



From November 17 to 20, 2025
www.piscinabarcelona.com

Piscina Barcelona 2025: bigger, more international, leading Europe with strength

- Event grows 22%, gathers over 400 exhibitors from 30 countries and boosts outdoor focus and sustainability
- It includes more than 30 activities on digitalization, efficiency, social impact, landscaping, regulation, and business opportunities.

With nearly 70% of its offering international, Piscina Barcelona 2025 is growing strongly and reaffirms its European leadership in what will be its largest edition in almost twenty years. From November 17 to 20, it will bring together more than 400 exhibitors from 30 countries and showcase the most advanced solutions in technology, sustainability, and user experience for pools and wellness spaces. Additionally, it adds the outdoor sector as a new focus, with proposals for outdoor decoration and a program of more than 30 activities on digitalization, efficiency, regulation, and business opportunities.

Organized by Fira de Barcelona with the support of the ASOFAP association, Piscina Barcelona 2025 reflects the strong momentum of the Spanish sector, which grew by 5.2% in the first half of the year and expects to exceed 1.6 billion euros in turnover this year. The show thus reaffirms itself as a meeting point for this industry and a gateway to the Spanish market, which, with more than 1.3 million pools, is the second largest in Europe and the fourth in the world in number of installations.

This year, Piscina Barcelona will occupy 45,000 gross square meters, 22% more than in its previous edition, consolidating itself as the most international fair on the European sector calendar. The event will be held in halls 1 and 2 of the Gran Via venue and will bring together exhibitors from around the world, with notable participation from Spain, China, France, Turkey, Italy, the Netherlands, the United States, the United Kingdom, Portugal, the Czech Republic, Germany, and Belgium, which are the countries contributing the most exhibitors.

With a forecast of exceeding 15,000 visitors, 60% of them international, the show will attract a diverse professional profile that includes importers, distributors, retailers, architects, engineers, builders, installers, landscapers, interior designers, and managers of sports centers, spas, hotels, campsites, and water parks. The show has invited a thousand key buyers and prescribers from different markets.

The president of the Organizing Committee of the show and executive president of Fluidra, Eloi Planes, states: *"Piscina Barcelona 2025 reflects the extraordinary vitality of a sector that combines innovation, sustainability, and well-being to transform the way we enjoy water. This edition will be a turning point for the industry, bringing together the main international players and showcasing how technology, design, and efficient management can create aquatic spaces that are smarter, more sustainable, and more connected with people".*

AI, efficiency, and well-being

This year, artificial intelligence, energy efficiency, and well-being set the trends at the show, driving smarter, more sustainable, and healthier aquatic facilities. Innovations focus on automating maintenance, reducing energy and water consumption, minimizing the use of chemicals, and creating AI-connected ecosystems that integrate climate control, water treatment, and digital management. The most disruptive products will be featured in the Innovation Zone.

Alongside these technological solutions, the show will bring together a wide range of prefabricated pool shells, construction and coatings, physical and chemical water treatment, lighting, covers and safety equipment, as well as design and management software, filtration systems, control and measurement equipment, and a complete range of accessories and components that reflect the sector's evolution toward sustainability. Among the exhibiting companies are Fluidra, Aiper, Hayward, Pnhx, Productos QP, Renolit, Aquavia Spa, Beatbot, Maytronics, Missouri, Wybotics, Proteam Europa, Superior Wellness, Aquagem, Aquark, Fairland, Psicontrol, Action Park, Piscinas Condal, Espa, and BWT.

Outdoor, pool, and wellness connection

The outdoor sector joins as a focus of Piscina Barcelona 2025, reflecting the link between outdoor space design and the pool and wellness universe. In this area, there will be a complete range of contract furniture, outdoor kitchens and barbecues, fireplaces, lighting, flooring, sun protection systems, and landscaping and decoration solutions. Brands such as Ambiazza, Cerámicas Mayor, Leil Saunas, Conva, Weber, Domo by Indalsu, Spa & BBQ Concepts, Tarimatec, Exterpark, Rosa Gres, Catral Garden & Home Depot, and Cubiñá present proposals that integrate functionality, aesthetics, and sustainability.

The central space showcasing this connection will be the Outdoor & Wellness Experience showroom, designed by architect and landscaper Rosa Maria Torra, which will recreate a wellness center in a 1,000 m² Mediterranean garden, combining pool, spa, saunas, treatment cabins, and a fully furnished and equipped outdoor area.

More knowledge and networking

At the same time, Piscina Barcelona will offer more than 30 activities focused on sustainability, digitalization, and social impact. Regulatory, technical, and management challenges, sector professionalization, hotel investment in pools and wellness, and business opportunities in key markets will also be addressed, with success stories in the themed sessions "Mexico Day" and "Andalusia Day."

Highlighted sessions include the Pool Horizons Summit, an international forum on the social, educational, and cultural value of pools with the participation of global leaders; the Digital Transformation and Social Impact in Pools sessions organized by INDESCAT; the roundtable on hotel investment organized by Cushman & Wakefield Hospitality Spain with hotel executives; and the ASOFAP session on obtaining the Professional Pool Maintenance Certificate, mandatory from January 2026.

The show will also host the conferences of the XIII International Landscape Biennial of Barcelona, organized by the Official College of Architects of Catalonia and the Polytechnic University of Catalonia, and the session of the Spanish Association of Landscapers and Rain Bird on intelligent water use in green areas.

There will also be the VII International Business Meeting Hospitality Design & Wellness, with buyers from Europe, Latin America, and the Middle East; and the Job Market Place together with Barcelona Activa, connecting sector companies with pre-selected candidates, facilitating interviews and hiring processes during the event.

Additionally, this year networking is enhanced with new activities such as a meeting for interior designers, bringing together specialized studios with outdoor sector suppliers, and the one organized by the Women's Network of the Pool and Spa Industry. The annual world meeting of pool sector associations will also take place.

Awards ceremonies

The show will present its competition awards: the Wellness Experience Awards for top spas, wellness centers, clinics, and destinations; the Piscina Barcelona Awards for best residential and public pool and most innovative product in sustainability and connectivity; the Outdoor Design Awards for outstanding outdoor décor projects; and the International Architecture and Landscaping Student Competition, focused on designing a hypothetical aquatic center in Park Güell. It will also host the EUSA Awards for leading European sector projects.

In line with the values it promotes, Piscina Barcelona also applies sustainability criteria in organizing the event. This year, thanks to an agreement with the Institut Barcelona Esports (IBE), the pools and spas exhibited at the show will be filled with reused water from the outdoor pool of the Bernat Picornell municipal sports complex, which will be returned at the end of the fair in optimal conditions. In addition, as part of the Towards Zero Impact initiative, several actions will be implemented to minimize waste and reuse materials and furniture.



