



Join the community.
Shape your future.

23–31 JAN 2027



Get started with boot 2027



Dear exhibitors,

boot 2026 was a resounding success, characterized by a relaxed atmosphere, shared achievements, and an increased demand for boats, diving equipment, and water-based holidays. Despite the current challenges, we want to build on this spirit with you in January next year.

boot is the world's largest boat and water sports trade fair, attracting over 200,000 visitors, including 70,000 international customers, and we can offer you a vital platform for doing business with the global industry. The boot community eagerly anticipates the annual event in Düsseldorf and is looking forward to seeing your new launches and innovations.

Join us when fans, enthusiasts and experts gather once again at boot Düsseldorf from 23 to 31 January 2027. Show them what you have to offer and make the fair a global experience for everyone who loves the water.

The boot team looks forward to seeing you and is on hand to offer advice, support and personalized guidance for optimal fair planning.

Drop anchor with us in Düsseldorf and experience the unique atmosphere, passion for water sports and success that only boot can offer.

Yours,

Petros Michelidakis
Director, boot Düsseldorf



boot is ...



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

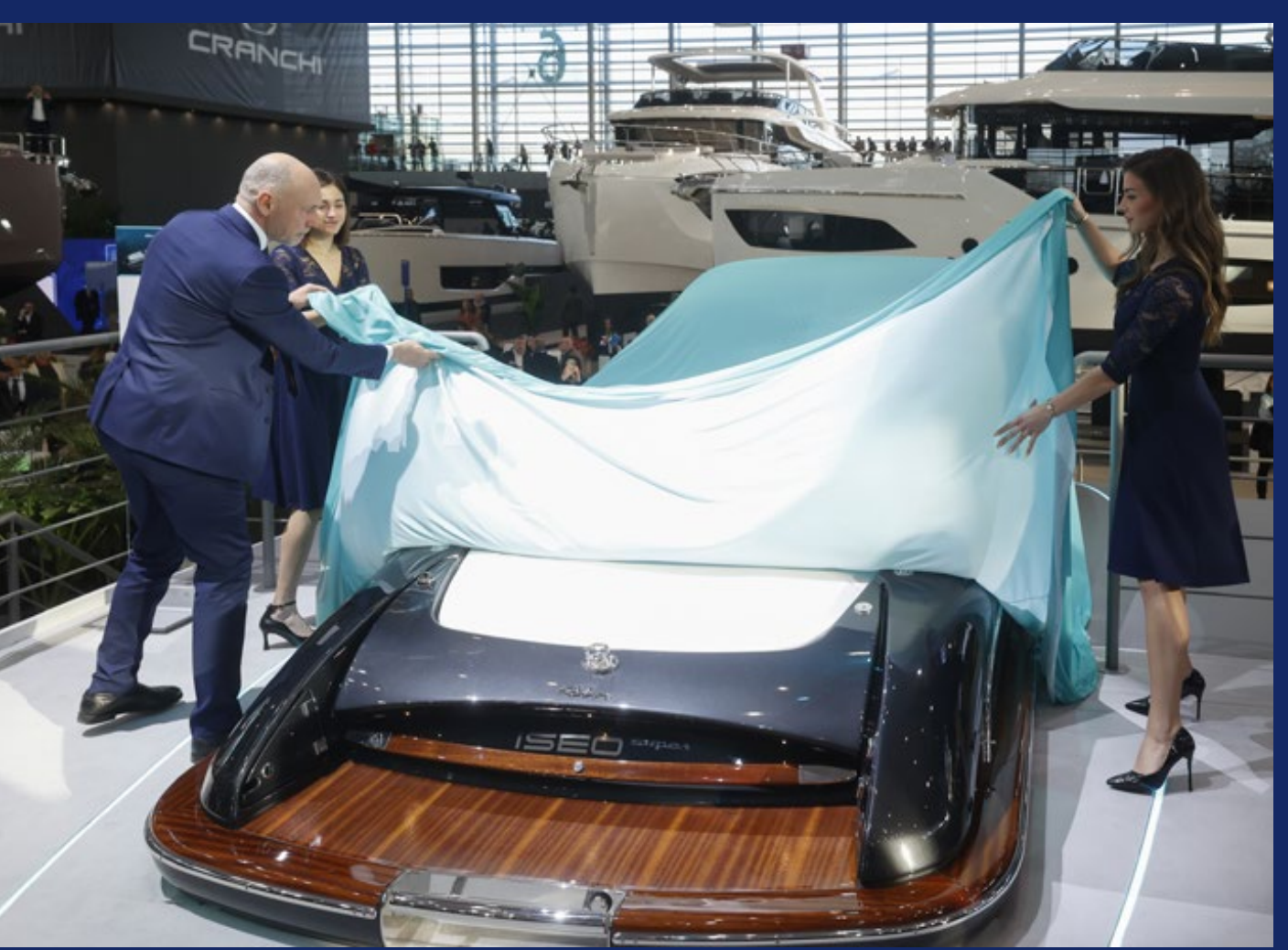
over
69,000
International visitors



Innovative

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

boot is ...



