



13 - 16 October 2015
www.piscinawellness.com



Exhibitors are up by 13% and the show is offering new training and networking sessions

Piscina & Wellness Barcelona plunges into wellbeing with more exhibitors and activities than ever

From 13 to 16 October, innovation, sustainability and new wellness experiences based on the common denominator of water will be flooding Piscina & Wellness Barcelona: 287 exhibitors – 13% more than in 2013 – representing a total of 449 companies. The show's growth mirrors the recovery of the sector, which in the first half of the year has seen sales rise by 8%. The show will feature the latest materials, equipment, technologies, products and services for swimming pools, wellness and spa centres and sports and recreational facilities. At the same time, it will offer many more training, informative and networking spaces to boost the sector that moves more than 1,000 million euros a year in Spain.

Organized by Fira de Barcelona in collaboration with the Spanish Association of Pool Sector Professionals (ASOFAP), the show – which will occupy an area of 13,800 sq. m in Hall 2 of the Gran Via Exhibition Centre – brings together exhibitors from 26 different countries. After Spain, the biggest country represented is China followed by France, the United Kingdom, the United States, Italy, Germany, the Netherlands, Belgium and Turkey. In this respect, the show retains one of its key hallmarks: its international scope, with 62% of its exhibitors coming from foreign markets. The show also attracts a large number of foreign trade professionals, representing over 35% of its visitors.

287 exhibitors are taking part, 62% from 26 different countries

According to the president of the Organizing Committee of Piscina & Wellness Barcelona, Eloi Planes: "The show's international scope is one of its cornerstones in terms of both promoting exports and international business relations and sharing experiences and know-how with trade professionals from different countries." For this reason, throughout the show there will be numerous business meetings between exhibitors and foreign visitors as well as business rounds with hosted buyers – specially invited by the show – from over 15 countries, mainly Europe and America, but also China, India, Israel, Kazakhstan, South Africa and Angola. Moreover, this year's guest country is Morocco, which is bringing a delegation of several companies involved in the wellbeing sector as well as professionals from the tourist industry.

The show shines a spotlight on the wellness sector that forms part of its name

Greater presence of wellness

This year, Wellness is the star of the show. Not only has it been added to the exhibition's name but its presence in the exhibition offering and the activities has increased by 15%.

The goal is to attract more visitors from the hotel, camping and sports facilities segment

One of the big new features at this year's show is the recreation of a fully-operational wellness centre, designed and equipped with state-of-

the-art facilities. It will include an active built-in swimming pool and solutions provided by exhibitors at the show, including cosmetics, textiles, food, fragrances and decorations. This ground-breaking space, known as the Wellness Experience, aims to arouse all the senses while inspiring business ideas. *“Visitors can see, touch, learn about and experiment with the materials, equipment, products and services and incorporate them in their own wellness ventures. As an example of a profitable, eco-friendly, sustainable wellness centre that targets the preferences of the new consumer, it provides a real-life demonstration of the latest innovations in wellness featured at the show,”* explains Josep Jonàs, Piscina & Wellness Barcelona's director. To complement this space, the Swiss consultant and former general manager of Caldea, Gérard André, will be answering questions and providing personalized advice to visitors on this type of business.

Simultaneously, on 14 and 15 October, the show is hosting the second edition of the Wellness & Spa Event, a series of conferences on the trends and opportunities available in the wellness industry. These conferences, which are open to all visitors to the show, will be given by some 30 international experts, including Jeremy McCarthy, Group Director of Spa for Mandarin Oriental and regarded as one of the world's leading wellness gurus. This event includes a number of networking spaces among delegates and speakers to foster experience exchange and explore the areas of discussion in greater depth. On 13 and 16 October there will be seminars on health and wellbeing based on water and on trends in wellness marketing to boost sales, along with examples of genuine success stories.