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Fact Sheet

Piscina Barcelona 2025. Pool, Wellness & Outdoor

Edition

17th

Frequency

Biennial

Dates

From November 17 to 20, 2025

Opening Hours

10:00 AM to 7:00 PM (Monday, Tuesday, and Wednesday)

10:00 AM to 4:00 PM (Thursday)

Venue

Fira de Barcelona – Gran Via venue

Halls 1 and 2

Av. Joan Carles I No. 58–64. 08908 L'Hospitalet de Llobregat (Barcelona)

Type

Professional

Sectors

Residential Pools

Wellness & Spa

Public Pools: Aquatic, sports and/or recreational facilities

Outdoor Living (exterior decoration)

Exhibition Area

45,000 m² gross (+22% compared to 2023)

Exhibitors

423

Represented Brands

Over 700

Countries Represented

30

Activities

- Outdoor & Wellness Experience (Hall 1): Recreation of a fully operational wellness center with pool, spa, treatment cabins, sauna, and changing rooms. Includes a garden with a showroom of outdoor furniture, accessories, and equipment.
- Innovation Zone (Entrance Hall): Space dedicated to innovation and technology in residential pools, public-use pools, and wellness. Includes: 2025 Product Innovation Gallery; Exhibition of award-winning works from the Piscina Barcelona Awards; Wellness Experience Awards, Outdoor Living Awards, and Student Architecture Competition.
- “Andalucía Day” (November 17): Session to explore business opportunities in the region.
- Session on pool regulations and standards (November 17)
- Pool Horizons Summit Barcelona (November 17): Forum promoted by leading companies and international organizations on social transformation through pools.
- Presentation of the Piscina Barcelona 2025 Awards; Wellness Experience Awards, Outdoor Living Awards, and Student Architecture Competition Awards (November 17)
- XIII International Landscape Biennial of Barcelona (November 17–18)
- Sessions by the Spanish Association of Landscape Architects and Rain Bird on landscaping and smart water use (November 18)
- Cushman & Wakefield Hospitality (CWH) session on hotel investment in pools, wellness, and outdoor (November 18)
- “Mexico Day” (November 18): Session on investment and success stories in Mexico
- 7th International Business Meeting on Hospitality Design & Wellness Europe – Latam – Middle East (November 18): Talks, business meetings, and networking focused on opportunities for pools and wellness in these markets.
- Job Marketplace (November 18)
- Outdoor Pool Party (November 18): Sector celebration during the show
- Indecat sessions on digital transformation and social impact of pools (November 19)
- Presentation of the Pool Industry Barometer (November 19)
- EUSA AWARDS 2025 Ceremony (November 19)
- Networking – Women’s Network of the Pool and Spa Industry (November 19)
- Conference: Success stories of pools in high-performance sports centers (November 19)
- Conference on the professional pool maintenance certificate (November 19)
- Networking – Interior Designers (November 19)
- Pool Party (November 19): Afterwork event with music and gastronomy to encourage relaxed networking after show hours

Organized by

Fira de Barcelona

In collaboration with

ASOFAP, Spanish Association of Pool Sector Professionals

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The Swimming Pool Industry in Spain 2025

Key Data from the First Half of 2025

- The swimming pool sector in Spain grew by 5.2% in the first half of 2025. This percentage suggests that the sector's annual turnover will exceed 1.6 billion euros, according to the 2025 Swimming Pool Sector Barometer (first half) prepared by ASOFAP.
- This year, the swimming pool sector continues to grow above the national economic average, consolidating an upward trend that has become standard after the strong boost experienced during the COVID-19 pandemic.
- In the first six months of 2025, construction began on 24,000 new pools in the country, about half of which were completed before July.
- 22,000 renovation projects of existing facilities were also launched, two-thirds of which were completed in the summer.
- ASOFAP estimates that the Spanish pool stock could increase by 40,000 units by the end of 2025.

Sector Size

- Spain has more than 1.3 million pools, making it the second country in Europe with the most installations, only behind France.
- The autonomous communities with the most pools in Spain are Andalusia (310,000 units), the Valencian Community (250,000), Catalonia (almost 200,000), the Community of Madrid (142,000), and Castilla-La Mancha (98,000).
- At a global level, Spain ranks fourth, with 7% of the world's pool stock.
- The Spanish pool sector has more than 2,000 related companies that generate over 70,000 direct and indirect jobs. It is an industry that represents a hub of innovation and technological export in water treatment, automation, and energy efficiency.

Trends and Priorities

- Pools Anywhere: Thanks to new materials, construction techniques, technology, and design proposals, it is now possible to install pools in previously unthinkable locations, greatly expanding the possibilities for integration into different spaces.
- Pool Upgrades, a Growing Demand: Owners are increasingly interested in having renovated and updated pools, which brings renewed prominence to the renovation segment within the sector's business.
- Sustainability and Efficiency: Optimising water and energy consumption has become a priority for clients. More than a third of pool projects explicitly require it. Thanks to solutions available on the market, water consumption associated with pools represents only 1% of the total supplied in Spain. In this regard, demand is increasing for solutions to improve the sustainability and efficiency of pools, such as automatic water treatment systems (especially salt chlorination), pool cleaning robots, high-efficiency heat pumps, and thermal and automatic covers.
- Digitalisation and Automation: There is an increase in the installation and use of intelligent management and remote-control systems that improve maintenance and user experience.

- **Certification:** The growing demand for sustainability in the pool sector makes it essential to have officially accredited professionals. In this context, the Professional Certificate in Pool Maintenance, promoted by ASOFAP and approved by the Ministry of Education, becomes the first official accreditation specific to the sector.

Outlook

- The dynamism of the pool sector is supported by high residential demand, tourism and hotel renovation, and the revaluation of outdoor well-being and leisure.
- Annual growth is expected to remain around 5% over the next two years, driven by investment in sustainability and efficiency.
- Spain consolidates its position as a European benchmark in innovation, design, and technology for sustainable pools.

Source: ASOFAP, Spanish Association of Pool Sector Professionals



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Piscina Barcelona 2025 deepens its focus on outdoor design and landscaping

- Growth of the outdoor sector with 40 companies and a showroom recreating a wellness center with a Mediterranean garden
- The XIII International Landscape Biennial of Barcelona and the Spanish Association of Landscape Architects organize sessions in the trade fair

The outdoor sector will be one of the three strategic pillars of Piscina Barcelona 2025, alongside pools and wellness. This edition has doubled the exhibition space dedicated to outdoor equipment and design, reinforcing its prominence within the fair's offerings. Additionally, the event will highlight the connection between outdoor spaces and landscaping, incorporating two sessions from the XIII International Landscape Biennial of Barcelona and a day organized by the Spanish Association of Landscape Architects (AEP), focused on efficient water management.

The outdoor sector will bring together 40 companies specializing in the creation and equipment of functional and aesthetically pleasing outdoor spaces. Notable names include Aatrio, Ambiazza, Catral Garden & Home Depot, Cerámicas Mayor, Conva, Exterpark, Leil Saunas, Rosa Gres, Spa & BBQ Concepts, Tarimatec, Visendum, Weber and Cubiñá with its represented brands Kettal, Houe, Expormim, Ligne Roset, Fast, Cane-Line, Bover, Pedrali and Ethimo.

The offerings include outdoor furniture that combines design, comfort, and durability, as well as kitchens, grills, and barbecues designed for outdoor enjoyment. Also present will be fireplaces and fire centers that provide warmth and style, innovative sun protection systems, lighting and paving solutions to personalize each environment, and landscaping, decoration, and textile proposals that connect with nature. Added to this is state-of-the-art audiovisual technology and sound systems, transforming outdoor spaces into multisensory environments adapted to new lifestyles.

Connection between outdoor and pool universe

This year, Piscina Barcelona is committed to connecting outdoor design and the pool universe, understanding both as complementary elements in creating wellness spaces. "The pool is no longer an isolated element, but the heart of an environment that combines comfort, landscape, and functionality," says Àngel Celorrio, director of the event. "Our goal is to show how outdoor design can transform the aquatic and wellness experience, integrating sustainable and aesthetic solutions that respond to new ways of inhabiting and enjoying outdoor spaces."

In this context, the central space of the fair will be the Outdoor & Wellness Experience showroom, designed by Barcelona landscape architect Rosa Maria Torra. This 1,000 m² space will recreate a wellness center integrated into a Mediterranean garden, combining the latest in outdoor design, wellness, and sustainability in a realistic and functional setting. It will include a working pool, spa, treatment cabins, sauna and changing rooms, areas with sun protection systems, outdoor furniture, kitchens, and lighting, as well as a dedicated conference area.

