakis
Director boot Düsseldorf

We give our outmost for your success.

Thank you for joining forces with us and having made boot 2023 a huge success.

boot Düsseldorf is a highlight in the event calendars of all watersports fans and the entire watersports industry. In the coming year, it will again offer the perfect opportunity to present the latest products and developments, network and close successful deals.

Preparations for boot 2024 are already underway and we look forward to welcoming you to Düsseldorf from 20th to 28th January 2024!



BOOT IS...

INTERNATIONAL

An international audience gathers here.



73%

international exhibition area

77,500

international visitors



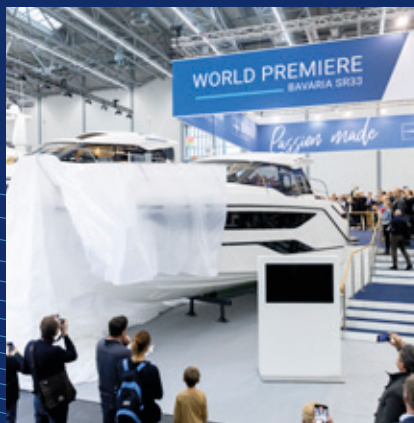
UNIQUE

boot is the most important global meeting point of the maritime industry. You can forge contacts with dealers, potential project partners and innovation drivers.



ACTION-PACKED

boot is a spectacular experience for the whole family with watersports that visitors can participate in.



FASCINATING

Yacht premières, stage programmes, award ceremonies, professional tournaments and trade conferences are major audience draws.

ATTRACTIVE

More than

235,000

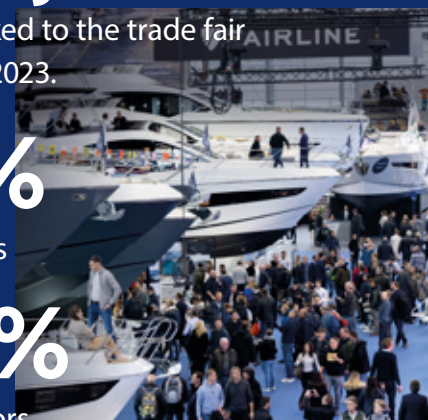
visitors flocked to the trade fair grounds in 2023.

16%

trade visitors

84%

private visitors



Coverage

1 BILLION

media contacts

GEARED TOWARDS THE MEDIA

The media coverage around boot 2023 and 1,861 accredited journalists ensured almost 1 billion media contacts.

BOOT BOOSTS YOUR SUCCESS

209,000 €

is the amount those interested in buying a motorboat plan to spend. This is an increase of **45%** compared to 2020.



226,000 €

is the average amount sailors, intending to buy a boat, plan to spend. An increase of **42%** compared to 2020.



4,300 €

the amount visitors who intend to charter plan to spend per week on average.



More than

1,300 €

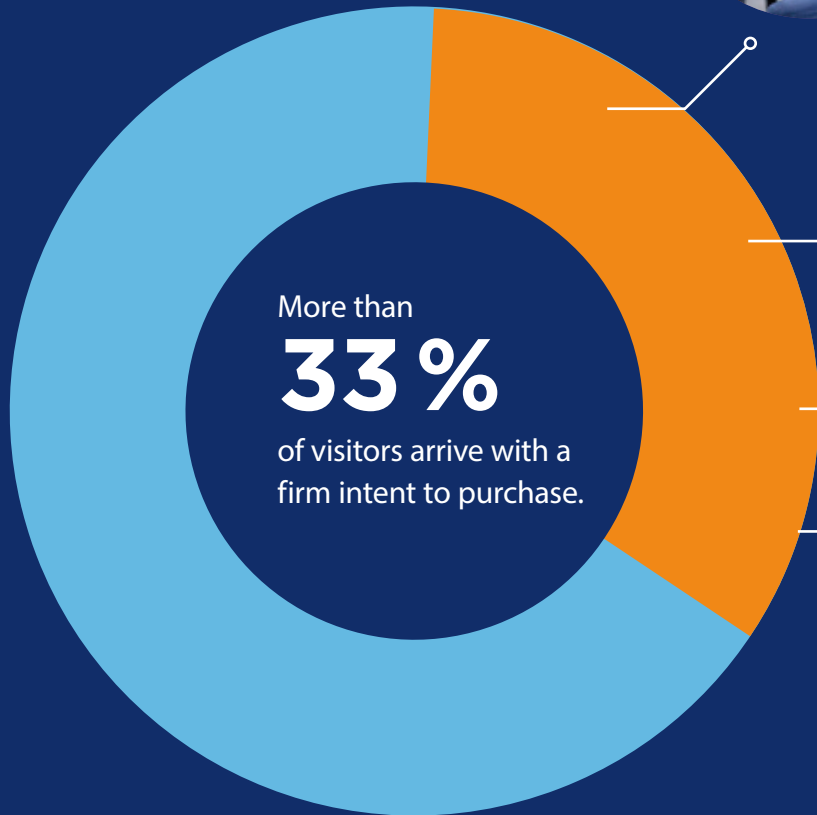
the amount that divers with the intent to purchase plan to invest in equipment.



