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aquanale 2027 is open for bookings: Secure your stand area now



International Trade Fair for Sauna.Pool.Ambience. begins recruiting exhibitors | Early-bird rates until 31 January 2027 | aquanale 2027 will be held in Cologne from 26 to 29 October 2027

aquanale
26.10. - 29.10.2027
www.aquanale.com

Cologne, August 2026: Exhibitor recruitment has begun for aquanale 2027 - companies can now book their stand areas for the International Trade Fair for Sauna.Pool.Ambience. From 26 to 29 October 2027, Cologne will once again be the key gathering place for the global swimming pool, sauna, spa and wellness industry. Exhibitors that register by 31 January 2027 will benefit from attractive early-bird rates.

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aquanale 2027 will cover topics that are set to shape the market in the years ahead. These include private and public swimming pool construction, modern water technology for pools, saunas and spas, green living, water garden design, sustainable operating concepts and designing these spaces to meet future needs. For the sector's manufacturers, companies specialising in swimming pool construction, sauna builders, planning offices, operators of public pools, thermal baths, hotels and spas, as well as gardening, landscaping and sports ground construction professionals, the trade fair offers a focused environment that is ideal for showcasing solutions, exchanging ideas and forging new professional relationships.

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As in other areas of the economy, changes are also taking place in the market for swimming pools, saunas and wellness facilities. Water and energy efficiency, durability and sustainability are becoming ever more important factors in investment decisions. Public swimming pools must provide financially viable services that also promote health, exercise and a sense of community. Private pools, saunas and spas are increasingly evolving into spaces offering complete relaxation and recuperation. aquanale demonstrates how technical solutions, design quality and forward-looking operating concepts can be combined.

Executive Board:
Gerald Böse (President and Chief Executive Officer)
Oliver Frese

Chairman of the Supervisory Board:
Mayor of the City of Cologne
Torsten Burmester

One of the key themes of aquanale 2027 is water. For the swimming pool and wellness sector, water is at once fundamental to operations, a key indicator of quality and a vital resource for the future. Increasing attention is therefore being paid to its sustainable use, treatment and recycling. Modern water technology, efficient filtration and treatment systems, intelligent water cycles and solutions for the responsible management of this resource are gaining even more relevance in the face of rising demands in terms of operation, cost-effectiveness and environmental sustainability.

Headquarters and place of jurisdiction:
Cologne
District Court Cologne, HRB 952

New perspectives are emerging, particularly where private swimming pool construction, public pools and green living concepts converge. Natural swimming ponds and bathing waters, sponge gardens, green roofs and water-sensitive outdoor areas demonstrate how water can be reinterpreted as a design element, resource and indicator of quality. aquanale thus opens up additional opportunities for dialogue and collaboration with the fields of gardening, landscaping and sports ground construction, landscape architecture, planning, hospitality and municipal swimming pool construction.

aquanale's themed areas cover the industry's key areas of activity. The private swimming pools segment showcases solutions for home pools. Swimming pool technology is all about operational safety, efficiency and modern technical standards. Green living broadens the focus to include water garden design, natural swimming ponds and green-blue private oases. The public pool facilities area promotes exercise, participation and health-focused leisure activities. The sauna & spa and private spa areas demonstrate how heat, water, design and relaxation can be combined to create modern wellness concepts.

aquanale gains additional relevance thanks to its co-location with FSB. United by the shared motto #bettertogether, the trade fair duo reveal how water, health, exercise and well-being are opening up new market opportunities that extend beyond the segments traditionally covered by the two trade fairs. aquanale contributes insights into swimming pools, saunas, spas, wellness, water technology and amenity value. FSB complements these topics with expertise in public spaces, sports and leisure facilities and municipal infrastructure. Together, the trade fair duo highlight how public and private spaces can be made more sustainable, healthier and able to support a better quality of life.

The accompanying programme of events also reinforces aquanale 2027's role as a platform for knowledge sharing and networking. In cooperation with its conceptual sponsor, the German Federal Association for Swimming Pools and Wellness (bsw e. V.), the trade fair hosts top-quality specialist formats. The 12th International Swimming Pool and Wellness Forum promotes dialogue among industry experts and provides information and guidance about current market trends and issues of future importance. Partnerships with the Federal Association of German Swimming Supervisors, Lifeguards and Pool Attendants (BDS e.V.) and the European Waterpark Association will provide additional specialist insights. It will also be possible to experience Finnish sauna culture on site once again thanks to aquanale's collaboration with Sauna from Finland. In addition, the trade fair has worked with the German Society for Natural Bathing Waters (DGfNB) to develop a networking area dedicated to green living and water gardening with the aim of strengthening synergies between the gardening, landscaping and sports ground construction, landscape architecture and swimming pool construction sectors.

aquanale 2027 offers exhibitors a highly focused trade fair experience in Koelnmesse's Halls 7 and 8. This is where they will have the chance to meet specialist swimming pool and sauna construction companies, operators of public swimming and leisure pools, thermal baths and wellness facilities, as well as firms of architects, planning offices, gardening, landscaping and sports ground construction

companies, hoteliers, decision-makers in the hospitality industry and project developers. All of these elements combine to make aquanale the ideal environment in which to initiate business relationships, forge international connections and share professional expertise.

Page
3/4

As well as securing their preferred stand positions, companies that register early also benefit from early-bird rates. A reduced stand price applies to bookings made by 31 January 2027.

Online registration for aquanale 2027 is open now at Sauna.Pool.Ambience. | aquanale

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:

imm india - The Business Platform for Furniture and Interiors in India, New Delhi
01.09. - 03.09.2026

La Feria De Diseño Medellín powered by idd cologne - The Meeting Point for the Interior Design, Architecture and Lifestyle Scene in Latin America and the Caribbean, Medellín 10.09. - 12.09.2026

IFMAC WOODMAC, Jakarta 23.09. - 26.09.2026

#bettertogether: FSB and aquanale - a powerful trade fair duo

FSB - International Trade Fair for Public Space, Sports and Leisure Facilities and aquanale - International Trade Fair for Sauna.Pool.Ambience. will once again take place in parallel from **26 to 29 October 2027** at the Cologne exhibition grounds. Together, they form a globally unique trade fair duo that unites public and private

spaces for movement, relaxation, leisure and health. While FSB focuses on sports facility construction, urban infrastructure and municipal spaces for physical activity, aquanale presents innovations in swimming pool technology, sauna, wellness and spa. Both events create valuable synergies for planners, architects, operators and decision-makers - **#bettertogether**.

Page
4/4

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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