Sessions on landscape, design, and sustainability

This space will host several sessions dedicated to landscaping and sustainable management of outdoor environments. Highlights include two sessions of the XIII International Landscape Biennial of Barcelona, organized by the Col·legi d'Arquitectes de Catalunya (COAC) and the Universitat Politècnica de Catalunya (UPC), taking place on

November 17 and 18. These sessions propose a joint reflection space on experiences, methodologies, and current challenges in landscape intervention, promoting dialogue between academia, professional practice, and the business sector, with participation from international specialists.

There will also be a presentation of books on landscape, territory, and city, moderated by architect Octavi Mestre and with the collaboration of the La Capell bookstore. Among the works and authors presented are essays and projects by Michel Desvigne, Kathryn Gustafson, Catherine Mosbach, and Iñaki Alday, offering a contemporary and diverse vision of the relationship between landscape, ecology, and architecture.

Additionally, on November 18, the technical session “Landscaping and the Intelligent Use of Water” will take place, organized by AEP and the company Rain Bird, bringing together national and international experts to discuss innovative solutions in the design of sustainable green spaces and efficient water management. Notable speakers include Henri Bava, founder and director of Agence Ter Landscape Architects, along with professionals from studios such as Batlleiroig, Aldayjover, Cream Estudio, or Singular Green, who will present projects and tools that integrate technology, sustainability, and creativity in contemporary landscaping.

Outdoor Design Awards

On October 17, the Outdoor Design Awards ceremony will take place, international awards celebrating their first edition by recognizing excellence in the design, planning, and equipment of outdoor spaces.

With a dozen nominated projects, the ceremony will reward interventions that stand out for their creativity, sustainability, and integration with the environment, in categories such as landscaping, exterior architecture, and innovative solutions for gardens, hotels, homes, or recreational spaces. Selected projects range from the landscape rehabilitation of a 15th-century farmhouse in a natural park to the ecological transformation of hotels using native vegetation, accessible gardens for people with reduced mobility, or urban terraces that reuse traditional materials. These awards aim to highlight how outdoor design can improve quality of life while caring for the environment.

With its commitment to outdoor design, landscaping, and sustainability, Piscina Barcelona 2025 expands its focus beyond water, integrating the built environment as an essential part of the aquatic and wellness experience. The combination of specialized commercial offerings and professional activities is designed to attract architects, landscape architects, interior designers, developers, design studios, and professionals from the contract and hotel sector, who increasingly see the pool and its facilities as the center of functional, comfortable, and uniquely designed outdoor spaces.

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Design & Sustainability Lead the Outdoor & Wellness Experience

Piscina Barcelona 2025 unveils a Mediterranean garden wellness center

Imagine strolling through a lush Mediterranean garden, surrounded by shimmering pools, bubbling spas, wooden saunas, sensory cabins, cutting-edge flooring, and chic chill-out furniture. At Piscina Barcelona 2025, this vision becomes reality. From November 17 to 20, the Gran Via venue at Fira de Barcelona will host the Outdoor & Wellness Experience—a 1,000 m² showcase designed by landscape architect Rosa Maria Torra Reventós, recreating an authentic open-air wellness resort where design, innovation, and sustainability converge.

Conceived as a journey through the latest trends in outdoor living and wellness, this immersive showroom demonstrates how comfort and aesthetics can be seamlessly integrated into gardens, terraces, and outdoor spaces. Visitors will discover spas, pools, saunas, technical flooring, bioclimatic pergolas, lighting, contract furniture, outdoor kitchens, and barbecues—all operating live, offering a hands-on experience that complements the exhibitor stands and promises to be a highlight of the upcoming show.

Guests can explore the space as if visiting a true wellness resort, with all equipment in operation and live facial treatments available in private cabins, set amidst Mediterranean greenery, sustainable materials, and contemporary design.

Pools, Saunas, and Spas

Among the standout features, Fluidra will present the Ninfea Thiny mini-pool from its Laghetto line, featuring a nautical rope cover and modular accessories that double as outdoor sofas. The company will also showcase its premium wellness range, including the Spa Zeus and Spa Apollo—both overflow models crafted in satin stainless steel, equipped with water and air jets, LED chromotherapy, and ergonomic design. One spa will debut an innovative underwater music system, creating a magical, immersive environment.

Fluidra will also introduce advanced solutions for spa machine rooms, such as filters, dosing pumps, air and filtration pumps, compensation tanks, and a digitalized maintenance control system. The Ice Monkey Bath, a compact ice bath for recovery and thermal contrast therapy, will also be on display.

Inbeca will contribute its elegant Paris Line Sauna, crafted from American walnut and tropical Iroko wood, featuring a glass front, RGB lighting, and Ecotouch digital control. Leil Saunas will complete the wellness zone with the Como 4-180 indoor sauna, while Isensi will present Brisa, a sensory cabin combining hydrotherapy, chromotherapy, and music therapy.

Flooring and Contract Furniture

The outdoor area will feature next-generation flooring and cladding, such as Iconic Gris and Golden Pietro porcelain tiles from Rosa Gres—the latter installable without construction work. Other highlights include the Renolit Alkorplan Decking system, a non-slip PVC solution, and Exterpark Tech Supreme, a wood-look technological decking with invisible installation and high durability. Cerámicas Mayor is another key collaborator in this space.

Sustainable materials will be showcased, including the AnnaPurna slat system from Tarimatec, made with Ecofiber Stone Composite, Indalsu's Aatrio bioclimatic pergolas, Catral Garden's Mosaic artificial grass and fencing, and the Dream Yacht nautical shower from Inxostyle, crafted in hand-polished marine steel.

In contract furniture and equipment, visitors will discover Balinese beds and individual wooden loungers from Conva; the modular Core sofa, Island Triangle Bean Bag poufs, and

Elios parasols from Ambiazza; plus, armchairs, low tables, and Cannes loungers from Balliu Export. Cubiña will present outdoor furniture and lighting from its portfolio of brands.

The culinary touch comes courtesy of the Weber Barbecue Kitchen—an outdoor kitchen with five modules, Dekton surfaces, and a high-end barbecue—and the Angus Grill, a stainless-steel barbecue on wheels from Spas & BBQ Concept.

Live Sensory Rituals and Luxury Treatments

The wellness center's treatment cabins will offer live experiences with renowned natural and luxury cosmetic brands. Dafna's Skincare will present a neurocosmetic and green biotech ritual featuring Kobido massage and Tibetan sound; Lamixtura will showcase its innovative vibrational facial ritual, blending regenerative cosmetics and vibrational energy; SCENS will offer the Le Soin Lumière treatment, a vitamin C-based protocol that revitalizes skin in record time; and Reviderm and Team Dr. Joseph will round out the selection with high-performance treatments. Maison Oler will scent the space with its premium fragrances, creating a unique sensory atmosphere.

With over 45,000 m² of exhibition space, Piscina Barcelona 2025 will bring together more than 400 exhibitors from 30 countries and expects to welcome over 15,000 professional visitors.

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Artificial intelligence drives the most technological edition of Piscina Barcelona

- **Autonomous robots, efficient climate control, app-based maintenance, and chemical-free treatments lead the Innovation Zone**
- **Automation, energy savings, and well-being are at the heart of the innovations among the products nominated for the Piscina Awards**

Self-emptying pool cleaning robots, systems that analyse water quality in real time, climate control units that adjust consumption based on weather conditions, solar skimmers that remove debris 20 times faster than traditional ones, and treatments that allow for swimming without chemicals. These are just some of the proposals featured in the “Innovation Zone” at Piscina Barcelona, a space that will showcase more than 30 disruptive solutions—many of them powered by artificial intelligence—transforming the maintenance and enjoyment of aquatic facilities.

