



Exhibitors total	1.414
Exhibitors Germany	522
Exhibitors other countries	892
Number of countries	67

Net space total (sqm)	94.867
Net space Germany	25.394
Net space other countries	69.473

Visitor structure:

Based on the results of 2.407 interviews with visitors during boot 2025 conducted by means of the Computer-Interview-System

Basis visitor data: visitor survey

Visitors total	198.339
From Europe	98%
- Germany	78%
- Other Europe	20%
From Non-European countries	2%
- Asia	1%
- America	1%
- Africa	0%
- Australia/Oceania	0%
Number of countries	67

(Basis: all foreign countries)

TOP 10 visitor countries	
Netherlands	16%
Belgium	16%
Switzerland	10%
Great Britain/Northern Ireland	6%
Austria	5%
Sweden	4%
France	4%
Italy	3%
Ireland	3%
Portugal	3%

International Boat Show

Dusseldorf • Germany

18. - 26. January 2025

www.boot.com

1.407 accredited journalists from 42 countries and 240 content creator from 22 countries.

(U-GES-GE-NM/March 2025)

Visitor structure features

Private visitors	82%
Trade visitors	18%

Frequency of visits

First-time visitor	27%
Frequent visitor	30%

Gender

(Basis: Private visitors)

Woman	32%
Man	64%
Divers	4%

Age

(Basis: Private visitors)

Up to 20 years	5%
21 - 30 years	14%
31 - 40 years	12%
41 - 50 years	17%
51 - 60 years	28%
61 - 70 years	20%
More than 70 years	4%

Is your company a...?

(Basis: Trade visitors)

Manufacturer	17%
Club/association	12%
Retailer	9%
Agency	5%
Wholesaler	5%
Importer/exporter	2%
other service provider	21%
other	29%

Interest in product ranges

(Several answers possible)

Equipment and accessories	42%
Sailing boats	41%
Motor boats	37%
Diving	27%
Clothing	27%
Travelling/ Holiday destinations	21%
Large-sized yachts	20%
Nature Conservation/ Ocean Protection	13%
Outboard motors	12%
Charter	12%
Paddling (canoes, kajaks, rowing, etc.)	11%
Surfing sports (wingsurfing, skim-boarding, wind-/ kitesurfing etc.)	11%
Super boats	11%
Watersport Toys (Towables, Tubes, Flying Boards, etc.)	7%
RIB's	6%
Fishing boats and equipment	6%
Water sport schools	6%
Service (consultation, training insurance/ financing, etc.)	5%
other	7%

New suppliers were found

(Basis: Trade visitors)

Yes	52%
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New providers/ products were found

(Basis: Private visitors)

Yes	69%
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Reason for visit

(Basis: Private visitors)

(Several answers possible)

(sporty) interest in water sports	44%
Experience boats live	39%
Purchasing (boats, accessories, clothing)	39%
See the innovations of the manufactures at a glance	32%
Trial/ testing	25%
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)	47%
Sailing boats	21%
Motor boats	20%
Water sport equipment	13%

Intention to buy boat/water sports equipment

(Basis: Private visitors)

Yes, (net)	28%
Motor boats	14%
Sailing boats	11%
Water sport equipment	6%

Overall assessment

Satisfied	94%
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Recommendation

Yes	94%
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