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Final Report INTERBOOT 2017

86,400 Visitors at the international water sports expo – Boat exhibitors record good sales – Many test rides on Lake Constance

## Splashy and sunny: The Interboot sails into its home port in a positive mood

Friedrichshafen – Boats, boards and Lake Constance – For nine days, the 56th edition of the Interboot presented water sports in all their variations. 86,400 visitors (2016: 90,500) let themselves be inspired by the innovations and trends in the water sports industry that were presented by 461 exhibitors from 21 countries. “The Interboot has once again proved that it is one of the most important trade shows for water sports in Europe and that a boat-loving audience with strong purchasing power comes to Friedrichshafen, informs itself, and above all also makes purchases,” explained Messe Friedrichshafen CEO Klaus Wellmann. Participating and trying things out was on the agenda in on the Trade Fair Lake and at the Interboot Harbour. The standing wave in Hall B1, where about 500 novices and experts were able to prove their steadiness on a surfboard, was also a big attraction.

From stand up paddling boards to family cruisers, from canoes to day sailers, more than 500 boats of all shapes and sizes as well as accessories and trending sports equipment were the focus of attention in the exhibition halls during the international water sports expo. “The sun shined for the Interboot, and did so in several ways: The mood among exhibitors was good, the visitors were interested, most of them came with the intent to buy and it was really busy again on the second weekend. In addition, as far as weather was concerned, we had optimal test conditions in the harbor and on the

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trade fair lake – we are satisfied with the 56th edition of the international water sports expo,” said project leader Dirk Kreidenweiss, summing up the results of the show. The new event *Dein Job – Dein Moment* (Your Job - Your Moment) was also well received, with more than 200 school pupils from eighth to tenth grade getting information about careers in water sports.

Exhibitors also considered the show as a success. “The Interboot went well for us, we concluded a large number of contracts and many more will come after the show. The Interboot is one of the best boat events in Germany,” reports Hans Bakker, Sales Manager Sea Ray, Brunswick Netherlands B.V. The view of Mike Broemel, Sales Manager, Bavaria Yachtbau GmbH, was similar: “The Interboot 2017 was a good and successful trade show. Although it felt like there were somewhat fewer visitors at the stand this year, they were the right ones. We sold several boats and are expecting good follow-up business. The Interboot is an important trade show for us to present new boats and to reach the Swiss market. The mood was good in Friedrichshafen.” Gerhard Schöchli, CEO, Sunbeam Yachts OG, adds: “We earn a measurable percentage of our revenues at the Interboot, so it is of course an important event for us. The facts speak for a good show again this year: We sold as much as we did last year, we had the same number of customer contacts as last year and we are looking forward to the next Interboot.”

One hundred exhibit pieces were right in the water itself at the Interboot Harbour on the shores of Lake Constance. For nine days, visitors put motor, sail and electric boats to the acid test there. As the starting point for many regattas, as well as boat excursions focusing on training and adventure, the Interboot landing stages and the harbour tent were well frequented by visitors. “Get on board, weigh anchor and have fun,” was the theme of the Start Boating campaign on the second weekend of the Interboot. 773 water sports fans – more than all of the other Start Boating events to date – set out on the lake in ten boats of various sizes, some with motors, others with sails.

The participants in the Team Up with a Pro wakeboard competition amazed spectators and the jury with their board slides, front flips, Moby Dicks and many other tricks. Coaches Nadine Härtinger, Bene Tremmel and Tobias Dammith had selected the amateur wakeboarders for their teams on Friday. On Saturday, they trained the teams, which then faced off against each other on Sunday.

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The next Interboot promises even more water sports experiences and will take place from September 22 to 30, 2018. More information is available in the Internet at [www.interboot.de](http://www.interboot.de) and [www.facebook.de/interboot](https://www.facebook.de/interboot).