

## 5TH WELLNESS EXPERIENCE AWARDS PISCINA BARCELONA 2025

### One. COMPANY ORGANISING THE PROMOTION AND PARTICIPANTS

- 1.1. FIRA INTERNACIONAL DE BARCELONA (Fira de Barcelona), with its registered address at Avda. Reina M<sup>a</sup> Cristina, s/n 08004 (Barcelona) and identification no. Q0873006A, is organising the Innovative Product Award as part of Piscina Barcelona 2025, hereinafter, the event.
- 1.2. The scope of this Competition is international, it will be conducted through the Internet and it is exclusively for persons of legal age.

### Two. START DATE AND END DATE PROMOTION

- 2.1. The Promotion will start on 30 April 2025 and end on 20 September 2025.

### Three. CATEGORIES

The Wellness Experience, which takes place at the Piscina Barcelona trade fair organised by FIRA DE BARCELONA, announces, in its next edition (17 to 20 Nov. 2025), the fifth Wellness Experience Awards in the following categories:

- Wellness Spa
  - Spa Resort
  - Wellness Clinic
  - Wellness Destination
  - Special mentions for wellness & clinic sector professionals
- The **2025 Wellness Experience Awards** have expanded their reach beyond the Iberian Peninsula and become global.
- In its four categories the awards will be distributed across different geographical areas:
  - **Iberian Peninsula:** Spain and Portugal.
  - **Europe:** Other European countries.
  - **International:** This includes destinations such as the US, Canada, the United Kingdom, Saudi Arabia and the Philippines.

- These awards seek to acknowledge wellness destinations and establishments that operate under strict standards of quality and sustainability, generating high expectations for their current and future customers.

Establishments that meet the requirements listed below are eligible for the Best Wellness Spa, Spa, Wellness Clinic and Wellness Destination Awards.

#### **Four. REQUIREMENTS FOR PARTICIPATION**

- **Wellness spa:** all spas with the following characteristics are eligible for this category:
  1. Those that form part of a 4- or 5-star hotel
  2. Those with their own reception
  3. Those with a waiting room
  4. Those that have an aroma, music and a relaxing atmosphere
  5. The staff must wear appropriate (clean and elegant) uniforms and have a professional appearance (no chains, long earrings, loose hair, personal perfume, etc.).
  6. The treatment booths must be well-decorated, tidy, warm and equipped with a two-section, adjustable-height table (electric or mechanical) and have music, a shower, a washbasin, a chair for the customer and a rack for clothes/bathrobes.
  7. The water area must have, at least, the following:
    - A recreational pool: with heated water at a temperature of 34°C (95°F) and at least three of the following effects: ground (dynamic) jets or wall jets at various heights, a waterfall, a cervical jet, hydrotherapy beds, a grillia, a bubble ring, etc.
    - Jacuzzi
    - Cold plunge pool
    - Showers, with at least one of the following: contrast sequential, nebulised, with chromotherapy, bucket, waterfall, etc.
    - Sauna or infra-red booth
    - Steam bath
    - Relaxation area with hammocks

- Area for serving water and herbal teas
  - Digital control of the water disinfection process
  - Daily cleaning
  - Ice fountains (optional)
8. Gender-specific and adapted changing rooms with at least two showers, two locker rooms, benches and lockers.
  8. Accessible or with elements that facilitate accessibility
  9. With visible information in several languages
  10. Multi-disciplinary team of therapists
  11. The staff (reception and therapists) must speak at least their native language and another language and have a high level of English.
  12. The service menu must be legible (in an appropriate font size) and available in several languages (the local language and, at least, English).
  13. The customer must receive a health questionnaire in several languages (local and, at least, English) before entering the booth.
    - **Spa Resort:** establishments that offer accommodation and a hot spring or mineral-medicinal water area declared Public Health by the competent authority of each country and have the following characteristics:
      1. Specialised medical service
      2. Hydroponic spa treatment, balneology or a combination of the two.
      3. Other techniques: collective or individual heating systems (gases, thermal water vapour and nebulisers); peloids and atmiatrics (specific techniques for the respiratory system: nasal douche and aerosol; pharyngeal spray and steam inhalation-facial baths).
      4. Therapists specialising in aquatic therapies
      5. Adequate facilities for the application of hydrotherapy treatments and techniques.
      6. Programmes offering at least four of the following: inflammatory processes; respiratory system; digestive system; immunological processes; metabolic pathologies; preventive medicine; geriatric medicine; rehabilitation and recovery; nutrition; longevity; cognitive enhancement and beauty.