Value-added activities

The show is also launching an Innovation Zone this year, a cross-cutting space that will turn the show into a major hub for the sector *hub*, different areas on internationalization, financing, technology (*Internet of Things*) entrepreneurship, networking and innovation. It will include interviews and business meetings with international buyers, advice on financing and marketing from ICF and PIMEC experts, and a series of presentations and conferences. There will also be sessions for learning about start-ups, enlarging your network of business contacts and finding partners. There will also be an area for displaying the trade fair's most innovative products and services, together with a speaker corner where selected companies will give technical presentations. In addition, from 15 October onwards, the products and facilities that have won the 2015 Piscina & Wellness Awards and their European counterparts, the EUSA Awards, will be exhibited, with an award-giving ceremony hosted by the exhibition.

Piscina & Wellness Barcelona will also host lectures and seminars, including the second edition of the Waterpark Symposium, in partnership with the European Waterpark Association (EWA) and the World Waterpark Association (WWA), which will address the safety regulations and efficient management of recreational facilities in water parks, hotels and campsites. Meanwhile, ASOFAP is organizing three technical training talks for swimming pool installers and point-of-purchase professionals to help increase sales.

Trends in a growing industry

The future of the sector calls for innovation and the integration of high added-value products with a focus on improving users' experience of swimming pools. Aquatic facilities must be sustainable, convenient, easy to maintain and more closely associated with wellbeing. The show will be presenting solutions and equipment geared towards achieving a lower environmental impact and reducing water and energy consumption so users appreciate the financial savings they offer in pool maintenance, amortizing the cost of installing these innovations. As well as the use of more natural products to guarantee water quality, standout trends include the automation of processes, especially smart systems to manage the maintenance of swimming pools and aquatic facilities via the internet and mobile devices.

The swimming pool sector in Spain is already witnessing recovery after the crisis years and expects to end 2015 with increased sales of close to 10%. With a national stock of some 1.16 million swimming pools to maintain, the Spanish market – the second largest in Europe and fourth in the world – represents a great opportunity for companies in this segment. Another opportunity is the generalized investments that the hotel industry is making to update its establishments, aquatic facilities and wellness spaces and the irrefutable bond between the swimming pool and wellness world and tourism, health, leisure, wellbeing and sport.

Barcelona, October 2015



13 – 16 October 2015
www.piscinawellness.com

Fact sheet

Piscina & Wellness Barcelona 2015

Edition

12th

Frequency

Biennial

Exhibition dates

13 – 16 October 2015

Times

10.00 - 19.00

Venue

Hall 2. Fira de Barcelona Gran Via Exhibition Centre
Av. Joan Carles I n.58-64
08908 l'Hospitalet de Llobregat (Barcelona)

Type of event

Professional

Sectors

Residential swimming pools
Wellness & Spa centres
Public swimming pools: water, sport and leisure facilities

Area occupied

13,800 m² net

Companies represented

449

Direct exhibitors

287

Countries

26

Activities

Second Wellness & Spa Event
Wellness Experience Area (recreation of a wellness centre)
Second Waterpark Symposium

Innovation Zone (sample of innovative products and presentations, business area, networking spaces, Internet of Things, meetings)
Business meetings with international buyers
Conferences Asofap
Piscina & Wellness Barcelona 2015 Awards Ceremony
EUSA 2015 Awards Ceremony
Programme of visits to innovative aquatic facilities

Organised by

Fira de Barcelona

With the support of

ASOFAP, Spanish Association of Swimming Pool Sector Professionals

Chairman

Eloi Planes
CEO of the Fluidra Group

Director

Josep Jonàs

Project Manager

Ángel Celorrio

Press contact

Maria Dolors Herranz / Gloria Dilluvio
Tel. (+34) 93 233 25 41 - 21 72
mdherranz@firabarcelona.com
gdilluvio@firabarcelona.com

Website

www.piscinawellness.com

Press room

Europa Hall. Floor -1. Gran Via Venue.
(Only open on exhibition dates)
sprensa.gv@firabarcelona.com
Tel. 93 233 40 17



13 - 16 October 2015
www.piscinawellness.com



By the end of the year, 18,500 new residential swimming pools will have been installed in Spain

The swimming pool sector consolidates its recovery and expects to see a 10% increase in sales in 2015

After a good first six-month period and a very hot summer that has helped to boost sales, the Spanish swimming pool sector is looking forward to the final few months of 2015 with the prospect of a 10% increase in sales compared to last year. The Spanish Pool Sector Professionals Association (ASOFAP) estimates that 80% of these sales are accounted for by products for replacing, repairing and maintaining pools in Spain. It also forecasts that by year end some 18,500 new pools will have been built, 12% more than in 2014.

