

boot Düsseldorf 2016:
Full halls, satisfied faces, fun and action

boot Düsseldorf is in top form this year: full halls, exhibitors with cheerful faces, plenty of fun and no end of different activities to enjoy.

Halfway through the world's biggest water sport trade fair in exhibition halls, Messe Düsseldorf and the corporate exhibitors report that they are very satisfied with the way boot Düsseldorf 2016 has gone so far.

“The companies operating in the international water sport industry consider boot to be the highlight of the year and find exactly the right customers here in Düsseldorf”, says Jürgen Tracht, Director of the German Association of the Water Sport Industry, and boot Director Goetz Ulf Jungmichel adds: “The atmosphere in the halls is great – the exhibitors are reporting numerous trade fair visitors who are keen to buy. The blue motion night yesterday evening demonstrated impressively the high quality of our clientele.”

All in all, 127.300 visitors came to boot Düsseldorf 2016 by Wednesday. The trade fair continues to be open to all water sport enthusiasts, who are welcome to look around, shop, join in and inform themselves, until Sunday. Many of the visitors are trying diving out for the first time, 17-year-old Toni, for example, who is delighted: “Diving was simply awesome, it is so much fun.” Visitors of all ages are fascinated by the water sports on show at boot Düsseldorf. Jungmichel: “boot is an experience for one and all.” Children are attracted by the World of Pirates, while teenagers and everyone else who is young at heart are keen to try wake- and skimboarding, kitesurfing, canoeing, diving or sailing. An extensive programme of presentations and discussion forums about such subjects as cruises, starting to drive motor boats without a licence, classic sailing boats and catamarans round off the range of activities available at boot Düsseldorf 2016. 1,800 exhibitors are presenting the same number of boats and yachts, including numerous worldwide premieres, and are therefore reflecting the entire world market.



23.-31.1.2016
www.boot.de



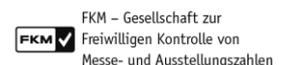
Messe Düsseldorf GmbH
Postfach 10 10 06
40001 Düsseldorf
Messeplatz
40474 Düsseldorf
Germany

Telefon +49 (0) 2 11/45 60-01
Telefax +49 (0) 2 11/45 60-6 68
Internet www.messe-duesseldorf.de
E-Mail info@messe-duesseldorf.de

Geschäftsführung:
Werner M. Dornscheidt (Vorsitzender)
Hans Werner Reinhard
Joachim Schäfer
Bernhard Stempfle
Vorsitzender des Aufsichtsrates:
Thomas Geisel

Amtsgericht Düsseldorf HRB 63
USt-IdNr. DE 119 360 948
St.Nr. 105/5830/0663

Mitgliedschaften der
Messe Düsseldorf:



Öffentliche Verkehrsmittel:
U78, U79: Messe Ost/Stockumer Kirchstr.
Bus 722: Messe-Center Verwaltung

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. About 1,800 exhibitors, 860 of them from more than 60 countries apart from Germany, will be presenting their interesting innovations, attractive developments and maritime equipment here again on 220,000 square metres of stand space from 23. to 31. January 2016. This means that the whole of the global market will be coming to Düsseldorf, to provide an exciting insight into the entire water sports world for the nine-day exhibition in 17 different halls. The trade fair is open from 10:00 to 18:00 every day. Admission tickets can be ordered online at www.boot.de for a price of € 16 and printed out conveniently at home from mid-November onwards. As an additional feature, they entitle ticket holders to use the Rhine-Ruhr public transport system free of charge up to price level D / South Region.

27. January 2016

boot Düsseldorf 2016 Press Department

Tania Vellen/Manuela Preinbergs/Cathrin Imkampe
Tel.: +49 211/4560-518/542/589
vellent@messe-duesseldorf.de
preinbergsm@messe-duesseldorf.de
imkampec@messe-duesseldorf.de



23.-31.1.2016
www.boot.de