7. The treatment booths must be well-decorated, tidy, warm and equipped with a two-section, adjustable-height table (electric or mechanical) and have music, a shower, a washbasin, a chair for the customer and a rack for clothes/bathrobes.
8. Gender-specific and adapted changing rooms with at least two showers, two locker rooms, benches and lockers.
9. Accessible or with elements that facilitate accessibility
10. With visible information in several languages
11. Multi-disciplinary team of therapists
12. The staff (reception and therapists) must speak at least their native language and another language and have a high level of English.
13. The service menu must be legible (in an appropriate font size) and available in several languages (the local language and, at least, English).
14. The customer must receive a health questionnaire in several languages (local and, at least, English) before entering the booth.

○ **Wellness Clinic:**

Establishments that offer nutrition, health, wellness and fitness programmes from a holistic perspective, promoting a transformative lifestyle.

Establishments eligible for this category must provide:

1. Specific treatments for diverse needs: weight control and removal of toxins; stress management; rejuvenation; recovery.
2. A wide range of professionals with medical specialities
3. Full integration with the method: balanced diet; exercise programme, medical checkups and complementary activities.
4. Preventive medicine.
5. Genetic medicine to delay ageing; aesthetic medicine; inner balance; habit changes; natural therapies; improved nutrition; cognitive stimulation and/or fitness.
6. The pursuit of physical and mental balance. Physical ailments are a reflection of a mental problem and vice versa.
7. Location in places of great beauty and environmental quality.
8. With high-class accommodation and high levels of comfort and service.

9. The treatment booths must be well-decorated, tidy, warm and equipped with a two-section, adjustable-height table (electric or mechanical) and have music, a shower, a washbasin, a chair for the customer and a rack for clothes/bathrobes.
10. Gender-specific and adapted changing rooms with at least two showers, two locker rooms, benches and lockers.
11. Accessible or with elements that facilitate accessibility
12. With visible information in several languages
13. Multi-disciplinary team of therapists
14. The staff (reception and therapists) must speak at least their native language and another language and have a high level of English.
15. The service menu must be legible (in an appropriate font size) and available in several languages (the local language and, at least, English).
16. The customer must receive a health questionnaire in several languages (local and, at least, English) before entering the booth.

- **Wellness Destinations:**

Territories of countries, not the destination in general, that meet the following characteristics:

1. **SUSTAINABLE**, through actions aligned with the 2030 Agenda and the 17 SDGs of the United Nations.
2. **ACCESSIBLE**, in terms of communication and access to different services for people with reduced mobility, hearing loss and vision loss, with the aim of eliminating barriers to enjoyment and full well-being during the stay at the wellness destination.
3. **WITH SPAS/RESORTS**, with qualified staff focused on developing wellness services (wellness and beauty treatments, mental wellness, yoga, meditation, weight loss, etc.).
4. **WITH HISTORY**, existence of a historical relationship between the destination and health and well-being.
5. **SAFE**, related to low crime rates and wars.
6. **HEALTH**, referring to the provision of services and the availability of medical and healthcare facilities in the territory.

7. HEALTHY, in terms of air pollution levels, lakes, rivers and beaches at the destination, as well as the management of waste generated in factories, with drinking water, waste water systems, etc.
8. WITH COMMERCE, relating to easy access to everyday hygiene, food and general commerce (shopping centres, restaurants, etc.)

- ***Special mentions***

Special mentions will be awarded to relevant individuals in the wellness segment who have made technological improvements, social improvements, scientific improvements, training improvements, etc.