This forecast consolidates the positive growth scenario that began last year, when 16,800 new private swimming pools were built in Spain – more than double the 8,000 swimming pools/year built at the height of the recession –, with a 6% increase in turnover compared with 2013. This favourable trend continued in the first six months of 2015 when sales rose by over 8% and 11,000 new swimming pools were installed.

Spain is the second country in Europe and the fourth country in the world with most private swimming pools, which currently total 1.16 million, 60% of which are more than 10 years old with very basic equipment and fittings. Thus, the best business opportunities for the companies operating in this industry are in renovation and restoration, and in upgrading the existing stock with accessories, technologies and energy-saving systems. However, the confirmation of the recovery in the construction of new swimming pools and the increase in sales is encouraging news for the industry, which now seems to be leaving behind the paralysis in domestic demand during the worst years of the recession.

The mean penetration rate of swimming pools in Spain is 4.6% (number of swimming pools with respect to the number of single-family dwellings). In geographical terms, a quarter of the country's residential swimming pools are in Andalusia (279,000 units). This is followed by Catalonia (189,000 swimming pools), the Levante region (Valencia and Murcia) (168,000+), central Spain (162,000), north Spain (150,800), Madrid (133,400), Balearic Islands (58,000), and Canary Islands (23,200).

Spain has 1.16 million swimming pools, 60% of which are more than ten years old

The replacement and repair of these pools accounts for 80% of the sector's sales

2,500 companies employing 64,000 people operate in the swimming pool industry

According to the latest study performed by Asofap and the Piscina & Wellness Barcelona exhibition, 91.4% of Spanish swimming pools are filled all year round and eight out of every ten owners take care of the maintenance themselves. It is estimated that, in summer, owners spend 85 minutes a week looking after the swimming pool. The swimming pools' accessories are also very basic, impacting on water and energy consumption, time spent on maintenance and experience of use. Lighting is the most commonly installed fitting: three out of every four swimming pools have some kind of lighting system installed. However, less than half have automatic water treatment systems; 44.6% have automatic bottom-cleaning robots, 37.8% have pool covers/protectors and only 1 out every 4 have some kind of safety systems. Virtually none have installed water or energy-saving systems, heating systems using heat pumps or solar energy, or counter-current swimming systems.

Growth in public swimming pools as well

As well as this large residential stock, it is also calculated that there are about 40,000 public swimming pools in Spain. This group includes swimming pools in hotels, campsites and other tourism establishments, spa resorts, urban spa centres, municipal facilities, sports centres with a pool area, and water and recreational parks, among others.

Some examples are the 15,000-odd hotels in Spain, of which more than one third have swimming pools. There are 1,175 registered campsites, of which 800 have a pool area. Of the more than 80,000 sports facilities in the country, 40% have swimming pools. To this must be added the more than 350 swimming pools contributed by the 50 recreational parks in Spain; the 110 spa resorts registered in Spain and the just under 1,000 urban spas and wellness centres.

Within the public swimming pool segment, demand is growing for new building projects and also for the renovation of swimming pools, water and wellness facilities, driven by hotel modernisation in different tourist areas in Spain, particularly the Balearic Islands, Catalonia, Canary Islands and Andalusia. Spain's powerful tourist industry, the world's second largest in revenue terms, is investing in upgrading its establishments to avoid losing competitiveness to other destinations, assure customer loyalty or attract new tourism niches with different profiles and a higher purchasing power who are looking for leisure and wellbeing experiences. This trend is not confined just to the beach holiday segment but also to urban hotels, particularly in Barcelona and Madrid.

