



boot
Düsseldorf

**All water sports.
One business.**

17 – 25 JAN 2026

m
Messe
Düsseldorf

boot is our passion

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Dear exhibitors and friends of boot,

This year's boot Düsseldorf has once again stimulated demand, set positive trends and provided constructive ideas for the coming water sports season. The trade fair is an established international centre of competence and a unique networking platform with clear added value for all exhibitors. Particularly in these challenging times, it ensures contact with professionals and water sports enthusiasts from 113 countries, providing excellent business contacts that stimulate post-show business and ensure long-term customer loyalty. Thanks to the high internationality and purchasing power of its visitors, it secures good contacts for exhibiting companies right through to post-fair business and guarantees long-term customer loyalty.

The water sports season that has just begun is challenging but, according to the international industry associations, is also favourable. Demand is stabilising again and customer interest is generally high. With this positive tailwind, we are sailing a good course towards boot in January 2026.

Service has been and will continue to be our focus in Düsseldorf in the coming year. We want our visitors to feel at ease and be able to concentrate fully on their discussions with you, the exhibitors. Soft closing and happy hours guarantee a relaxed atmosphere and successful networking in the halls.

Our new 'we love water' campaign has also touched and inspired people across all generations. It increasingly appealed to young people and we were able to significantly increase the number of visitors under the age of 30.

We would be delighted to welcome you back on board boot in 2026. Let's enjoy this special experience together at the world's largest trade fair for water sports!

Your Petros Michelidakis
Director boot Düsseldorf



boot is ...

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Unique

boot is the world's most important meeting place for the maritime industry, where you can come into contact with dealers, potential project partners and innovation drivers.



73%
International
exhibitors

over
63,000
International
visitors



Innovative

Latest technologies, for example presented in the blue innovation dock to strengthen the dialog between manufacturers and customers.

boot is ...

3



Exciting

Yacht premieres, stage programmes, award ceremonies, professional tournaments and specialist conferences are crowd-pullers.