From November 17 to 20, the Piscina Barcelona show, held at Fira de Barcelona’s Gran Via venue, consolidates its position as the showcase for the technological revolution in the pool and wellness sector. Artificial intelligence, efficiency, and automation set the pace for innovation among equipment and accessory manufacturers, with the goal of turning the pool into a connected, healthy, and environmentally friendly space.

The connected pool: AI and total control

The arrival of artificial intelligence in the pool world marks a giant leap for connectivity and comprehensive system control. Thanks to this and to technologies like IoT, new equipment manages facility maintenance from a single app, prioritizing convenience and ease of use.

For example, smart analysers continuously measure water parameters and send personalized alerts to your phone, or digital platforms allow you to control pumps, climate systems, lighting, and disinfection with a single tap or voice command.

Moreover, AI learns from user habits and environmental conditions, optimizing operation and anticipating maintenance needs. The pool thus becomes an intelligent environment that guarantees comfort and safety.

Cleaning robots and smart skimmers

Cleaning is automated thanks to new autonomous robots equipped with AI, computer vision, and advanced sensors. Some models stand out for their self-emptying capability, 3D mapping, and intelligent dirt detection, covering the floor, walls, and surface with optimized routes. Most operate wirelessly, with long-lasting batteries and solar charging, and can be controlled from a mobile device. Some incorporate algorithms that reduce energy consumption and extend motor lifespan.

Along these lines, innovations are emerging that expand the traditional functions of cleaning. One example is Aiper’s EcoSurfer Senti, the world’s first solar skimmer that combines computer vision, autonomous debris collection, and real-time digital water analysis.

Efficient and sustainable climate control

Pool climate control is undergoing a true transformation thanks to the introduction of next-generation heat pumps and smart management systems that prioritize energy efficiency and

environmental respect. These solutions use eco-friendly refrigerants like R290, achieve very high-performance coefficients (COP), and operate at minimal noise levels.

The new models feature centralized control options and can reduce energy consumption by up to 30%, even in large installations. In addition, integration with solar energy systems and AI-based algorithms enables automatic adaptation to electricity rates and weather conditions, optimizing savings and comfort.

Chemical-free treatments and advanced filtration

Growing attention to health and sustainability is driving the development of water treatments that significantly reduce the use of chemicals. New solutions combine advanced technologies such as ozone, hydroxyl radicals, and ultraviolet radiation to achieve much more efficient disinfection, capable of reducing chlorine use by over 80% and producing water of nearly potable quality, even suitable for reuse in irrigation or cleaning.

At the same time, physical treatment systems are emerging that eliminate bacteria and algae through processes like hydraulic cavitation, without the need for electricity or maintenance, offering clearer, purer, and healthier water.

Innovation is also reflected in filtration systems, with designs that optimize water and energy consumption. The new filters can retain microscopic particles, extend cartridge life, and significantly reduce the water used in backwashing. On the other hand, the latest innovations in pool pumps focus on energy efficiency and ease of installation. The new variable speed models allow performance to be adapted to real needs, optimizing consumption and reducing costs. In addition, their compact and versatile design makes integration into existing installations easier, making maintenance and replacement much simpler.

Finally, greywater recovery and reuse technologies are taking a step forward with the use of ceramic ultrafiltration and artificial intelligence, enabling the recovery of up to 99.9% of water from backwashing or showers, which can then be used for irrigation, cleaning, or sanitary purposes—all with predictive control that ensures maximum system efficiency and safety. A prime example is Oxidine Water Technology SL's Keramikos Grey 2 Green.

The pool is also evolving into a space for training and wellness thanks to the incorporation of adjustable current systems and intelligent resistance technologies. These solutions allow for swimming, fitness exercises, or rehabilitation programs without leaving home, with autonomous operation adaptable to each user's level. The trend is to turn the pool into a multifunctional environment where technology serves sport, health, and leisure, offering personalized experiences that combine comfort and performance.

Piscina Barcelona Awards

All products presented in the fair's "Innovation Zone" compete for the "Innovative Product" award at the Piscina Barcelona 2025 Awards, which recognizes excellence and technological advancement in the sector. The jury will pay special attention to proposals that stand out in the categories of Connectivity and Sustainability, two key pillars for the future of pools and wellness.

This distinction highlights manufacturers' efforts to promote intelligent, efficient, and environmentally friendly solutions, consolidating Piscina Barcelona as the international showcase for innovation in the sector. The winners will be announced on November 17.

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NEWS

Products from the *Innovation Zone* at Piscina Barcelona 2025

INTELLIGENT CLEANING ROBOTS

- **Beatbot AquaSense 2 Ultra (Beatbot Technology)**
The first 5-in-1 pool robot with hybrid AI mapping and smart camera. Cleans the surface, waterline, floor, and walls, and clarifies the water naturally and ecologically. Its adaptive planning system allows it to navigate multi-level pools, precisely detecting debris and offering full control from the app. It stands out for its intelligent surface debris collection and ClearWater™ clarification technology, which is safe for the skin.
- **Wybot S3 (Wybotics)**
Autonomous pool robot that self-empties and recharges via solar energy. After each cycle, it docks to its base and empties debris into a large-capacity tank, reducing maintenance to once a month. Its 3D mapping with gyroscopic and sonar sensors ensures total coverage, even in irregularly shaped pools. AI vision detects dirtier areas, optimizing cleaning and saving energy.
- **Scuba N3 / Scuba V3 (Aiper)**
Cleaning robots equipped with AI vision and dToF sensors, capable of identifying more than 20 types of debris and navigating while avoiding obstacles. Dual MicroMesh filtration, one-button operation, and smart patrol mode reduce energy consumption and extend motor life. Wireless charging and 24/7 diagnostics from the app.
- **Freedom Lite (Zodiac)**
Cordless pool cleaner robot with lithium battery, capable of autonomously cleaning the floor, walls, and waterline. Dual-level filtration and smart sensors ensure deep and effective cleaning, controlled by the app.
- **E-Tron Solar Vision (Productos QP)**
Smart cleaning robot with lithium battery, triple motor, and dual filtration (HEPA + coarse filter). Advanced sensors enable precise navigation and full control from mobile (Bluetooth/WiFi), with programmable cleaning modes and a 3-year warranty.
- **Diamond Cell (BWT)**
Pool robot featuring a diamond-coated ceramic cell that enhances water quality, minimizes chemical use, and prolongs equipment lifespan. Actively prevents algae formation and offers over 1,500 hours of operation, combining elegant design and advanced technology.
- **iGarden M1 Series (Fairland)**
Pool robot with dual camera for 3D mapping, capable of recognizing steps, drains, and irregular shapes with real depth perception. Its dual propulsion and AI-Inverter technology allow agile turns, wall climbing, and up to 20 hours of autonomy, ideal for large and luxury pools.

SKIMMERS

- **SKIMMER X-Pro 600 (Hayward)**

Pool skimmer with mirror effect, perfect design integration, and a sleek 600 mm mouth. Includes space for level sensors and probes, buffer to minimize water loss, and a large-capacity leaf basket. Compatible with automation systems and available in various finishes and versions for different pool types. Complies with European and Australian standards, and recovers 99.9% of greywater, optimizing maintenance and efficiency.

- **EcoSurfer Senti (Aiper)**

The world's first intelligent solar skimmer, integrating artificial vision, autonomous debris capture, and real-time digital water analysis. Operates continuously, using AI camera and dual optical sensors to recognize and remove more than a dozen types of debris, 20 times faster than traditional skimmers. Its 5.5L debris basket, anti-overflow design, and DebrisGuard™ technology ensure lasting water clarity.

