



boot Düsseldorf 2012

43th International Boat Show

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

21-29 January 2012 (Saturday-Sunday)

Düsseldorf Exhibition Centre

www.boat-duesseldorf.com

FACT SHEET

Exhibition Details

Date: 21-29 January 2012 (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**

- (Space of 12-20 sqm) € 147.00/sqm.
- (Space of 21-50 sqm) € 144.00/sqm.
- (Space of 51-100 sqm) € 140.00/sqm.
- (Space of 101-250 sqm) € 131.00/sqm.
- (Space of 251-500 sqm) € 129.00/sqm.
- (Space of more than 500 sqm) € 126.00/sqm.
- Open Air Area € 85.00/sqm.

Complete System Stand € 73.00/sqm.

* The Complete System Stand Construction fees is the additional payment to the Space Only Stand Option participation fee
 * The regular minimum stand space is 12 sqm & 20 sqm depending on the exhibitor goods and services
 * These participation fees does not include contribution fees (€ 0.60/sqm) to Confederation of German Trade Fair and Exhibition Industries (AUMA)
 * Co-Exhibitor Fee € 980.00 * Media fee € 285.00

Registration Deadline: 30 June 2011
 Website: www.boat-duesseldorf.com

Exhibit Profile

- Boats and Yachts
- Engines and Related Equipment
- Shipping/Yachting Equipment and Accessories
- Services
- Canoes/Kayaks/Rowing Rafting (Accessories and Services)
- Water-Skiing/Wakeboarding/Kneeboarding
- 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 2011 Exhibition Facts & Statistical Details

Visitors: 252,441 visitors
 Square Metres (Net): 87,666 square metres (Net)
 Exhibitors: 1,582 exhibitors from 61 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@blithailand.com



Fax Reply@ 02 204 2596

Attn: Amit Roachthavilit (Please fill the information in English)

I would like to
Boot Düsseldorf 2012

Exhibit

Exhibit with government support

Visit

Company Name _____ Product: _____

Name: _____ Position: _____

Address: _____

Tel: _____ Fax: _____

Email: _____ Website: _____



Trade fair and visitor data for boot Düsseldorf 2011. Including the evaluation of 2,662 visitor interviews.

Total number of exhibitors	1,582
Origin of the exhibitors	
Germany	897
Other countries	685
Number of countries	61

Space (net, m ²)	87,666
Germany	46,545
Other countries	41,121

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)	
(Base: other countries)	
Netherlands	32 %
Belgium	10 %
Switzerland	7 %
Austria	6 %
Luxembourg	6 %

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

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 %
Windsurfer/Kite equipment	12 %
Canoe (kayak)	7 %
Rowing boat	3 %
Mega yacht	2 %
Multihull boat	2 %
Other	7 %

Visitors' interests	
(several answers possible)	
Sailing	47 %
Motor boats	36 %
Accessories (technical accessoires/boat construction material etc.)	35 %
Clothing for water sports	32 %
Water tourism/holidays	29 %
Diving	27 %
Super yachts	19 %
Trend sports (windsurfing, kitesurfing, surfing, waterskiing & wakeboarding)	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 %
Unsatisfied	4 %

Recommendation	
(Base: private visitors)	
Yes	97 %