

No. 10/ jot/ November 2015, Cologne

Final report

## **aquanale 2015: more visitors, increased internationality and a good atmosphere**

**Seven percent increase in visitors: 26,600 visitors from 117 countries in Cologne / Foreign share increased to 58 percent / Strong synergy effect in the swimming pool segment with the FSB / Around 1,000 visitors at the 8th International Swimming Pond Congress**

**Full aisles, good business and increased internationality: the aquanale 2015 closed its doors with a good result after four fair days on Friday, 30 October 2015. With around 26,600 visitors from 117 countries, the aquanale, which once again took place parallel with the FSB, the international trade fair for amenity areas, sports and pool facilities, registered clear growth in the number of visitors (+7 percent). The aquanale also increased greatly in terms of the internationality of the trade visitors, achieving a foreign share of 58 percent (2013: 56 percent). The trade fair recorded especially significant rates of increase in trade fair guests from Italy (+33 percent), France (+30 percent) and Spain (+29 percent). Outside of Europe, the highest growth rates came from Asia (+19 percent) and the Middle East (+12.5 percent). The trade fair duo took place for the first time in the Northern Halls of the Cologne fair grounds, which was received equally well by exhibitors and visitors. The synergies in the swimming pool sector were thus ideally exploited and interlinked. "With the increased internationality, the new hall allocation and the increase in the number of visitors, the aquanale has once again taken a big step forward and underlined its importance for the branch", Katharina C. Hamma, Chief Operating Officer of the Koelnmesse summarised. "Together with the FSB, in Cologne it forms one of the largest international marketplaces of the swimming pool segment."**

Nearly all of the market leaders from the swimming pool, sauna and wellness segments were present in Cologne. They demonstrated their innovative power with a multitude of new products for the sauna, pool and wellness industry, which generated great interest among the visitors. "All four trade fair days were characterised by a high degree of internationality and visitor quality. This makes the aquanale, reinforced by the FSB segment of "Public swimming pool construction", the pioneering trade fair for the entire branch", according to Dietmar Rogg, President of the Bundesverband



aquanale

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Schwimmbad und Wellness (bsw). "The new hall concept has been wonderfully successful, a fact that has been confirmed both by the pure figures and conversations with branch colleagues."

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### **Intensified synergies in the swimming pool segment**

With the merging of the swimming pool sections of aquanale and FSB in halls 6 and 7, all areas of the private and public swimming pool, wellness and sauna sections were represented. "The successful bringing together of the swimming pool sectors from aquanale and FSB's 'Public pool construction' area at the last event showed that joint trade fair concepts are a guarantee for a successful future", Dieter C. Rangol, CEO of the bsw emphasised. This year too, the shared roof of the swimming pool sections of FSB and aquanale was the 6th Cologne Swimming Pool and Wellness FORUM. Together with the trade associations bsw (the German association of swimming pools & wellness) and IAKS (the International Association for Sports and Recreational Facilities), as well as other partners, Koelnmesse organised an informative and theme-oriented specialised programme over four days that is tailored to the target group of public swimming pool operators, as well as to swimming pool builders, hoteliers, planners, architects and interior designers. Over a period of four days, more than 300 participants discussed, among other things, current branch-related themes like technology, energy efficiency and wellness areas in hotels. The information events about the new European standards for privately used swimming pools also attracted a great deal of interest.

### **High level of internationality among visitors**

The large number of visitors ensured a high level of satisfaction among the exhibitors. The suppliers were extremely positive about the international response. The decision-making competence of the visitors was also praised. This is also confirmed by the initial results of the visitor survey: 87 percent of visitors are involved in purchasing decisions. The visitors also had high praise for the event. A total of nearly three quarters of visitors were satisfied with their visit to the fair. 76 percent of respondents stated that they had succeeded in achieving their goals at aquanale in Cologne. This results in a very good intention to recommend further of 86 percent.