WATER TREATMENT AND FILTRATION

- **Mr. Nature AOP Pool Treatment (Aquark Technology Limited)**

Advanced water treatment system combining ozone, hydroxyl radicals, and UV light for disinfection 24 times more efficient than traditional methods. Reduces chlorine use by 83% and eliminates 95% of chloramines, achieving potable and irrigation-quality water.

- **Pool Tiger**

Physical treatment system without chemicals or electricity, using hydraulic cavitation to eliminate bacteria, algae, and organic compounds. Reduces chemical use by up to 80%, prevents scaling, and extends equipment life, offering clearer and healthier water.

- **Salt Electrolysis (BWT)**

Modular saline electrolysis system with touch screen and remote connectivity. Adaptable and expandable, allows comprehensive pool management and easy maintenance of recyclable, coated electrodes for greater durability.

- **Elite Connect CellGuard (Fluidra)**

Smart salt chlorinator with CellGuard® technology, lifespan up to 18,000 hours and consistent performance. Wi-Fi/Bluetooth connectivity allows management of all equipment from the Fluidra Pool® app or touch screen, centralizing pool control.

- **Blue Connect Gold (Fluidra)**

Smart analyzer that continuously measures key water parameters (temperature, pH, disinfectant), sending alerts and personalized advice to the app to maintain optimal quality and facilitate maintenance.

- **AI-Powered Automatic Microfiltration (Oxidine Water Technology)**

Revolver-type filtration system that reduces manufacturing costs and machine room space. Uses an AI algorithm to count the number of people in the pool and adjust flow, wash frequency, and water and air renewal, always ensuring the best quality. Filters large volumes with fewer units, saving water, energy, and maintenance hours, and extending system life.

- **Keramikos Grey 2 Green (Oxidine Water Technology)**

Ceramic ultrafiltration technology that recovers 99.9% of greywater (showers, filter washing, etc.), allowing its reuse for irrigation, cleaning, and other uses. The physical system without chemicals includes monitoring and biocide to ensure disinfection and prevent biofilm, with long-life ceramic membranes and automatic cleaning. An AI algorithm adjusts parameters and supports maintenance staff, ensuring quality and sustainability.

- **ClariSave (Fluidra)**

Sustainable cartridge filter that captures particles up to 20 microns, keeping water crystal clear. Its design reduces water consumption and extends cartridge life, ideal for those seeking efficiency and sustainability.

- **Repospool Plus (Espa)**

Variable speed centrifugal pump, designed to facilitate replenishment and filtration in existing installations. Its versatile design allows easy integration, optimizing installation time and costs without modifying the original infrastructure.

- **New generation of variable speed pumps (Hayward)**

Compact and efficient pumps, designed to optimize energy consumption and facilitate installation in small spaces, adapting to current market needs.

HEAT PUMPS

- **R290 i-GreenLine Ultra (PHNIX)**

Pool heat pump with AI Full Inverter technology and R290 refrigerant, pioneering in energy efficiency and sustainability. Offers up to 30% energy savings, ultra-quiet operation (29.7 dB), remote control via Wi-Fi, and OTA updates. Its leak detection system ensures total refrigerant safety and its design allows operation from -20°C, ideal for any climate.

- **INVER-MAX Pool Heat Pump (ANHUI MISSOURI)**

The first pool heat pump with AI Smart Grid technology, redefining smart connectivity and energy optimization. Integrates AI algorithms and full inverter operation to maximize efficiency and reduce costs. Stands out for its smart grid management, prioritizing solar energy use and adjusting operation according to real demand. Offers over 30% savings, an ultra-high COP of up to 20, and professional control via app and GPT assistant, setting a new standard in pool heating.

- **InverMax (Aquagem Technology Limited)**

The first high-power inverter pool pump, designed for medium and large pools (up to 300 m³). Offers unprecedented energy efficiency and powerful performance, allowing continuous and silent operation. Its inverter technology adjusts flow and consumption as needed, reducing costs and environmental impact.

- **Mr. Silence 30+ (Aquark Technology Limited)**

Heat pump with INVERPAD TURBO technology and R290 refrigerant (GWP=3), leading in efficiency (COP up to 30) and ultra-quiet (36.4 dB). Its flat design and side air outlet, along with Wi-Fi control and OTA updates, make it the most advanced option for residential and commercial pool heating.

- **XP23 (Fairland)**

Heat pump with R290 refrigerant and TurboSilence23™ technology, achieving a record COP of 30 and exceeding European fluorinated gas regulations. Its aerospace aluminum casing ensures durability and resistance to extreme conditions. Integrated into the AIoT ecosystem, it allows smart remote control and professional diagnostics.

CONTROLLERS AND MANAGEMENT

- **iGarden Central Control (Vagner Pool)**

Centralized control system for pool and garden, managed from the iGarden app. Allows comprehensive management of all equipment (pumps, chlorinators, lights) with a single touch, optimizing energy consumption and enabling the creation of personalized voice scenes.

- **Energy PAD (PHNIX)**

Centralized controller for heat pump systems, capable of managing up to 32 units simultaneously. Optimizes energy consumption with artificial intelligence, distributes workload to extend equipment life, and reduces the electricity bill by up to 25%. Its auto-rotation system balances the use of each pump, maximizing efficiency.

- **Bsmart (Bright Blue Lda)**

Comprehensive pool control system based on IoT technology, compatible with WiFi and Bluetooth. Allows remote management of all pool equipment (filtration, treatment, heating, etc.) and is compatible with all brands. Facilitates automation and smart control, improving efficiency and user experience.

- **4 inch Matter HMI (Psicontrol)**

Electronic controller for HVAC compatible with the Matter standard, facilitating the integration and secure connectivity of smart devices in the home. Allows the personalized development of home automation solutions for the pool and wellness sector.

ACCESSORIES

- **iGarden Swim Jet X Series (Aquagem Technology Limited)**

Portable counter-current swimming system, powered by a high-capacity lithium battery. It allows up to 4 hours of continuous use and is installed without construction work, transforming any pool into a professional training space. The 0.5 m wide water channel offers adjustable resistance for swimming, fitness, and rehabilitation, adapting to user needs.

- **Vacuum MHV20 (Zodiac)**

Lightweight and ergonomic cordless handheld vacuum, designed to clean specific pool areas with total freedom of movement. Offers power and precision in the palm of your hand, facilitating daily maintenance.

- **La Kaseta (Kreps Innova)**

Self-assembling prefabricated shed, designed to protect and organize pool purification systems. Made of EPS (Expanded Polystyrene), a 100% recyclable, lightweight, and resistant material, ensuring an efficient, durable, and environmentally friendly solution for housing filtration equipment. Its design facilitates assembly and integration in any environment.

LININGS

- **Kolos collection (Renolit)**

PVC membrane specially designed for public and commercial pools, with a thickness of 1.5 mm that guarantees exceptional strength and durability. Incorporates 40% recycled material, certified by RecyClass, making it a sustainable option without sacrificing performance. In addition, it comes with a 20-year waterproofing guarantee and 5 years of stain protection, ensuring peace of mind and quality throughout its useful life.



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Industry growth drives Piscina Barcelona 2025 focus on wellness, outdoor and innovation

- 30 activities on digital transformation, sustainability, regulation, design, and hotel investment
- Themed sessions will explore business opportunities for the pool industry in Andalusia and Mexico

From November 17 to 20, Piscina Barcelona will transform the Gran Via venue into a hub for knowledge exchange and trend analysis in the pool, wellness, and outdoor sectors. Complementing its commercial offering, the show will host over 30 activities tackling key challenges such as public pool regulation, water and energy sustainability, digital transformation, sector professionalization, and synergies with tourism, hospitality, and landscape architecture as drivers of industry growth.

