



**PISCINA
BARCELONA**

POOL
WELLNESS
OUTDOOR



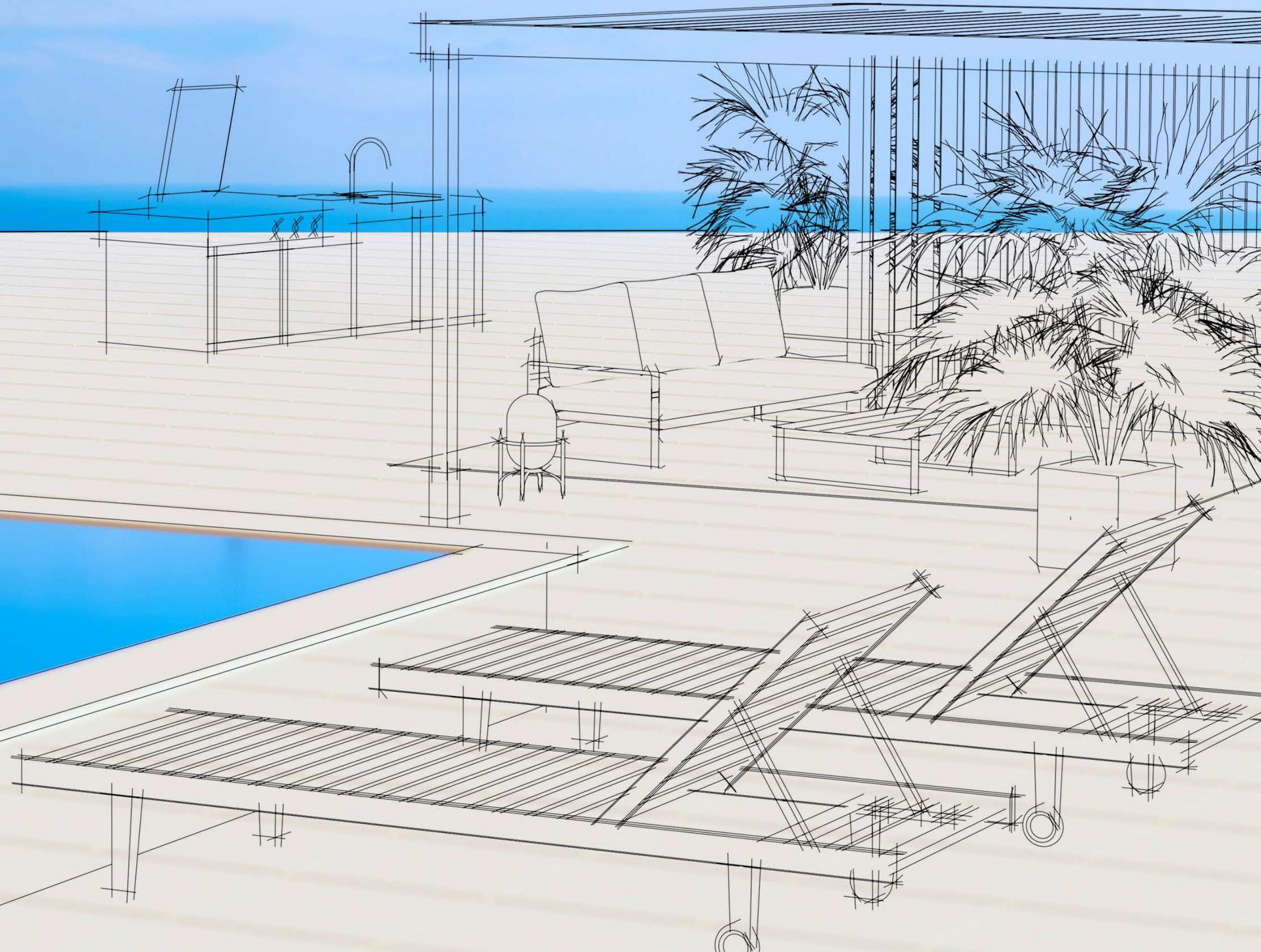
17 – 20 NOVEMBER 2025

GRAN VIA VENUE –
BARCELONA



#PISCINABARCELONA

**OUTDOOR,
THE PROTAGONIST IN THE
PISCINA BARCELONA
