

# Super Yacht

i n d u s t r y

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# boot Düsseldorf 2013





The passion for boating begins young. The week-long boot Düsseldorf 2013 exhibition aims to not only connect buyers with the latest products in the yachting world, but also nurture a new generation's passion for water sports. Among the families welcomed to the show is the future of Germany's superyacht industry.

The first big show of 2013 is just around the corner. The 44<sup>th</sup> international boat show in Düsseldorf welcomes around 250,000 visitors from 19 to 27 January. At boot Düsseldorf 2013, about 1,650 exhibitors from more than 50 countries will fill the exhibition halls on the Rhine with yacht premieres and all things fun on, in and under the water. From fishing rods right through to luxurious superyachts, stand space is in great demand despite the colossal 213,000 m<sup>2</sup> spread over the seventeen Düsseldorf halls. The event is a big draw for hundreds of thousands of German sailing and motor boat enthusiasts. Not only German, more than 50,000 international, notably Dutch and Belgian visitors, make their way to the show. At the last show, in January 2012, visitors clearly ranked sailing boats or yachts first among their interests – almost 50 percent of the 250,000 visitors were in this segment. One in three wanted information on powerboats. Marine equipment and accessories were on the shopping lists of 36 percent of visitors.

## Large Yacht Reawakening

German Water Sports Association (BVWW) CEO Jürgen Tracht said the 2012 show confirmed that the market for sailing boats and yachts was going well. Sales were above 2011 levels, with a preference given to completely furnished yachts in the middle-sized segment. In the motorboat segment large to middle-sized vessels were ahead of the game, with sales partially up against those made at the show in 2011. However, the demand for smaller boats was rather subdued.

In Hall 6, the market for large yachts saw a reawakening of interest here with many good discussions, international contacts and sometimes even concrete intentions to buy. The Superyacht Show in Hall 7a is still extremely well-received, boasting over 100 international participants presenting plans and scale models of yacht projects.

## Innovative Visions

For Mr Tracht, boot Düsseldorf 2012 was an economic success. "Boot Düsseldorf is and will always be the international flagship of the sector. The many new products and innovations on show in Düsseldorf attract to the trade fair halls extremely well-informed visitors from many countries throughout the world who want to buy. At present impulse buying is rare. Consequently, our suspicions already in the run-up to boot 2012 were proven right: in view of the debate surrounding Euro stability, customers are investing in reliable value and quality. And this applies to the complete product portfolio."

Stefan Wienecke, CEO at Superyacht Show exhibitor Yachtlite agrees that product innovation is critical to trigger the appetite of customers looking for something special, something innovative and something not ever seen in this form before. "It is exactly these desires of always something new, of visions far beyond the ordinary, which are nutrients for us to implement new projects," Mr Wienecke says. "Joining forces with the customer, whether designers, shipyards or owners, is one of our strengths. Ever more complex solutions are in demand and everyone works together in the same direction. Thus, even the greatest challenges are mastered together."

## Industry Impetus

Rating the results of boot Düsseldorf 2012 Werner Matthias Dornscheidt, CEO and President of Messe Düsseldorf, said: "We are very satisfied with how the trade fair went. We have succeeded in stabilising the number of visitors at the previous event's high level. But what is even more important for the exhibiting business: stands at the fair welcomed a high-calibre audience with an interest in spending. We are also delighted to note that boot with its programme 'A 360° Water Sports Experience' in sixteen themed

## Facts & Figures

Organiser	Messe Düsseldorf GmbH, in cooperation with the German Water Sports Association (BVWW)
Venue	Düsseldorf Exhibition Centre, Germany
Dates	19 to 27 January
Opening hours	Daily from 10:00 to 18:00
Tickets	At counter or online



and experience worlds has once again proven a meeting point for families and young visitors taking an interest in water sports. I am confident that our

“In view of the debate surrounding Euro stability, customers are investing in reliable value and quality.”

numerous exciting water sports ranges in exhibition halls make an important contribution to promoting young talents and will provide the sector with strong impetus in the long run.”

## Way of Life

At boot Düsseldorf 2013 the ‘Experience 360° Water Sports Experience’ gets a new face, or, more precisely, nine faces. Women and men who compete in their sport with passion and skill are the focus of the new campaign. There are no models or sports superstars paid to endorse the show, but instead real avid sailors, surfers, divers and power boaters. “We target the campaign to emotions,” explained Goetz-Ulf Jungmichel, Director of boot Düsseldorf. “The joy of water sports is a way of life. That’s exactly what we wanted to convey. And who could do that

more credibly than real water sportsmen and women.” The organisers at boot Düsseldorf 2013 are working hard on opportunities for visitors to get involved and learn about new opportunities. Discovering the passion for the water, the young woman struck by the clean lines and beautiful interiors of today’s yachting masterpieces might just be the owner of the next generation’s superyacht.

**i.** [www.boot.de](http://www.boot.de)



German sailor Michael Walther is one of the avid enthusiasts selected to represent the 360° Water Sports Experience at boot Düsseldorf 2013.

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