Eloi Planes, Piscina & Wellness Barcelona's president and chief executive of the Fluidra Group, also highlighted the trend in hotels and campsites to invest in upgrades and efficient management of their facilities to reduce overheads. Swimming pools and pool areas are also included in this sustainability-driven trend. "The tourist industry is showing growing interest in the innovative, eco-efficient solutions we offer for its pool areas. On one hand, it enables it to increase its appeal for tour operators, by offering more quality, more wellbeing and more leisure experiences and, on the other hand, it helps reduce its fixed costs," Planes explained.

The Spanish swimming pool industry consists of 2,500 companies that give work either directly or indirectly to 64,000 people. Total sales in the domestic market in 2014 amounted to 864 million euros, with exports accounting for another 247 million euros, according to data from the latest study performed by Asofap and the Piscina & Wellness Barcelona exhibition.

Barcelona, October 2015



13 - 16 October 2015
www.piscinawellness.com



The Wellness Experience area will showcase equipment and services to inspire business projects and management models

Piscina & Wellness Barcelona recreates a wellness centre at the heart of the trade fair

Between 13 and 16 October, Piscina & Wellness Barcelona will house a complete wellness centre in its exhibition area where visitors to the show can find out about all the equipment and services necessary to open a functional and profitable wellness centre that offers a series of unique sensory experiences. In addition, the Swiss consultant and former director of Caldea, Gérard André, will be based at this “showroom” to answer visitor’s questions on their business approach and the management of wellness projects.

With its stunning staging, the Wellness Experience – the name of this space – will occupy more than 350 sq. m in the middle of Hall 2 of the Gran Via Exhibition Centre. This unique wellness centre will replicate five typical spa zones: the reception area; the changing rooms; the treatment area; the water zone, and an active swimming pool. The Wellness Experience, designed by the architectural practice Naos, will include the latest innovations in the sector supplied by some 20 exhibitors and other partner companies. Particular care has been taken with the design, sizing, theming, materials, flooring, solutions and the menu of services in order to recreate a professional eco-sustainable facility that is both easy to manage and economically viable.

One of the big attractions will be its active swimming pool – constructed by Condal – accessorized with water beds, a swan-neck cascade, bubble beds and water jets. The Wellness Experience will also have two spas, a shower temple – jet spray, Scottish, contrast – a sauna, an ice cubicle and heated loungers.

In the dry zone there will be a relaxation area, four private cubicles for health, relaxation and beauty treatments and a double cubicle with direct access to the spa especially for couples, a format that is increasingly sought-after by users looking to share their wellness experience with their partner. There will also be an area with a hydro-jet water bed, a state-of-the-art therapeutic massage system that uses water jets without soaking the user and without the need for them to be naked. The Wellness Experience will also be equipped with changing rooms and lockers, washrooms and showers and a storeroom for preparing products.

The Swiss consultant and former director of Caldea will be providing personalized advice for visitors

The area features a specially-built active pool, two spas and five treatment cubicles

The wellness and spa sector is responsible for an annual turnover of 3,500 million euros in Spain

Arousing the senses

The Wellness Experience aims to transmit different sensorial experiences that enhance the sense of wellbeing. To do so, an amazing atmosphere has been planned that is bound to arouse the senses of every visitor who comes into this area. The designer and sound therapist Albert Cueva, from Zensations, has created four exclusive Arboreum murals for the cubicles and the main area. These *Arboreums* feature high frequency bio-energetic compositions inspired by the shapes and textures of plants and minerals. Cueva is also in charge of the therapeutic and relaxing sound effects that will play in the “showroom”, based on the Fibonacci series of atonal harmonic chants.

Meanwhile, the olfactory experience will be both relaxing and stimulating, emanated by candles scented with orange blossom and gentle notes of Mediterranean mandarin. Touch will be the key sense in the treatment cubicles, with massage sessions, relaxing treatments and cosmetic demonstrations. Meanwhile, in the active pool the physiotherapist from the Mondariz Spa Resort, Miryam Gonzalez, will be demonstrating therapeutic and relaxation techniques. Finally, visitors can sample drinks, bio products and energy-giving foods.