#### **Four. EVALUATION OF CANDIDATURES**

When evaluating each type of establishment and destination, the following points will be taken into account:

1. Satisfaction levels in online review communities (TrustPilot, TripAdvisor, Google reviews), by means of real customer comments about their experiences.
2. Customer journey level across the different media at the establishment or destination.
3. Quality seals and certifications:
4. Architecture and the environment.
5. Singular and exclusive programmes.
6. A commitment to innovation in the facilities, programmes, treatments and management models.
7. The commitment to sustainability, efficient use of resources (water, energy, raw materials) and respect for the environment will also be acknowledged.
8. Non-sexist advertising.
9. Development of corporate social responsibility activities.
10. Connectivity, digitisation and projects based on technological innovation.
11. Establishments with legal capacity which, in addition to complying with these terms and conditions, update their tax and labour obligations, may participate in any of the categories. Similarly, they must comply with all regulations applicable to their activity, assuming full liability for their compliance, without this entailing any liability for FIRA DE BARCELONA.

12. Participants that do not comply with these terms and conditions will be automatically disqualified by the panel of judges.

#### **Five. FORMALISATION OF PARTICIPATION IN THE COMPETITION**

1. To qualify for any of the categories of the Wellness Experience Awards, the participant must fill out a form that will be published, along with the terms and conditions, on the Piscina & Wellness Barcelona website.

The registration link is as follows:

<https://forms.gle/CMk7uyuPxfGLZssa6>

2. Once the application is received, the technical office of the awards will contact the applicant to request the necessary documentation to evaluate the candidacy by the panel of judges.
3. The applicant must be a natural or legal person authorized to represent the establishment, who will guarantee and be responsible for the veracity of the information provided and compliance with current legislation.
4. Once the minimum requirements have been met, the three wellness spas, three resorts, three wellness clinics and three destinations that meet or exceed the requirements established in these rules will be selected. These destinations will be visited by Carolina Rodríguez, Curator of the Wellness Experience Awards for this fifth edition, to verify the online submissions in person and analyse less objective aspects.
5. The jury may propose a series of international establishments or destinations.
6. Three finalists per category and geographical area will be announced one month before the awards ceremony.
7. Participation is free of charge.
8. For any questions, write an email to the technical secretary of the Wellness Experience awards: CONSWELL, Wellness Consulting, at the following email address: [wellnessexperienceawards@firabarcelona.com](mailto:wellnessexperienceawards@firabarcelona.com)
9. The registration deadline will be until **11:59 p.m. CET, on 20 September 2025.**
10. Establishments that have won awards at previous events will not be eligible.
11. A centre may be eligible for multiple categories. For example, spa resort and wellness clinic.

12. The information provided within the framework of the competition in relation to the establishments selected and award winners, including the supporting documents provided by the participants, may be published by the organisation for informative and publicity purposes. The proposals submitted that do not reach the final will not be made public.
13. To these effects, all the proposals presented in the competition must release their image rights, so that FIRA DE BARCELONA can exhibit them for informative purposes in the format that FIRA DE BARCELONA deems appropriate. The owners will always be quoted at the foot of the work.
14. Participants must submit proposals that do not infringe the rights of third parties in any way.
15. In the event of any claim in this regard, FIRA DE BARCELONA shall be released from any liability deriving from such claims.
16. Participants will also be responsible for any claims that may be filed by entities in respect of intellectual property rights, by which they may be held.

#### **Six. SELECTION COMMITTEE**

The panel of judges will be made up of professionals of high standing.

- The composition of the panel of judges will be announced at the award ceremony, in which the prize-winners will be made public.
- The jury reserves the right to propose a series of prestigious establishments for each category.
- The panel of judges may request from the participants all the additional information necessary to be able to correctly evaluate the establishment.
- The Panel of Judges will award the Wellness Experience 2025 prizes to those participants who best fulfil the various aspects assessed in accordance with these rules.
- In addition to the prizes, the panel of judges may award mentions to the finalists if it deems it appropriate.
- The prizes will consist of an accrediting diploma, together with a trophy, which will be given to the natural person representing the winning establishment and destination.
- It is the exclusive responsibility of the panel of judges to resolve any issues that arise in relation to the awarding of the prize. The decisions of the panel of judges are final and cannot be challenged.

