



SPATEX2020

THE POOL, SPA & WELLNESS SHOW

VISITOR ATTENDANCE REPORT



THE UK'S ONLY INTERNATIONAL POOL, SPA AND WELLNESS EXHIBITION

KEY POINTS

- 110 companies participated in exhibiting at the UK's only dedicated water leisure Show
- 1,431 confirmed unique visitors attended
- 567 people attended the unrivalled double seminar and Workshop programme across all three days, hosted by Industry associations ISPE, STA, PWTAG and more!
- Networking events included the themed SPATEX Exhibitor and Visitor evening reception plus the Industry Gala Dinner and Awards



VISITOR ATTENDANCE SUMMARY



Data for 28-01-20	onsite	pre-registered	re-visits	total
Trade visitor	48	435	0	483
Non trade visitor	12	60	0	72
Totals	60	495	0	555

Data for 29-01-20	onsite	pre-registered	re-visits	total
Trade visitor	56	400	99	555
Non trade visitor	20	80	5	105
Totals	76	480	104	660

Data for 30-01-20	onsite	pre-registered	re-visits	total
Trade visitor	54	208	58	320
Non trade visitor	18	40	12	70
Totals	72	248	70	390

Data for all 3 days	onsite	pre-registered	re-visits	total
Trade visitor	158	1043	157	1358
Non trade visitor	50	180	17	247
Totals	208	1223	174	1605



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UK BREAKDOWN

East Anglia	67	5.03%
East Midlands	146	10.96%
London	50	3.75%
North West	96	7.21%
Northern	40	3.00%
Northern Ireland	7	0.53%
Scotland	30	2.25%
South East	442	33.18%
South West	149	11.19%
Wales	37	2.78%
West Midlands	182	13.66%
Yorkshire	86	6.46%

