

The celebrations can begin:

boot is turning 50 and is ready to party at its home port

Almost 2,000 exhibitors are filling 16 halls on the exhibition site

**1,500 sailboats and motorboats, 16 stages,
exciting activities for visitors of all ages**

The home port is in a festive mood: boot is turning 50 and the whole of Düsseldorf is joining in the celebrations.

boot is in tremendous shape and is breaking records. The halls are full, with a wider selection than ever before of sailing and motor yachts, the latest trend sports and holiday destinations for water sports enthusiasts. boot Düsseldorf 2019 will be an event that sets new standards.

About 2,000 exhibitors from 73 countries are taking part

With about 2,000 exhibitors, 60 per cent of them from 73 countries outside Germany, including the exotic and idyllic diving locations Bonaire, Palau or, for the first time, Oman, the 50th boot is making its anniversary event a breathtaking display. The boot motto “360° watersports experience“ says it all: no end of fun and action covering 220,000 square metres of stand space in 16 different halls. Whatever visitors are interested in – sailing, motorboating, diving, surfing, paddling or simply relaxing at the waterside – they will enjoy this year an unparalleled demonstration of ideas for leisure activities in, on or by the water.

boot 2019 with 1,500 sailboats and motorboats

boot Düsseldorf is the only trade fair in the world that offers such variety in such depth. The range of products on show is unique, with manufacturers from all parts of the world. 1,500 sailboats and motorboats will be on display at boot. And it is not only the exhibitors at the trade fair who have such international backgrounds but also the visitors. Water sports fans from more than 100(!) different countries are coming to Düsseldorf over the nine days of the event. This means that boot is not merely a spectacle for visitors from the region, it is more than that: it is a prestigious international B2B event for the industry. For example, decision-makers from major chartering companies use the trade fair to obtain a comprehensive insight into the



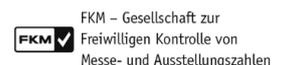
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market, to establish direct contact with manufacturers and to make comparisons between them. To an increasing extent too, because chartering is becoming more and more popular with boot visitors and is an up-and-coming holiday trend.

Trend towards luxury tenders and chase boats

The luxury segment at boot is bigger than ever before this year. Apart from large superyachts, luxury tenders or what are known as “chase boats” are getting increasingly popular. A “chase boat” is larger and more luxurious than a normal tender and is not parked in the main yacht’s garage. The facilities such a boat has can be as luxurious as the owner wants. As a result, a sumptuous ambiente can still be guaranteed even when making an excursion with friends to go fishing or to visit a secluded beach. Prominent suppliers of such boats at boot include, for example, Sacs, Wally or Skipper. Large-scale manufacturers like Fairline, Princess, Cranchi, Fjord and many others will be presenting their latest developments in this field too, however. Many owners make sure they meet their exacting style and design standards by choosing a luxury tender that is appropriate to their yacht. This explains why all the manufacturers of high-class boats and yachts are located in the neighbouring Halls 5 (luxury tenders), 6 (luxury yachts and tenders) and 7a (superyacht show).

Growing demand for shared ownership of a luxury yacht

A different option at boot will definitely be of great interest to anyone who does not want or is unable to invest in a large yacht of his own, however. “Fractional ownership” is the English term for the collective ownership of a yacht. Respected agencies provide this service, while shipyards also offer it themselves. It is possible to buy a 1/9th, 1/6th or 1/3rd share in the boats. They can then be used for ocean trips lasting between 6 and 8 weeks per year.

Relaxation on inland waterway tours

In line with the focus on boat tours, the Inland Waterways Association is presenting its services for the first time this year with 14 different countries participating. The stand they share in Hall 14 therefore provides a comprehensive insight into relaxing tours through beautiful countryside on canals and rivers. It is a type of holiday that is the ideal way to recover from hectic everyday life. A houseboat is another alternative for relaxing family



holidays. This is most definitely a good, unhurried solution for newcomers to holidays on the water.