2025**



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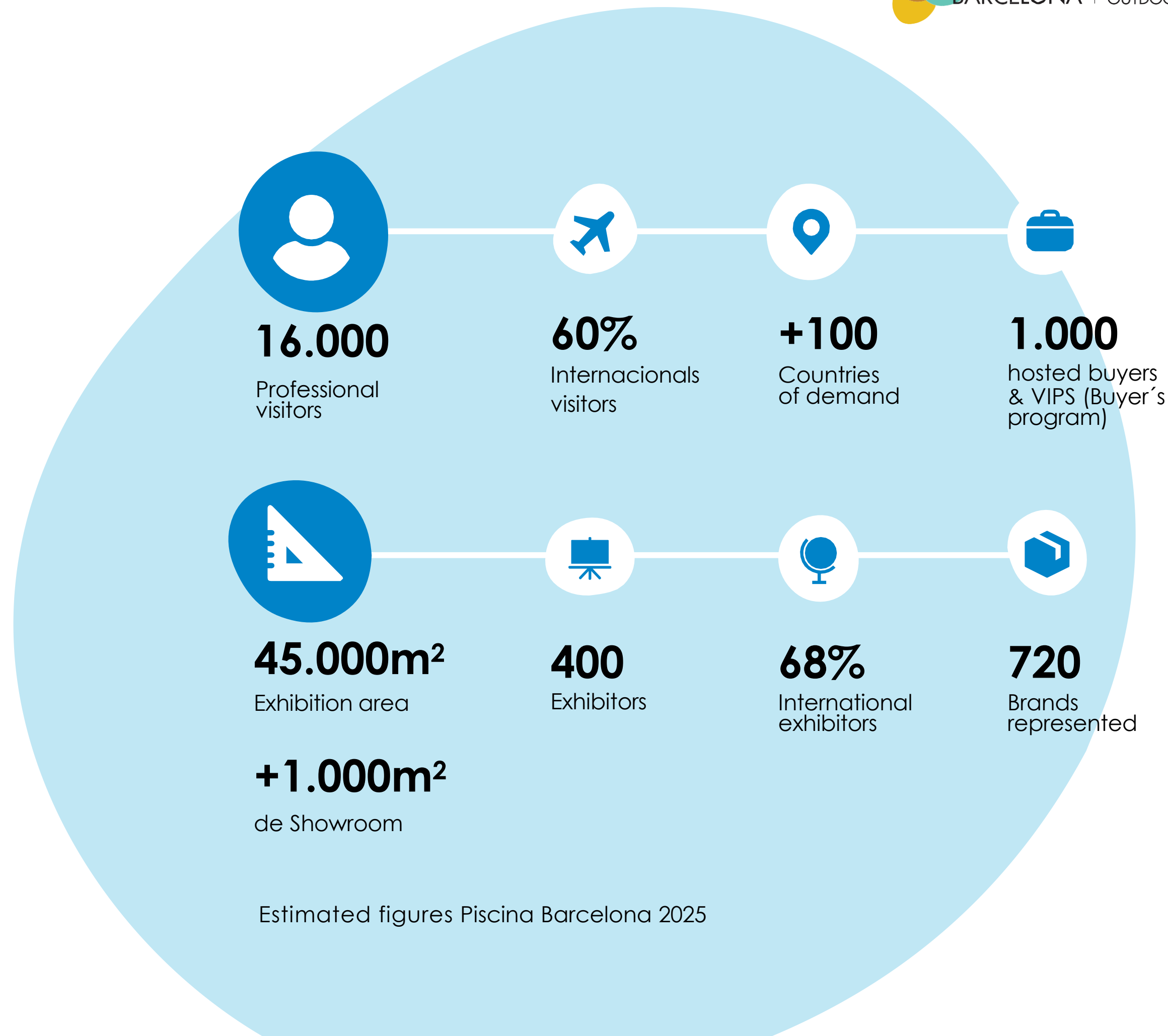
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OUTDOOR, THE PROTAGONIST IN PISCINA BARCELONA 2025