Exciting

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



Attractive

More than **200,000** visitors flocked 2026 to the exhibition grounds

17% Trade visitors **83%** private visitors

Based on the results of 2,489 visitor interviews conducted during boot 2026.



Media-effective

boot 2026 achieved a media reach of 1.3 billion and welcomed more than 1,400 journalists and 240 content creators on site.

1.3 b media reach

boot makes you successful

44%

44% of private visitors made a purchase at boot.



€234,000

is what sailors plan to spend on a boat.



€3,897

is what visitors with charter intentions plan to spend on average per week.



€287,000

is what prospective buyers are planning to spend on the purchase of a motorboat.



€1,260

divers plan to invest in equipment.

boot makes you successful



83%
of the exhibitors are satisfied with the commercial success at boot.



96%
of exhibitors reached their target groups during boot.

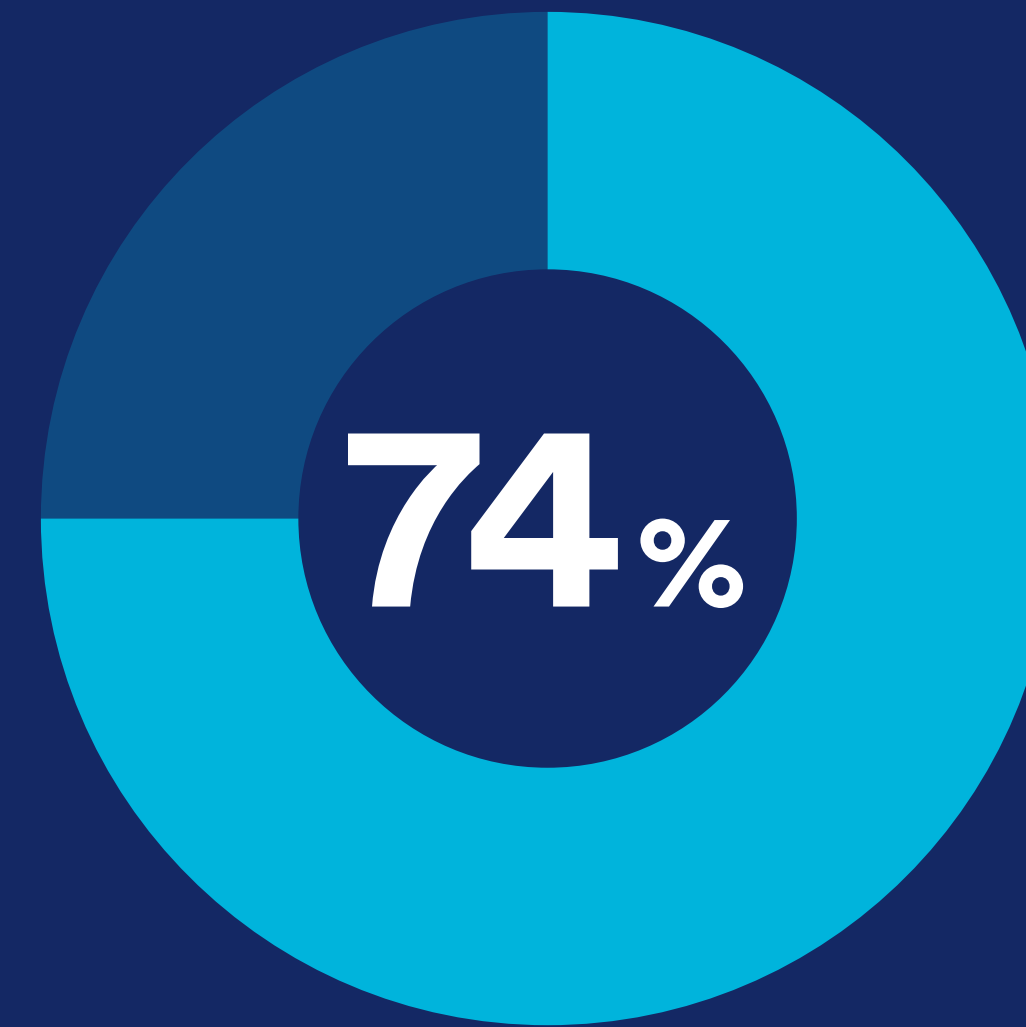
boot is attractive



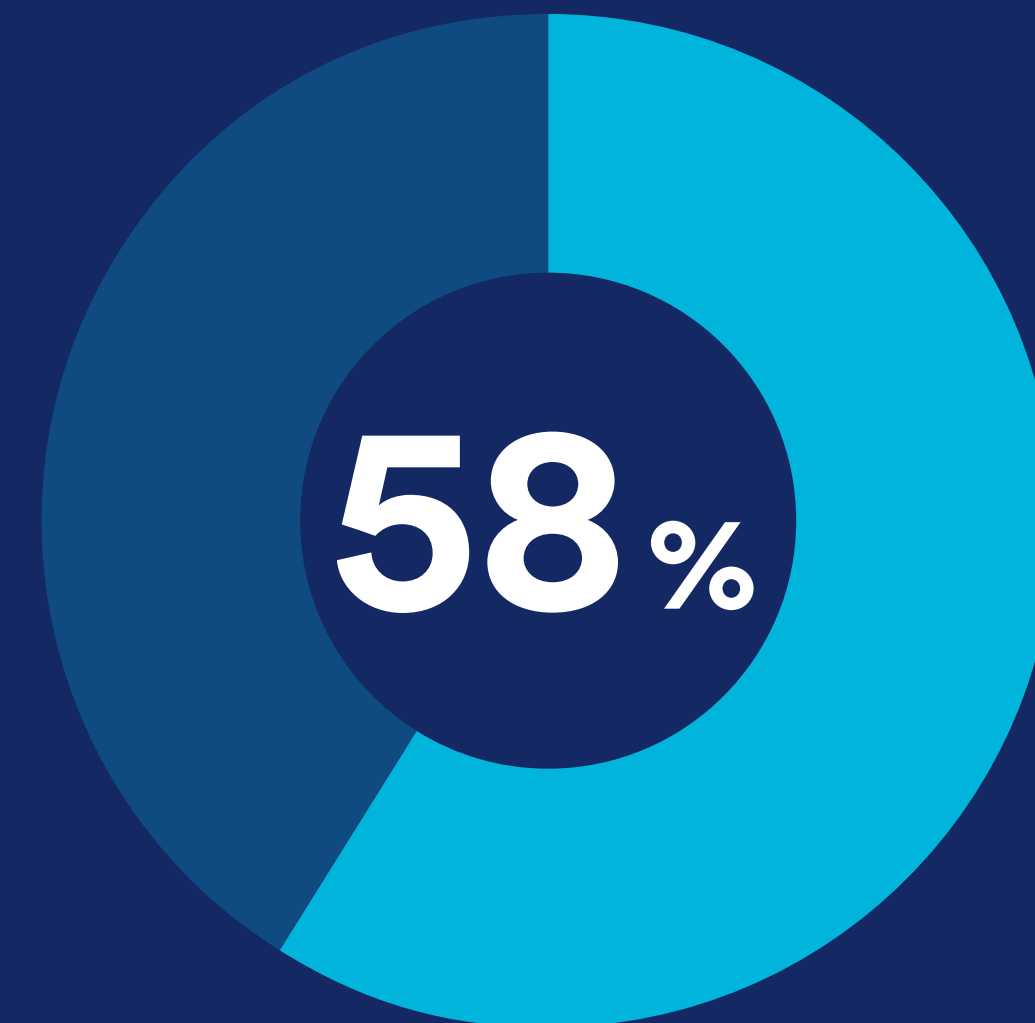
27%
First-time
visitors



93%
Satisfaction



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



of the private visitors own a boat or water sports equipment.



Monthly net income
Visiting household

Average net
income of German
households*

*Source: Federal Statistical Office (Destatis) 2025

Based on the results of 2,489 visitor interviews conducted during boot 2026.