## **Seven. AWARD PRESENTATION CEREMONY**

The decision will be announced and the awards will be presented at a ceremony to be held on **17 November 2025** in the **Outdoor & Wellness Experience** area.

## **Eight. EXCLUSIONS**

**8.1.** Any entry that is not duly completed because it is not supported by the relevant personal data, those in which the person cannot be identified, that are simply photocopies, or that have been tampered with, altered or torn/damaged, shall not be allowed to participate in the Competition and will be excluded.

**8.2.** Any entry not duly completed, as indicated in point 4.2 of this document, will not be admitted to the competition and will be excluded.

## **Nine. RESTRICTIONS**

**9.1.** If it is found that any of the participants do not meet the requirements set out in the Rules, or that the information provided to participate is invalid, their participation shall be deemed null and void and they shall be automatically disqualified from the Promotion, losing any rights to any awards given on the basis of this Promotion.

**9.2.** The following persons may not take part in the Competition:

- Workers employed by FIRA INTERNACIONAL DE BARCELONA (and the other legal entities associated to it), or any of their direct relatives.
- Any other natural person who has participated directly or indirectly in the organisation of this Promotion or has been involved directly or indirectly in its preparation or implementation (agency, suppliers, exhibitors, etc.).

**9.3.** The prize awarded shall be non-transferable and may not be exchanged, altered or offset at the request of the Participants; it may not be exchanged for any other product or for money.

**9.4.** FIRA DE BARCELONA reserves the right, on the basis of just cause and upon communication in a lawful manner, to make any change to, suspend or extend this Promotion.

**9.5.** The winner shall bear any fiscal charge that the acceptance of the prize may incur, as well as any other expense derived from the Promotion that is not expressly borne by FIRA DE BARCELONA in these Legal Terms and Conditions.

**Ten. PUBLICATION OF COMMENTS OR OPINIONS**

**10.1.** No comments or opinions whose content is considered inappropriate, offensive, abusive or discriminatory or that could violate the rights of third parties will be permitted. Nor will any comments be permitted against any individual that violate the principles of the right to reputation, personal and family privacy or public image. We will not be liable for any harm caused by comments made by participants in the Promotion, and that at any time could hurt the sensitivity of other participants.

**Eleven. WAIVER OF LIABILITY**

**11.1.** By way of example, but not limited to the following, FIRA DE BARCELONA will not be held liable for any losses, thefts, delays or any other circumstance attributable to third parties that may affect the conduct of this Promotion, nor is it responsible for the use made by the participant of the award obtained from this Promotion, and assumes no liability for any harm or loss of any kind that the Participants, winners or third parties may suffer.

**11.2.** FIRA DE BARCELONA does not accept liability in cases of force majeure or fortuitous events that could prevent the Promotion taking place or prevent the total or partial enjoyment of the award. In the event that this Promotion cannot be carried out, either due to fraud found relating to it, technical errors, or any other reason that is not under the control of FIRA DE BARCELONA and that affects the normal conduct of the Competition, FIRA DE BARCELONA reserves the right to cancel, modify or suspend it, including the participation website.

**Twelve. PRIVACY POLICY**

**12.1.** At FIRA DE BARCELONA we are aware of the importance for our customers of obtaining clear and transparent information about the data they provide to us.

**12.2.** Relationships with our customers are based on honesty, rigour and transparency to build strong relationships and mutual trust. Through this Privacy Policy we detail how we process your personal data when you communicate with

us. By participating in this competition, you accept and give your consent to this Privacy Policy:

**1. Who is the data controller responsible for the processing of your data?**

**Identity:** FIRA INTERNACIONAL DE BARCELONA with Tax I.D. Q-0873006-A

**Postal address** Avda. Reina Maria Cristina, s/n, 08004 Barcelona

**Phone** 932 332 000

**email** [datos@firabarcelona.com](mailto:datos@firabarcelona.com)

**DPO** [dpo@firabarcelona.com](mailto:dpo@firabarcelona.com)

**2. For what purpose do we process your data?**

We process the data that you have provided to us for the following purposes:

- a) To manage your voluntary participation in the competition.
- b) To send promotional and/or advertising information about the event and the activities that we carry out, including electronically.
- c) Maintenance of lists of people to whom commercial mailing must not be sent if they have informed us that they do not want to receive promotional/advertising information electronically.
- d) Maintenance of data erasure/cancellation lists if rights have been exercised regarding erasure of data. This data will remain blocked and with restricted access for the minimum period established by law.