Attractive

More than

200,000

visitors flocked to the 2025 to the exhibition grounds

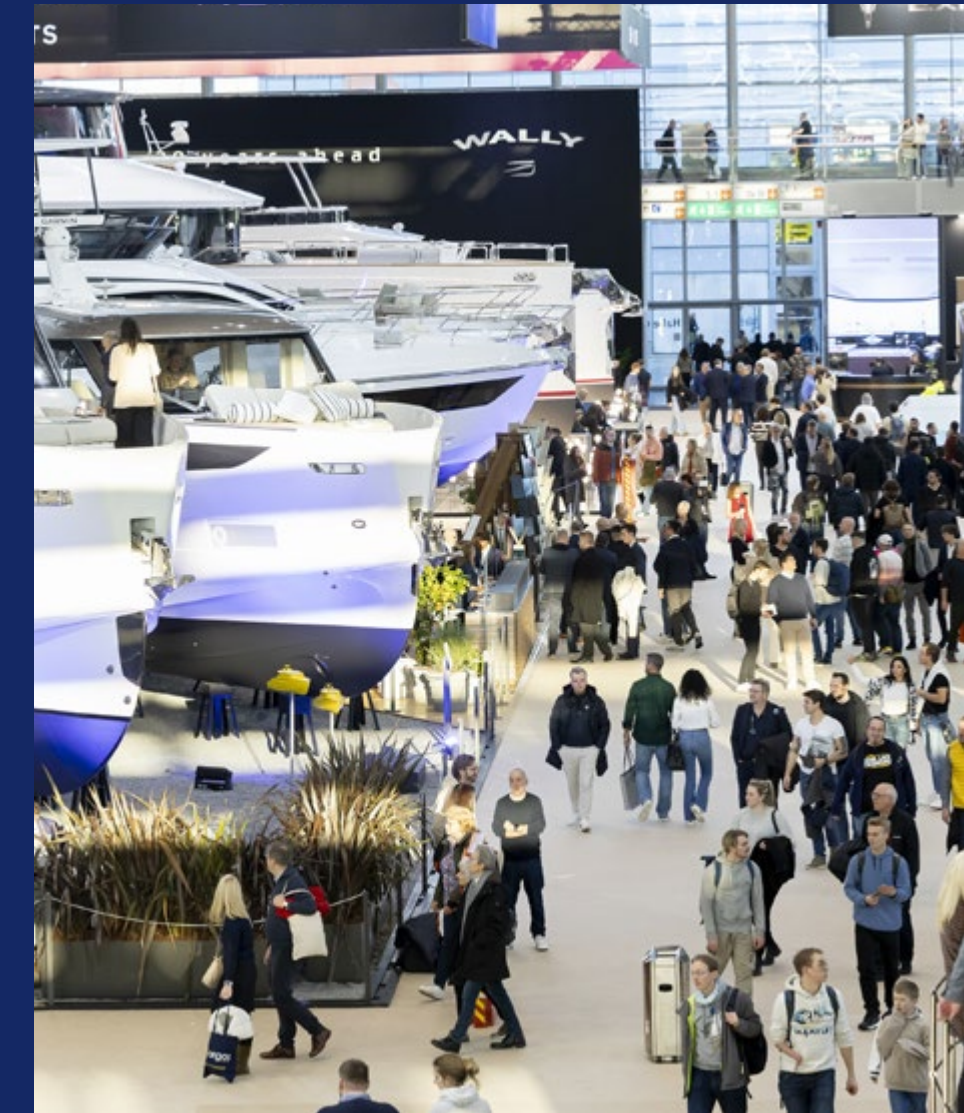
18%

Trade visitors

82%

private visitors

Based on the results of 2,407 visitor interviews conducted during boot 2025.



Media-effective

boot 2025 achieved a media reach of 1.2 billion and welcomed more than 1,400 journalists and 240 content creators on site.

1.2_b

media reach

boot makes you successful

4

39 %
of visitors come
with firm buying
intentions.



€234,000
is what sailors plan to
spend on a boat.



€4,367
is what visitors with charter
intentions plan to spend on
average per week.



€224,000
is what prospective buyers are
planning to spend on the purchase
of a motorboat.



€1,560
divers plan to invest
in equipment.

boot makes you successful

94%

of visitors are
satisfied with
the offer.



81%

of the exhibitors are satisfied
with the commercial success
at boot.



84%

of exhibitors reached their
target groups during boot.

