

# FACTS & FIGURES BOOT 2024



## EXHIBITORS TOTAL 1,459

|                            |           |
|----------------------------|-----------|
| Exhibitors Germany         | 552       |
| Exhibitors other countries | 907       |
| <b>Number of countries</b> | <b>67</b> |

## NET SPACE TOTAL (SQM) 100,366

|                           |        |
|---------------------------|--------|
| Net space Germany         | 28,092 |
| Net space other countries | 72,273 |

## VISITORS TOTAL 214,023

*(Basis visitor data: visitor survey)*

|                                    |             |
|------------------------------------|-------------|
| <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>   |

## TOP 10 VISITOR COUNTRIES

*(Basis: all foreign countries)*

|                                  |      |
|----------------------------------|------|
| Netherlands                      | 21 % |
| Belgium                          | 14 % |
| Switzerland                      | 10 % |
| Austria                          | 5 %  |
| Great Britain / Northern Ireland | 5 %  |
| Sweden                           | 4 %  |
| Ireland                          | 4 %  |
| France                           | 3 %  |
| Denmark                          | 3 %  |
| Italy                            | 3 %  |

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

## VISITOR STRUCTURE

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

### 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 % |
|-----|------|

### NEW PROVIDERS / PRODUCTS WERE FOUND

*(Basis: Private visitors)*

|     |      |
|-----|------|
| Yes | 71 % |
|-----|------|

### 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)*

|                       |      |
|-----------------------|------|
| yes (net)             | 50 % |
| Sailing boats         | 22 % |
| Motor boats           | 22 % |
| Water sport equipment | 14 % |

### INTENTION TO BUY BOAT / WATER SPORTS EQUIPMENT

*(Basis: Private visitors)*

|                       |      |
|-----------------------|------|
| yes (net)             | 31 % |
| Sailing boats         | 15 % |
| Motor boats           | 11 % |
| Water sport equipment | 7 %  |

### OVERALL ASSESSMENT

|           |      |
|-----------|------|
| Satisfied | 94 % |
|-----------|------|

### RECOMMENDATION

|     |      |
|-----|------|
| Yes | 95 % |
|-----|------|