The demand for outdoor areas continues to grow, both in residential and tourist establishments. For this reason, at Piscina Barcelona we dedicate special attention to it, providing the Outdoor sector with its own space and entity.

In addition to the extensive commercial offer of the exhibition area, we have created a **showroom of more than 1,000 m²** - unique in Europe - which brings together leading companies, products and services dedicated exclusively to outdoor spaces.

We have also established **strategic alliances** with the main entities of the Outdoor sector, we lead a full program of **conferences and networking activities**, and we have scheduled an **intense promotional campaign** in print and digital media.



CONNECTS WITH THE **PURCHASING DECISION-MAKERS** IN THE OUTDOOR SECTOR

The Outdoor sector is one of the most demanded by visitors to Piscina Barcelona. We offer you an influx of more than 16,000 highly motivated professional visitors.

VISITOR PROFILE

- Interior design, decoration and landscaping studios.
- Technical architecture, quantity surveyors, engineering and urban planning offices.
- Hotel managers
- Camping site owners
- Contract channel
- Facilities maintenance companies
- Garden and outdoor maintenance companies



THE MEETING PLACE FOR THE SECTOR'S LEADERS

Take advantage of the opportunity to increase the visibility of your brand, generate new contacts and showcase your products and services at an event that has the widest range of companies specialized in outdoor spaces.

Be a part of this exclusive commercial offer!



Outdoor furniture



Fireplaces, fire centers, outdoor heaters



Cooking equipment, grills and barbecues



Solar protection systems



Lighting



Floors and outdoor pavements



Landscaping, gardening Systems and decoration



Decorative objects and textile



Movie, TV, Wireless Internet

THE MEETING PLACE FOR THE SECTOR'S LEADERS



Companies participating in the Outdoor Zone and Outdoor Living Experience of recent editions

Outdoor furniture



Fireplaces, fire centers, outdoor Cooking, barbecues, grills



Solar protection Systems (awnings, umbrellas, etc.)



Lighting



Floor and outdoors pavements



Landcaping, gardening Systems And decoration




Decorative objects and textile



Others





**VALUE
PROPOSITION**

THE MOST SUITABLE ENVIRONMENT FOR DOING BUSINESS

SHOWROOM

+1.000m²

The nerve center of Piscina Barcelona will be an experiential area of 1,000 m² that will combine the latest in outdoor design and wellness, a showroom of products related to the outdoors: street furniture, pergolas, lighting, outdoor kitchens, hammocks, pavements, etc. and a wellness center with different functional spaces with swimming pool, water areas, treatment cabins, sauna and changing rooms, where there will be demonstrations of aquatic therapies and various treatments in the cabins.

- WE CREATE THE PERFECT SPACE TO **HIGHLIGHT YOUR PRODUCTS**
- WE GENERATE **SYNERGIES BETWEEN THE ACTORS** OF THE SECTOR, IN A UNIQUE ENVIRONMENT

EXHIBITION AREA

In an impressive area of 45,000 m², Piscina Barcelona will bring together professionals from over 100 countries. The perfect place to boost your business: generate contacts, exhibit your products, access new markets, strengthen your relationship with your customers and position your brand as a leader in the industry.

- YOUR **OWNS SPACE** WHERE YOU CAN SHOWCASE YOUR PRODUCTS AND SERVICES
- A **PROFESSIONAL ENVIRONMENT** OF PRESCRIBERS AND PURCHASING DECISION-MAKERS



XIII BARCELONA INTERNATIONAL LANDSCAPE BIENNIAL THE GREATEST ATTRACTION FOR YOUR TARGET AUDIENCE



Piscina Barcelona will be part of the stage for the next edition of this important event, focused on reflecting on how to address climate change mitigation and how the landscape can become a key tool to achieve it. of climate change and how the **landscape** can become an essential tool to achieve it.