The 2025 activity agenda blends conferences, roundtables, presentations, business meetings, award ceremonies, and networking events. “At Piscina Barcelona, we aim not only to showcase the latest market innovations but also to create spaces for knowledge sharing and networking that foster sustainable growth across the entire value chain,” explains event director Àngel Celorio.

Technological innovation will take center stage at the Digital Transformation and Social Impact in Pools sessions, organized by INDESCAT. These discussions will explore how emerging technologies—such as artificial intelligence, digital twins, and gamification—are enhancing aquatic facility management and elevating user experience. The sessions will also highlight the role of pools as environments for health, inclusion, and community cohesion.

In the same vein, the Pool Horizons Summit returns to Piscina Barcelona as an international forum bringing together industry leaders to reflect on the social, educational, and cultural impact of pools in diverse contexts. Speakers will include Eloi Planes (Fluidra), Patricia Abreu (APPAC), Emily McNeill (ISSA), Sabeena Hickman (PHTA), and Kevin Holleran (Hayward Holdings), among others. The summit will showcase success stories and initiatives in training, inclusion, and international collaboration.

Regulation and Industry Outlook

The show’s agenda includes a dedicated session on regulation, sustainability, and emerging technical and management challenges for public-use pools. Discussions will also address the role of pools as essential infrastructure for health and social cohesion within the framework of the 2030 Agenda. Participants will include representatives from the Generalitat de Catalunya and companies such as Action Waterscapes and SiSSWA.

Additionally, ASOFAP will present the 2025 Spanish Pool Industry Barometer, offering key economic indicators, market trends, and growth forecasts.

Professionalization and New Career Opportunities

ASOFAP will also host an informational session on obtaining the Professional Pool Maintenance Certificate, which becomes mandatory in Spain starting January 2026.

Piscina Barcelona will further support employment through a Job Market Place in collaboration with Barcelona Activa. This space will connect sector companies with pre-selected candidates, facilitating interviews and hiring processes during the event.

Landscape Integration

A major new feature this year is the show's focus on the outdoor sector, directly linked to exterior space design and landscaping. Piscina Barcelona will host two sessions of the XIII International Landscape Biennial of Barcelona, featuring global leaders in landscape design and architecture who will discuss methodologies and current challenges in landscape intervention. Notable participants include Bruno Marques, Lisa Diedrich, Alexandra Tisma, Daniela Colafranceschi, and Jorge Carrión.

The show will also host a technical session on smart water use in landscaping projects, organized by the Spanish Association of Landscape Architects (AEP) in collaboration with Rain Bird. Highlights include a keynote by renowned landscape architect Henri Bava, founder of Agence TER, and short presentations by experts showcasing high-impact projects focused on water conservation and urban biodiversity. An exhibition will feature proposals from the TIP01 International Landscape Workshop, centered on regenerating landscapes affected by DANA weather events.

Hospitality, Interior Design, and High-Performance Pools

Hotel industry investment will be the focus of the roundtable "Pools, Wellness, and Outdoor: What Hoteliers Need and Value." Speakers include José María Rosell, CEO of Senator Hotels & Resorts; Meritxell Vilella, Marketing Director at Aqua Hotel Group; and Francisco Javier García Cuenca, Vice President of Magic Hotel Group. Bruno Hallé, Partner at Cushman & Wakefield Hospitality Spain, will moderate the discussion and interview Luis Rullan, Senior Director of Asset Management at Hotel Investment Partners.

The show will also host a networking event for interior designers, connecting specialized studios with outdoor sector suppliers. Another key networking session will be organized by the Women's Network of the Pool and Spa Industry.

In parallel, elite sports will have a dedicated space with a session on the high-performance pools at the Sierra Nevada and Madrid High-Performance Centers, designed as training laboratories.

Andalusia and Mexico: Emerging Markets

Piscina Barcelona 2025 will feature two themed days spotlighting key markets for the pool, wellness, and outdoor industries. Mexico Day and Andalusia Day will present success stories and business opportunities in regions known for their dynamic hotel, residential, and tourism sectors. Mexico's session will highlight sustained sector growth and innovative projects such as the Coyoacán Sports Center and the Fiesta Americana Cozumel Hotel. Andalusia will showcase its leadership in pool numbers, new residential developments, and hotel investment, with examples like Aqualand Torremolinos and the Kimpton Los Monteros Hotel.

Complementing the program is the VII International Business Meeting on Hospitality Design & Wellness, which will bring together buyers and specifiers from Latin America, Europe, and the Middle East to share projects, needs, and trends in aquatic and wellness space design. This strategic forum will combine lectures, panel discussions, and networking sessions with pre-scheduled one-on-one meetings. Participants include representatives from Core Essence, Dusit Hotels & Resorts, Kempinsky, Maat Handasa, Puerto Los Cabos, Sordo Madaleno, and We Are Furtivo.

Finally, the show will host the awards ceremonies for its competitions: the Wellness Experience Awards, the Piscina Barcelona Awards for Best Residential and Public Pool and Most Innovative Product in Sustainability and Connectivity, the Outdoor Design Awards, and the International Architecture and Landscape Student Competition. It will also host the EUSA Awards for the best European projects in the sector.

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Andalusia Emerges as a Strategic Growth Region for the Pool and Wellness Industry

- **Piscina Barcelona and ASOFAP host a themed session spotlighting success stories and new business opportunities**
- **The Andalusian region leads the development of innovative aquatic projects tied to wellness, tourism, and real estate**

En Piscina Barcelona, On November 17, Piscina Barcelona—the most international European trade show for the pool, wellness, and outdoor sectors—will host “Andalusia Day,” a professional forum focused on the region’s business dynamism, innovation, and investment potential in aquatic spaces. Organized by Fira de Barcelona in collaboration with the industry association ASOFAP, the session will showcase benchmark projects that reflect the technological progress and sustainability of the pool industry in Andalusia.

The day will open with an institutional presentation offering a comprehensive overview of Andalusia’s economic potential, its business support policies, and the collaborative opportunities that position the region as a fertile ecosystem for developing aquatic facilities linked to wellness, tourism, and innovation.

ASOFAP will provide a sector-wide snapshot of the pool industry in Andalusia, highlighting its growing momentum in hospitality, recreational parks, and resort complexes. The session will explore key innovation pathways, sustainability strategies, and business trends shaping the future of the industry.

Spain’s Largest Pool Market

Andalusia boasts the largest pool inventory in Spain, with over 310,000 installations—nearly 25% of the national total, according to ASOFAP. This market has seen steady annual growth of 3–4%, with 90% of pools designated for residential use. Provincially, Málaga and Seville stand out with more than 80,000 and 62,000 pools respectively, underscoring the region’s strategic importance in Spain’s pool sector.

This upward trend is reinforced by Andalusia’s booming real estate market. The region accounts for 27.6% of all new housing projects in Spain, with over 35,000 units approved in the past year alone, according to the Ministry of Transport and Sustainable Mobility. It’s estimated that nearly one in five of these homes includes an increasingly standard feature in new developments and tourist or metropolitan residential areas.

This surge also reflects a shift in public perception: pools are no longer just luxury amenities—they’re now seen as essential climate refuges during Andalusia’s hot summers. Access to private or shared aquatic spaces has become a key factor in home-buying decisions.

Unprecedented Hotel Investment

Water culture is deeply embedded in Andalusia’s history, lifestyle, and tourism model, driving consistent demand for aquatic facilities—especially in hospitality and leisure. This dynamic makes the region a strategic opportunity for the pool industry, fueling growth in wellness and aquatic projects tied to tourism. Andalusia is expected to welcome over 37 million visitors in 2025.

