Brief Analysis BOOT&FUN Berlin 2024



Visitor survey

Origin

98% of visitors are from Germany.

All 16 federal states are represented.



First time visitors

(excl. "no entries") 46% visited the event for the first time.

Household net income

(excl. "no entries")

Around **one third** of respondents reveal a household net income of **more than 6.000** €.



32% Over 3.000 up to 6.000 €

35%

Over 6.000 €

33%
Duration of visit
(excl. "no entries")
3 out of 4
visitors spend
mens then 2 hours at the quest

more than 3 hours at the event.

Every 3rd visitor even more than 5 hours.

Overall satisfaction and outlook



Conducted by GMM Gelszus Messe-Marktforschung

Synergies from collaborative events

(Basis: Visitors of the respective event)

50% of BOOT&FUN BERLIN visitors originally came because of one of the other events, mostly because of ANGELWELT BERLIN or AUTO CAMPING CARAVAN.

Visitor structure of:



Interest in offers of BOOT&FUN target group

(Basis: Based on the answers of visitors for whom the BOOT&FUN Berlin is the primary reason for their visit; multiple answers)

Motorboats & -yachts		55%
Fun-Sport		52%
Camping & Caravan	36%	0270
Equipment	35%	
Sailing	33%	
Second hand boats	32%	
E-Boats	30%	
Houseboats	30%	
Transporter	1%	
Tourism 20		
Classica & Refit		
Fishing 11%	/0	

Purchase behavior of BOOT&FUN target group

(Basis: Based on the answers of visitors for whom the BOOT&FUN Berlin is the primary reason for their visit; excl. "no entries")

Every 2nd	visitor bought something or expressed the intention to buy something at the event.
Every 5th	buyer spent more than 500 €.
2 out of 3	visitors plan to buy something at a later point in time based on information received at BOOT&FUN BERLIN.

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