

Presseinformation

Press release

Communiqué de presse

Informazione stampa



**Internationale
Wassersport-Ausstellung
23.09. – 01.10. 2023
Messe Friedrichshafen**

International
Water Sports Exhibition
Sept 23 – Oct 01, 2023
Messe Friedrichshafen

10.05.2023

5 Days Interboot in 2024

Exhibitor survey on duration of the Interboot – Majority in favor of shorter duration – 2024 edition to take place from September 25 to 29

Interboot to be relaunched as a five-day event

Friedrichshafen – Committing fewer personnel, saving resources, and reducing the exhibition costs overall were what motivated a large majority of the exhibitors we surveyed to favor shortening the duration of the Interboot from nine to five days. “The coronavirus pandemic has breathed new life into the water sports segment. Our recent survey has brought new clarity to a discussion we’ve had again and again and that has touched on a lot of different aspects. A clear majority of our exhibitors – both past and present – voted in favor of reducing the duration of the event. In consequence, starting in 2024, Interboot will be altering course and shortening its journey from nine to five days,” said Klaus Wellmann, CEO of Messe Friedrichshafen, in summary of the results. The exhibitors surveyed included representatives from every motorboat and sailboat segment, including the accessories and recreational equipment industries.

The discussion is not new. In fact, the debate over shortening the duration of the international water sports exhibition at Lake Constance has been going on for many years. “Personnel is in short supply and hard to find. It imposes a heavy organizational and resource burden to commit employees for nine days and over two weekends,” explained project manager Felix Klarmann, who commissioned the recent survey. In the wake of the coronavirus pandemic, many companies find the challenge too great, with the results of



Abteilung Kommunikation
Frank Gauß
Telefon: +49 7541 708-307
Telefax: +49 7541 708-331
E-Mail: presse@messe-fn.de

Messe Friedrichshafen GmbH
Postfach 2080 | 88010 Friedrichshafen
Neue Messe 1 | 88046 Friedrichshafen
GERMANY
www.messe-friedrichshafen.de

Sitz der Gesellschaft: Friedrichshafen
Amtsgericht Ulm HRB 631179
Aufsichtsratsvorsitzender:
Oberbürgermeister Andreas Brand
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this year's survey showing a clear preference for shortening the duration of the event.

In the past surveys, the majority has always voted to maintain the nine days, which is why this step was never taken before. The clear result of the latest survey, however, confirmed what the Interboot project management surmised: that it's time to steer the exhibition into new waters. A clear majority of our exhibitors – both past and present – voted in favor of reducing the duration of the event to five days. "For us, the results of the survey paint a clear picture," summarized Felix Klarmann.

Starting in 2024, the Interboot will take place in a five-day period according to the wishes of the large majority of survey participants. The date has already been set, too: Next year's edition will take place from September 25 to 29, 2024. "Of course, we'll offer the same diverse and high-quality program – it will just be more compact," the project manager emphasized. The InterDive, an international diving exhibition for divers, snorkelers and travel enthusiasts, will be held in parallel with the international water sports exhibition, taking place from September 26 to 29, 2024, at the fairgrounds in Friedrichshafen, Germany.

This year, however, the Interboot will be nine days long (from September 23 to October 1, 2023). "The timing of the transition comes down to matters like running contracts and agreements as well as the advance planning and scheduling needs of our service providers and exhibitors," said Felix Klarmann. The early announcement of the dates for 2024 is intended to provide sufficient notice for companies. "We're already seeing indications that shortening the event to five days may bring exhibitors who have wanted the shortened duration for a long time back on board, meaning we'll actually have even more to offer water sports fans."

Additional information

The next Interboot will take place from Saturday, September 23, to Sunday, October 1, 2023. Find out more online at www.interboot.de, www.facebook.de/interboot, www.instagram.com/interboot.friedrichshafen and #interboot.



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