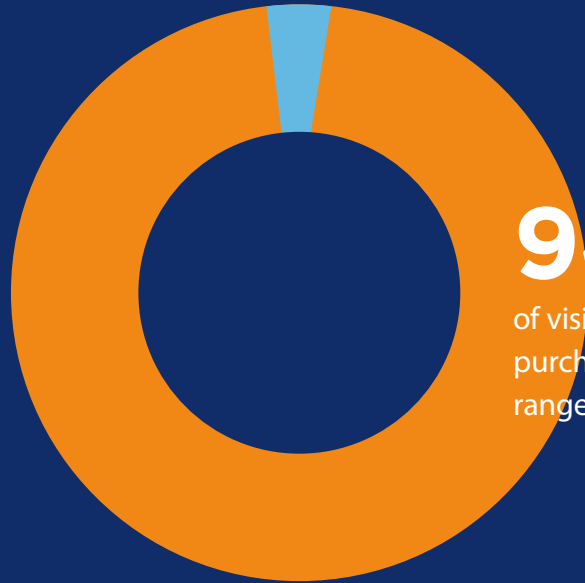
More than

33%

of visitors arrive with a firm intent to purchase.



BOOT BOOSTS YOUR SUCCESS



94 %

of visitors with an intent to purchase are satisfied with the range on offer.



75 %

of exhibitors are satisfied with the direct sales at boot.



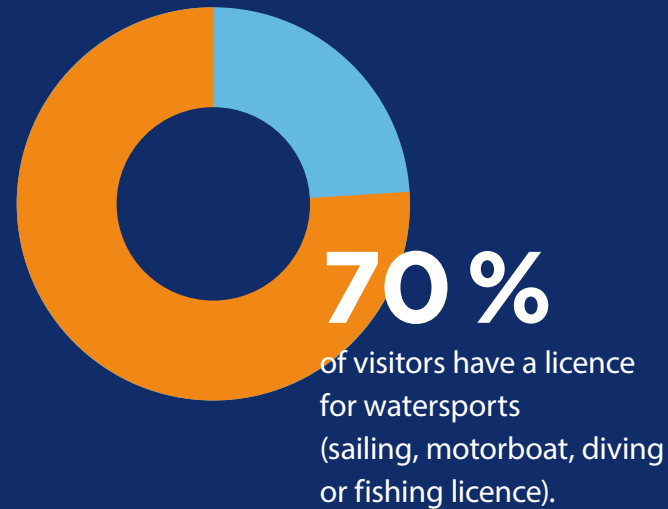
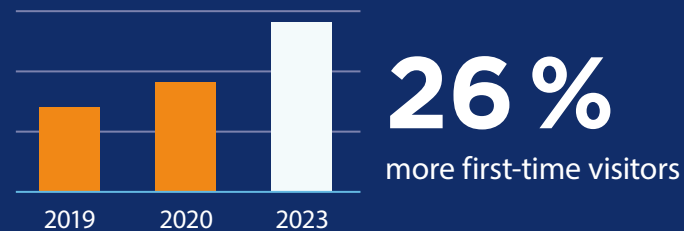
85 %

of exhibitors have expanded their base of new customers through their presence at the trade fair.

