



Welcome to boot Düsseldorf 2023!



# Metrics of boot Düsseldorf



ca. 2,000

Exhibitors from 74 countries

2,155

Accredited journalists from 47 countries



250,000 +

Visitors from 136 countries

82,500\*

International visitors

\* Based on extrapolation of the registration data





# Metrics of boot Düsseldorf

1 billion +

Reach between may 2019  
february 2020

100,000 +

Social media followers

160,000

Members in the boat club,  
the constantly growing  
visitor community



13

Elaborately designed  
water sports themed  
worlds





# Destination Seaside

Inform. Book.  
Experience.



**MY DREAM  
STARTS HERE  
21.-29.01.23**





# Destination Seaside



Inspire your customers with the touristic diversity of your region at boot Duesseldorf 2023.



**The future of boating is highly connected to tourism and our community is searching for various activities at seaside destinations**

- The boating-related subsectors marinas, charter, skipper and boating participants have a combined share of 4.9% (11.36 €bn) compared to the total turnover of European coastal tourism (230.6 €bn).
- 70.000 charter boats are used in European waters in 2021.
- The sector accounts for a turnover of 6.65 billion Euros and offers 21,000 workplaces in the EU.



Source: Desk Study initiated by boot Düsseldorf through EBI-European Boating Industry Association



# Great Offer

## Perfect picture.

Impressions of what a trip to a water sports destination could be like.

## Full Service.

The largest and most attractive selection of coastal destinations and their water sports activities, cultural offer, events, sports and everything that comes with the seaside.

Booking possibilities on site.

Travel connected panels and lectures presented on the Destination Seaside event stage.

## Place to be.

The themed area within all regions, charter companies, house boats, and associations all in the heart of the fairground.





# Great Opportunity

## Perfect Picture.

Show the attraction of your destination or your service in a brand orientated, professional environment-seaside feeling included

Get new lead contacts and direct business.

## Full Service.

A space in travel section's own exhibition platform.

One of 8 limited complete stand packages inkl. Set up and break down. You just bring yourself. Or book your own space with your branding in Hall 13 or 14

We support your business with an attractive stage program.

Use the B2B Lounge in hall 13 to deepen your contacts.

## Place to be.

Top position that is highly frequented. In the middle of all big players of the industry.







# Our complete stand offer

- Frameless design stand construction system (plastic cadding), Décor: Natural wood
- Walls in the uniform natural wood design
- “Maritime“ counter according to design and Bar stool
- Plastic graphic element 1x1m
- Spotlight
- Carpet

- Participation in stage program
- Use of the B2B Lounge

- 9sqm
- Package price: 3750,- € + VAT all included





# Great Choice

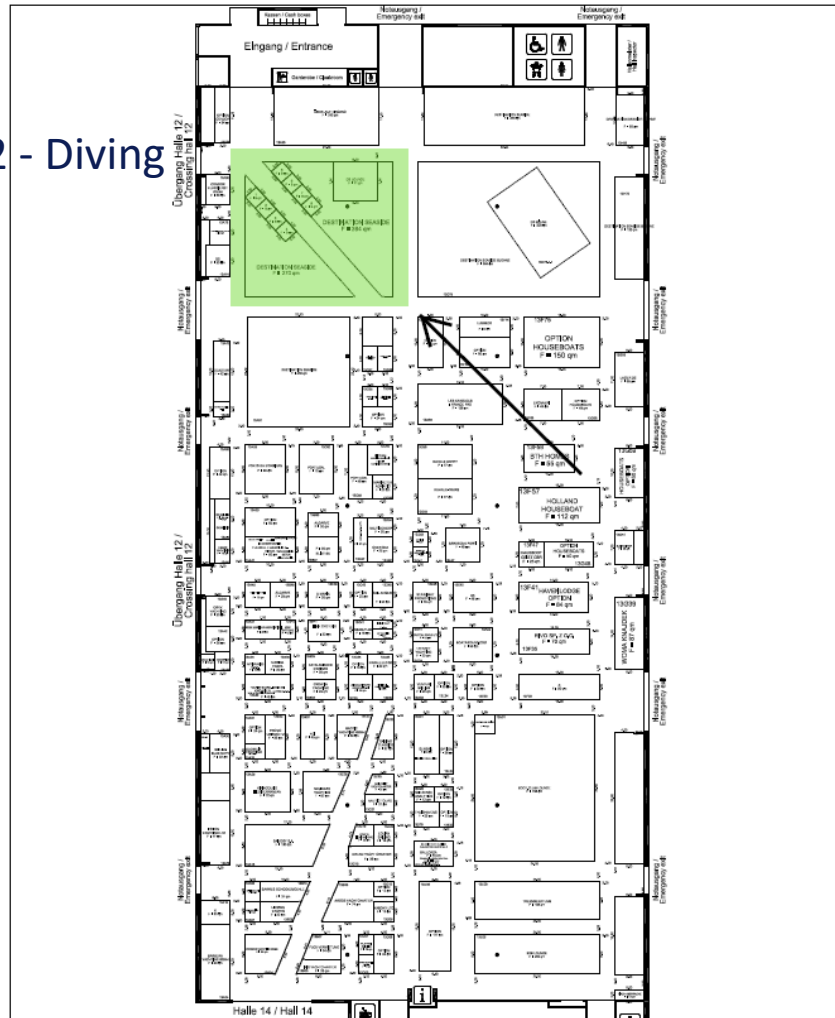
## Be part of the bigger picture.