The companies involved in fitting out the Wellness Experience area are: Construcciones Condal, Fluidra, Inbeca, Wellis, Roca, Espa, HPE Technology, Saci Pumps, Visendum, Gerflor, Rosa Gres. Meanwhile, RKF is providing the towels and robes; Wax Design the candles, fragrances and decorative features; Velas Luminaria the LED candles for interiors; Germaine de Capuccini the cosmetics and beauty demonstrations; Laboratoris Color EGM the signage; Zensations the ambient theming; and Nutrisport, the food and drinks.

Wellness & Spa Event

In an adjacent room, visitors can attend the Wellness & Spa Event sessions free of charge, featuring a series of conferences given by over 30 international experts who will be analysing the opportunities for growth in the Wellness industry and its close connections to sectors such as health and wellbeing tourism. Standout speakers include Jeremy McCarthy, the Global Director of Spa for Mandarin Oriental Hotels, and Raoul Sudre, considered to be one of the world’s top wellness gurus. The event also offers various *networking* areas – by registration only – where delegates and speakers can discuss the topics in greater depth and share their experiences. At the same time, another interesting training option is the seminars on aquatic-related health and wellbeing and trends in wellness marketing to strengthen sales, with the presentation of various success stories.

A booming sector

Consultant Valérie Le Mao, the coordinator of the Wellness & Spa Experience Event, believes that “a wellness centre is so much more than just a bubble bath.” Le Mao insists on the need for professionals in this industry to get to know the technical and commercial side of these facilities so they can improve their business or identify opportunities for growth. “This means they will not repeat the mistakes of the past, such as failing to promote the business properly, building over-sized facilities or choosing the wrong commercial positioning for the needs of their potential clients,” she concludes.

In Spain there are over 1,000 hydrothermal centres. Of these, 67% are spas installed in hotels or other tourist establishments; 20% are urban spas and 13% are thermal or thalassotherapy resorts, which, as a whole, produce an annual turnover of 3,500 million euros.

Tourism is an added value as Spain is the third most-visited country in the world, being a destination for 65 million people. Some 75% of the tourists who visit us are looking for activities associated with water. In this respect, Spain is positioning itself as a health and wellness destination and already holds sixth place in the European ranking in this segment. It is estimated that this type of tourism will grow at a rate of 6.2% a year.

Barcelona, October 2015



13 - 16 October 2015
www.piscinawellness.com



The Wellness & Spa Event takes place on 14 and 15 October at Piscina & Wellness Barcelona

More than 30 experts will analyse the wellness industry and its connections with health and tourism

The second edition of the Wellness & Spa Event features more than thirty national and international speakers who will be analysing the trends and opportunities in the wellness industry and giving recommendations to develop the economic potential of the wellness segment associated with health and tourism. This discussion forum, held on 14 and 15 October as part of Piscina & Wellness Barcelona 2015, will also reinforce the *networking* sessions among trade professionals and includes two practical seminars on water and new technologies.

The Global Director of Spa for the Mandarin Oriental Hotel Group, Jeremy McCarthy, will give the inaugural conference on behavioural changes in the wellness sector, which is moving from being a luxury treat to a general need in the Western world as a way of dealing with poor health habits and an increasingly stressful urban life.

Jeremy McCarthy advises the wellness industry to go even further and offer more holistic concepts to make people feel really good and pamper their body, mind and spirit, helping them to lead a lifestyle based on wellbeing. McCarthy believes that spa services (massages, water treatments, beauty and health treatments, etc.) have psychological, emotional and cognitive benefits and can have a preventive action against disease. Hence their business potential and synergies with the health sector.

As a complement to this initial topic, several initiatives will be presented such as Global Wellness Day, an annual date dedicated to living well that is recognized all over the world on the second Saturday in June, and the work of the Global Wellness Institute (GWI), an international body that disseminates the benefits of wellness in the prevention of illnesses and in guaranteeing the wellbeing of society as a whole.

Wellness vs health tourism

The seminars will also study the opportunities for the growth of health and wellness tourism on a global level, with Africa and Latin America being the emerging markets spearheading the boom in the wellness industry right now. Spain will also be put under the microscope, which currently occupies sixth position on the European ranking of wellness destinations and hopes to see this type of visitor increase by 6.2% per year.