REGIONAL BREAKDOWN

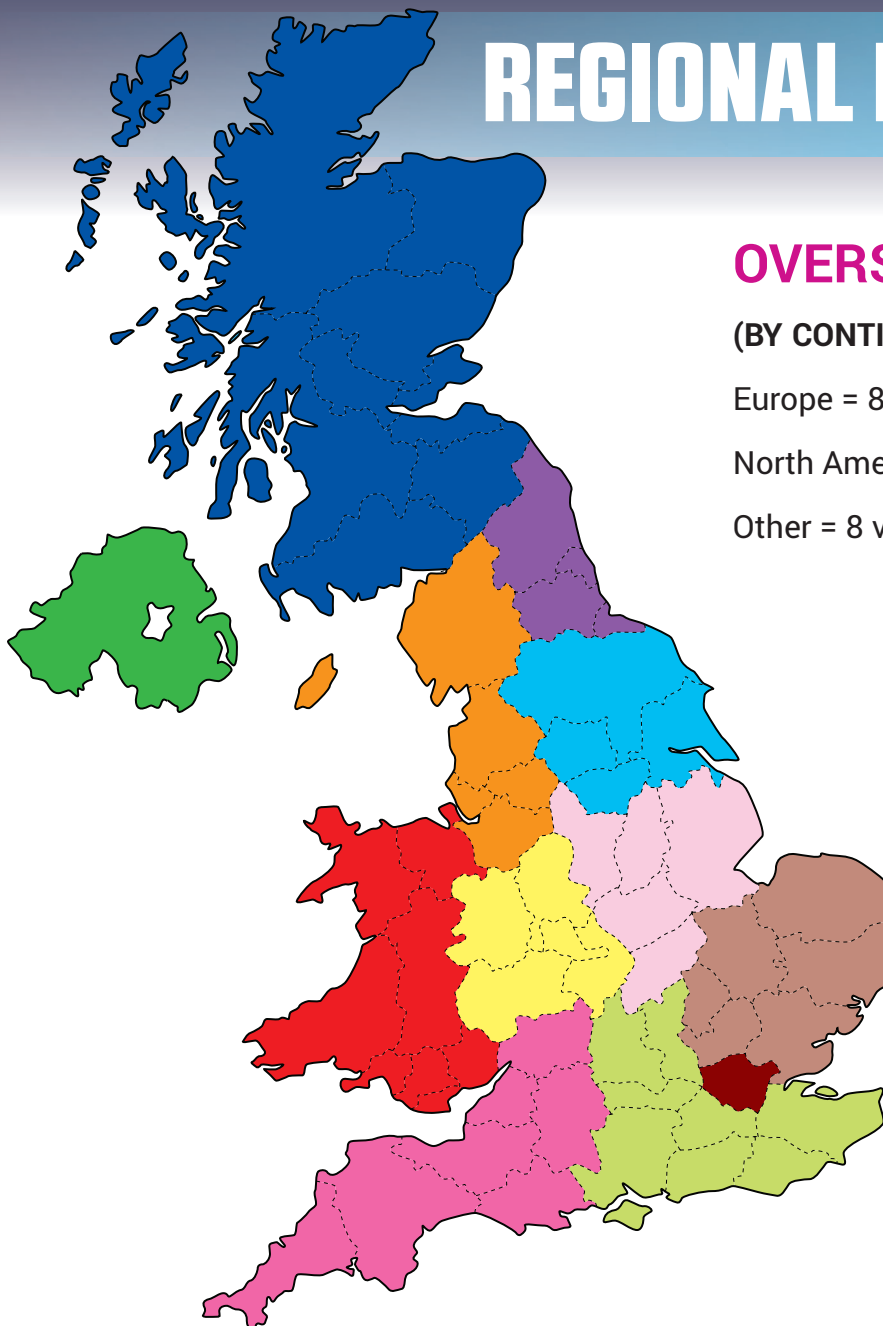
OVERSEAS BREAKDOWN

(BY CONTINENT)

