

No. 1 / March 2024, Cologne  
#aquanale

## Excellent feedback from exhibitors and visitors underscores the strong figures of aquanale 2023

### Online survey emphasises the central relevance of aquanale for the swimming pool and wellness industry

The 2023 edition of aquanale, the International Trade Fair for Sauna, Pool, Ambience, took place in Cologne from 24 to 27 October 2023 in co-location with FSB, the International Trade Fair for Public Space, Sports and Leisure Facilities. The event received an outstanding response from exhibitors and visitors alike - over the course of four days, 824 exhibitors from 45 countries unveiled pioneering products, technologies and concepts to approximately 25,000 trade visitors from 123 countries at the two flagship trade fairs. An anonymous online survey conducted by Koelnmesse\* for aquanale 2023 now underlines the event's impressive figures and provides further, detailed evidence of the high levels of satisfaction among both exhibitors and visitors.

The exhibitors surveyed were extremely satisfied with the outcome of aquanale 2023. Over 70 per cent stated that they were generally satisfied with the degree to which they had achieved the objectives they had set for the trade fair. These included, above all, fostering existing business relationships and establishing new ones, in addition to raising their profile and enhancing their image. The majority expressed a highly positive view of the visitor turnout. Those surveyed were particularly pleased with the calibre of the event's visitors. More than 78 per cent stated that they were satisfied or very satisfied with this aspect. The main target groups reached at aquanale 2023 were specialist swimming pool construction companies, garden landscaping firms, and wholesalers and retailers, coinciding with the most important target groups identified by the exhibiting companies.

"aquanale has once again reaffirmed its status as a first-class business and networking platform for the industry. The exhibition halls played host to many indepth conversations. Such interactions are precisely what makes the trade fair so valuable for the exhibiting companies," says Matthias Pollmann, Vice President Trade Fair Management at Koelnmesse. The overall level of satisfaction with the trade fair - over 70 per cent - and a recommendation rate exceeding 80 per cent attest to the positive response from exhibitors. Their future plans also demonstrate this: around two thirds of exhibitors say that they will definitely or likely exhibit again at aquanale 2025.

### Visitors impressed with the variety and quality on display at the trade fair

The visitors to aquanale 2023, which included numerous executives and decision-makers, were also highly satisfied. Over 77 per cent of respondents indicated that



aquanale  
28.10. - 31.10.2025  
www.aquanale.com

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they were either very satisfied or satisfied with the degree to which they had achieved the objectives they had set for the event. Visitors particularly appreciated the trade fair's role in helping them foster existing business relationships, obtain personalised advice from exhibitors and share experiences and insights. More than two thirds of visitors were predominantly interested in swimming pool technology and water treatment solutions for private swimming pools, while the private swimming pool and public pool construction and Sauna & Spa segments also garnered significant interest.

The programme of events at aquanale 2023 was also well received: both the 10th International Swimming Pool and Wellness Forum and the SAUNA from Finland lounge were rated good or very good by more than a third of respondents. Overall, more than two thirds of those surveyed were either very satisfied or satisfied with the latest edition of the trade fair. The upbeat sentiment among visitors is reflected in their future plans: around 70 per cent of respondents signalled their intent to visit aquanale again.

"aquanale is far more than just a trade fair - it's a central gathering place where the future of our industry is actively shaped. Not only can industry members discover the latest products and trends here, but they also have the opportunity to become part of a unique network and develop innovative solutions together," Pollmann comments. "All this makes aquanale an event not to be missed by any industry player eager to play a part in the continuous evolution and advancement of our sector."

The next edition of aquanale will take place in the Koelnmesse exhibition halls from 28 to 31 October 2025, and will once again be co-located with FSB.

\* The data and findings presented here are based on an online survey of visitors and exhibitors at aquanale 2023, conducted by Koelnmesse GmbH in November 2023.

**Note for editorial offices:**

FSB photos are available in our image database on the Internet at <https://www.aquanale.com/press/multimedia/image-database/>.

Press information are available at <https://www.aquanale.com/press/press-releases/press-releases-of-aquanale/>.

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