boot fulfils wishes



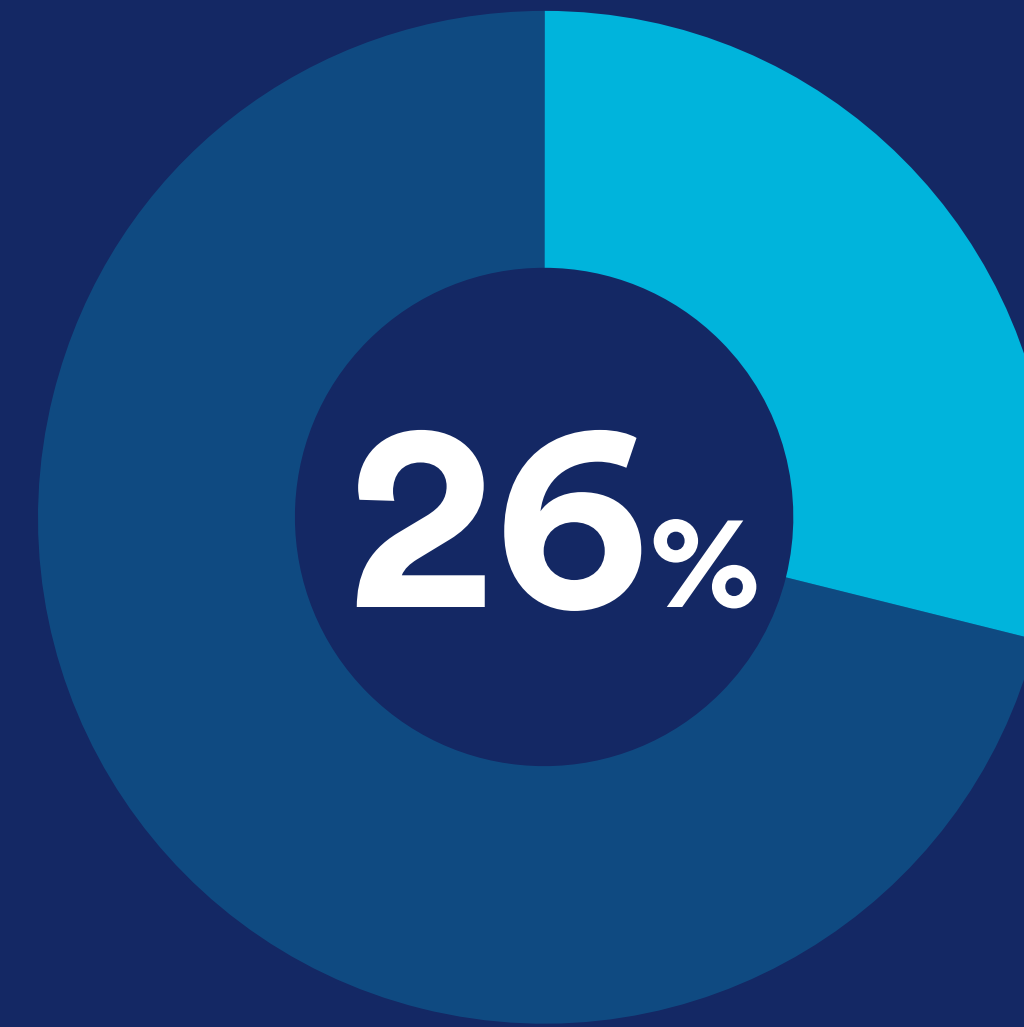
Top reasons for visitors

- 1. 87,555** want to experience boats live
- 2. 83,575** want to see the new products at a glance
- 3. 79,595** have concrete purchase intentions
- 4. 49,747** want to try out products
- 5. 31,838** come to book a vacation trip

boot is diving



€1,261
divers plan to invest in
equipment.



are interested
in diving.



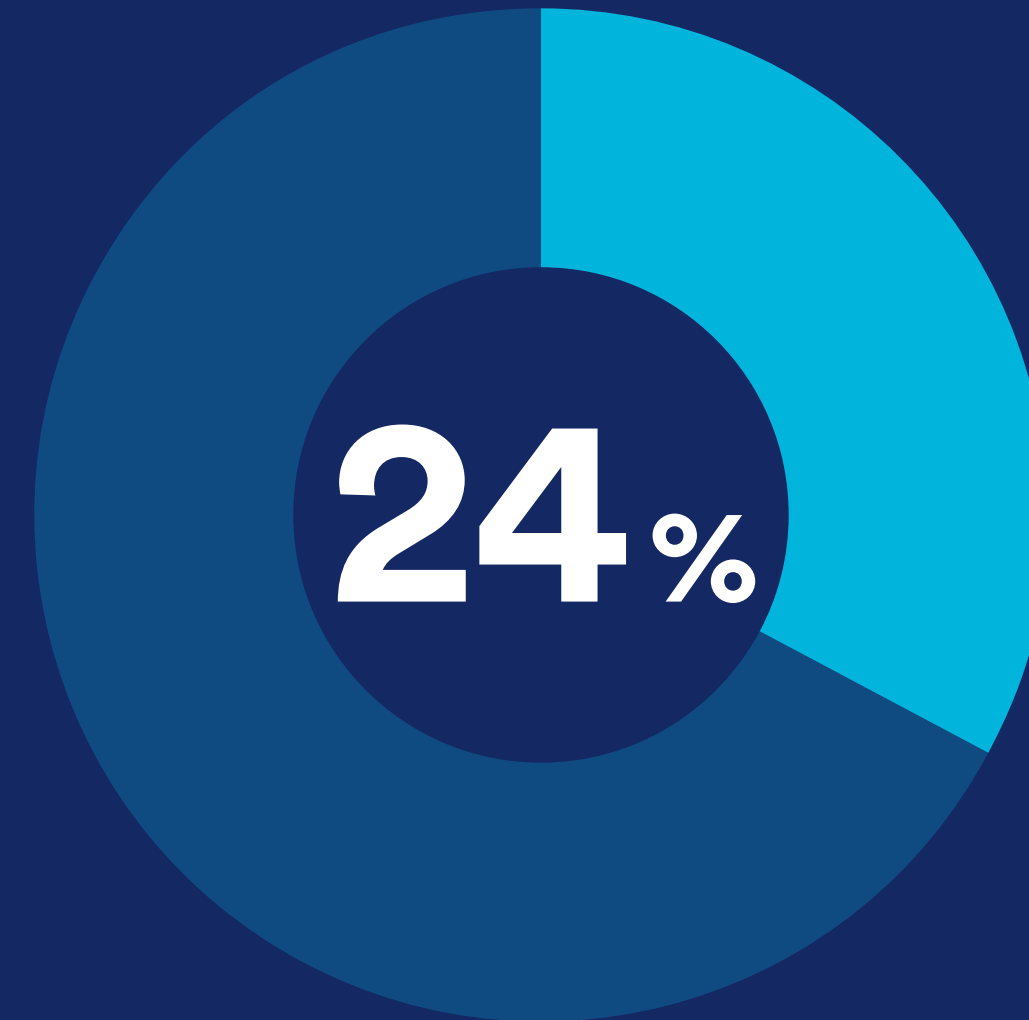
23,122
plan expenditure
in the diving sector.