Europe = 86 visitors from 16 countries

North America = 5 visitors from 2 countries

Other = 8 visitors from 4 countries



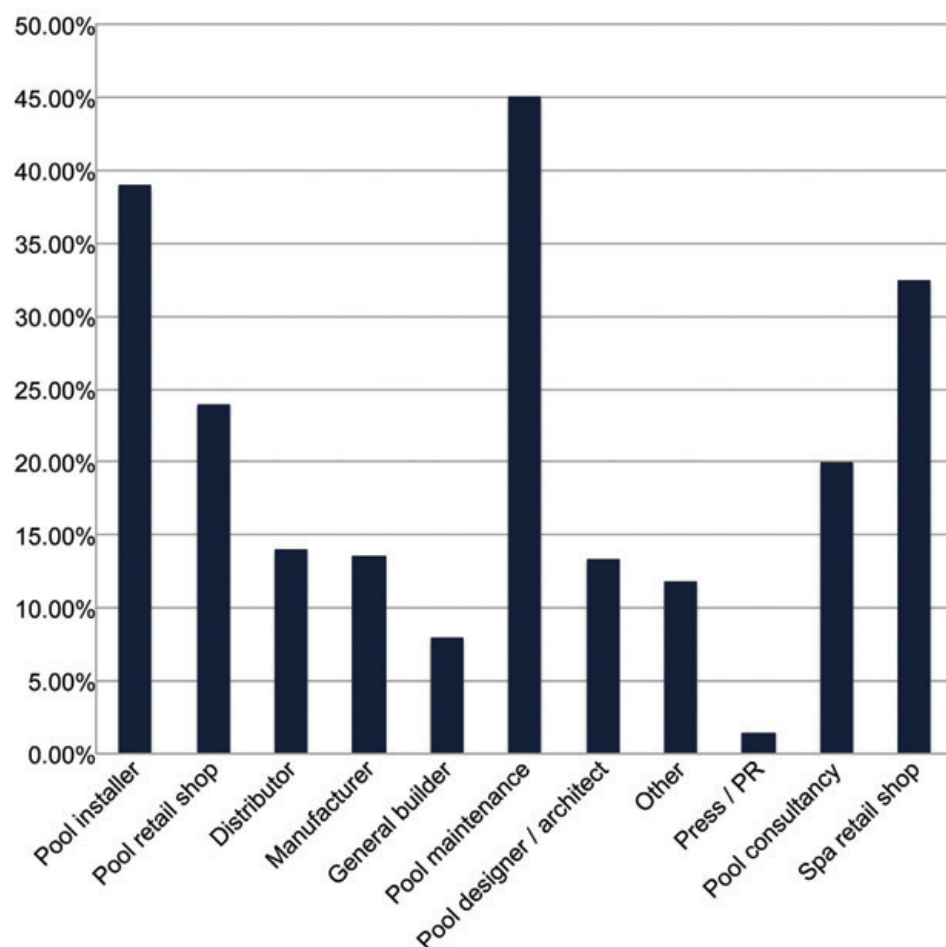


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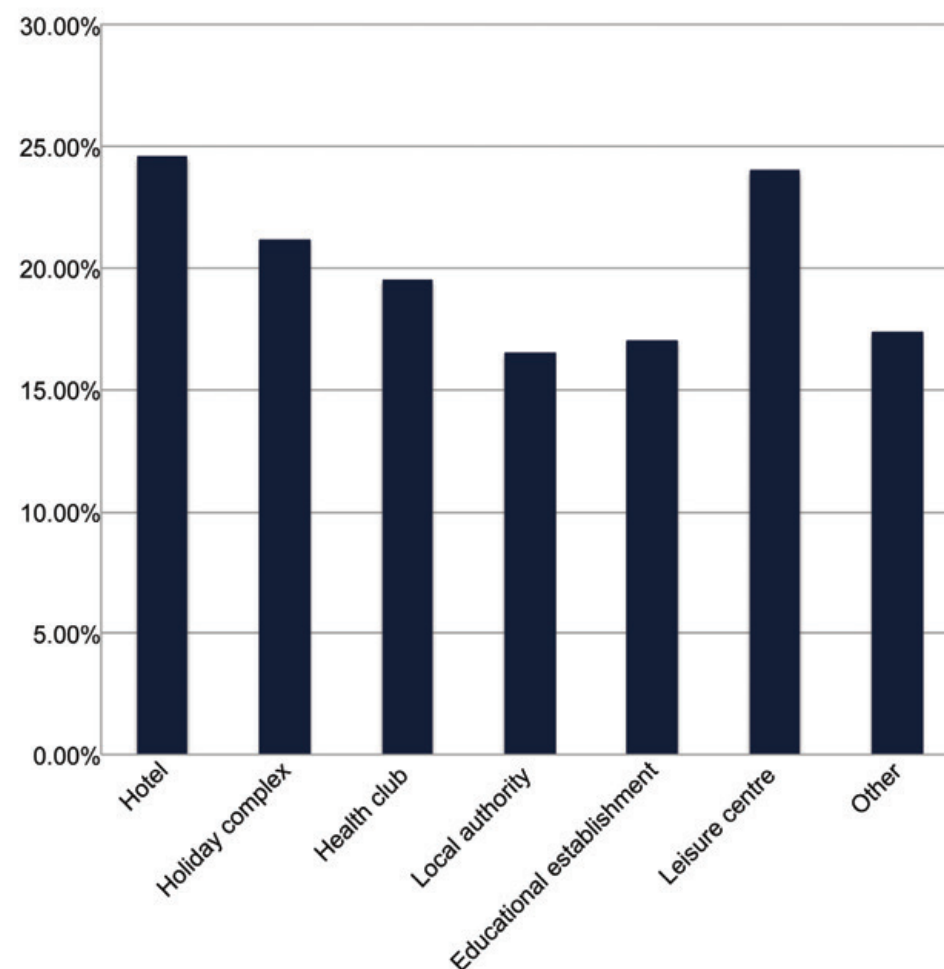
THE POOL, SPA & WELLNESS SHOW