boot is attractive

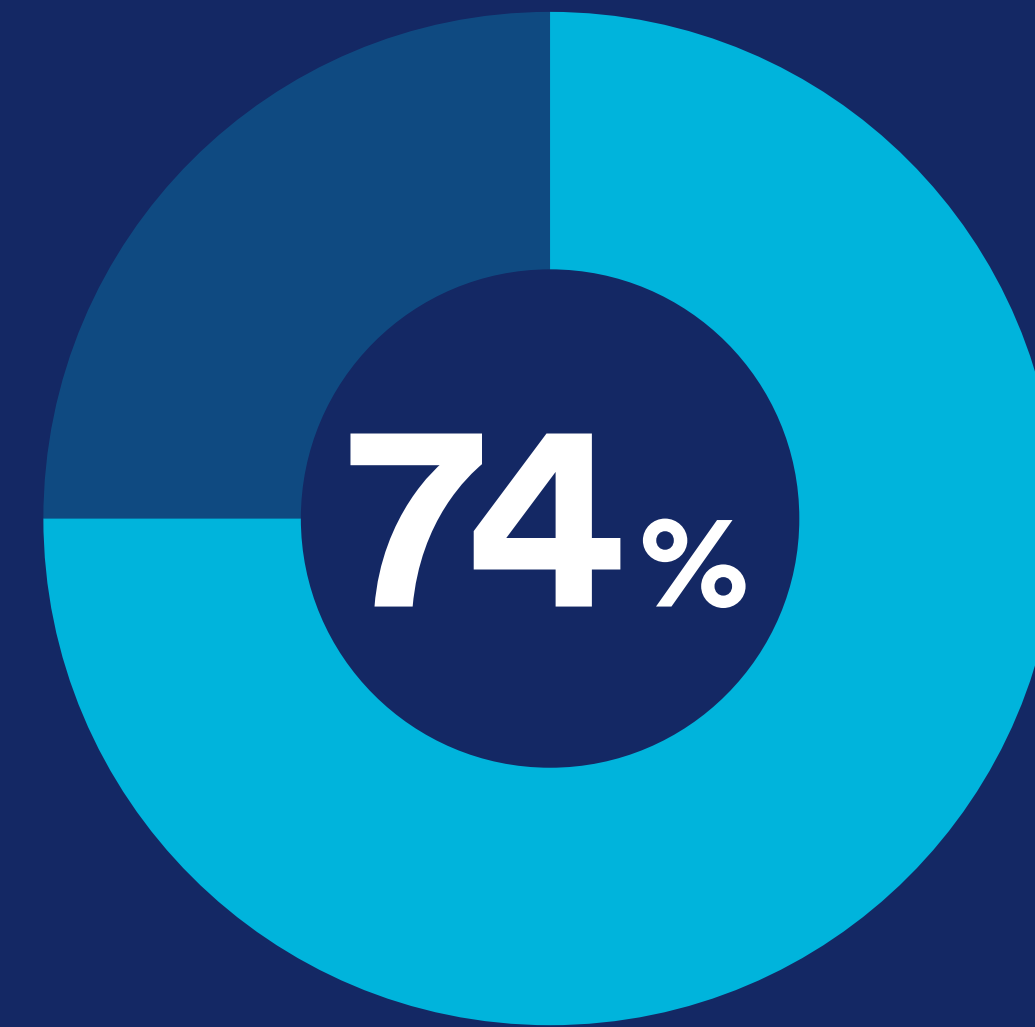
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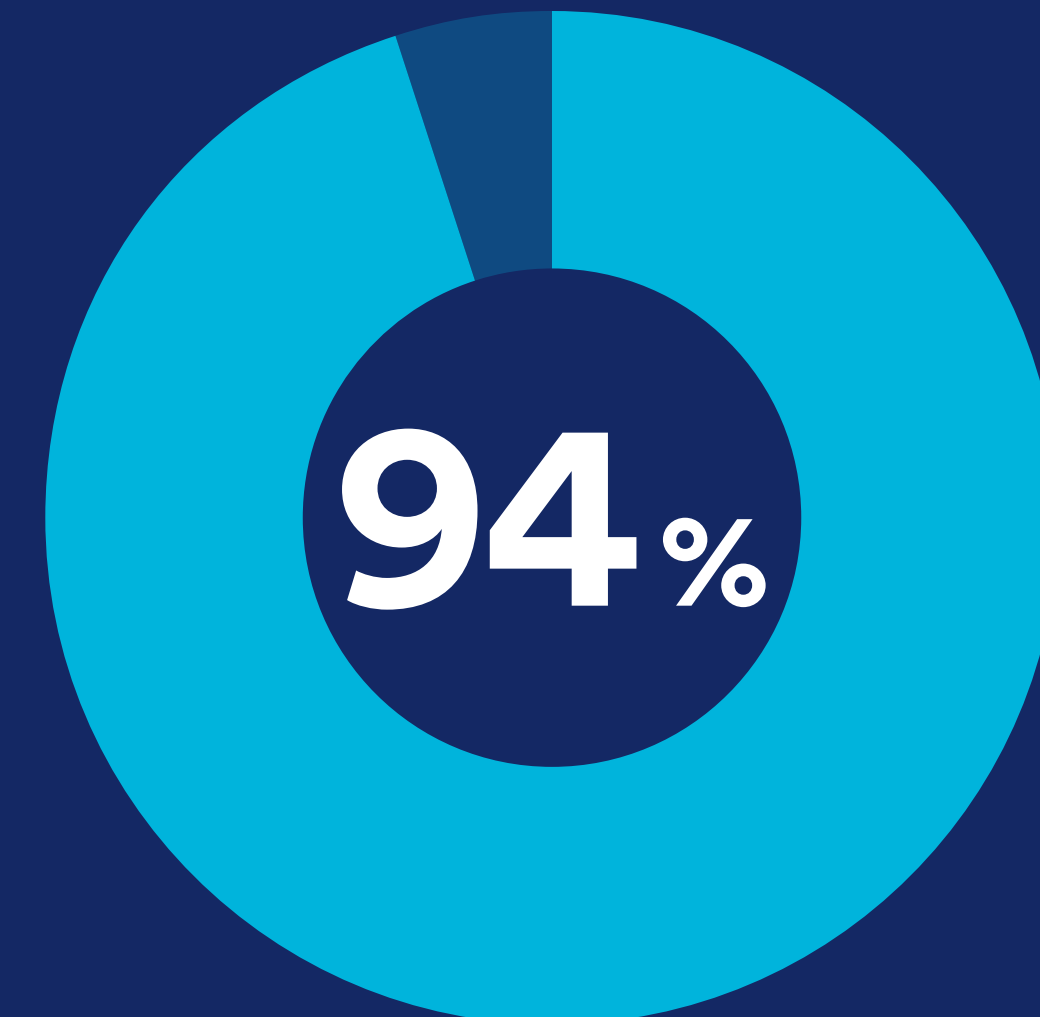
27 %
First-time
visitors