The event will bring together, once again, **professionals and experts in landscaping and architecture**, in an event of **international reference**.

Organized:



NbS—BCN

Colaboradores
Acadèmicos:



Grau Paisatgisme
ETSAB + EEABB

MBLandArch
ETSAB + EEABB





MEXICO DAY WE GENERATE INTERNATIONAL BUSINESS AND NETWORKING OPPORTUNITIES

Piscina Barcelona will be the venue for a day focused on the most innovative projects in Mexico in the field of swimming pools, wellness and outdoor spaces.

Business opportunities In Mexico

We will have representatives from Mexican organizations to explain first hand the potential that currently exists in Mexico for architects, interior designers, builders and manufacturers. A country in which a great investment in construction and rehabilitation is being carried out.

Presentation of the most inspiring water and outdoor space projects in Mexico

Through the Piscina Barcelona Innovation Program, the two best construction projects that stand out for integrating swimming pools and water areas following health, wellness, innovation and community development criteria will be presented and recognized.

ANDALUCIA DAY WE CREATE PROFESSIONAL MEETINGS AT NATIONAL LEVEL

Andalucia will be the guest Autonomous Community of this day that will focus on the good moment that is living the pool, wellness and outdoor sector in this Spanish region both in investment and in the exemplary execution of its projects.

Business opportunities for the sector

ASOFAP (Spanish Association of Swimming Pool Manufacturers) will present the investment planned for the coming years for the execution of construction projects in Andalucia.

Presentation of the most innovative projects

Andalucia stands out for the execution of pioneering innovative construction projects that brilliantly integrate water areas, wellness areas and outdoor spaces. For this reason, within the framework of Piscina Barcelona, the two best projects will be documented, explained and recognized.



NETWORKING WE ORGANIZE ACTIVITIES TO STRENGTHEN YOUR NETWORK

- **Piscina Barcelona Awards and International Architecture competition**

Once again this year, the Piscina Barcelona Awards will highlight the innovation and talent of the creators of new products and construction projects that promote sustainability in the swimming pool sector and the health and well-being of people.

- **Exclusive meeting of hotel executives**

With the organization of the CIDH - INTERNATIONAL CIRCLE OF HOTEL MANAGERS AND MANAGERS, the leaders of the sector will meet in an exclusive event, creating synergies and establishing new opportunities for collaboration within the framework of the show.

- **Conference for landscapers and exterior designers**

In collaboration with the AEP - Spanish Association of Landscape Architects, the conference will address future trends in the sector.





STRATEGIC ALLIANCES

STRATEGIC ALLIANCES TO MAXIMIZE SYNERGIES IN THE SECTOR

Beyond the entities that are already part of the ecosystem of Piscina Barcelona, we are closing agreements with the main guilds and associations that have the prescriber and the hotel sector among its affiliates. The union with these actors reaffirms the positioning and reinforces the dissemination and creation of valuable content.



Agreements closed Dec 2024





WE REINFORCE OUR PRESENCE AT THE MAJOR EVENTS IN THE SECTOR

We are in the events that are on the agenda of our visitors! We join them providing valuable content and brand presence.



Málaga. February 5-6, 2025
<https://expogarden.org/>

Target: **Management profile garden centers**

Annual congress that brings together the main managers of the Garden Centers and collaborating companies with different objectives. The presentations are part of the continuing education. Piscina Barcelona will participate with a stand in the exhibition area.



Madrid. June, 11-12, 2025
www.ithotelerero.com/ith-innovation-summit

Target: **Hotel profile**

The leading congress in the hotel industry in Spain brings together more than 500 attendees every year to discuss trends and developments in the tourism sector. The participation of Piscina Barcelona will be translated into the presence in the networking area and leading one of the presentations on the agenda.