Experts who are in a position to give valuable planning tips are also on hand to provide advice to people who are interested in a somewhat faster-paced sailing holiday, whether they are beginners or experienced blue water sailors – including our chartering seminars.

Sailing halls 15 to 17 are full

All the stand space is full in the sailing halls, which still form the heart of boot, even after 50 years. The well-known shipyards are exhibiting boats of all sizes and classes. Among the exhibitors, a trend seems to be developing towards large sailing yachts. As early as 3. January, an Oyster 675 from Southampton arrived in Düsseldorf on the biggest pontoon that has ever brought boats to the trade fair. Nautor's Swan, the supplier of large sailing yachts, is also exhibiting a magnificent example of its skills: the Swan 65 represents a world premiere at boot and is the second-largest sailboat at the trade fair after the Oyster. While the Italian shipyard Solaris is presenting the 44, an outstanding new boat that is suitable for both long-distance and competitive sailing. Following the crisis it experienced in the spring, Bavaria is also back and is exhibiting its impressive sailing yacht range in Hall 17. Multihull boats – catamarans or trimarans – will also be in great demand again in 2019. They are ideal for beginners too, because their breadth gives the boats greater stability.

Clipper Race is an exciting regatta for adventurous sailors

There are spectacular new features in the sailing field as well: the organisers of the Clipper Race are presenting their exciting regatta, which takes adventurous sailors across the world's oceans for 11 months, at boot 2019. Not only professionals but also passionate amateur sailors are welcome to participate in this race. (www.clipperroundtheworld.com)

Summer diving weather in Hall 3

Although sailboats and motor yachts are playing a prominent role at boot, due in particular to the impressive boat presentations by the exhibitors, the trade fair again reflects all aspects of the water sports industry in 2019. Hall 3 with the Dive Center, which was redesigned in the style of a Pacific diving base for boot 2018, is the attraction for the diving community. In the middle



of the Central European winter, the summer weather here will be ideal for diving throughout the nine days of the event. Such leading manufacturers as Aqualung, Suunto, Cressi, Garmin or Mares will be presenting their latest products under genuine underwater conditions in the diving tower and pool too. International recreational diving associations will be available to provide theoretical and practical advice to both beginners and experienced divers. There is a special motto for 23. January: this day is devoted to one of the biggest names in recreational diving and underwater research. It is Hans Hass' 100th birthday on the Wednesday of boot 2019 and the trade fair is celebrating the famous diving film pioneer in liaison with the German Association of Recreational Divers, the Hans Hass Institute and the Düsseldorf Aquazoo Löbbecke Museum. This gripping review includes spectacular dives and breathtaking excerpts from classic Hass films like the unforgettable "Unternehmen Xarifa" starring Hass' wife Lotte.

Recreational surfing and trend sports are booming

Even though it is 50 years old, boot is younger and livelier than ever. Its mission is to remain extremely close to the market, to mirror current trends at the event and/or to create such trends itself. Recreational surfing and trend sports are booming. Hall 8a is fully booked! For the first time after a lengthy absence, numerous well-known manufacturers have been attracted back by the success of "THE WAVE" and the 65-metre flatwater pool. Spectacular tow-in windsurfing with incredible jumps will be on show, while professional surfers will be riding "THE WAVE" – the huge standing wave. Surfing a wave 1.50 metre high and 9 metres wide in a hall in Central Europe in January simply cannot be beaten. With its tough challenges involving top international surfers, "THE WAVE" is a real crowd puller: 110,000 people watched the surfing action here in 2018.

Canoeing tour in the "World of Paddling"

Those who prefer things a little quieter or would like to get the family interested in canoeing should definitely plan to visit the "World of Paddling" in Hall 13 at boot. In addition to an initial canoeing tour, useful tips for this inexpensive, active and family-friendly sport can be obtained from experts here too.



boot 2019 presents popular and exotic holiday destinations

Alongside boat and water sports displays, boot is developing to an increasing extent into a travel trade fair, with the focus – naturally – on activities by, on and in the water. Up-to-the-minute travel trends, tips for exotic diving destinations or sailing tours complete the 360° experience offered by boot perfectly. boot stirs longings for water, sports and the ocean – in Hall 3 with its diving destinations, in Hall 8a where the best surfing destinations highlight their hotspots or in the TravelWorld in Hall 13 where travel destinations with attractive water sports programmes are exhibiting.