94 %
Satisfaction



of visitors are
qualified water
sports enthusiasts
(sailing, motorboat,
diving, surfing or
fishing licence).



Recommendation



Monthly net income
Visiting household

Average net
income of German
households

boot fulfils wishes

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Top reasons for visitors

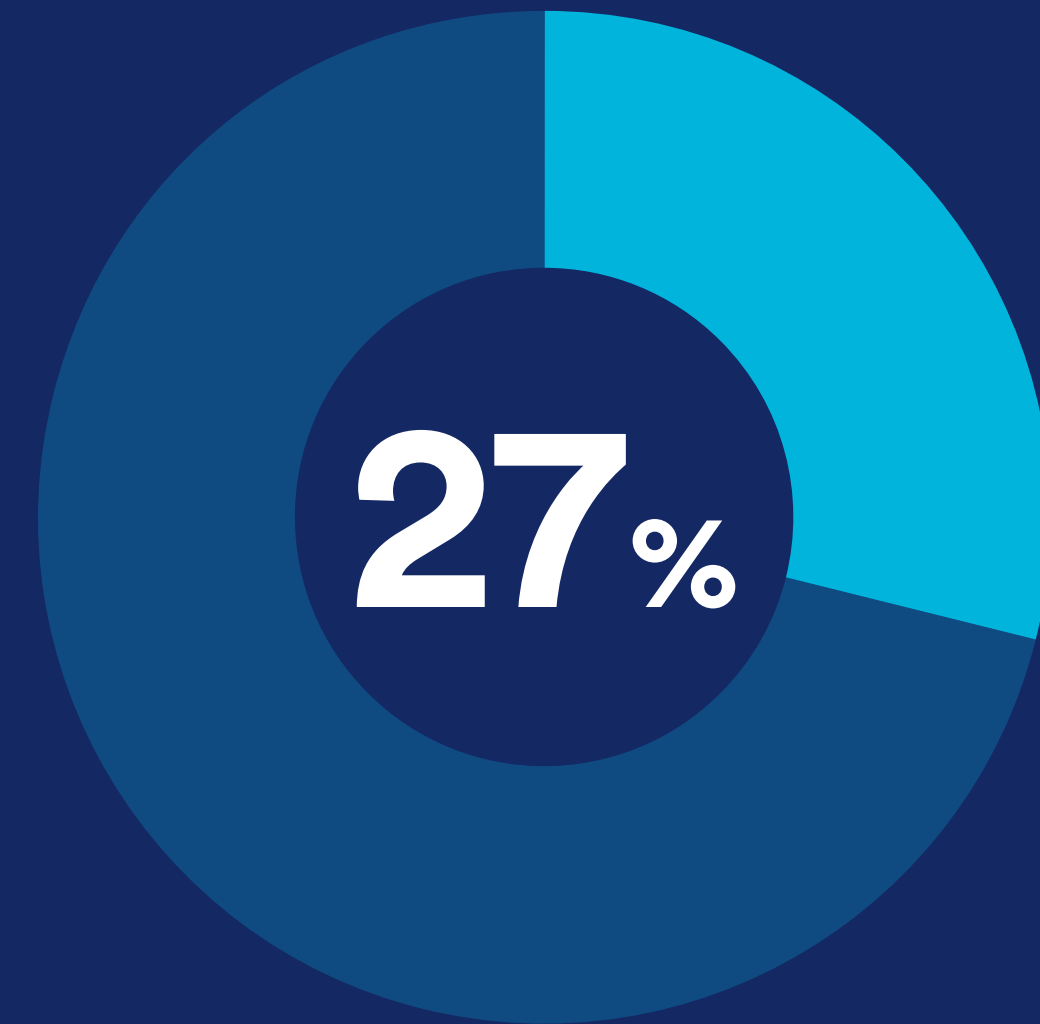
1. **77,352** have concrete purchase intentions
2. **77,350** want to experience boats live
3. **63,468** want to see the new products at a glance
4. **49,584** want to try out products
5. **33,717** come to book a vacation trip