CONSTRUMAT

Barcelona. May, 20-22 2025

www.construmat.com

Target: **Architects,, interior designers, developers and builders**

In May 2025, Barcelona will once again become the epicenter of construction in Spain with the celebration of Construmat, which will welcome more than 22,000 professionals, and Piscina Barcelona will have a prominent presence at this event!

GRUPO  VÍA

Major hotel debate & Design Hospitality
Mallorca – February 27, 2025 Meliá Palma

Major hotel debate & Hospitality
Madrid – April, 10, 2025, Teatro Albéniz, UMusic
Hotel Madrid

Design & Hospitality Hotel Architecture
Barcelona – May, 8, 2025 Cubiná Barcelona

Major hotel ebate Hotelero & Design Hospitality
Ibiza – October, 2, 2025

Networking interior design
Barcelona – November, 20, 2025, Event Piscina
Barcelona

WE CREATE AND LEAD SPACES FOR DEBATE AND REFLECTION

We organize spaces for debate that address the challenges and realities of the sector in the Autonomous Communities with the greatest potential and business opportunities.

Madrid

October, 16th 2024

Conference “Reevolving hotel design from Outdoor and Wellness”

The most relevant architectural and landscape projects in the hotel sector of outstanding designers, architects and project managers with presence in Mexico, Dominican Republic, Bahamas, Panama, Europe and the Middle East were presented.

**Roca
Madrid
Gallery**


Andalucía

Marbella. March, 27th 2025

Conference “Outdoor Wellness: design of sustainable and profitable spaces for potential wellness”

Aimed at architects, interior designers and professionals in the hotel sector in Andalusia, it will explore the latest trends and innovations in the design and construction of hotel spaces.

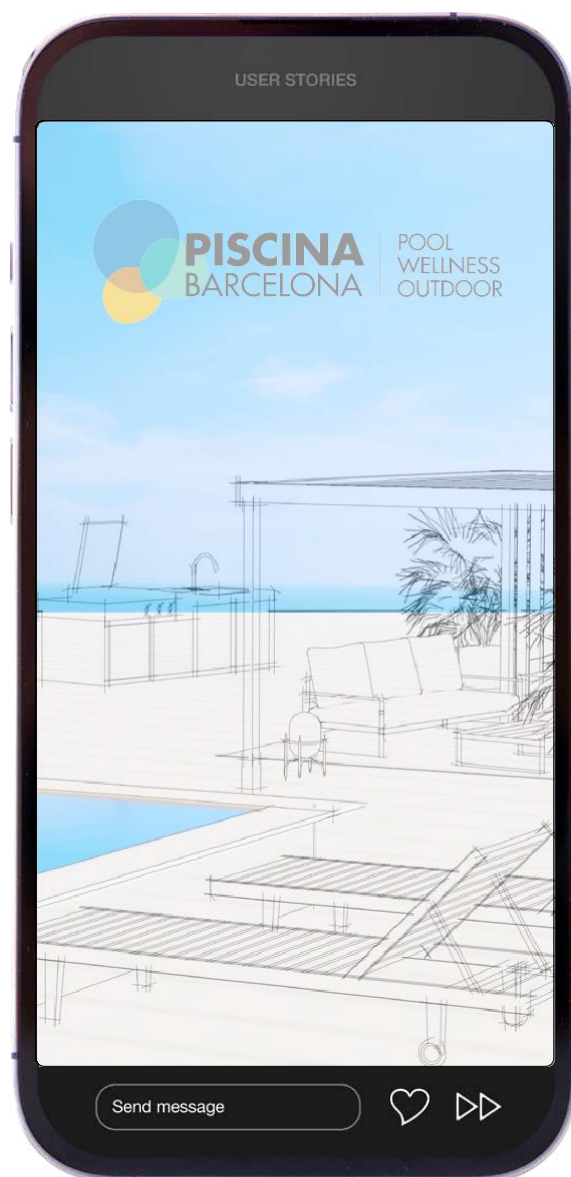




PROMOTIONAL PLAN

A VISUAL IDENTITY SPECIFIC FOR THE OUTDOOR TARGET

A differentiated visual and graphic universe of the show has been designed to represent the Outdoor sector and to appeal to our target public.



