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Final Report

## aquanale 2011 closes with very good results

**299 suppliers from 27 countries – Trade fair duo of aquanale and FSB with around 24,000 visitors – High level of national and international contacts – 4th Cologne Swimming Pool and Wellness Forum with very good response – Trend-setters: natural pools, energy efficiency, elegant design, much comfort and digital control systems**

On Saturday, 29th October, aquanale, International Trade Fair for Sauna, Pool, Ambience, closed in Cologne with very good results and an excellent mood. In combination with FSB, International Trade Fair for Amenity Areas, Sports and Pool Facilities, aquanale registered around 24,000 visitors. This result confirmed visitor figures on a very high level. The number of exhibiting companies increased by 10 per cent to 299 suppliers from 27 countries. 33% of companies and the same proportion of visitors came to Cologne from abroad. "The increase in exhibitors along with the very high level of acceptance both on a national as well as international level confirmed the combined-event concept of aquanale and FSB in Cologne", said Katharina C. Hamma, Chief Operating Officer, Koelnmesse, commenting on the result. aquanale was the only international trade fair for swimming pools and wellness to be held in Germany this year. Its range of products and services was complemented by the public swimming pools sector at FSB. Visitors to the combined trade fair event seized the opportunity to view the entire range presented by the total of around 350 companies from the swimming pool and sauna segments at both events.

### National and international contacts at top level

The conclusion drawn by the sector was also extremely positive. "The first day of the fair was already characterized by very good visitor quality and high internationality. The very high visitor numbers also continued on the other two days of the event", said Dieter C. Rangol, Executive Director, Federal Association of Swimming Pools and Wellness (Bundesverband Schwimmbad



aquanale  
October 26 to 29, 2011

International Trade Fair  
for Sauna, Pool, Ambience

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und Wellness - bsw). This was also confirmed by Axel Diedenhofen, Executive, Director, Federal Association for Sauna Construction, Infra-red and Steam Baths (Bundesfachverband Saunabau, Infrarot- und Dampfbad - BSB): "aquanale was consistently well frequented on all days. Our member companies were predominantly satisfied and reported for example good contacts with Russian visitors. "Almost all the market-leading companies were present in Cologne. They demonstrated their innovativeness with a large number of new products and innovations for the sauna, swimming pool and wellness sector, which met with great interest from the visitors. In this connection, the high volume of visitors ensured great satisfaction among the exhibitors. The exhibitors were also very positive in their assessment of the international visitors. Increases in visitor numbers were registered in particular from Eastern Europe, but also from Switzerland, Austria, Italy, Spain, the Benelux countries and Scandinavia. The exhibitors praised the high decision-making authority among the visitors. This is also confirmed by the initial results of a neutral visitor survey: 90 per cent of visitors are involved in procurement decision-making processes.

#### **Positive assessment given by the visitors**

Not only the exhibitors, but also the visitors gave a positive assessment. In this connection, the visitor survey revealed that 77 per cent of the respondents were satisfied or very satisfied with aquanale overall, while 81 per cent said they were satisfied or very satisfied with the attaining of their visit objectives. The comprehensive product spectrum also ensured that 80 per cent assessed the range at the fair as good or very good. This predominantly positive assessment of the event resulted in aquanale being further recommended by 92 per cent of visitors.

#### **4th Cologne Swimming Pool and Wellness Forum very well attended**

The 4th Cologne Swimming Pool and Wellness Forum also registered a very good visitor response. Around 300 participants made use of the trend and contact exchange set up by the swimming pool, sauna and wellness industry aimed at discussing and expanding the latest sector themes. "It was very encouraging that the number of participants, in particular from the public pool sector, has more than doubled", was the assessment by Dieter C. Rangol. This year, the forum, which was organized by the Federal Association of Sauna

Construction, Infra-red and Steam Baths (Bundesfachverband Saunabau, Infrarot- und Dampfbad - BSB) and the International Association for Sports and Leisure Facilities (Internationale Vereinigung Sport- und Freizeiteinrichtungen - IAKS), in cooperation with Koelnmesse, concerned itself with swimming pool safety, modern marketing tools for public pools along with the efficiency of wellness facilities at hotels. In this connection, the theme of "National and international standardization" in particular met with great interest. The programme was rounded off by the "Natural pools and swimming ponds" special theme.

