

FACTS & FIGURES BOOT 2023



EXHIBITORS TOTAL 1,467

Exhibitors Germany	529
Exhibitors other countries	938
Number of countries	68

NET SPACE TOTAL (SQM) 96,266

Net space Germany	25,832
Net space other countries	70,434

VISITORS TOTAL 236,795

(Basis visitor data: visitor survey)

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	69

TOP 10 VISITOR COUNTRIES

(Basis: all foreign countries)

Netherlands	23 %
Belgium	11 %
Switzerland	9 %
Great Britain / Northern Ireland	5 %
Austria	4 %
Turkey	3 %
France	3 %
Ireland	3 %
Italy	3 %
Luxembourg	3 %

1,891 accredited journalists from 43 countries // 588 from other countries

VISITOR STRUCTURE

Based on the results of 2,380 interviews with visitors during boot 2023 conducted by means of the Computer-Interview-System

VISITOR STRUCTURE FEATURES

Private visitors	84 %
Trade visitors	16 %

FREQUENCY OF VISITS

First-time visitor	26 %
Frequent visitor	26 %

AGE

(Basis: private visitors)

Up to 20 years	5 %
21 – 30 years	12 %
31 – 40 years	11 %
41 – 50 years	18 %
51 – 60 years	32 %
61 – 70 years	18 %
More than 70 years	4 %

IS YOUR COMPANY A...?

(Basis: Trade visitors)

Manufacturer	18 %
Club / association	12 %
Retailer	10 %
Agency	6 %
Wholesaler	3 %
Importer / exporter	3 %
other service provider	28 %
other	20 %

INTEREST IN PRODUCT RANGES

(Several answers possible)

Equipment and accessories	40 %
Sailing boats	39 %
Motor boats	35 %
Diving	29 %
Clothing	28 %
Travelling	26 %
Large-sized yachts	15 %
Charter	12 %
Paddling (canoes, kajaks, rowing, etc.)	11 %
Outboard motors	11 %
Surfing sports (wingsurfing, skim-boarding, wind- / kitesurfing etc.)	10 %
Jet ski	8 %
Super boats	7 %
RIB's	6 %
Watersport Toys (Towables, Tubes, Flying Boards, etc.)	6 %
Information for beginners Service (consultation, training insurance / financing, etc.)	5 %
Water sport schools	5 %
Fishing boats	3 %
other	8 %

NEW SUPPLIERS WERE FOUND

(Basis: Trade visitors)

Yes	48 %
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GOT INFORMATION ON

INNOVATIONS AND TRENDS

(Basis: Trade visitors)

Yes	73 %
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REASON FOR VISIT

*(Basis: private visitors;
Several answers possible)*

Interest in water sports	57 %
Purchasing (boats, accessories, clothing)	37 %
Interest in sport	36 %
Experience boats live	36 %
See the innovations of the manufactures at a glance	30 %
Trial / testing	23 %
To book a journey / to inform myself about holiday destinations	18 %
Comprehensive personal advice	17 %

OVERALL ASSESSMENT

Satisfied	92 %
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RECOMMENDATION

Yes	94 %
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