- January is the best time to generate new bookings for the upcoming season.
- Broad target group: from houseboat charterers to national tourism associations and regions
- World's biggest show for water sports.
- 2 well booked halls over 27.000 sqm ,- many big players are already on board = hot spots like Turkey, Croatia, Greece, Spain, Portugal.
- Synergies to related topics that are close by (diving, Seaside Caravaning, marinas and waterways)
- Tourism is one of the rising sections at boot Düsseldorf.

# Position in Hall 13

Halle 13	boot 2023	21.01.23	29.01.23
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Crossing hall 12 - Diving

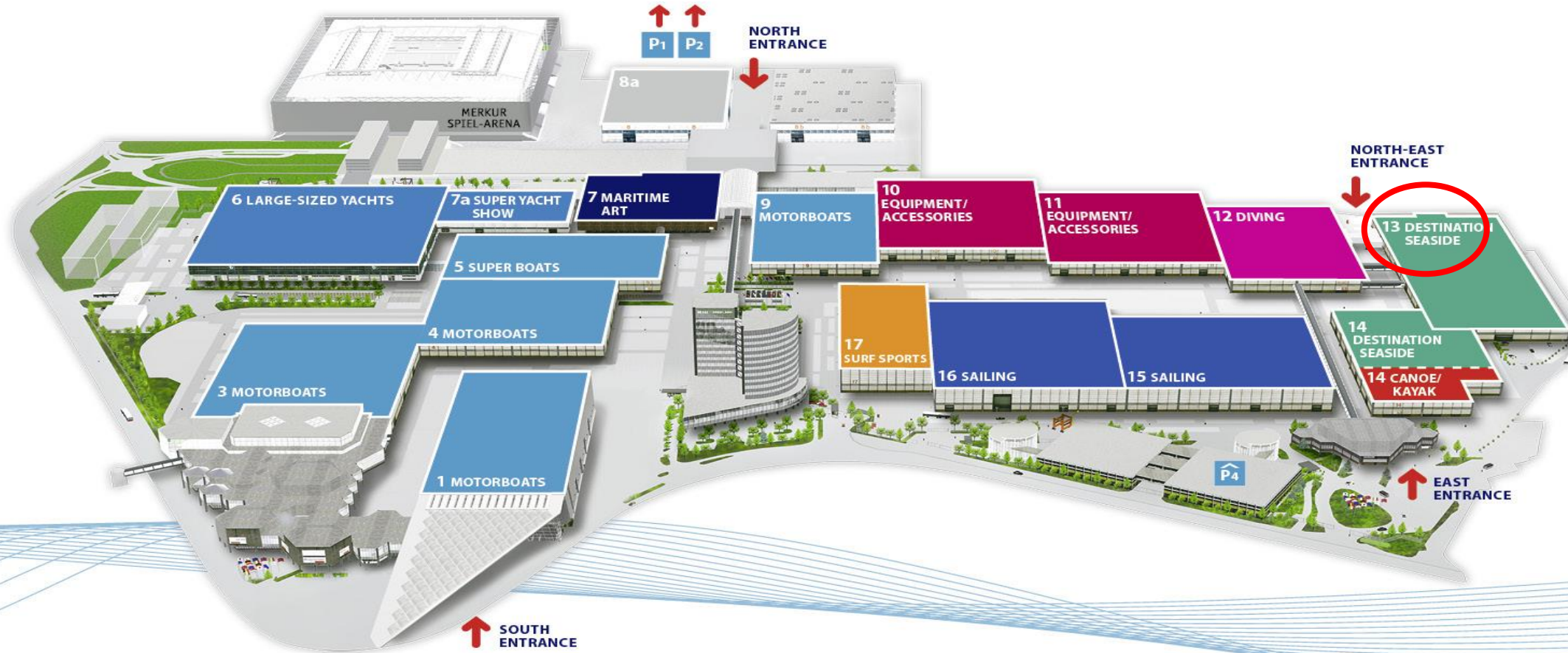


- Located at the crossing to hall 12
- Well frequented position
- In front of the Destination Seaside stage
- Next to the regions and country participations
- In the heart of the fairground
- Own entrance - North East Entrance East



# MY BUSINESS STARTS HERE

21-29 JAN 2023



**MOTORBOATS**  
Hall 1, 3, 4

**SUPER BOATS, LUXURY TOYS**  
Hall 5

**LARGE-SIZED YACHTS**  
Hall 6

**SUPER YACHT SHOW**  
Hall 7a

**MARITIME ART**  
Hall 7

**RIBS, JET-SKIS, TOYS**  
Hall 9

**ENGINES, EQUIPMENT/ACCESSORIES**  
Hall 10, 11

**DIVING**  
Hall 12

**CHARTER, MARINAS, TOURISM,  
HOUSE BOATS, SPORT FISHING**  
Hall 13, 14

**CANOE/KAYAK**  
Hall 14

**SAILING**  
Hall 15, 16

**SURF SPORTS**  
Hall 17



Messe  
Düsseldorf



# Come on board

**For more information click here or ask!**

**Join Destination Seaside here!**

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