

# BOOT 2023

<b>Exhibitors total</b>	<b>1,467</b>
Exhibitors Germany	529
Exhibitors other countries	938
<b>Number of countries</b>	<b>68</b>

<b>Net space total (sqm)</b>	<b>96,266</b>
Net space Germany	25,832
Net space other countries	70,434

Basis visitor data: visitor survey

(Basis: all foreign countries)

<b>Visitors total</b>	<b>236.795</b>
<b>From Europe</b>	<b>98%</b>
- Germany	79%
- Other Europe	19%
<b>From Non-European countries</b>	<b>2%</b>
- America	1%
- Asia	1%
- Africa	0%
- Australia/Oceania	0%
<b>Number of countries</b>	<b>69</b>

<b>TOP 10 visitor countries</b>	
Netherlands	23%
Belgium	11%
Switzerland	9%
Great Britain/Northern Ireland	5%
Austria	4%
Turkey	3%
France	3%
Ireland	3%
Italy	3%
Luxembourg	3%



International Boat Show

Düsseldorf • Germany

21. - 29. January 2023

[www.boot.com](http://www.boot.com)

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

Preliminary data; subject to change  
(VG-VE-MF/February 2023)

## Visitor structure

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

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

<b>Interest in product ranges</b>	
<i>(Several answers possible)</i>	
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	6%
Service (consultation, training insurance/ financing, etc.)	5%
Water sport schools	5%
Fishing boats	3%
other	8%

<b>Reason for visit</b>	
<i>(Basis: private visitors)</i>	
<i>(Several answers possible)</i>	
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%

<b>Frequency of visits</b>	
First-time visitor	26%
Frequent visitor	26%

<b>Age</b>	
<i>(Basis: private visitors)</i>	
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%

<b>Overall assessment</b>	
Satisfied	92%

<b>Is your company a...?</b>	
<i>(Basis: Trade visitors)</i>	
Manufacturer	18%
Club/association	12%
Retailer	10%
Agency	6%
Wholesaler	3%
Importer/exporter	3%
other service provider	28%
other	20%

<b>Recommendation</b>	
Yes	94%

<b>New suppliers were found</b>	
<i>(Basis: Trade visitors)</i>	
Yes	48%

<b>Got information on innovations/trends</b>	
<i>(Basis: Trade visitors)</i>	
Yes	73%



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