boot is nautical holidays



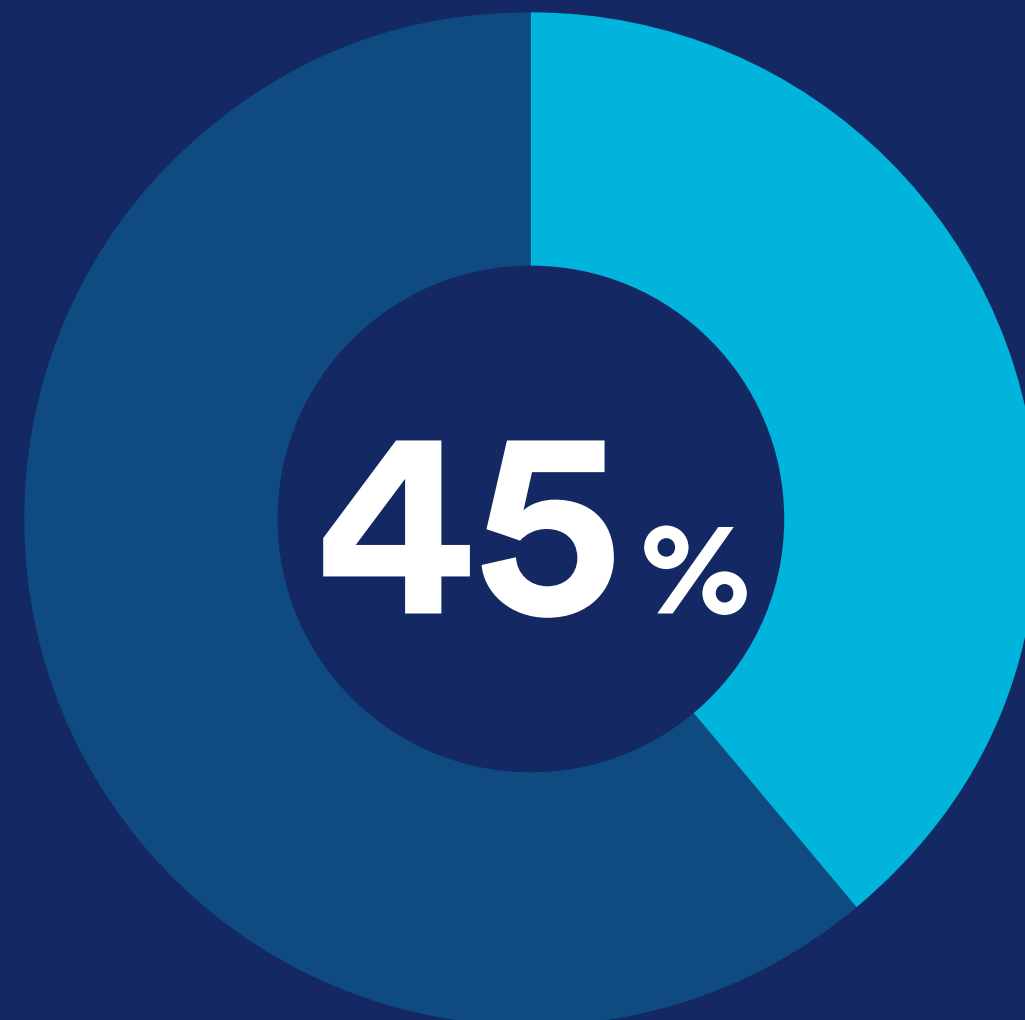
Over **200** presentations were given on the most popular travel destinations.



are looking for new destinations and charter offers.



23% of visitors come to plan or book a vacation trip.