**3. For how long will we retain your data?**

Your data will be retained:

1. For the duration of the competition.
2. In the event that you have authorised the receiving of commercial mailing until you exercise your rights of withdrawal of consent and/or objection to the processing of your data.

**4. What is the legal basis for the processing of your data?**

Depending on the type of business relationship and/or association with us, the legal basis for the processing of your personal data may be:

- Your consent, granted at the time you voluntarily provide your data in our forms and accept the processing of your data in the relevant checkbox (e.g. sending advertising about our trade fairs)

- Legitimate interest will be our legal basis for the processing of your data in browsing the websites (e.g. browsing our web pages)

A legal obligation, included in the European Data Protection Regulation and in the LSSI Law on Information Society Services and Electronic Commerce (e.g. blocking of your data and maintaining a list of those who do not wish to receive commercial emails).

#### **5. To whom will we disclose your data?**

Whenever FIRA DE BARCELONA provides you with a service through a third-party company that provides your data to us, they will disclose them to this company under a strict obligation of confidentiality and having first executed the relevant service provision contractual agreement between the Data Controller (FIRA DE BARCELONA) and the Data Processor (the provider company)

In the event of a data transfer to third-party countries, we will use our best endeavours to provide the utmost privacy and security of our customers' data. In this respect, most of our providers and partners are located within the EEA (European Economic Area). If any of them is located outside this area, in the case of the USA, they will have to subscribe to the Privacy Shield or in a country with a suitable level of protection in accordance with the criteria of the European Commission. In the case of other countries that do not have laws as strict as EU law, we apply standard contractual clauses in accordance with the Decision of the European Commission of 5 February 2010.

FIRA DE BARCELONA guarantees that under no circumstances will it sell, offer and/or commercialise its customers' data.

#### **6. What are your rights when you provide us with your data?**

Any person has the right to obtain clear and comprehensible information about whether FIRA DE BARCELONA is processing their personal data.

Data subjects have the right to access their personal data and to request the rectification of any inaccurate data or, as applicable, request the data be deleted when, among other reasons, the data is no longer necessary for the purpose for which it was provided, and to withdraw the consent granted. The exercise of the right to object to the processing of your data for the sending of advertising information electronically. You can also

exercise your right to the restriction of the processing so that your data will not be deleted; however, its processing will be subject to restrictions.

The exercising of the rights to portability and not to be subjected to automated decisions do not apply in this case due to the type of data and its processing.

The rights set out above can be exercised by post enclosing a copy of one's national ID card or passport addressed to FIRA INTERNACIONAL DE BARCELONA, whose address is: Avda. Reina Maria Cristina, s/n 08004 Barcelona, CRM Marketing Services Department or via email to: [datos@firabarcelona.com](mailto:datos@firabarcelona.com), with the same documentation as specified for notification by post.

## **7. Contact**

For any query regarding the processing of your data, you can contact our D.P.O. at: [dpo@firabarcelona.com](mailto:dpo@firabarcelona.com)

If you wish, you can also address any complaints you may have with regard to the processing of your personal data to the Spanish Data Protection Agency ([www.agdp.es](http://www.agdp.es)).

## **Thirteen. ACCEPTANCE OF THESE TERMS**

**13.1.** Participation in these Awards implies, in and of itself, the full and absolute acceptance of these legal Terms and Conditions.

**13.2.** The promotion is not sponsored, endorsed, managed or associated in any way with Facebook/Instagram; hence, the Participants release these companies from any liability for any harm or loss arising therefrom.