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#aquanale

aquanale 2021: Three questions for the CEO of the European Waterpark Association

**EWA Village for aquanale 2021 as a meeting point for personal
exchange**

In less than seven months, the global industry will finally meet for aquanale 2021, International Trade Fair for Sauna.Pool.Ambience, in Cologne. Koelnmesse is ideally set up for a physical trade fair experience with its hygiene and safety concept #B-SAFE4business. Like all industries, the waterpark sector hopes for important impulses from aquanale. "After a year of online seminars and conferences, we know that nothing can replace personal contact. And the trade fairs offer an ideal platform", according to Dr Klaus Batz, CEO of the European Waterpark Association (EWA). The EWA has been an important partner of aquanale for years and, as the Quality Association of European Leisure Pools and Spas, will once again present the performance of its member companies in the EWA Village.

aquanale 2021: Three questions for Dr. Klaus Batz, CEO of the European Waterpark Association e.V. concerning the current industry situation.

1. What does the current situation in the waterparks look like?

Dr Klaus Batz: Unfortunately just like the title of our latest campaign: "We are being left high and dry: empty pools - empty tills"! However, we hope to be able to resume operations again gradually as of May. Our hygiene concepts have proven themselves in the past year, and we are also helping increase the trust of our guests with our "testing, vaccination, tracing, distancing" campaign. We have been missing our guests since the second lockdown in November 2020. In a comparison period from November 2019 until the first lockdown at the end of March 2020, German pools were visited more than 250 million times. We miss them now, not only for financial reasons. I don't even want to think about the effects the closures of the pools are having in the areas of "public health" and "social cohesion"...

2. As a partner of the aquanale of many years: what is the EWA planning this year at the trade fair in Cologne?

Dr Klaus Batz: We have adapted our concept to the current situation and look forward to being present together in an "EWA Village" at the aquanale. We are creating a real meeting point. After a year with online seminars and conferences, we know that nothing can replace personal contact. And the trade fairs offer an



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ideal platform for this. Of course with observance of all hygiene rules!

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3. What themes will concern the industry in the post-corona world? What have your experiences been and what do your plans for the EWA look like?

Dr Klaus Batz: A first and for us very positive experience: although some of them are forced to pinch every penny these days, our members have remained loyal and we even experienced member growth in 2020. This also shows that, especially in periods of crisis, the associations are an important contact and a voice for our industry, and are also perceived and appreciated in this function. This task will surely remain beyond the period of the pandemic.

In our industry, the pandemic has also served as a booster for innovations in some respects. The focus has increasingly shifted in particular to digitalisation with themes like the online shop and online reservation. Even if it is a commonplace phrase, there is a kernel of truth in the saying: "we should understand the crisis as a chance". And let's be completely honest - we don't really have a choice! We would rather stretch our heads out of the water of the swimming pools again soon than bury them in the sand...

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