

## 50 Years of boot Düsseldorf: Festive Mood in the Home Harbour

**For the first time: Over 2,000 exhibitors are on board**

**Trending: Luxury tenders and chase boats**

**Düsseldorf is the number 1 destination for watersports**

There are still almost 4 months to go until the boot anniversary kicks off in Düsseldorf, but there is already a powerful wind blowing: people from all directions will be attracted to Düsseldorf on the Rhine in January. Around 2,000 exhibitors will be on board from 19 to 27 January for the 50th edition of boot. A gigantic experience world will be set up across 16 halls, in an exhibition space measuring 220,000 square metres, focusing on the theme "Experience 360° Watersports". Whether you love sailing, driving motor boats, diving, surfing, stand-up paddling or simply relaxing by the water, many ideas on leisure time in, on or around the water will be exhibited boot 2019.

### Watersports show and industry event

"boot Düsseldorf is the only trade fair in the world that truly represents the diversity of the industry and scene. With manufacturers from over 70 countries throughout the world expected to attend, we are unique in exhibiting such a wide range of product diversity. 1,500 sailing and motor boats have found their trade fair home at boot", explains boot Director Petros Michelidakis. The visitors of the biggest watersports trade fair in the world are equally diverse: they will follow the trade fair's call to attend from over 102 different countries. Michelidakis: "This means that boot is not simply a show for regional visitors, rather, it is a recognized international industry event, characterized by its B2B platform. This is how decision makers from large charter companies, for example, use the trade fair: to gain a comprehensive overview of the market, to make direct contact with manufacturers and to make comparisons." This is on the rise as charters are becoming more and more popular among boot visitors and exhibitors and are a real trend in the industry.

### The trend for luxury: Tender and chase boats

When asked about the trends for the upcoming boot, the first word on the Düsseldorf boot crew's lips is "luxury tender", or chase boats, which don't take up space in the garage of the super yacht but rather follow in the wake



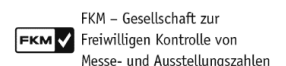
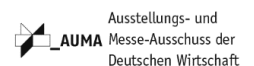
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of the super yacht. They are also used to take trips with friends, such as fishing trips or to find remote hidden beaches. The top providers in this category are Sacs, Wally or Skipper, just to name a few which will be present at boot. Mass manufacturers such as Fairline, Princess, Jeanneau, Hanse and far more will also present their new products in this segment. Many yacht owners strive to meet high style and design standards, and they can fulfil their wishes by procuring a luxury tender that matches their yacht. The boot team has picked up on this passion and has placed all manufacturers of luxury boats and yachts in neighbouring halls: halls 5 (luxury tenders), 6 (luxury yachts and tenders) and 7a (Super Yacht Show). "There's hardly an inch of space available" proclaims Arne von Heimendahl, the Project Manager.

"Fractional ownership", an interesting topic that exhibitors first have shown on boot 2018, will continue to take hold in 2019. Fractional ownership means that a yacht is owned by more than one party. You can acquire 1/9, 1/6 or 1/3 of a large yacht and thus sail the oceans for 6 to 18 weeks.

### **Demand for large sailing yachts and multihull boats**

The same applies for the sailing halls, located in halls 15,16 and 17. Almost all of the big shipyards are on board, with boats in all sizes and classes. "The biggest sailing yacht at boot 2018 was the Oyster 745 and we expect that we'll see a few more yachts from Oyster and Nautor's Swan yards on this scale at our anniversary", says Petros Michelidakis. Furthermore, multihull boats, namely catamarans and trimarans, will also be in high demand in 2019. They are also ideal for beginners as the width of these boats makes them more stable.

There are also spectacular newcomers in the sailing sector: The top organizers of the Clipper Race will present their exciting regatta at boot 2019, which takes sailors hungry for adventure across the oceans for 11 months. Here, not only the professionals are allowed to take the wheel: anyone who is a passionate hobby sailor can take part. ([www.clipperroundtheworld.com](http://www.clipperroundtheworld.com))

### **Market leaders appear on the Dive Center - boot celebrates the 100th birthday of the diving film pioneer Hans Hass**

Sailing boats and motor yachts remain the core of boot, but in boot 2019 reflects the entire watersports industry. Hall 3, with the Dive Center which



was designed for boot 2018 as a pacific diving base, is the Mecca of the diving world. You can find greatest summer diving climate here throughout the nine days of the trade fair, despite the fact that it is held in Central Europe in winter. Leading manufacturers such as Aqualung, Suunto, Cressi, Garmin and Mares will present their latest products, sometimes under authentic underwater conditions, in the diving tower and diving pool. International diving sports associations are available to provide advice and help for everyone, from beginners to experienced divers. 23 January is also dedicated to one of the most important personalities of diving sports and underwater research: On this day, the Wednesday of boot 2019, it would have been Hans Hass' 100th birthday and the trade fair is dedicating this day to the famous film pioneer. It is organized in cooperation with the Verband Deutscher Sporttaucher (Association of German Skin Divers), the Hans Hass Institute and the Düsseldorf Aquazoo Löbbecke Museum.

