

# BOOT 2024



<b>Exhibitors total</b>	<b>1,459</b>	<b>Net space total (sqm)</b>	<b>100,366</b>
Exhibitors Germany	552	Net space Germany	28.092
Exhibitors other countries	907	Net space other countries	72.273
<b>Number of countries</b>	<b>67</b>		

## Visitor structure:

Based on the results of 2,372 interviews with visitors during boot 2024 conducted by means of the Computer-Interview-System

Basis visitor data: visitor survey

<b>Visitors total</b>	<b>214,023</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>60</b>

(Basis: all foreign countries)

<b>TOP 10 visitor countries</b>	
Netherlands	21%
Belgium	14%
Switzerland	10%
Austria	5%
Great Britain/Northern Ireland	5%
Sweden	4%
Ireland	4%
France	3%
Denmark	3%
Italy	3%

International Boat Show

Dusseldorf • Germany

20. - 28. January 2024

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

2,108 accredited journalists from 43 countries  
597 from other countries

(VG-VE-MF/February 2024)

## Visitor structure features

Private visitors	83%
Trade visitors	17%

## Frequency of visits

First-time visitor	26%
Frequent visitor	25%

## Gender

(Basis: Private visitors)

Woman	33%
Man	62%
Divers	5%

## Age

(Basis: Private visitors)

Up to 20 years	5%
21 - 30 years	11%
31 - 40 years	13%
41 - 50 years	18%
51 - 60 years	30%
61 - 70 years	18%
More than 70 years	5%

## Is your company a...?

(Basis: Trade visitors)

Manufacturer	22%
Club/association	12%
Retailer	8%
Agency	5%
Importer/exporter	3%
Wholesaler	2%
other service provider	26%
other	22%

## Interest in product ranges

(Several answers possible)

Equipment and accessories	43%
Sailing boats	41%
Motor boats	38%
Diving	29%
Clothing	28%
Travelling/ Holiday destinations	21%
Large-sized yachts	17%
Nature Conversation/ Ocean Protection	13%
Charter	11%
Paddling (canoes, kajaks, rowing, etc).	11%
Surfing sports (wingsurfing, skim-boarding, wind-/ kitesurfing etc.)	10%
Outboard motors	10%
Super boats	9%
Watersport Toys (Towables, Tubes, Flying Boards, etc.)	7%
RIB's	6%
Water sport schools	5%
Service (consultation, training insurance/ financing, etc.)	5%
Fishing boats	3%
other	7%

## New suppliers were found

(Basis: Trade visitors)

Yes	46%
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## New providers/ products were found

(Basis: Private visitors)

Yes	71%
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## Reason for visit

(Basis: Private visitors)

(Several answers possible)

Interest in water sports	51%
Purchasing (boats, accessories, clothing)	40%
Interest in sport	33%
Experience boats live	36%
See the innovations of the manufactures at a glance	30%
Trial/ testing	23%
Comprehensive personal advice	19%
To book a journey/ to inform myself about holiday destinations	17%

## Ownership boat/water sports equipment

(Basis: Private visitors)

<b>yes, (net)</b>	<b>50%</b>
Sailing boats	22%
Motor boats	22%
Water sport equipment	14%

## Intention to buy boat/water sports equipment

(Basis: Private visitors)

<b>yes, (net)</b>	<b>31%</b>
Motor boats	15%
Sailing boats	11%
Water sport equipment	7%

## Overall assessment

Satisfied	94%
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## Recommendation

Yes	95%
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