

Diving – the megatrend at boot 2017

2015: 670,000 divers in Germany – and the number is increasing

New at boot: Beach Resort – living at sea level

Cruise Pavilion pinpoints the cruise hotspots

6,600,000 cruise passengers a year in Europe

Diving is in, is tremendous fun and is becoming more and more popular. boot Düsseldorf can confirm these statements, because Halls 3 and 4, in which diving apparatus, suits and state-of-the-art equipment are being presented, are in great demand. Divers like to call their sport the “most beautiful hobby in the world” and the top international suppliers will be presenting their products in Düsseldorf again from 21. to 29. January 2017. The exhibitors include such major brands as Aqualung, Atomic Aquatics, Bauer, Mares, Ocean Reef and Scubapro.

670,000 people (2015 figure) dive regularly in Germany every year and this number has been increasing steadily for years. What boot has waiting for them is a wide range of information about the diving instruction provided by such leading organisations as Padi, Protec, PSS worldwide, SSI and the German Diving Association. The diving halls will therefore be a good opportunity to use the cold time of year to prepare for upcoming diving trips and to obtain information about new diving rules and regulations.

The focus at the diving destinations which are being presented at boot is on outstanding locations rather than on such prosaic topics as training and technical equipment. The travel destinations covered include both highly popular and exotic options, all of which aim to attract visitors to their gorgeous underwater worlds. Major national presentations are, for example, being made by Egypt, Curacao, Indonesia, the Maldives, the Philippines and Turkey. Portugal and Fuerteventura will be presenting their popular diving regions too, however. Anyone who prefers inland lakes to the sea will find that the joint Austrian stand has the necessary information about the excellent diving conditions in the fascinating underwater regions of the lakes in the Salzburg area or Carinthia.



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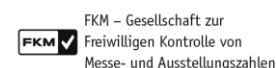
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The diving tower is the traditional presentation platform for the exhibitors. News and diving celebrities are the central features of the attractive programme of lectures and interviews.

Visitors who then feel like going diving right away can do this with full diving equipment in the pool, which is 6 metres long, 4.60 metres wide and 1.80 metres deep. Diving suits, air cylinders & regulators and fins are provided free of charge, while capable diving instructors from the leading diving and training organisations will be on hand to give tips and advice.

“Living at sea level“ is the motto of the Beach Resort at boot 2017. This new area of the trade fair will present hotels, club facilities and camping sites that are located by the water (sea or inland lakes) and have a wide range of water sports options to offer. Operators are drawing attention to all the different sports alternatives on and by the water in the water tourism hall 13.

Anyone who would like to enjoy a wonderful holiday entirely on the water is at exactly the right place in the Cruise Pavilion, however. Market leaders and the specialists will be concentrating on the cruising hotspots at the maritime travel market in Hall 14. boot Düsseldorf will as a result be right in tune with the times here, because the number of cruise passengers has been increasing steadily throughout Europe for years now and reached a new record of 6.6 million people in 2015.

About boot Düsseldorf:

boot Düsseldorf is the biggest boat and water sports trade fair in the world and is the place where all of the industry meets in January every year. About 1,800 exhibitors, 860 of them from more than 60 countries apart from Germany, will be presenting their interesting innovations, attractive developments and maritime equipment here again on more than 220,000 square metres of stand space from 21. to 29. January 2017. This means that the whole of the global market will be coming to Düsseldorf, to provide an exciting insight into the entire water sports world for the nine-day exhibition in 17 different halls. The trade fair is open from 10:00 to 18:00 every day. Admission tickets can be ordered online at www.boot.de and printed out conveniently at home from mid-November onwards. As an additional feature, they entitle ticket holders to use the Rhine-Ruhr public transport system free of charge up to price level D / South Region.

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