

## Fair Profile

Based on the results of  
2,662 interviews conducted by means of  
the Computer-Interview-System  
Subject to change  
UI-MF/October 2011

## boot Düsseldorf

International Boat Show  
22.-30.01.2011  
www.boot.de



### Total number of exhibitors 1,581

#### Origin of the exhibitors

Germany	888
Other countries	693
Number of countries	61
Space (net, qm)	87,530
Germany	46,147
Other countries	41,383

### Accredited journalists 2,441

#### Number of countries 36

### Total number of visitors 252,441

#### Origin of the visitors

Germany	84%
Other countries	16%

#### Germany

West Germany	67%
Southwest Germany	12%
South Germany	9%
North Germany	8%
East Germany	4%

#### Other countries

Europe	91%
- EU	75%
- other european countries	16%
Outside Europe	9%

#### Countries of origin (Top 5)\*

Netherlands	32%
Belgium	10%
Switzerland	7%
Austria	6%
Luxembourg	6%

\*Basis: other countries

### Frequency of visits

boot 2010	47%
boot 2009	50%
First-time visit in 2011	21%

### Visitor structure

Private visitors	84%
Trade visitors	16%

### Length of stay

Average length of stay (in days)	1.4
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### Age

(Base: private visitors)

Up to 20 years	6%
21 - 30 years	10%
31 - 40 years	14%
41 - 50 years	31%
51 - 60 years	23%
61 - 70 years	12%
More than 70 years	4%

### Do you own a ...?

(Several answers possible)

Motor boat/motor yacht	18%
Diving equipment	18%
Sailing yacht/ motor sailing boat	14%
Inflatable boat	13%
Sailing jolly/sailing boat	12%
Fishing rod	12%
Windsurfing/Kite equipment	12%
Canoe (kayak)	7%
Rowing boat	3%
Mega yacht	2%
Multi-hull boat	2%
Other	7%

### Visitors' interests

(Several answers possible)

Sailing	47%
Motor boats	36%
Accessories (techn. Accessories/ boat construction material etc.)	35%
Clothing for water sports	32%
Water tourism/holidays	29%
Diving	27%
Super yachts	19%
Trend sports (windsurfing, kite-surfing, surfing, water-skiing & wake-boarding)	17%
Mobile items (jet-skis, inflatable dinghies, small motor boats, boat trailers)	12%
Power boats	10%
Paddling	9%
Angling	9%
Rowing	3%
Other	11%

### Overall assessment

Satisfied	96%
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### Recommendation

(Base: private visitors)

Yes	97%
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