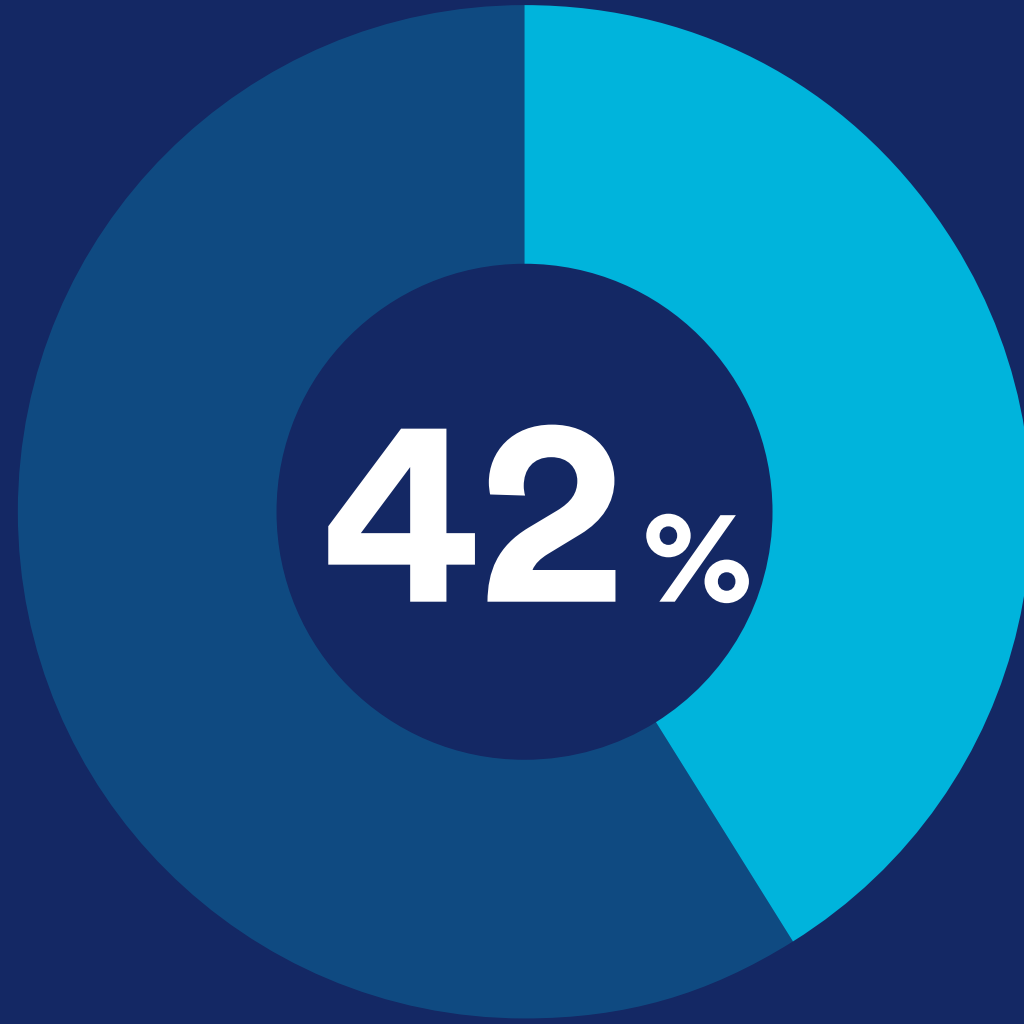
of those interested in boats* plan to charter a boat and intend to spend an average of €3,897 per week on it.



*Visitors interested in sailboats, motorboats, superyachts, and/or houseboats.

Based on the results of 2,489 visitor interviews conducted during boot 2026.

