



TRADE FAIR AND VISITOR DATA FOR BOOT DÜSSELDORF 2016.

Exhibitors total	1,834
Exhibitors by origin	
Germany	862
Other countries	972
Number of countries	65

Accredited journalists	2,305
Number of countries	48

Net space total (sq m)	94,195
Net space by origin	
Germany	40,194
Other countries	54,001

Visitors total	244,691
Visitors by origin	
Germany	199,668
Other countries	45,023
Number of countries	92

Visitor structure

Based on the results of 2,065 interviews with visitors during boot 2015 conducted by means of the Computer-Interview-System

Origin of the visitors	
Germany	82%
Other countries	18%

Germany	
West Germany	61%
Southwest Germany	14%
South Germany	12%
North Germany	9%
East Germany	4%

Other countries	
Europe	93%
- EU	76%
- Other european countries	17%
Asia	3%
- Middle East	2%
- South/East/Central Asia	1%
North America	2%
Africa	1%
Australia/Oceania	1%

Countries of origin (TOP 10)*	
The Netherlands	22%
Belgium	12%
Switzerland	12%
Austria	7%
France	6%
Luxembourg	4%
Sweden	4%
United Kingdom	3%
Spain	3%
Norway	2%

Frequency of visits	
First-time visitor	23%
Frequent visitor	36%

Visitor structure features	
Private visitors	84%
Trade visitors	16%

Age	
<i>(Basis: private visitors)</i>	
Up to 20 years	6%
21 – 30 years	12%
31 – 40 years	12%
41 – 50 years	24%
51 – 60 years	29%
61 – 70 years	13%
More than 70 years	4%

Business sector	
<i>(Basis: trade visitors)</i>	
Boat industry/dockyard	15%
Other industry	9%
Specialist trade	8%
Other trade	4%
Tourist sector	7%
Renting of boats/ watersports equipments	3%
Press/media/ publishing companies	3%
Other services	12%
Skilled trades	6%
Public authorities	5%
Association/Club/Organisation	4%
University/college/technical college	2%
Other	11%
Student	5%
Pupil	1%
(retired) pensioner	4%
Not employed	1%

Interest in product ranges (TOP 10)	
<i>(Several answers possible)</i>	
Sailing	44%
Motor boats	29%
Diving	26%
Equipment and accessories for boats/yachts	21%
Clothing for water sports	23%
Water tourism and charter trips	18%
Surfing/windsurfing/kitesurfing/ parasailing	13%
Super yachts	13%
Canoes/kayaks/rowing (accessories and services)	8%
Cruise	8%

Reasons for visit	
<i>(Several answers possible)</i>	
Innovations/trends	38%
Preparation of purchase decision	24%
Purchase/Order	13%
Contact to existing suppliers and business partners	11%
Search for new suppliers and business partners	8%

New suppliers were found	
<i>(Basis: Visitors looking for new suppliers/business partners)</i>	
Yes	71%

Overall assessment	
Satisfied	97%

Recommendation of boot	
Yes	96%

*Base: other countries.