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#aquanale

aquanale 2021: Good prospects for a successful trade fair

Digital, international press conference provides an initial outlook

As the world's largest industry event, aquanale is a must-attend trade fair this year for all those, who have a professional interest in the themes pool, sauna and ambience. In good four month's time the international industry will be able to meet up physically in Cologne again. The turnstiles open from 26 to 29 October 2021 and the exhibition halls 7 and 8 of Koelnmesse will once again focus completely on the International Trade Fair for Sauna.Pool.Ambience. The prospects for getting off to a successful start in the promising post-Corona era are very good, as Matthias Pollmann, Vice President of Koelnmesse, and Ute Wanschura, Executive Director of the Federal Swimming Pool and Wellness Association e.V. (bsw) explained in the scope of a digital press conference on 9 June 2021.

"We are convinced that aquanale will take place in October. The developments of the last weeks show that Germany is on the right track. The vaccination coverage increases continually and we assume that the majority of the population will be vaccinated by the middle of the summer," stated Matthias Pollmann. "The event will without doubt take on a different shape compared to two years ago. But: The important factor is that everything is taking off again and that the industry can engage in an intensive and above all personal exchange! We are recording strong demand and numerous registrations in all segments. All the market leaders are already on board for aquanale."

The business developments in the swimming pool and wellness industry have been good over the past twelve months, in spite of or particularly due to the pandemic, as Ute Wanschura reported: "As far as the market for private pools is concerned, the swimming pool industry didn't suffer because of the pandemic. On the contrary, due to the fact that many people had to stay at home, (home office/home schooling), more money was invested in one's own four walls. This was not only the case for the swimming pool industry, but also for other furnishing-related branches of industry. Overall, the market has benefited, but above all the lower price segments of the "ready-to-assemble section" have boomed. Nevertheless, the artisan companies had and still have plenty of work."

Wanschura explained that one is aware that the development presumably would not continue and that the demand for a home wellness oasis would fade. At the same time, she noted that the many social developments within the industry would also provide a further boost mid and long-term. "And when we consider that there are around 16 million own homes, but only approx. 2.2 million private



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pools in Germany - these numbers also include smaller above-ground pools - then it becomes clear how much potential the market still holds," the Executive Director of the bsw stated.

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The situation in the public pool facilities section is totally different, according to Dr. Stefan Kannevischer, Executive Director of Kannevischer Management AG and President of the International Association for Sports and Leisure Facilities e. V. (IAKS), of the industry sponsor of FSB, the International Trade Fair for Public Space, Sports and Leisure Facilities: "The public pool facilities section is faced with huge challenges, the facilities had to remain closed for three months during the first lockdown and once again since November 1, 2020. Public pool facilities are a major fixed cost business and that makes the situation extremely difficult. Now the facilities are opening up again gradually, but the regulations vary greatly depending on the region and state. But we are delighted to finally be able to welcome our guests again."

aquanale 2021 is also fully prepared for its guests from home and abroad. Koelnmesse is ready for all eventualities in order to assure the safety of all exhibitors and visitors and is planning the trade fair under any imaginable Corona conditions with the help of its extensive #B-Safe4Business hygiene and safety concept. "This includes personalised tickets and contactless screening at the entrances as well as specially trained stand personnel to ensure easy compliance with hygiene regulations, also at the individual stands. Furthermore, our visitors can use our smartphone app, eGuard, which helps avoid larger crowds and maintain social distancing."

For anyone interested, the digital press conference on aquanale held on 9 June 2021, is still available on the website of aquanale under the section "News".

Note for editorial offices:

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Press information is available at: www.aquanale.com/Pressinformation

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