boot is sailing



are interested
in sailboats



39,275

visitors own
a sailing boat

14,860

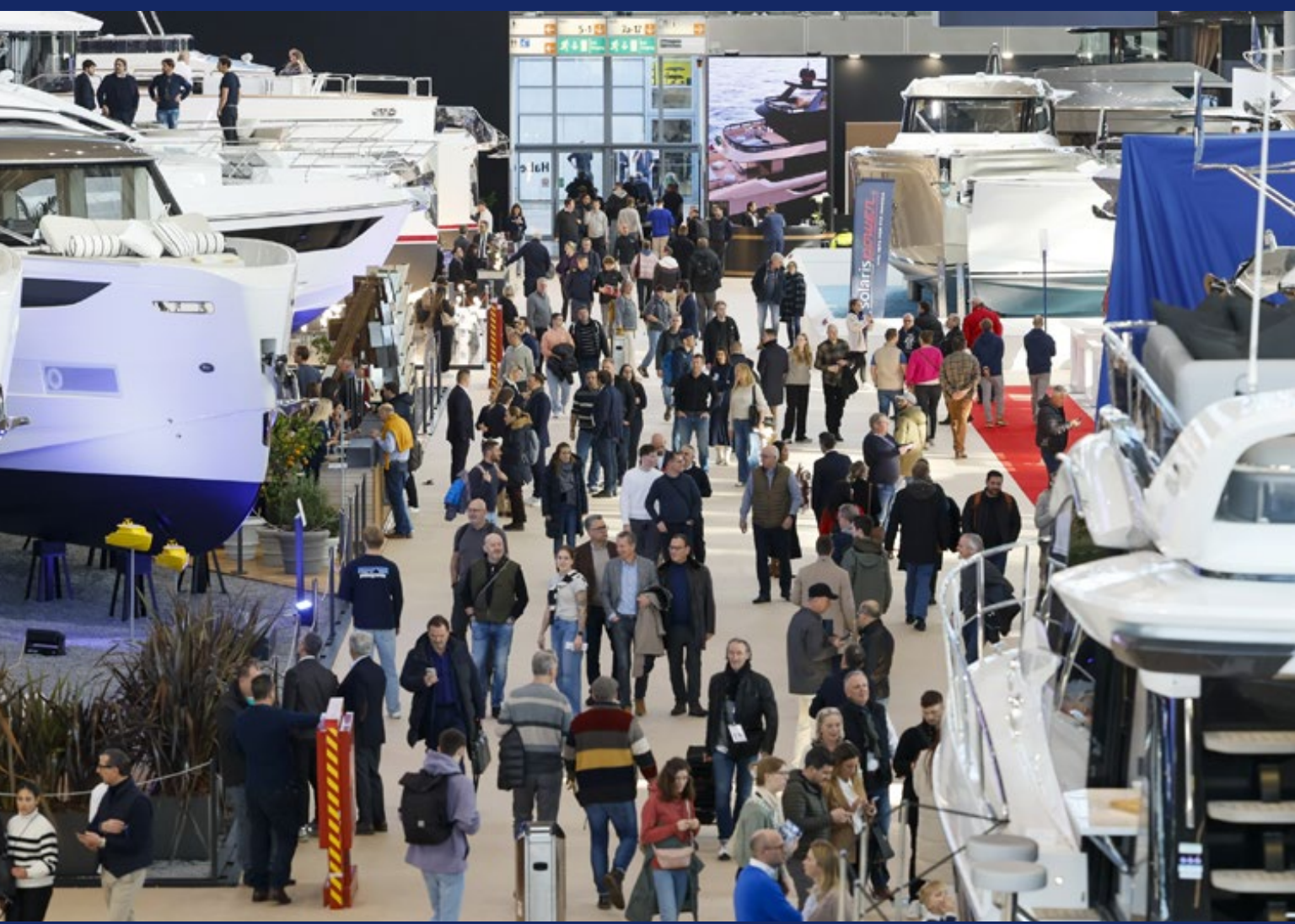
Visitors plan to buy
a sailing boat



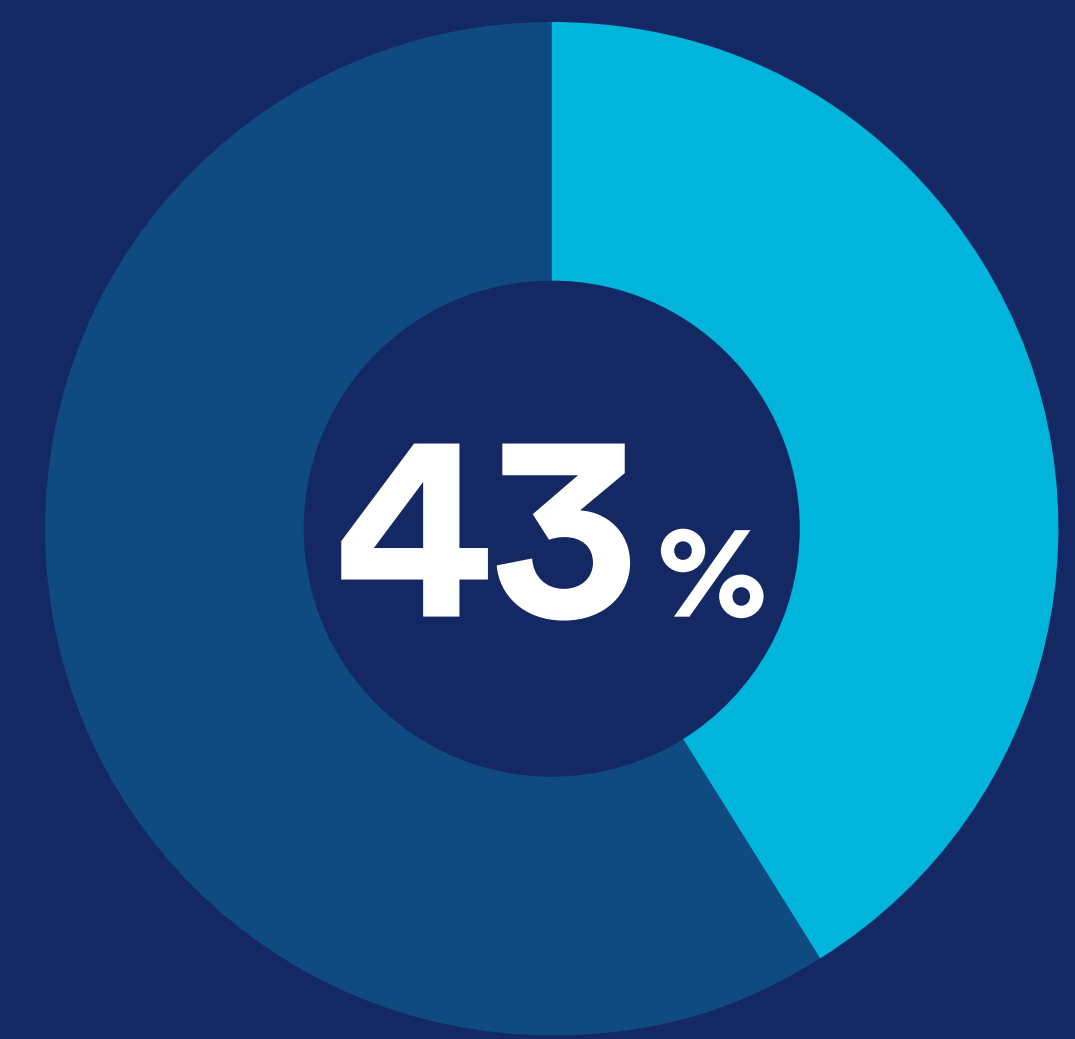
79%

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

boot is shopping



73,670
Visitors bought something
at boot 2026



of buyers
spent more
than €500

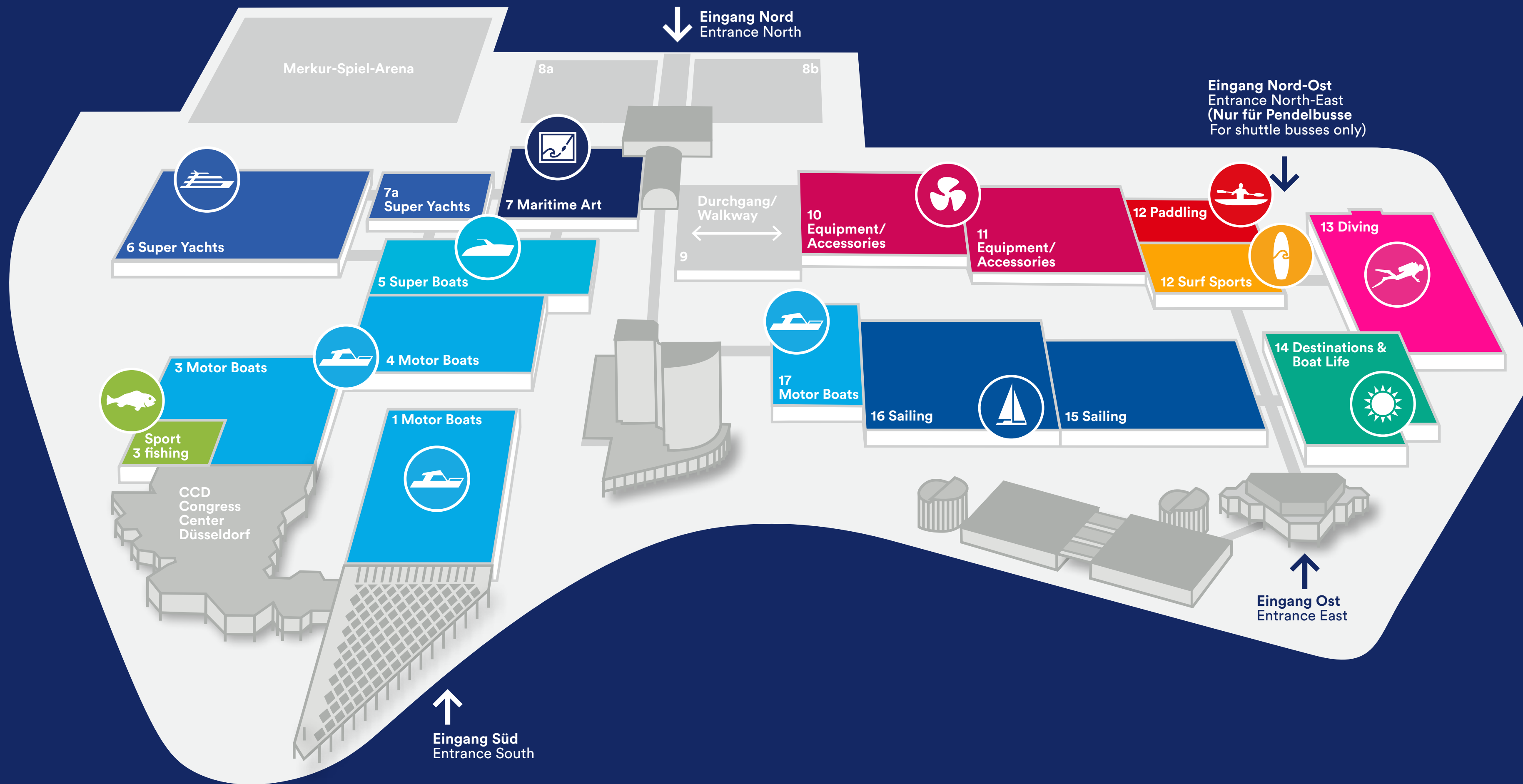


30%
of visitors are
interested in
clothing



36%
of visitors are looking
for boat accessories

boot is big



	Motorboote Motor Boats	Halle 1, 3, 4 hall 1, 3, 4