### **boot presents current trend sports**

Even at the mature age of 50, boot is still fresh and more cutting-edge than ever. "Our objective is to follow the market closely and transpose the current trends into the trade fair, or even to create new trends ourselves", states Michelidakis, commenting on the situation. For example, spectacular tow-in windsurfing was exhibited on the 60-metre flatwater pool at boot for the first time in 2018. The gigantic standing wave, THE WAVE, is also a trendsetter. Athletes can surf on its 1.50 m high, 9 m wide wave. The highly demanded places on the wave can be booked in the same manner as last year, on the WAVE website from December on. With its top ranked challenges including international top surfers, THE WAVE is a real audience magnet. 110,000 people watched the action on THE WAVE in 2018.

### **All on board for marine protection**

A special feature of boot Düsseldorf is that it not only provides an important economic impetus for the industry but that it has also been active in supporting projects for protecting our oceans for many years. It has also produced its own features from these, such as the "ocean tribute" Award and the "love your ocean" campaign, which have strong media resonance and thus draw awareness to this highly charged, essentially important topic. The British sailor and marine activist Emily Penn has come on board for boot Düsseldorf, a famous and successful representative. The "love your



ocean” stand at the trade fair has also been presenting methods and ideas for marine protection, advising on the quality of water and inviting children to participate and become researchers themselves since 2017. The “ocean tribute” Award was created in 2017 and was awarded for the first time at boot 2018. Projects and initiatives from around the world that are dedicated to marine protection should apply to win the “ocean tribute” Award 2019 on the website now: <https://oceantributeaward.boot.de/>. Our fellow campaigners for this initiative are Prince Albert II of Monaco Foundation and the German Ocean Foundation, along with the diving scooter manufacturer Seabob which is our sponsor. Interviews with other prominent environmental and ocean protection activists are currently underway. The firm partnership behind the creation of the “ocean tribute” Award from boot Düsseldorf, between the German Ocean Foundation and the Prince Albert II of Monaco Foundation, is based on a longstanding cooperation between the two. Marine and water protection has been a pressing concern at boot for many years.

### **Book online tickets from September on**

boot fans should start planning their trip to Düsseldorf soon. The ticket shop for the trade fair is open for all those who wish to buy tickets online and for attractive travel packages for Düsseldorf from September on. All online tickets are also valid for travel via the VRR (Rhein-Ruhr Transport Association) public transport network. ([www.boot.de](http://www.boot.de))

### **The boot.club has already obtained 110,000 members**

If you are longing for getting back to boot once it is over, simply become a member of the boot.club. 110,000 people are already members and regularly receive up-to-date information on the trade fair and special member bonuses. Besides reduced ticket prices, club members benefit from amazing offers throughout the whole year. With discounts for screenings held by the Ocean Film Tour, houseboat charters or stylish diving outfits, the membership in the boot.club is a great benefit and enrichment for passionate fans of watersports.

### **boot goes city**

In 2019, boot will show its colours in its hometown for the first time, and will demonstrate that it is not a stranger but the focus of attention: we’re proud to be Düsseldorf through and through. The evening before the trade fair will



open, there will be a special boot performance on the ice skating rink on Königsallee (operated by the Oscar Bruch company): the rink will be illuminated in the characteristic blue of boot. The shops on Düsseldorf's famous shopping mile will also celebrate the 50th anniversary of boot by putting up special decorations.



#### **boot in figures:**

1,923 exhibitors from 68 countries came on board in 2018 boot is spread over 220,000 square metres over 16 trade fair halls 247,000 visitors came to Düsseldorf from 102 countries Over 2,000 journalists reported live from boot, the biggest watersports trade fair in the world. 110,000 people experienced the surf sensation THE WAVE and 1,500 surfers dared to ride it themselves, experiencing the standing wave at its full 1.50 m height and 9 m breadth.

#### **About boot Düsseldorf:**

The boot Düsseldorf trade fair is the largest boat and watersports fair in the world and it is the hotspot where the entire industry meets in January every year. The exhibitors will show their amazing innovations, attractive advanced developments and maritime equipment from 19 to 27 January 2019. That means that the entire market will be here in Düsseldorf and invites visitors to join on an exciting journey through the whole world of watersports in 16 exhibition halls spread across 220,000 square metres for nine days of the trade fair. There's something for every watersports fan and athlete at boot; the offers run the full range: boats and yachts, motors and motor technology, equipment and accessories, services, canoes/kayaks/rowing, waterskiing, wakeboarding, wakeskating, skimboarding, jet skis, diving, surfing, windsurfing, kite surfing, SUP, fishing, maritime art, marinas, watersports centers, beach resorts and charter trips. The trade fair will be open daily from 10.00 a.m. to 6.00 p.m. Tickets will be available to order online at [www.boot.de](http://www.boot.de) from September on; they can be printed out easily at home and also be used for free travel to and from the venue with the VRR (Rhein-Ruhr Transport Association).



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