PRESENCE IN LEADING TRADE MAGAZINES

The advertising campaign consists of the most relevant architecture, interior design, landscaping and hotel sector headers in Spain and France.

2Playbook

ARCHITECTURE
MAGAZINE

AV
Arquitectura Viva

Camping
Profesional

cic

el Periódico de
Azulejo

first class

garden

HOTEL
PRO

L'activité
PISCINE

nuevo
azulejo

PISCINAS HOY

PISCINE
DESIGN

h/a pool
construction
ORGANO D'INFORMAZIONE DEL SETTORE PISCINA E WELLNESS

PROYECTO CONTRACT

REVISTA
CONSTRUVE

REVISTA
HOSTELERÍA
DESIGN, EQUIPMENT, FOOD SERVICE & BEVERAGE

REVISTA
TOLDO
S.L.

SEAB
SOUTHEAST ASIA BUILDING

TTW
TRAVEL
AND TOUR
WORLD

ZWEMBAD
BOUW
PISCINAS, SPA, PISCINA, WELLNESS, PISCINA, OUTDOOR BY SWIM

PISCINA BARCELONA POOL WELLNESS OUTDOOR

17 – 20 NOVIEMBRE 2025
RECINTO GRAN VIA - BARCELONA

Árbol De Navidad Tamara Falcó Errores Mampara Centro De Mesa Ana Boyer Vitrina Abuela Arquitectura Y Diseño

+ SAVEE QUIETECTURA DISEÑO Arquitectura Casas Mobiliario Decoración Sostenibilidad Recomendados SUSCRIBETE

CASAS URBANAS

Celosías, estructuras metálicas y luz natural: así ha cambiado esta casa madrileña

