



TRADE FAIR AND VISITOR DATA FOR BOOT DÜSSELDORF 2019.

Exhibitors total	1,973	Net space total (sqm)	104,726	Visitors total	247,789
<i>Exhibitors by origin</i>		<i>Net space by origin</i>		<i>Visitors by origin</i>	
Germany	786	Germany	37,882	Germany	198,231
Other countries	1,187	Other countries	66,844	Other countries	49,558
Number of countries	74			Number of countries	118
Origin of the visitors					
Accredited journalists	2,155	Germany	80%		
Number of countries	47	Other countries	20%		

Visitor structure

Based on the results of 2,208 interviews with visitors during boot 2019 conducted by means of the Computer-Interview-System

Visitor structure features		Interest in product ranges		Is your company a...?	
Private visitors	82%	Sailing boats	42%	<i>(Basis: trade visitors)</i>	
Trade visitors	18%	Motor boats	33%	Manufacturer	15%
Other countries		Diving	26%	Club/association	11%
Europe	90%	Water sports clothing	20%	Retailer	9%
America	4%	Other equipment and accessories for boats/yachts	16%	Agency	9%
Asia	3%	Safety equipment	15%	Wholesaler	4%
Africa	2%	(Wind-/kite-)Surfing/parasailing	15%	Importer/exporter	4%
Australia/Oceania	1%	Navigation/communication/instruments/electronics	14%	Other service provider	26%
Countries of origin (TOP 10)*		Boat charters	13%	Other	22%
The Netherlands	17%	House Boats	12%	Reasons for visit	
Belgium	13%	Boat furnishing/-interior	12%	<i>(Several answers possible)</i>	
Switzerland	9%	Super-/motor yacht with cabin	11%	Innovations/trends	39%
United Kingdom/Northern Ireland	8%	Boat design	11%	Preparation of purchase decision	23%
Austria	5%	Water sport holidays/ Water sports travel	11%	Purchase/order	17%
Spain	3%	Motors/outboard motors/ motor technology	10%	Contact to existing suppliers and business partners	10%
Denmark	3%	Canoes/kayaks/rowing boats (accessories and services)	9%	Search for new suppliers and business partners	6%
Italy	3%	Power boats	8%	New suppliers were found	
Greece	3%	Water ski, wake-/knee-/skimboard	8%	<i>(Basis: trade visitors)</i>	
Luxembourg	3%	Cruises	8%	Yes	49%
Frequency of visits		Marinas	8%	Overall assessment	
First-time visitor	22%	Mobiles (jet skis, inflatable boats)	7%	Satisfied	95%
Frequent visitor	38%	Boat trailers	6%	Recommendation	
Age		Fishing	6%	Yes	96%
<i>(Basis: private visitors)</i>		Organisations/authorities/clubs	6%		
Up to 20 years	5%	Water sports schools	6%		
21-30 years	12%	Services	6%		
31-40 years	14%	Water sports stations	5%		
41-50 years	23%	Maritime art/handcrafts	4%		
51-60 years	28%	Other	7%		
61-70 years	14%				
More than 70 years	4%				

*Base: other countries.