This appeal has sparked an unprecedented wave of hotel investment. According to EY-Parthenon’s Hotel Property Telescope report, Andalusia will add 260 new hotels by 2028—34% of Spain’s total new hotel supply. Sixty of these will be five-star properties targeting

high-end travelers, primarily located in Marbella, Málaga, Benahavís, Cádiz, Granada, and Seville. Pools and wellness spaces will be featured in nearly all of them as strategic value-adds.

Trends and Andalusian Success Stories

Despite its vast pool inventory, Andalusia faces growing demand for maintenance and modernization solutions. Customers are increasingly focused on sustainability, efficiency, design, equipment, and smart technologies that simplify upkeep. Speed of execution has also become a key market differentiator.

To illustrate the sector's potential, "Andalusia Day" will present two standout projects that embody current trends and the region's commitment to water and energy sustainability, digitalized maintenance, and enhanced user experience in aquatic environments.

The first is Aqualand Torremolinos, whose team will detail the park's renovation and modernization efforts that have cemented its status as a leading aquatic leisure destination in southern Europe. The second is the wellness-outdoor concept at Hotel Kimpton Los Monteros in Marbella globally recognized project that blends cutting-edge design, sustainability, and user-centric innovation.

The day will conclude with a roundtable discussion on the strategic role of the pool industry in Andalusia's economic development, urban planning, tourism, and international positioning. The debate will highlight the sector's contributions to innovation and wellness, featuring speakers such as Antonio Díaz Bonilla, Pool Market Manager at Grupo Baeza; David Gómez, Director of Aqualand Torremolinos; Natali Canas del Pozo, Co-founder and Creative Director at architecture studio El Equipo Creativo (designers of Hotel Kimpton Los Monteros); and Agustí Ferrer, General Director of ASOFAP.

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Mexico Takes Center Stage at Piscina Barcelona with a Day of Innovation and Investment

- “Mexico Day” will position the country as a key market for the pool sector, driven by booming hotel and residential demand
- The event includes the VII International Business Meeting on Hospitality Design & Wellness plus debates and networking

On November 18, Piscina Barcelona 2025 will host “Mexico Day,” an exclusive event spotlighting the most innovative projects and business opportunities emerging from the North American market. The initiative reflects Mexico’s growing role as a strategic destination for the pool, wellness, and outdoor industries, fueled by rising demand in hotel construction, residential investment, and the development of community and sports facilities.

The first part of the day will feature a market analysis and investment outlook led by Alejandro Pizarro and Patricia Abreu, President and Commercial Director of the Mexican Association of Pool Professionals. They will highlight Mexico’s projected sustained growth over the next decade, estimated at 5% to 10% annually. The session will also include institutional support through the participation of official Mexican representatives.

Mexico’s hotel industry is a particularly dynamic driver of growth for the pool and wellness sectors. Established destinations such as Cancún, Riviera Maya, Los Cabos, and Puerto Vallarta continue to attract increasing numbers of visitors, prompting a surge in investment in new hotel complexes, resorts, and boutique properties, as well as the renovation and modernization of existing facilities. This expansion, coupled with a strong focus on sustainability and advanced technology integration, makes Mexico an ideal setting for pool, wellness, and outdoor space development.

In addition, more real estate projects in Mexico are incorporating pools, spas, and aquatic amenities as key differentiators that enhance comfort and quality of life. At the same time, recent years have seen a rise in the construction of new sports facilities featuring pools and aquatic infrastructure, driven by public investment aimed at strengthening social cohesion.

Success Stories: Innovation in Action

The event will also showcase two real-world examples of Mexican projects that have adopted sustainable, high-value solutions developed by leading pool and wellness companies.

The first is the Coyoacán Sports Center, whose Olympic pool now features a solar-powered water heating system that has reduced gas consumption by over 80%. The second is the Hotel Fiesta Americana Cozumel, part of Grupo Posadas, which has renovated eleven pools with new coatings that improve efficiency, aesthetics, and user experience. The hotel has also upgraded its filtration systems in the mechanical rooms.

Both projects have been selected by Piscina Barcelona as part of its Innovation Program, launched in 2021 to promote wellness, health, and community as the core values of a modern, sustainable, well-equipped, and well-maintained pool. Through this initiative, the show recognizes and gives visibility to national and international success stories that demonstrate how aquatic facilities can deliver not only comfort and efficiency, but also social and health benefits for users.

Networking with Buyers from Other Strategic Markets

As part of “Mexico Day,” Piscina Barcelona will also host the VII International Business Meeting on Hospitality Design & Wellness, which will expand the focus to other high-potential markets beyond Mexico, including Latin America, the Caribbean, Europe, and the Middle East.

Since 2015, this event has become a key meeting point between supply and demand. Selected buyers invited by Piscina Barcelona will present their projects in architecture, landscaping, outdoor space design, aquatic installations, and wellness for the hospitality sector, sharing challenges, needs, and opportunities with exhibitors.

The meeting will combine keynote presentations, panel discussions, and networking sessions to foster interaction between attendees and speakers. Participants will include architects, designers, project managers, and representatives from major hotel chains and groups in Mexico, Latin America, and the United States, such as Dusit Hotels, Kempinski Hotels, Puerto Los Cabos, Core Essence, Maat Handasa, Sordo Madaleno, and FURTIVO.

Following the sessions, a dedicated space will be opened for pre-scheduled one-on-one meetings, reinforcing the event’s goal: to generate knowledge, inspiration, strategic collaborations, and new business opportunities—with special emphasis on projects involving the Mexican market.

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Top hotel managers and investors from across Spain to attend

Debate on hotel investment, wellness, and profitability at Piscina Barcelona with CWH

Within the framework of Piscina Barcelona, the international benchmark event for aquatic, wellness, and outdoor facilities, Cushman & Wakefield Hospitality (CWH) is organizing a session that will bring together some of the country's top hotel managers and investors. The meeting will analyze the strategic role that pools, and wellness spaces play in today's hospitality industry, and their impact on profitability, positioning, and customer experience.

This session, which will take place on the afternoon of November 18 at the Gran Via venue of Fira de Barcelona, is part of Piscina Barcelona's commitment to connecting innovation, sustainability, and business, and to providing hospitality professionals with knowledge and tools to design more attractive, profitable products aligned with new market demands.

Specifically, the session will focus on how pools, wellness, and outdoor spaces have become key factors for competitiveness and value creation in the hotel sector. Renowned professionals will share their views on product needs, the economic impact of these facilities, and their decisive role in customer satisfaction. Speakers will include José M^a Rossell, CEO of Senator Hotels & Resorts; Meritxell Vilella, Marketing Director of Aqua Hotel Group; and Francisco Javier García Cuenca, Vice President of Magic Hotel Group.

The program will also feature in-depth interviews conducted by Bruno Hallé, partner and co-director of CWH in Spain. First, Luis Rullan, Senior Director at Hotel Investment Partners, will provide the investor's perspective and discuss the business opportunities offered by wellness and outdoor amenities in tourist accommodations. In addition, the success story of Sha Wellness Clinic will be presented—a global reference that combines innovation and natural therapies and has received two awards at the World Spa Awards.

Wellness, Essential

"The hotel industry has long been aware of the importance of offering an innovative, high-quality product," says Bruno Hallé. "Wellness spaces, with pools as a standout feature, create an experiential offering that is increasingly in demand by guests. Wellness is no longer an extra—it has become an essential factor," he concludes.

Cushman & Wakefield Hospitality is the specialized division for hotel consulting, valuation, and investment of the global firm Cushman & Wakefield. With international presence and a solid track record in the Spanish market, CWH provides strategic advice to hotel investors and operators, helping them maximize the value of their assets through innovative, customized solutions.

