

No. 8 / November 2019, Cologne
#aquanale

aquanale 2019: More visitors, even more international, even more innovative

Significant hike in visitor numbers / International interest also on the rise / Germany's largest sauna trade fair in 2019 / Innovations and new developments capture the spirit of the times

Significant increase in visitors, full aisles, good business and increased internationality: on Friday 8 November 2019, aquanale 2019 - International Trade Fair for Sauna, Pool and Ambience, closed its gates after four days and with excellent results. Together with FSB - International Trade Fair for Public Space, Sports and Leisure Facilities, with which it was once again co-located, aquanale recorded a significant increase in visitor numbers (+6 per cent), with this year's figure up to 28,000 from 128 countries. "The reorganisation of the range of themes and the associated integration of the 'public pools' segment under aquanale's brand umbrella has provided an additional boost. With aquanale's increased international character and the rise in visitor numbers, the trade fair has reached new heights and underlined its importance for the international pool and wellness sector in impressive fashion," comments Matthias Pollmann, Vice President of Koelnmesse, with satisfaction. Visitors had the opportunity to discover the innovative strength of 281 exhibiting companies from 31 countries.

Companies from the pool, sauna and wellness segments demonstrated their wide range of products and services with a vast array of innovations, which were met with great interest from the visitors. "The extraordinary potential and innovative strength of the industry is a key factor in aquanale's success. Everyone who wants to be successful in the pool and wellness sector comes to face the competition in Cologne. The visitor quality is thus also correspondingly high, because the decision makers meet at aquanale," sums up Dietmar Rogg, President of the German Federal Association for Swimming Pools and Wellness (bsw), aquanale's conceptual sponsor.

The trade fair duo of FSB and aquanale recorded a substantial growth in visitor numbers this year, with the figure rising to 28,000 (+6 per cent). The events also saw a significant increase in terms of the internationality of the trade visitors, with the proportion of visitors from outside Germany rising to 67 per cent (2017: 62 per cent). The trade fairs recorded especially significant rates of increase in trade fair guests from Belgium (+22 per cent), Italy (+19 per cent) and the UK (+16 per cent). A rise of 37 per cent was recorded from eastern Europe. Growth from outside Europe came in particular from Central and South America (+46 per cent) and Asia



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<http://www.aquanale.com/>

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(+17 per cent).

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Nearly all of the market-leading companies from Germany and abroad presented themselves at aquanale 2019. Especially noteworthy was the sharp increase in exhibitors in the sauna segment, making Cologne Germany's largest "sauna trade fair" of the year. In total, 105 companies showcased products for the sauna segment, with 13 businesses travelling from Finland alone to exhibit in this key area. The large number of visitors ensured a high level of satisfaction among the exhibitors. The suppliers were also very positive about the degree of international interest and the visitors' level of decision-making authority. This is also confirmed by the initial results of the visitor survey: 88 percent of visitors are involved in purchasing decisions. There was also praise for the event from the visitors themselves. A total of nearly three quarters of visitors were satisfied with their visit to the fair. 78 percent of respondents stated that they had succeeded in achieving their goals at aquanale in Cologne.

As at previous events, the International Swimming Pool and Wellness Forum formed the link between the private and public pool sectors and looked at the questions and topics under discussion in both. The forums and talks were very well attended on each day of the trade fair. Issues in the spotlight included commercial sustainability considerations when selecting suitable operating models for public facilities. Future industry trends also played an important role, as well as the challenges brought about by an ageing society and growing urbanisation. The content and subject matters addressed in the International Swimming Pool and Wellness Forum were organised and staged by the German Federal Association for Swimming Pools and Wellness (bsw) and IAKS (the International Association for Sports and Leisure Facilities).

The tremendous international significance of aquanale for the industry was also reflected in the fact that associations and institutions used the event as a perfect venue for presenting prestigious awards. The EUSA Award (European Union of Swimming Pool and Spa Associations), the EWA Marketing Award, the IAKS Award (sports, exercise and swimming pool) and the Golden Wave Award (Schwimmbad & Sauna magazine) were presented this year at aquanale.

aquanale 2019 in figures:

281 companies from 31 countries exhibited at aquanale 2019 across a gross exhibition space covering 24,500 m². These included 124 exhibitors from Germany and 157 exhibitors from abroad. The share of foreign exhibitors was 56 percent. Around 28,000 trade visitors from 128 countries came to the trade fair duo comprising of aquanale and FSB. International visitors accounted for 67 per cent.

The trade fair duo of aquanale, the International Trade Fair for Sauna, Pool and Ambience, and FSB, the International Trade Fair for Public Space, Sports and Leisure Facilities, turn the fairgrounds in Cologne into the most important international meeting place for the public and private pool sectors, as well as for the amenity area planning and design, sports facilities and playgrounds, sports equipment, exercise areas and recreational facilities sectors. FSB is the international platform for the amenity area, play, sports, exercise and recreational industries. aquanale

presents itself as the central and international trade fair and business platform for all themes and products revolving around private and public pools, saunas, natural pools, spas and wellness facilities.

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Koelnmesse - Global Competence in Furniture, Interiors and Design: Koelnmesse is the world's top trade fair organiser for the areas of furnishing, living and lifestyle. At the trade fair hub of Cologne, the leading international fair imm cologne as well as the trade fair formats of LivingKitchen, ORGATEC, spoga+gafa, interzum and Kind + Jugend rank among the internationally renowned and established industry meeting places. These fairs comprehensively represent the upholstered and case furniture segment, the kitchen industry, the office furniture sector and outdoor living as well as the innovations of the furniture supply industry. Over the last few years, Koelnmesse has specifically added international fairs in the most important fast-expanding markets to its portfolio. These include idd Shanghai, interzum bogotá in Bogotá, interzum guangzhou in Guangzhou and Pueri Expo in Sao Paulo. With ambista, the online portal for the interiors business, Koelnmesse offers direct access to products, contacts, expertise and events relevant to the industry all year round.

Further information is available at: www.global-competence.net/interiors/
Further information about ambista: www.ambista.com/

The next events:

imm cologne - The international interiors show (open to the public on Friday, Saturday and Sunday), Cologne 13.01. - 19.01.2020

ZOW - SUPPLIER FAIR FOR THE FURNITURE AND INTERIOR DESIGN INDUSTRY, Bad Salzflen 04.02. - 06.02.2020

interzum guangzhou - Asia's leading trade fair for woodworking machinery, furniture production and interior design, Guangzhou 28.03. - 31.03.2020

Note for editorial offices:

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