### **Complete success: 8th International Swimming Pool Congress**

For the first time, the fair duo was also host to the International Swimming Pond Congress of the German Society for Natural Bathing Waters (DGfNB/Deutsche Gesellschaft für naturnahe Badegewässer e.V.), where around 1,200 participants from Germany and abroad discussed in Cologne. "The congress was wonderfully organised, quickly accessible for all participants and a complete success for us", Wendelin Jehle, President of the DGfNB emphasised. Under the motto "Variety on the Water", the

congress offered an informative programme on the latest trends, relevant standards, quality assurance programmes and, for example, on the state-of-the-art technologies in natural water treatment and types of construction, or delivered tips and the latest findings for the sustainable water care of public and private swimming and bathing pools. Moreover, renowned companies from all over Europe presented their services, products and innovations in the elaborately designed special area dedicated to the theme of natural pools and swimming ponds. This range of topics was tailored to both the public and the private swimming pool market and the new hall location also created the best possible synergies and short routes for visitors from both areas.

#### **More exhibitor opinions on aquanale 2015:**

##### **Agnes Wacht, Business Administration Manager areasana:**

"We are very satisfied with the outcome of aquanale. The trade fair has a high level of visitor quality. In addition to our existing customers, we were also able to win many new customers at aquanale. Especially strongly represented were countries like China, Russia, but generally also customers from throughout Europe."

##### **Bert Granderath, CEO of grando GmbH:**

"Not only the quantity but also the quality of the visitors once again increased significantly this year. We are very pleased to have exhibited at the best and most international aquanale ever."

##### **Sonja Hausberg, Sales Kusatek GmbH:**

"This year's aquanale even surpassed our in any case positive expectations. We had a great many interested parties and existing customers at our stand, both private customers and those from the public swimming pool sector, both from Germany and from abroad. The market for sauna gas ovens is currently growing. The successful outcome of aquanale is ultimately an indicator of this."

##### **Rolf Petersen, SSF Pools by Klafs:**

"We had a very positive impression of aquanale. The trade fair was well-attended and we were able to establish very good new contacts with interested private customers from throughout Germany, especially with private builders, hoteliers and architects, which was an important trade fair goal for us. Also speaking in favour of the aquanale is the high level of visitor quality. People came to us in a targeted fashion and were well-prepared. To summarise, aquanale 2015 was very successful for us."

**Armin Herger, CEO of Speck Pumpen:** "aquanale was a great fair for us and we were even able to surpass the very good result from 2013. The number of visitors was fantastic, and we met all of our target groups at aquanale, which speaks for a high level of trade visitor quality at the fair. aquanale also made clear gains in terms of internationality. A very good mood prevailed everywhere in the halls, which is also becoming generally known in the branch. The atmosphere in the large daylight halls alone improved the fair enormously."

**Uwe Rengers, Head of Marketing Communications at Riviera Pool:**

"For us, aquanale 2015 was a very good trade fair at which we met our existing customers, but were also able to establish various new contacts. Internationality has always been important to us, and we had customers from, for example, Russia, Turkey and the Benelux countries at the stand."

**aquanale 2015 in figures:**

288 (256) companies from 30 (26) countries took part in aquanale 2015 in a gross exhibition space covering 20,000 m<sup>2</sup> (38,000). These included 145 (143) exhibitors from Germany and 142 (113) exhibitors from abroad. The share of foreign exhibitors was 51 (44) percent. Around 26,600 (25,000) trade visitors from 117 (115) countries came to the trade fair duo of aquanale and FSB. The share of foreign visitors was 58 (56) percent.

\*All figures have been calculated in accordance with the guidelines of the Society for Voluntary Control of Trade Fair and Exhibition Statistics (FKM) and are subject to audit by a certified auditor ([www.ifz.com](http://www.ifz.com)).

The next aquanale takes place from 7 to 10 November 2017 in Cologne.

**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, 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 Rooms Moscow/Moscow International Furniture Show,

the China International Kitchen and Bathroom Expo (CIKB) in Shanghai, furniPRO Asia  
in Singapore and Pueri Expo in Sao Paulo.

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The next events:

imm cologne/LivingInteriors 18.-24.01.2016

CIFM / interzum guangzhou 28.03.-01.04.2016, Guangzhou, China

China International Kitchen and Bathroom Expo 2016 (CIKB) 21.-23.10.2016, Shanghai

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**Note for editorial offices:**

aquanale 2015 photos are available in our image database on the Internet at  
[www.aquanale.com](http://www.aquanale.com) in the "Press" section.

Press information is available at: [www.aquanale.com/pressinformation](http://www.aquanale.com/pressinformation)

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