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#aquanale #bettogether

aquanale 2025 scores high on satisfaction and takes it from there in 2027

- The 2025 edition of aquanale - International Trade Fair for Sauna, Pool, Ambience. - was an outstanding success. The latest exhibitor and visitor survey shows that aquanale delivers strong satisfaction and underscores its importance as an international meeting point for the industry. The perfect setup for aquanale 2027.

The survey results speak for themselves: aquanale 2025 was a resounding success with far-reaching impact. Over 80 percent of respondents were satisfied with their trade fair participation. Particularly impressive is the recommendation rate of around 90 percent. These figures highlight aquanale's position as an established fixture for the international pool, sauna and wellness sectors.

aquanale - the platform for business and networking

For many attendees, personal exchange took centre stage at the 2025 edition. Building and maintaining business relationships was the number one reason to attend, followed closely by networking and gaining an overview of the market. At over 80 percent, the vast majority of visitors are directly involved in purchasing and investment decisions, highlighting the high economic relevance of the trade fair.

The calibre of trade visitors also received high marks from 70 percent of exhibitors, as reflected in the direct exchanges and valuable new connections. This continued excellence confirms aquanale's aim of bringing together decision-makers and industry professionals from around the world.

Increasingly diverse visitor profile

The high level of diversity fosters interdisciplinary exchange and offers new perspectives for product development and project planning. Pool construction companies continue to make up the largest group, with garden and landscape design, architecture and landscape architecture becoming increasingly important visitor segments. Other key groups include operators of municipal sports facilities, pool owners and operators, and sauna builders and operators. From planning and management to execution, the expertise is all here - and direct contact promotes both dialogue and business.

A programme with real added value



aquanale
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aquanale 2025 delivered on content - winning over participants with a strong programme of events and special exhibition areas. The special Digital Waterparks exhibit was a major draw, earning top marks for attendee satisfaction. Formats like Swimming in Atmosphere, Sauna from Finland, the bsw Networking Stand and partner country Belgium's dedicated area also garnered overwhelmingly positive feedback - with the latter already a hot topic during the event.

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Innovations, trends and international expertise were brought to life - perfectly aligned to visitors' interests and providing the aquanale team with promising ideas and content for 2027.

"aquanale 2027 will focus on sustainable and energy-efficient pool and sauna solutions - with the sauna seen as a space for culture and health. Visitors will find smart digital technologies for planning, construction and operation, plus concepts for green living, water gardens, natural pools and nature-inspired aquatic landscapes. Together with FSB, and under the banner of #bettertogether, we will once again create a platform that draws on international expertise in sport, movement, health and living environments - and brings together sustainability, design and quality of life," says Bettina Frias, Director of FSB and aquanale, on the vision for aquanale 2027.

aquanale 2027 - continuing the success story

Industry partners from all over the world will once again gather in Cologne from 26 to 29 October 2027. Exhibitors can now register [online and enjoy the benefits of strategic stand placement.](#)

The upcoming trade fair will continue to focus on international business networking, with particular emphasis on expanding and establishing resource-efficient water and energy concepts. Private and public operators alike can look forward to a wealth of inspiration. Hands-on formats including the International Pool and Wellness Forum, expert meetups and specialist events will drive knowledge exchange and deliver fresh perspectives on sustainable, forward-looking wellness and water environments. Targeted opportunities for optimisation include closer integration with FSB and ongoing development of the #bettertogether theme.

#bettertogether

The trade fair duo pools its powers where the future begins - combining the strengths of FSB and aquanale to create synergies that extend far beyond the exhibition floor. Water is the connecting element at the heart of both fairs - and the intersection where public and private projects meet. In urban environments, water is emerging as a key design element for the cities of tomorrow - collected, stored and contributing to cooling and biodiversity. In the private sphere, sustainable water concepts such as sponge gardens, natural pools and green roofs promote more resource-friendly living. The joint special area Urban Oasis vs. Private Oasis provided a powerful and successful demonstration of this in 2025.

The trade fair duo brings target groups together - highlighting market potential along the megatrends of urbanisation, health and sustainability. In 2027, FSB and aquanale will once again show how carefully designed water-based sustainability can

help shape resilient, future-proof living environments - both in cities and at home.

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Koelnmesse - Global Inspiration for Living, Contract and Public Spaces

Koelnmesse is the world's top trade fair organiser for the areas of Living, Contract and Public Spaces. Leading international trade fairs such as ORGATEC, interzum, FSB, aquanale and spoga+gafa come together at the Cologne trade fair location to form renowned and established industry meeting points. This strong portfolio is further enhanced by imm cologne and idd cologne, both of which are also held in Cologne. These fairs comprehensively represent the interior and design segment, the furniture and interior construction industries' supplying sections, the kitchen world, all topics for the modern working world, garden lifestyle as well as modern work environments, the garden lifestyle, public spaces, sports and leisure facilities, along with saunas, pools and wellness centres.

Beyond that, Koelnmesse is strategically expanding its portfolio in international growth markets. The imm brand family includes imm india and IFFINA+ powered by imm cologne in Indonesia. The ORGATEC brand has established a global footprint with ORGATEC Tokyo, ORGATEC India, and ORGATEC WORKSPACE Saudi Arabia. The international presence of the interzum brand extends to interzum guangzhou, interzum bogota, interzum jakarta, and the interzum forum italy. The FSB brand is also internationally active, with the FSB Sports Show Riyadh and the FSB Forum Italy in Bergamo. Furthermore, the portfolio features La Feria De Diseño Medellín powered by idd cologne in Colombia

The next events:

interzum guangzhou - Asia's Most Comprehensive Woodworking and Upholstery Machinery, Furniture Production and Interior Décor Trade Fair, Guangzhou 28.03. - 31.03.2026

interzum bogota - International Trade Fair for Technology and Components for Furniture Manufacturing and Wood Processing, Bogotá 12.05. - 15.05.2026

ORGATEC TOKYO - SHIFT DESIGN - The Leading International Trade Fair in Asia for the Modern Workspaces, Tokyo 02.06. - 04.06.2026

Note for editorial offices:

Image material from FSB and aquanale is available in our online image database at www.fsb-cologne.com/imagetdatabase and <https://www.aquanale.com/press/multimedia/image-database/>.

Press information is available at: www.fsb-cologne.com/pressinformation and <https://www.aquanale.com/press/press-releases/press-releases-of-aquanale/>
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