Austrian consultant László Puzckó will be providing a global overview, while the medical director of the Loida Spa in A Coruña and Talaso Atlántico Baiona, Salvador Ramos Rey, the expert spa consultant Ana Ladeiras and the manager of Gran Canaria Spa, Wellness & Health, Carmen García Manzano, will be looking at how to harmonize wellness with the health and wellbeing tourist segment in Spain.

Jeremy McCarthy, the Global Director of Spa for the Mandarin Oriental Hotel Group, is to deliver the inaugural conference

The design, ambience, equipment, services and personnel of a wellness centre are key to the customer's wellbeing experience

The wellness industry is booming in Europe, with a turnover of 94,000 million dollars

Trends in demand

In view of the growth in demand, new and innovative wellness business concepts are emerging which seek to satisfy the needs and expectations of consumers, who put a premium on a sense of wellbeing and feeling good about themselves. For this reason the Wellness & Spa Event will be taking an in-depth look at trends in demand and future prospects, presenting the success stories of sustainable wellness centres and those that focus on health, and discussing the key aspects of the guest experience. In this respect, the sensory aspect of the space, the equipment, the treatments and services and the centre's personnel play a key role. All of this has an influence on the centre's success and profitability.

The speakers who will be discussing these topics include Raoul Andrews Sudre, president of Aspen Resorts International (Florida, USA) regarded as one of the world's top gurus in the wellness industry; Roger Allen, co-founder of the specialist wellness and hospitality consultancy Resource for Leisure Assets (Austria); Franz Linser, CEO of Linser™ Hospitality (Austria); Jean-Luc Pleuvry, Operations Manager of Thalazur (France); and Jean Guy de Gabriac, General Manager of the consultancy Tip Touch International (Belgium), amongst others.

The seminars will also discuss the role of the architect when it comes to designing sustainable facilities that are capable of making rational use of resources with the minimal environmental impact. This section, which presents several case studies, includes the input of architects Josep Maria Gutiérrez Noguera, Architect and Partner of 080 Arquitectura (Spain); Santiago González, Director of the Naos architectural practice (Spain), and Santiago Castán, the architect in the Projects Department of EKIP Sports Planning and Management.

Seminars, networking and a fully-operational wellness centre

As a complement to the conferences of the Wellness & Spa Event, two seminars will be held on 13 and 16 October to offer knowledge and experiences of water and wellbeing and the trends in the use of new technologies to boost the sale of services. Conference delegates interested in exploring these topics in greater depth can take part in *networking* lunches with the speakers to share information and get advice on opportunities and solutions in the wellness sector.

And to help visualize these trends, demonstrate equipment and services and inspire projects, a sustainable wellness centre has been especially designed in the middle of the trade fair: the Wellness Experience. In addition to this "showroom", the Swiss consultant and former director of Caldea, Gérard André, will deal in person with questions from visitors about their business approach and the management of wellness projects. There are also plans to visit some of the urban spas in Barcelona to see some practical case studies.

An industry that moves millions

According to the survey conducted in 2014 by international consultancy firm SRI, Europe is the unquestionable leader of the wellness sector, growing by 58% in just six years (from 2008 to 2014) from a turnover of 60,000 to 94,000 million dollars, and a rise of 47% in the number of spas, of which there are now 105,591.

Furthermore, the wellness industry has given rise to its own tourist segment, characterized by both domestic and international travel motivated by the search for establishments such as spas, wellness centres, specialist hotels, urban spas and hydrothermal centres fed by water with mineral and curative properties that bring health and wellbeing. Europe was already generating 234 million trips of this type and according to forecasts this figure will continue to rise by an annual average of 7.3% through to 2017. Even so, the USA is still the country that accounts for 41% of all expenditure on health and wellness tourism. The Old World holds second place, with 149,500 million euros, representing 36% of the total spend. It is estimated that wellness-related tourism generates 2.4 million direct jobs in Europe and has an impact of 328,400 million euros on the European economy.

Barcelona, October 2015

13 - 16 October 2015
www.salonpiscina.com

Rick Root, president of the World Waterpark Association, to take part in the symposium on aquatic leisure facilities.