BAÑOS

Elegir mal la mampara puede arruinar tu baño: los 5 errores que más se cometen

REFORMAS

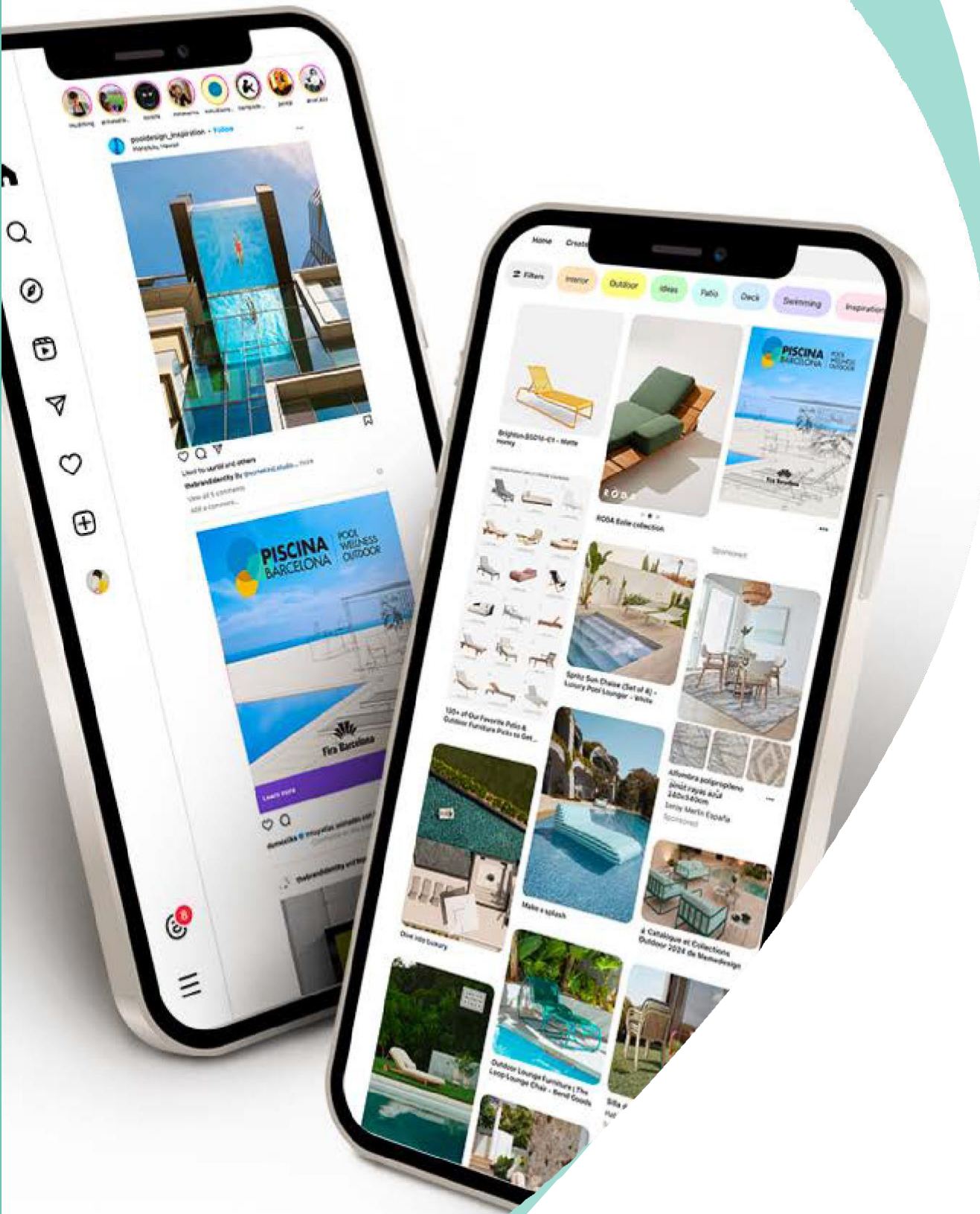
En qué ahorrar en una reforma si tu presupuesto es limitado

PUBLICIDAD

PISCINA BARCELONA POOL WELLNESS OUTDOOR

Fira Barcelona

A SEGMENTED AND TARGETED DIGITAL MARKETING CAMPAIGN FOR YOUR TARGET AUDIENCE



EMAIL MARKETING

E-mail is the main channel for sharing information and keeping our community up to date with the news and contents of the show.

74K registros

1.481.200 impactos

40 campañas

29,61% apertura

Datos 2023 de Piscina Barcelona

DIGITAL ADVERTISING

A reinforced SEM (Search Engine Marketing) campaign, to improve organic results as well as our advertising campaigns

S.E.M.



DIRECT MARKETING

Action aimed at the main architectural firms in Barcelona, with the objective of surprising them with an invitation to the show

SEEKING THE GREATEST REPERCUSSION IN TRADITIONAL AND DIGITAL MEDIA



PRESS RELEASES

Contact with the general media, media agencies and specialized magazines will be made through the planned sending of press releases on the outdoor sector, as well as through press conferences.

SOCIAL NETWORKS

Instagram profile will be the primary network, increasing the frequency of organic posts, encouraging collaborative posts and investing in promoted content.

Without forgetting the rest of the networks!