boot is diving



€1,560

divers plan to invest in equipment. That is an increase of 13 % compared to 2024.



are interested in diving.



26,300

plan expenditure in the diving sector.



boot is nautical holidays

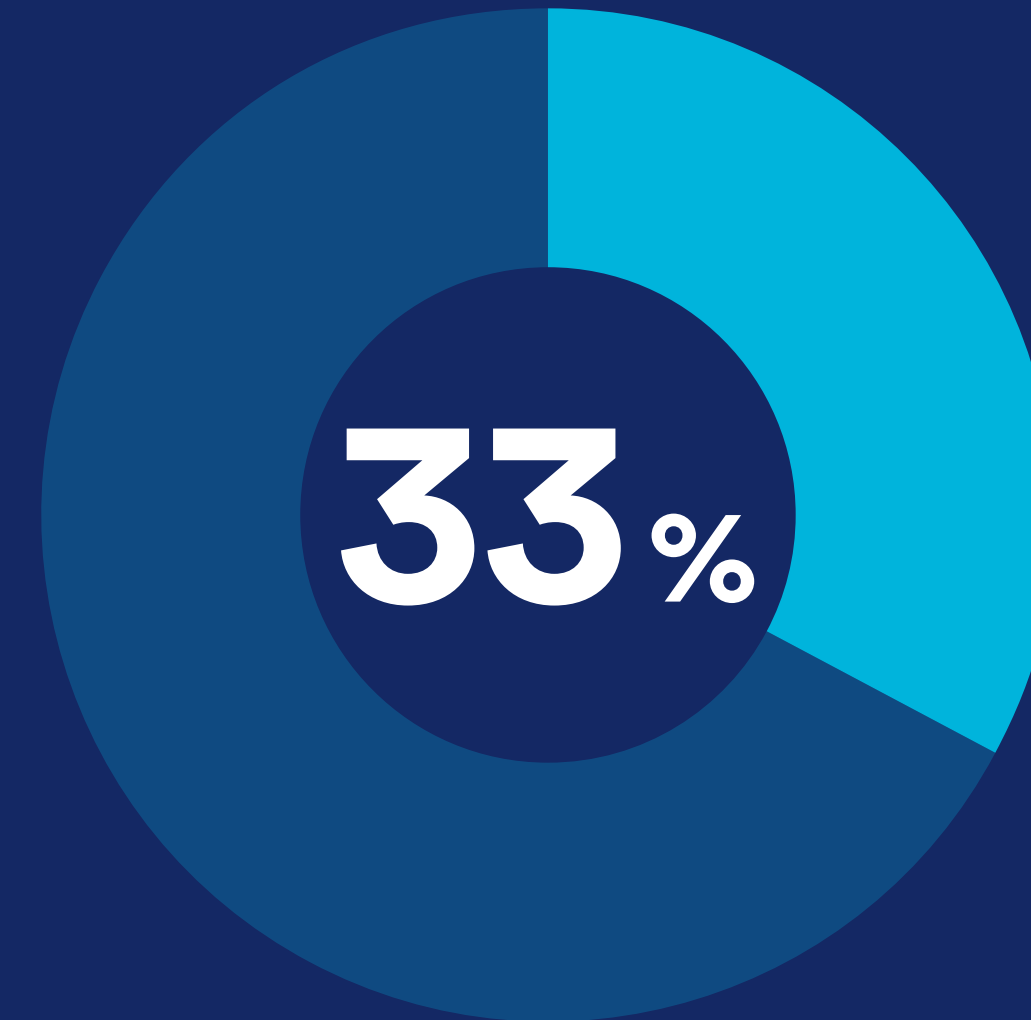