Prince Albert II of Monaco is presenting the “ocean tribute” Award

boot is more than all this, however! It is not just a significant economic forum for the international market; it always keeps a close eye on ocean and water protection issues too. It has supported ocean protection projects for many years now. This has in the meantime led to activities of its own, like the “ocean tribute” Award or the “love your ocean” campaign, which generate broad media coverage and draw people’s attention to this highly controversial and existential issue. boot Düsseldorf has a successful and high-profile ambassador in the British sailor and ocean activist Emily Penn. Since 2017, the “love your ocean” stand in Hall 14 at the trade fair has also been presenting ocean protection activities and ideas, providing advice about water quality or inviting research-minded children to get involved.

The “ocean tribute” Award was launched in 2017 and was presented for the first time at boot 2018. The participants in this project are the Prince Albert II Foundation of Monaco, the German Ocean Foundation and, as a sponsor, the underwater scooter manufacturer Seabob. The specific partnership between boot Düsseldorf and the German Ocean Foundation and the Prince Albert II Foundation in launching the “ocean tribute” Award is based on lengthy co-operation with both these organisations. Because ocean and water protection has been a central concern of boot for many years. Prince Albert II of Monaco, a long-standing boot supporter, will be coming to Düsseldorf in person on 21. January to present the prizes this year at “blue motion night” in Hall 6.



Admission ticket with added value!

Anyone who is keen to experience everything boot has to offer should now book his ticket directly online. Because this has additional advantages: it entitles ticket holders to use the Rhine-Ruhr public transport system (VRR) free of charge and is also € 6.00(!) cheaper than tickets bought on arrival at the exhibition site (www.boot.de).

120,000 people are members of boot.club

Whoever would like to stay in contact with boot throughout the year can do this via Facebook or, even better, can simply become a member of boot.club. 120,000 people have already joined and receive regular updates with information about the trade fair and special offers for members. Apart from reduced prices for admission tickets, club members can participate in fun activities during the year. From discounted prices for screenings of the Ocean Film Tour to houseboat charters or stylish diving outfits, boot.club membership has plenty of attractive benefits for passionate water sports enthusiasts.

boot – activities off-site in the city of Düsseldorf too

In 2019, there will be boot-related activities in Düsseldorf itself too – to emphasise that it takes place not on the margins but in the centre of the city as an integrated feature of life there. On the day before the trade fair opens, there will – for example – be a special boot event on the ice skating rink operated by the Oscar Bruch company on Königsallee, where the skating rink will be coloured entirely in boot blue. While the shops in the famous Düsseldorf shopping district will also be decorated specially to mark the 50th anniversary of the trade fair appropriately.

About boot Düsseldorf:

boot Düsseldorf is the biggest boat and water sports trade fair in the world and is the place where all of the industry meets in January every year. The exhibitors are presenting their interesting innovations, attractive new developments and maritime equipment from 19. to 27. January 2019. This means that the whole of the market will be coming to Düsseldorf to provide an exciting insight into the entire water sports world for the nine-day exhibition covering 220,000 square metres in 16 different halls. There is something for every water sports enthusiast, with the main



focus on boats and yachts, motors and engine technology, equipment and accessories, services, canoes / kayaks / rowing, water skiing, wakeboarding, wakeskating, skimboarding, jetskiing, diving, surfing, windsurfing, kitesurfing, SUP, fishing, maritime art, marinas, water sports facilities, beach resorts and chartering. The trade fair is open from 10:00 to 18:00 every day. Admission tickets can be ordered online at www.boot.de and printed out conveniently at home. As an additional feature, they entitle ticket holders to use the Rhine-Ruhr public transport system free of charge.

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