



## TRADE FAIR AND VISITOR DATA FOR BOOT DÜSSELDORF 2017.

<b>Exhibitors total</b>	<b>1,822</b>
<b>Exhibitors by origin</b>	
Germany	817
Other countries	1,005
Number of countries	68

<b>Accredited journalists</b>	<b>2,185</b>
Number of countries	45

<b>Net space total (sq m)</b>	<b>99,548</b>
<b>Net space by origin</b>	
Germany	39,809
Other countries	59,739

<b>Origin of the visitors</b>	
Germany	81%
Other countries	19%

<b>Visitors total</b>	<b>241,130</b>
<b>Visitors by origin</b>	
Germany	195,315
Other countries	45,815
Number of countries	90

### Visitor structure

Based on the results of 2,065 interviews with visitors during boot 2017 conducted by means of the Computer-Interview-System

<b>Visitor structure features</b>	
Private visitors	84%
Trade visitors	16%

<b>Other countries</b>	
Europe	92%
Asia	4%
America	1%
Africa	1%
Australia/Oceania	2%

<b>Countries of origin (TOP 10)*</b>	
The Netherlands	18%
Belgium	11%
Switzerland	11%
Autriche	8%
United Kingdom/Northern Ireland	3%
Italy	3%
Sweden	3%
France	3%
Norway	2%
Luxembourg	2%

<b>Frequency of visits</b>	
First-time visitor	23%
Frequent visitor	38%

<b>Age</b>	
<i>(Basis: private visitors)</i>	
Up to 20 years	5%
21 – 30 years	10%
31 – 40 years	12%
41 – 50 years	25%
51 – 60 years	32%
61 – 70 years	12%
More than 70 years	4%

<b>Interest in product ranges</b>	
Sailing boats	42%
Motor boats	31%
Diving	29%
Water sports clothing	25%
Other equipment and accessories for boats/yachts	18%
Navigation/communication/instruments/electronics	16%
Safety equipment	16%
Chartering boats	15%
Boat furnishing/-interior	14%
Water sports tourism/hotel	13%
Super-/motor yacht with cabin	13%
(wind-/kite-)Surfing/parasailing	13%
Boat design	11%
Motors/outboard motors/motor technology	11%
Canoes/kayaks/rowing boats (accessories and services)	9%
Marinas	9%
Power boats	8%
Water ski, wake-/knee-/skimboard	8%
Fishing	7%
Cruises	7%
Water sports schools	7%
Water sports stations	6%
Mobiles (jet skis, inflatable boats)	6%
Boat trailers	6%
Services	6%
Organisations/authorities/clubs	6%
Maritime art/handicrafts	4%
Other	8%

<b>Overall assessment</b>	
Satisfied	97%

<b>Business sector</b>	
<i>(Basis: trade visitors)</i>	
Boat industry/dockyard	15%
Other industry	6%
Trade	8%
Tourist sector	8%
Charter agency	4%
Renting of boats	3%
Boat designer	3%
Fleetoperator	2%
(Interior) architect, boat fitter	1%
Renting of watersports equipments	1%
Other services	12%
Skilled trades	6%
Public authorities	4%
Association/Club/Organisation	4%
University/college/technical college	3%
Other	20%

<b>Reasons for visit</b>	
<i>(Several answers possible)</i>	
Innovations/trends	41%
Preparation of purchase decision	25%
Purchase/Order	16%
Contact to existing suppliers and business partners	11%
Search for new suppliers and business partners	6%

<b>New suppliers were found</b>	
<i>(Basis: trade visitors)</i>	
Yes	50%

<b>Recommendation of boot</b>	
Yes	94%

\*Base: other countries.