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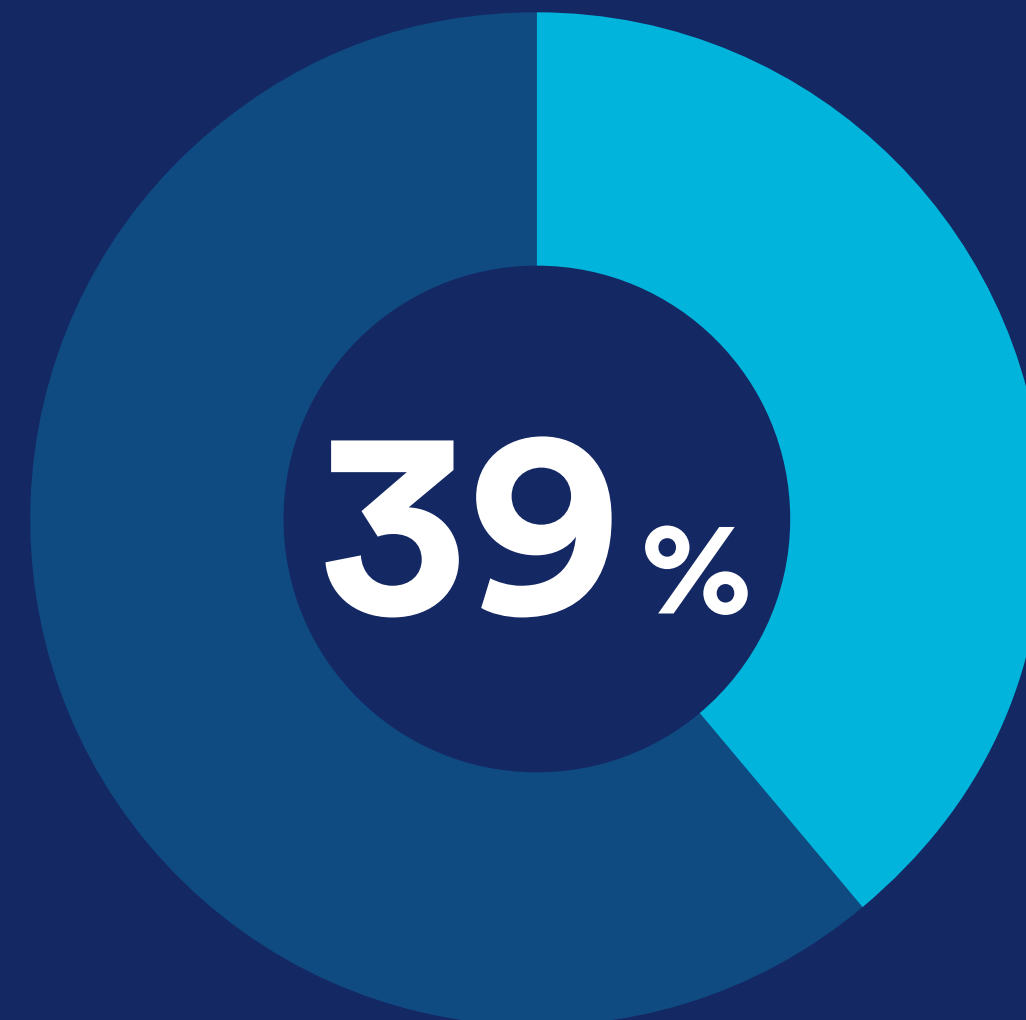
In over
200
presentations were given
on the most popular
travel destinations.



17%
of visitors come to plan
or book a vacation trip.



are looking for new
destinations and
charter offers.

