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Final Report

Exhibitors more than satisfied – Comprehensive safety and hygiene concept well received

## On the safe side: The Special Edition of the Interboot was a complete success

Friedrichshafen – A trade fair was finally held again: As the first event in Friedrichshafen and as the first major trade fair to take place in Baden-Württemberg following the lockdown in the spring, the 59th Interboot was well received by exhibitors and visitors alike. “For our company and for our exhibitors, it was an extraordinary experience to hold a trade fair in the coronavirus era. We are pleased that this courage was rewarded by everyone,” says Messe Friedrichshafen CEO Klaus Wellmann. Some 29,300 visitors allowed themselves to be inspired and motivated to make purchases from around 200 exhibitors at the international water sports exhibition from Saturday, September 19 to Sunday, September 27.

While making allowances for extensive safety and hygiene measures, Interboot presented boats and yachts, accessories, fun sports, and clothing in six exhibition halls. “The mood among the exhibitors was very good. They recorded excellent sales on the first weekend, and this trend continued throughout the rest of the week. The visitors were also pleasantly surprised by the event, which was different than usual due to the coronavirus situation,” reports Project Manager Dirk Kreidenweiss. “But it once again offered the industry a meeting place and a safe shopping experience.”

In addition to the product show, the supporting program was also well

received: Presentations in the Sailing & Travel Competence Center and on the IBN Action Area, as well as the Charter & Cruise Consulting Service, attracted a great deal of attention. The trailer training on the West open-air grounds was fully booked, where boat trailer maneuvering could be practiced under expert guidance. Ocean Film Tour Vol. 7 was also well received on Thursday evening.

### **Voices of the exhibitors**

Hans Roelants, General Manager EMEA, Sea Ray Boats, sums up: “The Interboot was a huge success for us. We never had any doubts about the fair, and we are glad we came. It was organized extremely well, and the visitors were very disciplined. We exceeded our sales expectations and sold a great deal more than last year.” Exhibitors such as Simon and Eva Zanon, owners of Zanon Nautic GbR, were also very appreciative in their assessment: “For us as a start-up, participating in the fair for the first time was a risk that we consciously decided to take. We are now pleasantly surprised and enjoying the opportunity to share our message with a high-quality audience. There were many visitors seriously looking for a boat, and thanks to the many appointments we arranged for test sailing trips, we are eagerly anticipating our post-fair follow-up business. We definitely do not regret taking this step to participate in Interboot as an exhibitor!” Ralf Madert, owner of Surfer’s Paradise, is also looking back on the event with a smile: “We are extremely pleased with how this year’s Interboot went. Fewer visitors came, as we expected, but they were quite knowledgeable and affluent. We were also glad to welcome many customers from the neighboring countries of Austria and Switzerland.”

The 60th Interboot, to be held from September 18 to 26, 2021, promises adventures in water sports for all. Further information is available on the Internet at [www.interboot.de](http://www.interboot.de), [www.facebook.de/interboot](https://www.facebook.de/interboot), [www.instagram.com/interboot.friedrichshafen](https://www.instagram.com/interboot.friedrichshafen), and #interboot.