

leisure
interconnected
adapt sharing
attract people
new-comers
elderly needs
digitalization
demographics
tourism

friends
yachting
sailing

International Breakfast Meeting

Tuesday, 24 January 2017 – boot Düsseldorf

www.boot.de / www.europeanboatingindustry.eu



Getting new-comers on board

- Interconnectedness and digitalization is a megatrend in the car industry. How can the boating industry deal with this challenge?

Prof. Dr.-Ing. Jürgen Büddefeld, University Niederrhein

- What do people expect from their leisure time in Europe?

Teodora Marinska, European Travel Commission

- More and more (younger) people prefer using instead of owning. Are boat chartering and boat sharing expected to be strong future trends? How will it influence boating development in the future?

Sergio Garcia, Fanautic



Keeping elderly people on board

- The demographic change is continuing and the boating population is getting older. A brand new German study shows the present situation and the future demographic trends the boating industry have to deal with.

[Philip Witte, BVWW](#)

- As the age category 60+ is growing, the future challenge will be to adapt boats to their needs.

[Dr. Wolf-Dieter Mell, Institut für Boots-Tourismus \(IBoaT\)](#)