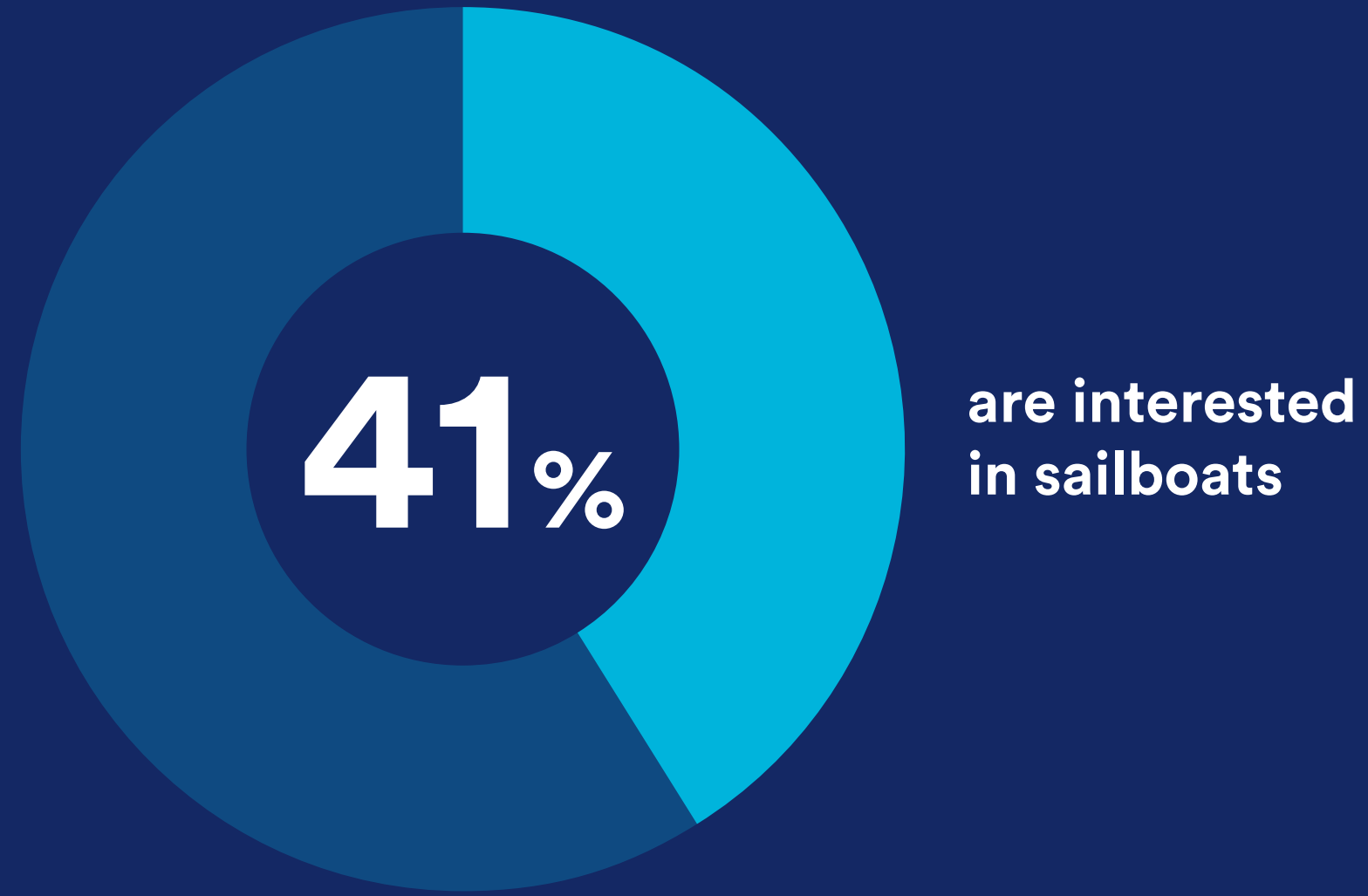


plan to charter a boat in the
next two years and intend
to spend an average of € 4,367
per week.