	Sportfischen Sport Fishing	Halle 3 hall 3
	Superboats, Luxury Toys Super Boats, Luxury Toys	Halle 5 hall 5
	Superyachten Super Yachts	Halle 6, 7a hall 6, 7a
	Maritime Kunst Maritime Art	Halle 7 hall 7
	Motoren, Ausrüstung & Zubehör Engines, Equipment & Accessories	Halle 10 hall 10
	Zubehör, Behörden, Vereine, Classic Forum Accessoires, Associations, Classic Forum	Halle 11 hall 11
	Paddeln Paddling	Halle hall 12
	Surfsport Surf Sports	Halle hall 12
	Tauchen Diving	Halle 13 hall 13
	Destinations & Boat Life Destinations & Boat Life	Halle 14 hall 14
	Segeln Sailing	Halle 15, 16 hall 15, 16
	Super Ribs, Ribs, Dinghies, Jetskis, Toys Super Ribs, Ribs, Dinghies, Jetskis, Toys	Halle 17 hall 17

boot is perfectly organised

Thanks to 56 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 2026.



Arne von Heimendahl
Senior Project Manager

Motor Boats ^{hall} 1, 3, 4, 5, 17
Sailing Boats 15, 16
Super Yacht Industry 6, 7a

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Image credits

A. Wiese, unless otherwise specified

J. Tap: Page 2 (Portrait of Petros Michelidakis)

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