



boot Düsseldorf 2011

42th International Boat Show

World's No. 1 International Exhibition for Boat and Water related goods & services

22-30 January 2011 (Saturday-Sunday)

Düsseldorf Exhibition Centre

www.boat-duesseldorf.com

FACT SHEET

Exhibition Details

Date:	22-30 January 2011 (Saturday-Sunday)
Venue:	Düsseldorf Exhibition Centre (Düsseldorf, Germany)
Time:	10:00 to 18:00
Organizer:	Messe Düsseldorf GmbH
Exhibition Scope:	No. 1 International Exhibition for Boat and Water related goods & services
Staging Cycle:	Annually
Participation Fees:	Space Only <ul style="list-style-type: none"> • (Space of 12-20 sqm) € 144.00/sqm. • (Space of 21-50 sqm) € 141.00/sqm. • (Space of 51-100 sqm) € 137.00/sqm. • (Space of 101-250 sqm) € 128.00/sqm. • (Space of 251-500 sqm) € 126.00/sqm. • (Space of more than 500 sqm) € 123.00/sqm. • Open Air Area € 80.00/sqm. Complete System Stand <ul style="list-style-type: none"> • (Space of 12-20 sqm) € 214.00/sqm. • (Space of 21-50 sqm) € 211.00/sqm. <p>* The regular minimum stand space is 12 sqm & 20 sqm depending on the exhibitor goods and services * These participation fees does not include sales tax (VAT 19%) & contribution fees (€ 0.60/sqm) to Confederation of German Trade Fair and Exhibition Industries (AUMA) * Co-Exhibitor Fee € 980.00 * Media fee € 250.00</p>
Registration Deadline:	30 June 2010
Website:	www.boat-duesseldorf.com

Exhibit Profile

- | | |
|---|---|
| <ul style="list-style-type: none"> • Boats and Yachts • Engines and Related Equipment • Shipping/Yachting Equipment and Accessories • Services • Canoes/Kayaks/Rowing Rafting (Accessories and Services) • Water-Skiing/Wakeboarding/Kneeboarding | <ul style="list-style-type: none"> • Jet Skiing (Accessories and Services) • Diving • Surfing/Wind Surfing/Kite Surfing/Parasailing • Fishing • Maritime Art/Handicraft • Organisations/Institutions/Clubs • Marinas/Water-Sports Facilities |
|---|---|

Boot Düsseldorf 2010 Exhibition Facts & Statistical Details

Visitors:	240,200 visitors
Square Metres:	89,723 sqm.
Exhibitors:	1,577 exhibitors from 55 countries

Join the show NOW to be part of the world's No. 1 International Exhibition for Boat and Water related goods & services

Local Representative in Thailand Contact Details For This Event

BLI (Thailand) Co., Ltd.
 Tel 02 204 2594-5 Fax 02 204 2596
 Attn: Amit Roachthavilit (Mr.) Email: amit@bliithailand.com



Fax Reply@ 02 204 2596 Attn: Amit Roachthavilit (Please fill the information in English)

I would like to
 Boot Düsseldorf 2011

Exhibit

Exhibit with government support

Visit

Company Name _____ Product: _____

Name: _____ Position: _____

Address: _____

Tel: _____ Fax: _____

Email: _____ Website: _____

Fair Profile

Based on the results
2.505 interviews conducted by means of
the Computer Interview System
provisional data, subject to change
U1-MF/ January 2010

boot

International Boat Show
23.-31.01.2010



Total number of exhibitors	1.577
Origin of the exhibitors	
Germany	900
Other countries	677
Number of countries	55

Space (net, qm)	89.723
Germany	48.500
Other Countries	41.223

Accredited journalists	2.390
Number of countries	42

Total number of visitors	240.200
Origin of the visitors	
Germany	81 %
Other countries	19 %

Germany	
West Germany	69 %
Southwest Germany	11 %
South Germany	10 %
North Germany	6 %
East Germany	4 %

Other countries	
Europe	95 %
- EU	84 %
- other European countries	11 %
Outside Europe	5 %

Countries of origin (Top 6)	
(Base: other countries)	
Netherlands	33 %
Belgium	15 %
Austria	7 %
Switzerland	7 %
France	4 %
Italy	4 %

Frequency of visits	
boot 2008	50 %
boot 2009	46 %
First-time visit in 2010	21 %

Visitor structure	
Private visitors	83 %
Trade visitors	17 %

Length of stay	
Average length of stay (in days)	1,4

Age	
(Base: private visitors)	
Up to 20 years	4 %
21 - 30 years	10 %
31 - 40 years	17 %
41 - 50 years	32 %
51 - 60 years	23 %
61 - 70 years	11 %
More than 70 years	3 %

Do you own a ...?	
Motor boat / motor yacht	20 %
Sailing yacht / motor sailing boat	16 %
Diving equipment	16 %
Inflatable boat	12 %
Sailing jolly / sailing boat	12 %
Fishing rod	11 %
Windsurfer / kite-surfer etc.	9 %
Canoe (kayak)	8 %
Rowing boat	3 %
Mega yacht	1 %
Multi-hull boat	1 %
other	5 %

Visitors' interests	
(Several answers possible)	
Sailing	49 %
Accessories (techn. Accessories/ boat construction material etc.)	37 %
Motor boats	35 %
Clothing for water sports	31 %
Water tourism / holidays	31 %
Diving	24 %
Super yachts	18 %
Trend sports (windsurfing, kite-surfing, surfing, water-skiing & wake-boarding)	16 %
Mobile items (jet-skis, inflatable dinghies, small motor boats, boat trailers)	12 %
Power boats	11 %
Angling	9 %
Paddling	8 %
Rowing	3 %
Other	12 %

Overall assessment	
Satisfied	95 %
Unsatisfied	5 %

Recommendation	
(Base: private visitors)	
yes	95 %

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