Piscina & Wellness Barcelona debates the design, safety and management of water parks

Piscina & Wellness Barcelona is to host the second edition of the Waterpark Symposium, a forum attended by trade professionals and experts in the field of water parks to discuss the safety regulations, design and optimum management of these recreational facilities which are spreading across Spain, especially in hotels, campsites and tourist holiday complexes. The president of the World Waterpark Association (WWA), Rick Root, will take part in this symposium scheduled for 14 October in Fira de Barcelona's Gran Via Exhibition Centre.

The first part of the II Waterpark Symposium will deal with rules and regulations. The coordinator of the European Committees for Regulating Public Swimming Pools and Water Slides, Rainer Braun, will analyse the legal, safety and operational requirements of developing an aquatic leisure facility. This will be followed by a discussion among experts in regulations and certifications, moderated by the aquatic facilities specialist from Action Waterscapes and member of the board of ASOFAP, Alfonso Ribarrocha.

The second part of the day will revolve around managing these facilities. Two members of the round table will be Rafael Garcia, the architect of Menorca's new water park, Splash, and Enrique Pérez, the director of Parques Reunidos, an association whose members comprise a number of theme parks and water parks. Offering their own experience at the same round table will be the owner of Malgrat de Mar's Hotel Papi and a campsite operator, with the aim of analysing the challenges and best practices to follow in the design and organization of an aquatic leisure facility to make it efficient, sustainable and profitable.

For his part, Rick Root, president of the World Waterpark Association (WWA) will take part in the session devoted to identifying the main future trends in the field of the aquatic leisure parks installed in campsites, hotels and tourist complexes. Taking part will be the manufacturer White Water; Alfonso Ramos, architect of the deluxe resort management company "The Resort Group plc", and Riccardo Boldrini, director of the "Spiaggia e Mare Holiday Park" in Italy.

According to the latest available data, there are about 50 water parks in Spain with over 350 swimming pools between them. In addition there are numerous other aquatic leisure facilities and areas in hotels (more than a third of all the hotels in Spain have at least one pool) and in the 800 of the 1,175 campsites surveyed that have some form of water-based facility for recreational use.

Companies in the sector are noting increased demand for small and medium-sized water-based facilities, especially in campsites and hotels, which are incorporating this type of recreational structure into their properties designed on an *ad hoc* basis for their guests' leisure and entertainment. As Alfonso Ribarrocha explains: "*The investment required goes from a few thousand to hundreds of thousands of euros depending on whether they are water-based games for kids or true water parks for people of all ages, and can even be developed over various phases.*" The tourist establishments that have chosen to modernize their aquatic areas see short-term profitability improve. "*This is mainly because it helps them to cement customer loyalty and allows them to increase the average price of the stay,*" asserts Ribarrocha. Nevertheless, the key lies in identifying the customer profile and their main requirements in order to define the most appropriate aquatic structure, always relying on advice from professionals on technical aspects, regulations and safety standards to achieve a truly successful installation.

Barcelona, October 2015



13 - 16 October 2015
www.piscinawellness.com



The Innovation Zone features the most innovative products and Internet of Things apps for swimming pools

More natural water treatments, apps for controlling swimming pools and ultra-efficient equipment

Piscina & Wellness Barcelona is launching an Innovation Zone this year, where all the most innovative products presented at this edition of the show will be gathered – including the winners of the show's awards – and examples of the uses of the Internet of Things for controlling and automating the operation and maintenance of swimming pools by mobile devices. This space will be complemented by a *Speakers' Corner* for presentations, networking sessions and an advisory service on marketing and financing given by experts from PIMEC and the Catalan Institute of Finance (ICF).

The swimming pool and wellness sector is trying to address the double challenge of fitting out facilities with state-of-the-art systems while at the same time ensuring this technology goes unnoticed by users. The idea is that the bathing or relaxation experience should be as natural as possible, with less and less chemical interference in the water and the surrounding atmosphere. In addition, swimming pool owners who look after the maintenance of their pools themselves do not want to feel overwhelmed by technology; what they want are systems that are easy to manage, simple to communicate with, and anticipate any potential problems in advance.

