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Press

boot Düsseldorf 2011 bolsters upswing in the yacht and watersports industry

Substantial increase in visitors / World's biggest yacht and watersports show gives major boost to business / Successful encouragement of younger generation

A huge festival of international yachting and watersports has just been celebrated in Düsseldorf. The 250,500 visitors from over 60 countries, 10,300 more than in the previous year, were an assurance of satisfied exhibitors and an upbeat mood in the exhibition halls at boot Düsseldorf 2011, which ended on Sunday, 30 January. For nine whole days in 17 exhibition halls, 1,571 exhibitors from 61 countries premiered boats and exhibited new watersports gear, boat equipment and accessories at the world's biggest yacht and watersports show.

"Our expectations have been far exceeded. The economic upturn discernible in the run-up to the show has truly gathered pace. With lively ordering and purchasing in certain areas, the large number of high-calibre, interested visitors has given the industry good reason to view the coming watersports season with optimism. The programme for encouraging youngsters under the motto of "360° watersports live" at boot 2011 has had the desired effect. The numerous opportunities for trying out watersports on site went down particularly well with young people and families. We've met all our targets," says Werner Matthias Dornscheidt, CEO of Messe Düsseldorf.

Jürgen Tracht, Managing Director of the German Marine Federation (BVWW), Cologne, is also heartened by the success of the show. "boot Düsseldorf is the economic locomotive of the international yacht and watersports industry. This is where innovations are showcased and the way is paved for the markets of tomorrow. Visitors at the stands were knowledgeable and in spending mood and came from many countries of the world to find out about new products. There's no doubt that the many action programmes available in virtually all exhibition halls bring new customers and target groups to the exhibiting businesses. And this is welcomed by the industry."



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The global
Association of the
Exhibition Industry



Ausstellungs- und
Messe-Ausschuss der
Deutschen Wirtschaft

Öffentliche Verkehrsmittel:
U78, U79: Messe Ost/Stockumer Kirchstr.
Bus 722: Messe-Center Verwaltung

Hall 1 with its Beach World was the focal point for young watersports enthusiasts, particularly at the weekends. Nearly one in five boot visitors sought hands-on experience of wakeboarding, skimboarding or stand-up paddling. Over 60 per cent awarded top marks for the activities on offer.

This year, boot was again a top international event. 50,000 visitors travelled from abroad, and there was sharp rise in the proportion of visitors from overseas. One in three of the visitors came from the south, east or north of Germany.

Sailing boats set the pulse of visitors racing. One in two was interested in the many premieres presented by the industry. Motorboats were high on the agenda for 36 per cent of visitors. Roughly 37 per cent came to gather information on boat equipment and accessories. A good one in four visited the diving show. 30 per cent were in holiday mood at boot 2011 and visited the marine travel market.

According to BVWW Managing Director Jürgen Tracht, suppliers of sailing boats and sailing yachts are highly satisfied and recorded good turnover. The industry's creativity in developing new models is appreciated by customers. In this segment, there is again stronger demand even for larger yachts over 12 metres in length.

The motorboat market has gathered momentum. Interest here is mainly focused on small and medium-size craft. The sector is anticipating good post-show business.

The market for equipment and accessories for boats is buzzing. Sales are significantly up on the already high turnover of 2010. There is a trend towards high-grade marine electronics and luxury interiors.

Demand for boat trips and holidays on the water is high. Charter companies and exhibitors in the water tourism sector have reported inquiries and bookings above last year's level. Germany's licence-free inland waterways in particular are enjoying great popularity. Business in Mediterranean boating areas is picking up strongly.

Demand for large yachts is still tentative. However, the industry has noted growing interest and succeeded in attracting numerous top-flight international customers, existing and potential, to its stands. The sales achieved at the show give the industry cause to view the future with optimism.

Diving is a crowd-puller as always. Both equippers and organisers of diving trips are gratified by the good level of business.

The 14 adventure and theme worlds at boot 2011 were very well attended and given excellent ratings by visitors. Particularly the Sailing Center, Vacation Worlds, Diving Center and Fishing Center left nothing to be desired.

In their overall verdict, visitors regard boot Düsseldorf 2011 as a top event: according to the representative surveys, 96 per cent said that their expectations had been met.

boot Düsseldorf 2012 is taking place from 21 to 29 January.

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