### **The trends at aquanale 2011:**

#### **Natural pools, energy efficiency, elegant design, comfort and digital control systems**

The desire for a more natural aspect to swimming pools was also the focus of attention in the exhibition halls. All around an accessible theme area with natural pool, swimming pond and corresponding garden layout, the German Society for Natural Swimming Water (DGfnB - Deutsche Gesellschaft für naturnahe Badegewässer) provided information about the trend towards the most natural possible form of swimming pleasure. Numerous visitors made use of the range of information to find out more about the special features of biologically-treated swimming water. The operators of classic swimming pools also registered increased environmental awareness. In this context, an increasing number of energy-efficient solutions were presented such as a low-energy pool, heat pumps, which use increasingly less electricity for heat generation, swimming pool coverings with special solar covers or also saunas and steam baths with clearly-reduced energy consumption. As far as design is concerned, simple, plain elegance is the trend-setter. Purist forms, clear lines and natural colours are very popular. In addition, the fronts of saunas and steam baths are dominated by a great deal of glass. Not least sauna and pool operators will in future be able to look forward to even greater comfort. In this connection, the exhibitors presented among other things automatic pool cleaners, easy-to-operate control systems for saunas and pools or also automatically-controlled wellness applications for steam baths. Using the Internet or mobile phone, you can already warm-up your sauna whilst on the move, check the water readings or even switch on the preferred water

attractions, and in future, pool technology will even function using voice control.

Wellness is also continuing to enjoy high popularity. Here the spectrum extends from relaxation loungers with special pendulum function for "Power Napping", through to bath tubs for spa and Thalasso therapy applications as well as loungers for hydro massages up to new products and innovations from the SPA and light applications premium sector.

#### **aquanale 2011 in figures:**

At aquanale 2011, 299 (2009: 271) companies from 27 (25) countries participated in gross exhibition space of 36,000 m<sup>2</sup>. They included 161 (151) exhibitors and 38 (14) additionally represented companies from Germany along with 98 (92) exhibitors and 2 (14) additionally represented companies from abroad. The foreign share was 33 (39) per cent. The trade fair duo aquanale and FSB attracted around 24,000 (24,568) trade visitors from 58 (54) countries. The foreign share was 33 (31) percent.\*

\* All figures have been compiled according to the guidelines set by the Society for Voluntary Control of Fair and Exhibition Statistics (Gesellschaft zur Freiwilligen Kontrolle -FKM) and are subject to control by an auditor ([www.fkm.de](http://www.fkm.de)).

#### **aquanale 2013**

The next aquanale, International Trade Fair for Sauna, Pool, Ambience, will be held from **Wednesday, 23rd to Saturday, 26th October 2013** parallel and directly adjacent to the theme-related event FSB, International Trade Fair for Amenity Areas, Sports and Pool Facilities, (23rd to 25th October 2013).

#### **Digital Press Service**

You will find the Final Report, further press releases, the exhibitors' press compartments, the new products/innovations database along with an image database containing photos and logo on the Internet at [www.aquanale.de/presse](http://www.aquanale.de/presse)

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**Exhibitors' statements:**

**Bert Granderath, Executive Director, grando GmbH:**

"The fair was really fun. We held very good discussions all round-the-clock. The visitors impressed us with their high level of competence and expertise, and not least the internationality – especially from Eastern Europe – was very high."

**Armin Herger, Sales and Marketing Manager, Speck Pumpen Verkaufsgesellschaft GmbH:**

"This year's aquanale was one of the best we have ever attended. We thought that in particular the quality of the visitors, but also the quality of the fair itself, was very positive. To that extent we are very satisfied."

**Markus Reichert, Marketing Manager, Zodiac Pool Deutschland GmbH:**

"We are very satisfied. Our stand was well frequented throughout, and our products very well received. The large majority of our key dealers were present and we also held good discussions with potential customers. We were particularly pleased with the high internationality – especially the large number of visitors from Eastern Europe."

**Uwe Rengers, Marketing Communication Manager, RivieraPool Fertigschwimmbad GmbH:**

"We are very satisfied with business at the fair. In particular the second and third day of the fair was extremely well attended. As a result, we held many high-quality discussions and conducted intensive customer-contact cultivation. We were particularly delighted that our new products and their presentation were very positively received by the visitors."

**Volker Eckstein, Managing Director Wellness Division, Klafs GmbH & Co. KG:**

"We had a very good mixture of domestic and foreign customers on our stand. The fair was of a good level and the quality of the visitors was right."

**Jürgen A. König, Director Marketing & Development, Bayrol Deutschland GmbH:**

“The customer frequency levels on our stand were good throughout. We had many good discussions, because numerous important decision-makers from home and abroad were present at the event. Also encouraging was the relatively high number of new contacts we were able to make.”

**Horst Lauß, Managing Director, Steinbach Group:**

“We are making use of aquanale primarily as a contact-making platform for our German customers. Above and beyond that we are repeatedly meeting interesting new customers from home and abroad. In addition, the fair is also an outstanding platform for presenting new products and innovations.”