What's new

A total of 39 products have been selected by experts from the Catalan Institute of Building Technology (ITeC) to form part of the Innovation Zone at this year's show. These new products include a variety of *apps* which facilitate swimming pool operations. You can use them to check the parameters that measure water quality, control the actions of pool bottom-cleaning robots, or maintain the pool by remote control.

This is the next step towards automation. *"People already take for granted that swimming pool components can 'talk' to each other, and now we need to get pools to communicate with the outside world,"* says Josep Ramon Fontana, an expert from ITeC. *"If the installation's electronic manager sends data to our smartphone, there's no longer any need to visit the pump room in person to read the parameters on a display. Most of the orders to the equipment can also be transmitted remotely, and even the analyses which have*

PIMEC and ICF are offering an advisory service on marketing and financing

A networking space and a Speakers' Corner for learning about innovations

An exhibition of the winners of the Piscina & Wellness Barcelona Awards 2015

to be done in situ can be sent to databases in the Cloud to keep a convenient record of water quality stats without losing an iota of accuracy,” he explains. Furthermore, assuming that practically everyone has a mobile phone these days, the swimming pool equipment no longer needs to have so many processing, communication and storage functions: it can all be done by the phone. The result is less complex and more affordable equipment.

There are also numerous water treatment products among the innovations this year. One of the constant concerns of the sector is reducing the chemicals in swimming pool water and the surrounding atmosphere, an issue that is also being called for more and more by consumers. In this respect, Fontana explains, *“the system with the biggest potential is one that combines old-school solutions with other more ‘alternative’ ones, seeking a balance between compliance with regulations and satisfying the needs of swimming pool users.”* For example, some of the new products include chlorine tablets with micro-encapsulated insect repellent and disinfectant systems by saline or ozone electrolysis.

Maximum efficiency, sustainability and wellness

All the innovative products on show share a general commitment to improving efficiency, which continues to be one of the sector’s priorities. These are solutions that seek to get the very most out of every litre of water and each watt of electricity on a number of fronts: filters with fewer cleaning requirements, ultra-quiet plumps that can adjust their energy consumption system to save between 350 and 1,000 euros per year, thermal insulation for the pool basin, and systems that make use of one or more sources of renewable energy for the pool.

Finally, we can’t fail to mention another kind of innovation which is more in line with the sensory side of wellness. Users have got used to ever-shorter design and aesthetic cycles and the sector is responding to demands from the market with the additional challenge of not only ensuring that their new products reflect current trends but do so without compromising on features. In this case we’ll be seeing different construction materials and elements such as high-tech woods for flooring and roofs – even inflatable ones – to prevent evaporation and prolong the season. We’ll also be seeing wellness solutions such as portable hydromassage chairs and family spas.

Apart from the exhibition of products, the Speakers’ Corner in the Innovation Zone will feature brief talks by exhibitors to explain all the benefits of these innovations.

Towards the Internet of Pools

In line with this trend towards interconnectivity, the Innovation Zone will display the projects of some companies that are applying the Internet of Things to the world of swimming pools. Start-up firms Oasy, Zeyron Technologies and Momit are presenting various smart thermostats which help to identify and regulate water consumption, set the water temperature and warn of any possible leaks or excessive use. Meanwhile, A-Kroll is presenting a solution to control the filtering, disinfection, lighting, climate control and water level of the pool by remote control from a mobile phone, tablet or computer. Fluidra is launching an online services platform for the remote management of swimming pools which allows both professionals and users to check, run a diagnosis and manage the complete operation of their pool via the internet.

From 15 October, the Innovation Zone will also be showcasing the winners of the Piscina & Wellness Awards for innovation and sustainability. This year, 68 ideas – including products and construction projects competed in the last two years – were submitted by pool constructors, architectural practices, developers, residential pool technicians, wellness centres, public swimming pools and renovated swimming pools. The winners will be revealed on the evening of 14 October at a sector-only event held in Pedralbes Palace. The EUSA Awards will be presented at the same event, which are organized by the European Union of Swimming Pool and Spa Associations.

Barcelona, October 2015