BOOT IS ATTRACTIVE



*Source: Statista 2021



92 %
visitor satisfaction



BOOT ATTRACTS YOUR TARGET GROUP

The top reasons for visitors are:

1 **37 %** of visitors have a concrete intent to purchase

2 **36 %** want to experience boats live

3 **30 %** are interested in innovations

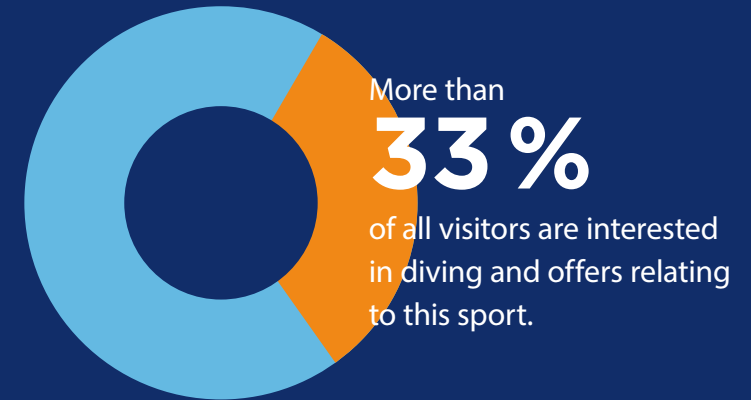
4 **23 %** want to try out products

5 **18 %** are attending to book a trip





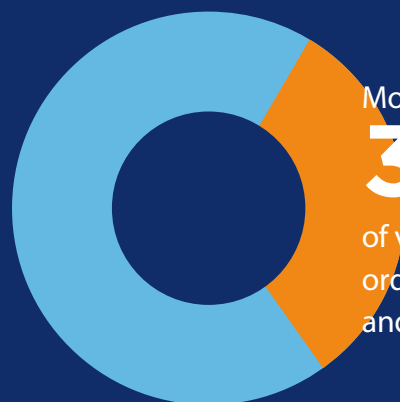
BOOT IS DIVING



Based on the results of 2,380 interviews with visitors during boot 2023.

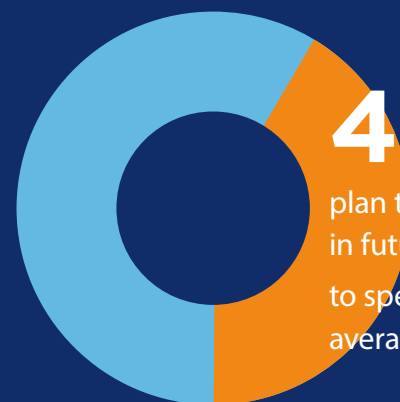


BOOT IS DESTINATION SEASIDE



More than
33 %

of visitors attend boot in
order to learn about travel
and watersports activities.



40 %

plan to charter a boat
in future and are prepared
to spend **4,300 €** on
average per week.



18 %

of visitors attend
to book a trip.



In almost
200

lectures, the most popular
travel destinations were
presented.

BOOT IS HUGE



MOTORBOATS
Hall 1, 3, 4

SUPER BOATS, LUXURY TOYS
Hall 5

LARGE-SIZED YACHTS
Hall 6

SUPER YACHT SHOW
Hall 7a

MARITIME ART
Hall 7

RIBS, JET-SKIS, TOYS
Hall 9

ENGINES, EQUIPMENT/ACCESSORIES
Hall 10, 11

DIVING
Hall 11, 12, 13

**CHARTER, MARINAS, TOURISM,
HOUSE BOATS**
Hall 13, 14

CANOE/KAYAK
Hall 14

SAILING
Hall 15, 16

SURF SPORTS
Hall 17

BOOT IS YOUR RELIABLE PARTNER

Thanks to their 55 years of industry experience, the committed team at boot Düsseldorf brings absolute professionalism to trade fair management. Our employees make sure that logistics are well coordinated and service runs smoothly. Nearly 1,500 exhibitors relied on the comprehensive marketing and professional press services of our specialists in 2023.



Arne von Heimendahl
Senior Project Manager

for sailing boats and motorboats

Tel.: +49 211 4560 429
Fax: +49 211 4560 8568

HeimendahlA@messe-duesseldorf.de



Lena Beckmann
Senior Project Manager

for equipment and accessories,
diving, tourism, chartering,
houseboats

Tel.: +49 211 4560 468
Fax: +49 211 4560 8568

BeckmannL@messe-duesseldorf.de



Caroline Mühl
Senior Project Manager

for surfing sports, canoeing/
kayaking, maritime art

Tel.: +49 211 4560 419
Fax: +49 211 4560 8568

MuehlC@messe-duesseldorf.de



Lara Hannappel
Senior Project Manager

for special exhibitions,
event stages

Tel.: +49 211 4560 563
Fax: +49 211 4560 87563

HannappelL@messe-duesseldorf.de



Barbara Klein
Senior Project Manager

for sponsoring,
blue innovation dock

Tel.: +49 211 4560 107
Fax: +49 211 4560 8568

KleinB@messe-duesseldorf.de