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The visitors showed a lot of interest

Exhibitor feedback on Interboot 2018:

Peter Nürnberger, managing director at Europe Marine

“We invested a lot in this exhibition and presented 24 boats at Interboot, because the southern German water-sports market is very important to us and we can reach a lot of customers here. Our sales target for the trade fair had already been met by Saturday. As a result of the punitive tariffs now applied to US products, the sales situation for our German-made Viper products has correspondingly improved.”

Urs Hausammann, manager at Hausammann Caravans + Boote AG

“The visitors showed a lot of interest. This led to many productive discussions. Every year, Interboot provides a great platform for making new contacts. Although the weekdays saw a bit less traffic, those discussions were actually more in depth. We’re largely happy with how the trade fair went, especially since we’re expecting to conclude further deals after Interboot. So our expectations are being fulfilled.”

Rico Fröhlich, Boots-Center Fröhlich

“We were very pleased in terms of sales at the trade fair and also expect good follow-up business afterwards, of this we’re very confident. Interboot is very important for us, since we’re from the region and so this show is like an in-house exhibition for us.”

Horst von Hörsten, manager at Hallberg-Rassy Deutschland GmbH

“For us, Interboot went as we’d hoped and expected. Especially on the weekends, we were able to welcome many new contacts as well as existing customers at our stand. As a water-sports show for the Germany-Austria-Switzerland region, Interboot is very important to us, and we’ll be on board again next year too.”

Hartmut Holtmann, manager at KH+P yachtcharter GmbH

“As long-standing exhibitors at this trade fair, we’re pleased with this year too. Alongside orders, we also wrote down numerous concrete options, and in our experience, up to 90 percent of these will lead to a contract. Especially in the charter sector, personal contacts are very important, and so an event like Interboot is simply a great place for this. We’re always happy to visit Friedrichshafen, we enjoy it here and are very well looked after. With this great trade-fair team, you feel well understood and cared for.”

Sonja Meichle, manager at Ultramarin, Meichle + Mohr Marina and vice president of Germany’s federal association of the water-sports industry

“Interboot 2018 opened with an outstanding first weekend. It became more relaxed on the weekdays. With the boats in particular, we had some great discussions and made good contacts, and were able to take some orders too. In contrast, the accessories and apparel area was weaker.”

Andreas Muhl, manager at MUHL Watersports KG

“Our expectations were almost fulfilled, but the warm weather unfortunately meant that we didn’t get as many visitors at the stand as we’d hoped for. Nonetheless, we did get a lot of people interested in our products. Overall, Interboot was more successful for us than we thought, and every time we’re here, it feels like a second home. The trade fair’s climate is very pleasant, with a great atmosphere.”

Markus Boesch, member of the management at Boesch Motorboote AG

“The trade fair went quite respectably in our view, we established good contacts and expect good post-fair business. While trade fairs don’t have the same weight as before, Interboot is still important for us, since we’ve got

a lot of customers in the region and can maintain existing contacts here. Our presence at Interboot has been a tradition since the fair's inception. We know what we're capable of and don't hesitate to show it."

Peter Grimm, Brunnert-Grimm AG Wasserfahrzeuge

"This is the first year that our range has included Rand products from Denmark, and we presented them at Interboot as a German debut. Compared to ordinary pleasure craft, the difference lies in their sleek, puristic design, aimed particularly at a female clientele. The environmental aspect, in terms of both production and propulsion, is also very interesting. This year, many visitors came specifically for these two boats. Interboot itself is like an in-house exhibition for us, we simply feel at home here. Our existing customers enjoy coming to Interboot, and we can also make interesting new contacts every year."

Marcel Rijnbeek, general manager at Sea Ray, Brunswick Netherlands B.V

"We're happy with how things went at this year's Interboot. We have very high sales expectations every year, and in our experience, they're fulfilled here."

David Clavadetscher, manager of Switzerland's association of boat builders

"The fair organizers have once again done a good job of putting on a great Interboot for exhibitors and visitors. For me, it was especially the Swiss exhibitors in Hall A4 who achieved a beautiful performance with their stands."

Joachim Pfister, manager at Boote Pfister GmbH

"As one of the biggest suppliers in southern Germany, it's very important for us to be here in Friedrichshafen every year. Interboot is a very pleasant trade fair, and the timing is also good. We're generally pleased with how it went this year."