LA VANGUARDIA

EL PAÍS

ABC

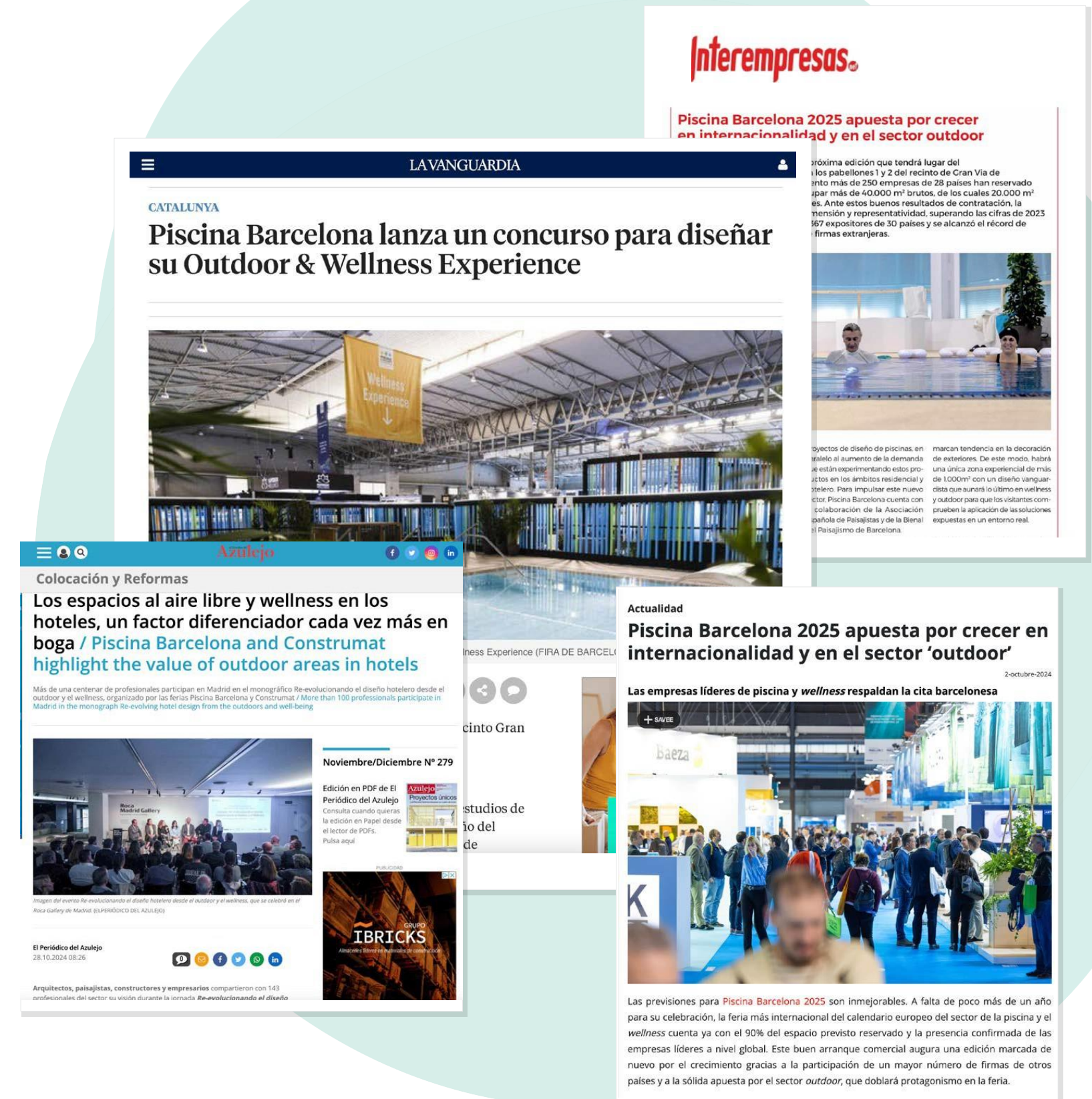
el Periódico

Interempresas.

ara

-  6.916 followers
-  3,464 followers
-  2263 followers
-  3,595 followers

Last Updated: December, .2024





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GRAN VIA VENUE –
BARCELONA

Book your participation as an exhibitor in the Outdoor area of Piscina Barcelona and be part of the most international event of the pool, wellness and outdoor sector!

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www.piscinabarcelona.es

#PISCINABARCELONA