Organized by Fira de Barcelona, Piscina Barcelona is Europe's most international trade fair for the pool, wellness, and outdoor sectors. With an exhibition area of over 45,000 m²—22% larger than the 2023 edition—it will bring together more than 400 exhibitors from 30 countries at the Gran Via venue from November 17 to 20, expecting to exceed 15,000 visitors. The event also includes a schedule of activities, sessions, showrooms, and professional meetings that reinforce its position as a global sector benchmark.

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Forum explores pools' educational, cultural & community roles

Social Value of Pools Takes Spotlight at Pool Horizons Summit in Barcelona

Piscina Barcelona 2025 will host a new edition of the Pool Horizons Summit, the international forum that brings together executives, experts, and organizations from the global pool sector to reflect on the social value of aquatic facilities in everyday life. Global industry leaders such as Eloi Planes and Jaime Ramírez (Fluidra), Jerome Pedretti (Pentair), and Kevin Holleran (Hayward) will take part.

Swimming pools are spaces for gathering and well-being, where health, education, and enjoyment converge. In a sector that is advancing strongly in innovation and technology, Pool Horizons Summit also invites exploration of the human and community dimension, as places of connection between people, cultures, and generations. The third edition of this forum will take place on November 17 at the Gran Via venue of Fira de Barcelona and will once again position the Catalan capital as the epicentre of international dialogue on the transformative role of aquatic facilities in contemporary society.

Created in 2023, Pool Horizons is a global initiative that highlights swimming pools as spaces for social cohesion. Through collaboration among professionals, organizations, and projects from around the world, it fosters a conversation that celebrates the educational, health, and cultural value of water, as well as its essential role in the safety and sustainability of communities.

"Talking about swimming pools is talking about people, well-being, and coexistence. Innovation and sustainability are essential but so is remembering that water has a profound human value: it teaches, protects, and unites. Pool Horizons wants the sector and society to talk about this," says Ricard Madurell, director of Pool Horizons.

Water, a Social and Cultural Link

Through international experiences, the forum will show how aquatic facilities can be spaces for learning, inclusion, and cultural expression, and how their presence improves the quality of life in communities.

Thus, Emily McNeill, Global Alliances Director of the International Swim Schools Association (ISSA), Cyrena Yong, founder of D Swim Academy (DSA), and Jerome Pedretti, Executive Vice President and CEO of Pool, Pentair, will share how swimming education in Asia is becoming established as a basic right that saves lives and strengthens social cohesion.

Meanwhile, Patricia Abreu, General Director of the Mexican Association of Pool Professionals (APPAC), and Jaime Ramírez, CEO of Fluidra, will address the Mexican tradition of diving as a cultural expression and a symbol of connection between people, water, and the environment.

The program will also include an update on Pool Horizons' inaugural best-in-class projects, presented by Ricard Madurell and Christopher Pound, director and coordinator of this forum, who will showcase international examples of how pools can generate social, environmental, and community value. Progress and results to date will be shared from three initiatives presented at the first forum in 2023: Nager à Paris (France), focused on democratizing urban swimming; Survival Swimming Centres (South Africa), which teaches thousands of children in rural areas to swim; +POOL (New York, USA), a floating pool that cleans the water of the East River while promoting public access to water in the heart of the city; and POOL, an exhibition that explores how water, social justice, and well-being are connected through art, history, and storytelling.

Shared Vision

Professional associations in the pool industry will also share their vision of how joint work can strengthen the human dimension of the sector. Agustí Ferrer, General Director of the Spanish Association of Pool Sector Professionals (ASOFAP), and Sabeena Hickman, President and CEO of the Pool & Hot Tub Alliance (PHTA), will discuss the role of professional networks in building a more open, collaborative, and socially connected sector.

The forum will feature a welcome from Eloi Planes, Executive President of Fluidra and President of Piscina Barcelona, and will close with remarks from Kevin Holleran, President and CEO of Hayward Holdings, Inc.

The event will conclude with a networking space to share experiences and build new alliances that place people and communities at the center of the pool ecosystem.

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Thanks to an Agreement with the Institut Barcelona Esports (IBE)

Piscina Barcelona 2025 Fills Its Pools and Spas with Reused Water from Picornell

Piscina Barcelona is taking another step forward in its commitment to sustainability through a pioneering agreement with the Institut Barcelona Esports (IBE). The public entity will provide water from the outdoor pool at the Centre Esportiu Municipal Piscines Bernat Picornell to fill the pools and spas featured at the trade show, held at the Gran Via venue from November 17 to 20. Once the event concludes, the water will be returned to its original facility in optimal condition for reuse.

Piscina Barcelona will oversee the collection and return of the water to the municipal complex, as well as the filling and draining of the aquatic installations at the fair. In addition, several physicochemical analyses will be conducted by an accredited laboratory to ensure the returned water meets all safety and hygiene standards for reuse. The organization estimates it will require 400 cubic meters of water to supply the pools and spas at the show.

Trees to Offset Emissions

To offset the environmental impact of transporting the water, Piscina Barcelona is partnering with the organization Plant for the Planet, which will calculate the carbon footprint generated by the truck movements during the draining and filling phases of the Picornell pool. As a mitigation measure, 400 trees will be planted in Doñana National Park during the 2025–2026 season.

David Escudé Rodríguez, President of the Institut Barcelona Esports (IBE) and Barcelona City Council's Sports Commissioner, stated: "This collaboration with Piscina Barcelona demonstrates that responsible water management is possible even at large-scale events. It's a clear example of how institutions can work together to promote sustainability in the city and embrace circular resource use."

Event Director Àngel Celorrio added: "By reusing water, we aim to optimize resource use and move toward a more environmentally respectful event model, in line with Fira de Barcelona's sustainability policy. This agreement with IBE allows us to run the show with responsible, circular water consumption, proving that innovation and sustainability can go hand in hand—even in the organization of major trade fairs."

Toward a Zero-Impact Event

Water reuse is not new to Piscina Barcelona, which has implemented sustainable measures for several editions as part of its Towards Zero Impact initiative. In 2021, the show launched groundbreaking action by donating water from its pools and spas to the City of L'Hospitalet de Llobregat for street cleaning and irrigation.

In the 2023 edition, amid drought conditions, the event opted to fill its installations with seawater, in collaboration with the social enterprise Más Que Iniciativas, which employs people with disabilities and ensures an environmentally respectful process of water extraction, treatment, and reuse. At the end of the show, the seawater was returned for reuse in recreational pools and fire prevention reservoirs across Catalonia.

This year, thanks to the new agreement with IBE, Piscina Barcelona reaffirms its commitment to circular and sustainable water management, advancing toward a trade show model with lower environmental impact and greater social responsibility.

Beyond water reuse, the Towards Zero Impact initiative includes a range of measures to minimize waste and optimize resources throughout the event.

These include the use of recycled carpet, repurposing materials and furniture from other events, promoting new uses for elements used in temporary architecture, and donating surplus food and beverages to the NGO “Nutrició sense fronteres.” The show also reduces plastic use in food service areas, applies selective waste collection, cuts paper consumption through digital processes, and promotes sustainable merchandise.

On the energy front, the entire Gran Via venue operates exclusively on power from renewable sources, including exhibition halls, stands, conference rooms, and offices. These actions reinforce the event’s commitment to the circular economy and the 2030 Agenda, making sustainability a central pillar of the show’s organization and visitor experience.

About Piscina Barcelona

Organized by Fira de Barcelona, Piscina Barcelona is Europe’s most international trade show for the pool, wellness, and outdoor sectors. With over 45,000 m² of exhibition space—22% larger than the 2023 edition—it will bring together more than 400 exhibitors from 30 countries at the Gran Via venue from November 17 to 20 and expects to exceed 15,000 visitors. The event also features a full agenda of activities, conferences, showrooms, and professional meetings that reinforce its status as a global industry benchmark.

Barcelona, November 2025