



aquanale 2007

Structure: Exhibitors and Visitors

TOTAL aquanale

Exhibitors	286
Exhibition area, sqm	35.000
Visits ¹	40.034

EXHIBITORS aquanale

Origin of exhibitors

Germany	175
Abroad (26 countries)	111

Origin of foreign exhibitors

EU (without DE)	90
EFTA	8
Remainder Europe	4
North America	2
Africa	1
Asia	6

TOP 6 Origin of exhibitors

- other than Germany -

France	
Italy	
Austria	
Netherlands	
Belgium	
Switzerland	

Suppliers by product group*

Planning, construction & equipping of pool facilities	1.607
Planning, construction & equipping of sauna facilities	631
Ambience & fittings	166
Service & media	50

Assessment of visitor quality

Very good	11%
Good	53%
Satisfied	29%
Not satisfied	7%

Assessment of aims achieved

Very good	13%
Good	49%
Satisfied	26%
Not satisfied	13%

Assessment of participation in 2009

Yes, certain	35%
Yes, probably	33%
Not yet decided	29%
No	4%

Synergies FSB/SOLARIA

Higher visitor numbers	70%
More international exhibitors	27%
More international visitors	33%
Greater press coverage	15%
Greater range of products	27%

VISITORS aquanale

Origin Visitors^{1 2}

Germany	24.561
Abroad	15.473
Proportion of foreign visitors (113 countries)	35%

Origin foreign visitors²

EU (without DE)	67%
EFTA and remainder Europe	19%
Americas	6%
Africa	2%
Asia	6%
Australia	1%

TOP 5 country of origin visitors

Netherlands	
Spain	
Great Britain	
Italy	
Belgium	

Professions* ²

Swimming pool construction co.	36%
Sauna constructors/sauna operat.	24%
Swimming pool operators	15%
Wholesale/retail	14%
Skilled trades	12%
Wellness facilities operators	11%
Industry	10%
Interior designers	9%
Planners/engineers	8%
Municipal sports facilities operat.	7%
sanitary/heating companies	7%
Architects/landscape architects	6%
Public sports facility operators	6%
Spa facility operators	6%
Fitness studio operators	4%
Hotel/wellness hotel operators	2%
Property Investors/construction	2%

Extent of visitors' decision-making

Decisive	39%
Shared responsibility	32%
Advisory capacity	22%
No involvement	5%

Capacity of visitors

Self-employed/co-partner	44%
Top management	18%
Senior management	5%
Department head	15%
Other employed	10%
Technician	9%
Student	4%
Other	7%

Interest in product areas

Swimming pool equipment	47%
Water purification	45%
Swimming pool const./extension	36%
Installation sys. Swimming pools	35%
Pool shell constructions	35%
Sauna facility equipment	33%
Furnishing & ambience	32%
Sauna facilities	32%
Swimming pool facility planning	31%
Sauna technology	29%
Pool shells/accessories	17%
Extension of sauna facilities	16%
Service & Media	13%

Most frequent reasons for attending

Information on new products	67%
Obtaining general information	62%
Market observation	57%
Establishing new contacts	54%
Fostering business contacts	51%
Sharing experiences/information	49%
Further education	45%
Purchasing preparation	33%
Placing orders	20%
Other	23%

Assessment of product areas

Very good	12%
Good	69%
Satisfied	19%
Not satisfied	1%

Overall assessment of the trade show

Very good	13%
Good	65%
Satisfied	21%
Not satisfied	2%

*Multiple responses possible

¹ Total number of visits at aquanale, FSB and SOLARIA. Determined by exit survey.

² Results of the visitor survey