boot is sailing

10



41,700

visitors own
a sailing boat

21,600

Visitors plan to buy
a sailing boat



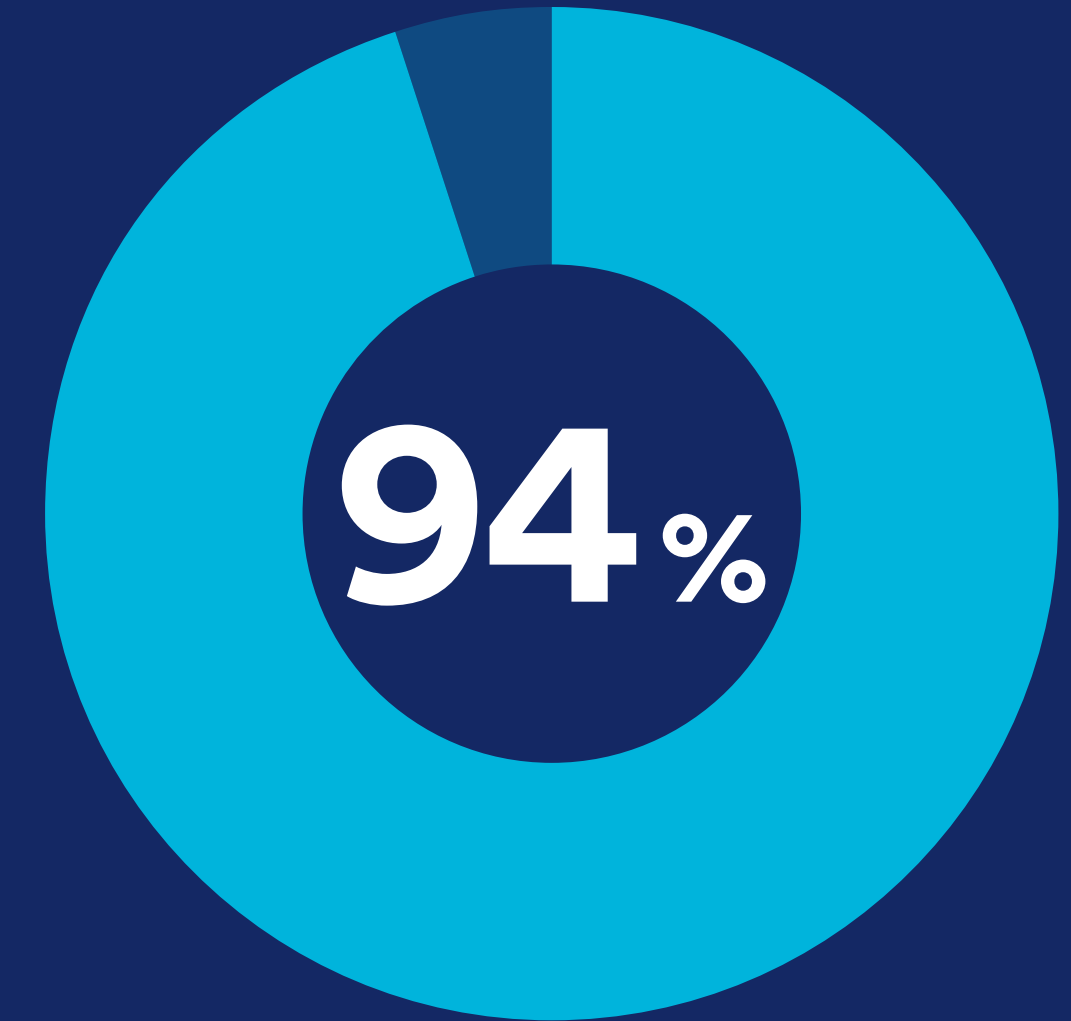
70%

of these are in the
middle of the decision-
making process

boot is surfing



88%
of visitors are influenced
by the live experience
when making a purchase
decision.



Exhibitor
satisfaction



More than
20,000
people interested
in surfing

boot is big

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	Motor Boats	hall 1, 3, 4
	Sport Fishing	hall 3
	Super Boats, Luxury Toys	hall 5
	Super Yachts	hall 6, 7a
	Maritime Art	hall 7
	Super Ribs, Ribs, Dinghies, Jetskis, Toys	hall 9
	Motors, Equipment, Accessories	hall 10, 11
	Diving	hall 11, 12
	Living on Water - tourism & more	hall 13, 14
	Paddling	hall 14
	Sailing	hall 15, 16
	Surf Sports	hall 17

boot is perfectly organised

Thanks to 55 years of experience in the industry, boot Düsseldorf is organised with absolute professionalism by a dedicated team. Our employees ensure smooth logistics and seamless service. Almost 1,500 exhibitors relied on the comprehensive marketing and professional press work of our specialists in 2025.



Arne von Heimendahl
Senior Project Manager

Motor Boats hall 1, 3, 4, 5, 9
Sailing Boats 15, 16
Super Yacht Industry 6, 7a

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