

AUSTRIAN BOAT SHOW - BOOT TULLN

FEBRUARY 25-28, 2027

All Water

From Lake Chiemsee, Attersee, Neusiedlersee, Wörthersee and Balaton to the Adriatic Sea - BOOT TULLN brings together the water sports world of Central and Eastern Europe.



On course for success - Your Advantages as an Exhibitor

- **Perfect timing** for the start of the water sports season
- **Affluent target audience** with clear investment interest: 56% of visitors are planning investments of more than €50,000
- **Professional full-service support**, from exhibition organisation and infrastructure to marketing assistance and in-water boat testing on the Danube
- **Maximum expertise and flexibility** in the transport, logistics and storage of exhibition boats
- **Cost-effective trade fair participation with extensive reach** and highly qualified contacts

REGISTRATION DEADLINE: DEC. 4, 2026

High-impact advertising across Austria and the CEE region:

- Nationwide TV and radio campaigns
- Large-scale outdoor advertising campaign
- Advertisements in the leading daily newspapers and specialist media across Austria and the CEE region
- Extensive PR coverage and cooperation with specialist media
- Special-interest marketing, direct mailings and newsletters
- Online marketing: Google Ads, Facebook, Instagram, LinkedIn
- Advertising value: €1.1 million (APA OTS)


Boot Tulln
AUSTRIAN BOAT SHOW

All Water



FEB. 25-28, 2027

All Boats

All Diving

All Funsport

All Yachts

All Equipment

www.messe-tulln.at

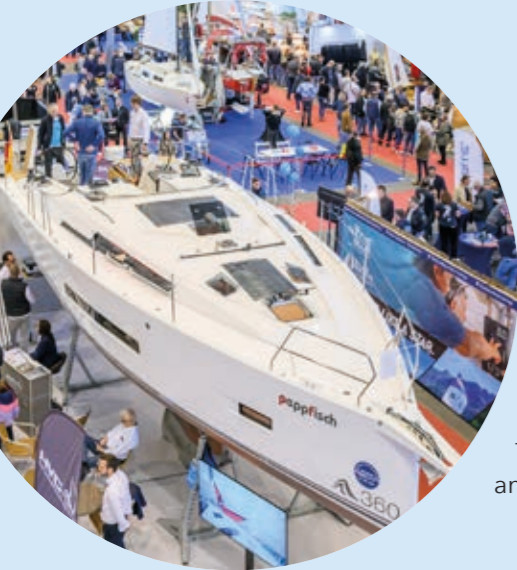
**Messe Tulln**¹

Welcome to Tulln.

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Austria's largest exhibition for boats and water sports in the CEE region

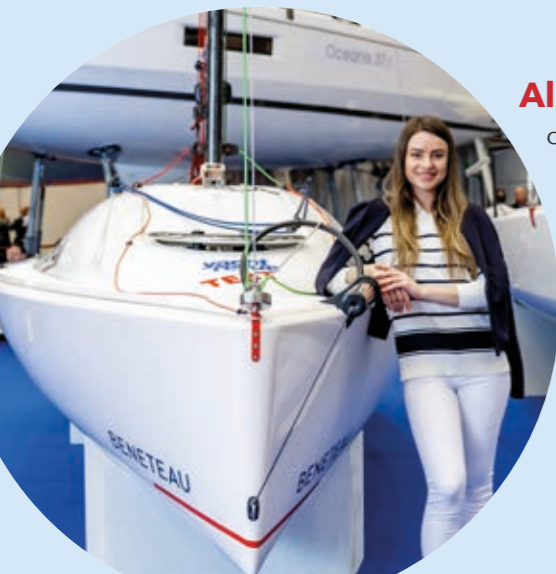


All Yachts: BOOT TULLN impresses with an affluent audience, a premium lifestyle and an exclusive atmosphere. From luxurious motor, electric and sailing yachts to first-class offers from the world of yacht and charter tourism and maritime lifestyle, the entire world of water sports is presented here at the highest level in the best location at the heart of Europe: from Lake Chiemsee, Attersee, Neusiedlersee, Wörthersee and Balaton to the Adriatic Sea.

All Boats: National and international exhibitors present motor yachts, motorboats, RIBs, inflatable boats, angling and fishing boats. For decades, BOOT TULLN has been a pioneer in electric mobility on the water and continues to set new standards for the future of water sports through sustainable and innovative propulsion technologies. Another key focus is information, training and innovation: from licence and training opportunities to the latest industry developments, the Innovation Stage in Hall 3 offers fascinating insights, expert presentations and emerging trends relating to modern boat technologies and the maritime topics of the future. A particular highlight is the in-water testing on the Danube: exhibitors have the opportunity to showcase their boats directly in the marina and offer on-water experiences and test drives.



All Sailing: BOOT TULLN is the central meeting point for the sailing community, bringing together sailing enthusiasts, clubs, class associations and industry experts in one place. In cooperation with the Austrian Sailing Federation, the show provides fresh momentum for newcomers entering the world of sailing at the start of the season. Through the initiative "My First Day on the Water", beginners receive practical information, initial guidance and direct access to the world of sailing. Class associations and sailing clubs present a wide range of opportunities for training and development. The programme is complemented by an informative stage featuring engaging talks and expert discussions on water safety, practical know-how and current topics in sailing.



"All Water" at the AUSTRIAN BOAT SHOW! Just ahead of the start of the season, BOOT TULLN is the meeting point for around 40,000 water sports enthusiasts - ideally situated on the Danube and within easy reach of Lake Chiemsee, Attersee, Neusiedlersee, Wörthersee, Balaton and the Adriatic Sea. More than 320 exhibitors present the latest trends, innovations and premieres from the world of water sports - from sailing, motor and electric yachts and boats to funsports, charter & tourism, diving and diving holidays, as well as premium nautical accessories.

All Charter & Tourism:

International water sports destinations, exclusive marinas and worldwide charter and tourism providers present outstanding opportunities for unforgettable boating and yacht holidays. From sailing and motorboat charter to bespoke experiences on the water, visitors can discover inspiration, trends and dream destinations from around the globe.



All Diving: Hall 8 at BOOT TULLN is the central meeting point for the diving community in Austria and the CEE region. The full diversity of diving is showcased - from state-of-the-art diving equipment and innovative products to diving holidays, diving safaris, international dive centres, underwater photography and the latest industry trends. Experts provide information on training and further education opportunities while offering valuable insights into the fascinating underwater world. A special attraction is the diving container directly at the show, where visitors can immerse themselves and experience diving first-hand.



All Funsports: Canoes, kayaks, rowing boats, stand-up paddleboarding, windsurfing, wakeboards, waterskiing, as well as the latest trends in foils and wings. BOOT TULLN is the central meeting point for the water sports community: more than 1,300 water sports and diving clubs, associations and federations are specifically targeted and connected. Exciting activity zones, interactive stations and a varied supporting programme create a unique exhibition experience centred around water sports.



All Equipment: From engines, modern boat fittings and premium boating equipment to fishing tackle and functional leisure and water sports clothing, BOOT TULLN presents the latest products and trends from across the industry. Visitors also benefit from expert advice and direct access to exhibitors' products and services.