VISITOR BY TYPE

MAIN CATEGORIES



WE OPERATE "WET" FACILITIES IN



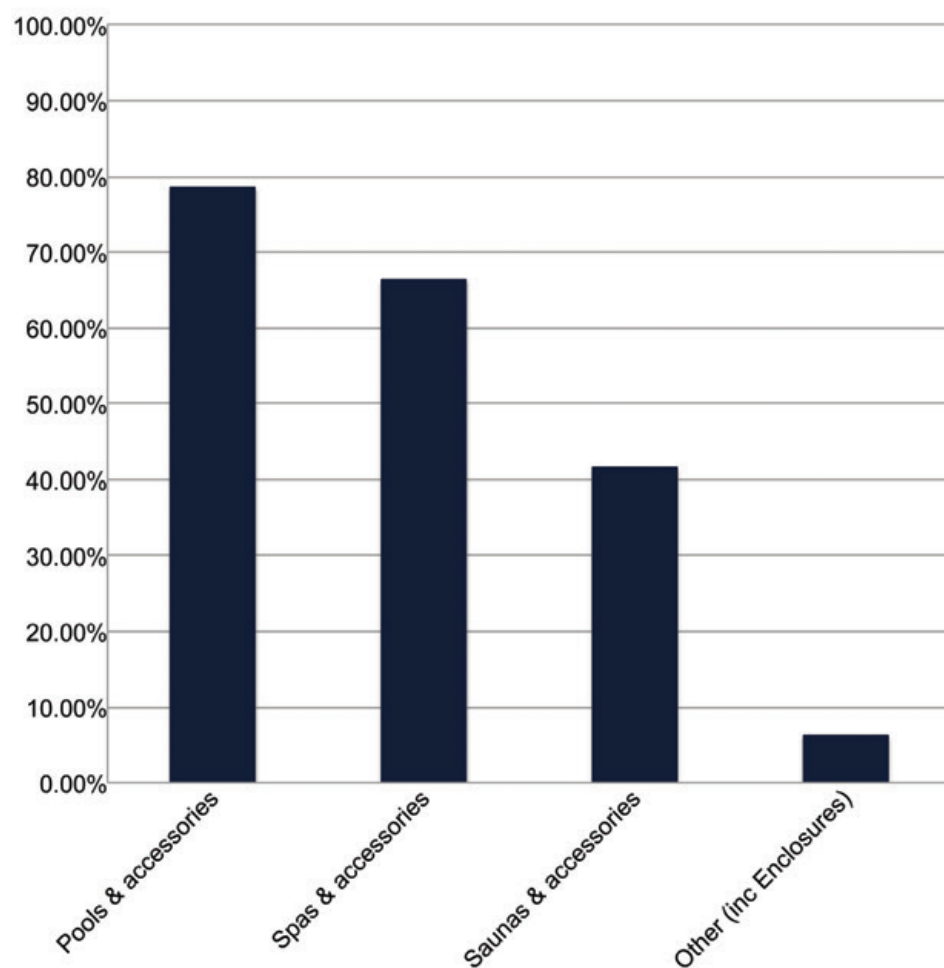


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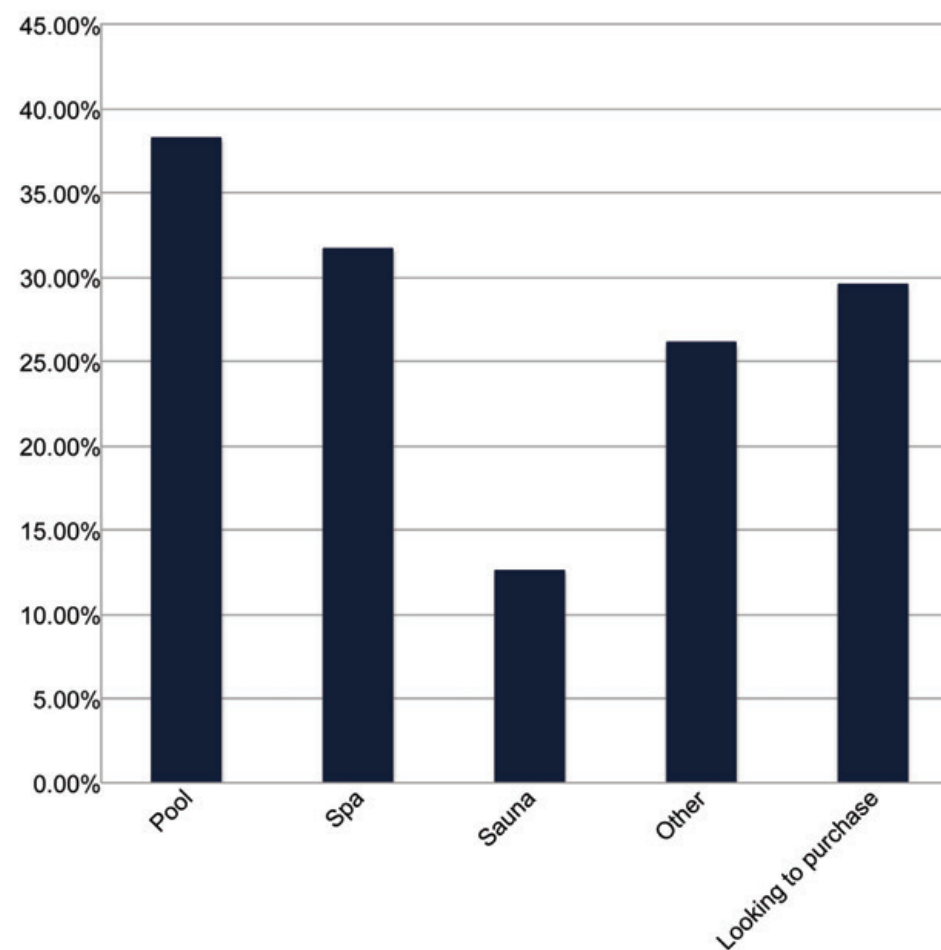
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AREAS OF INTEREST / OWNERSHIP

AREAS OF INTEREST (TRADE & NON TRADE)



POOL/SPA/SAUNA OWNER (NON TRADE)



TESTIMONIALS

MARK OSMAN – HEATSTAR: *“Quality over quantity every time for us and SPATEX 2020 didn’t disappoint on any front. There seemed to be less end user customers which allowed the team to interact with our core customers. We use SPATEX to showcase our products and services and, as hoped, everything was very well received.”*

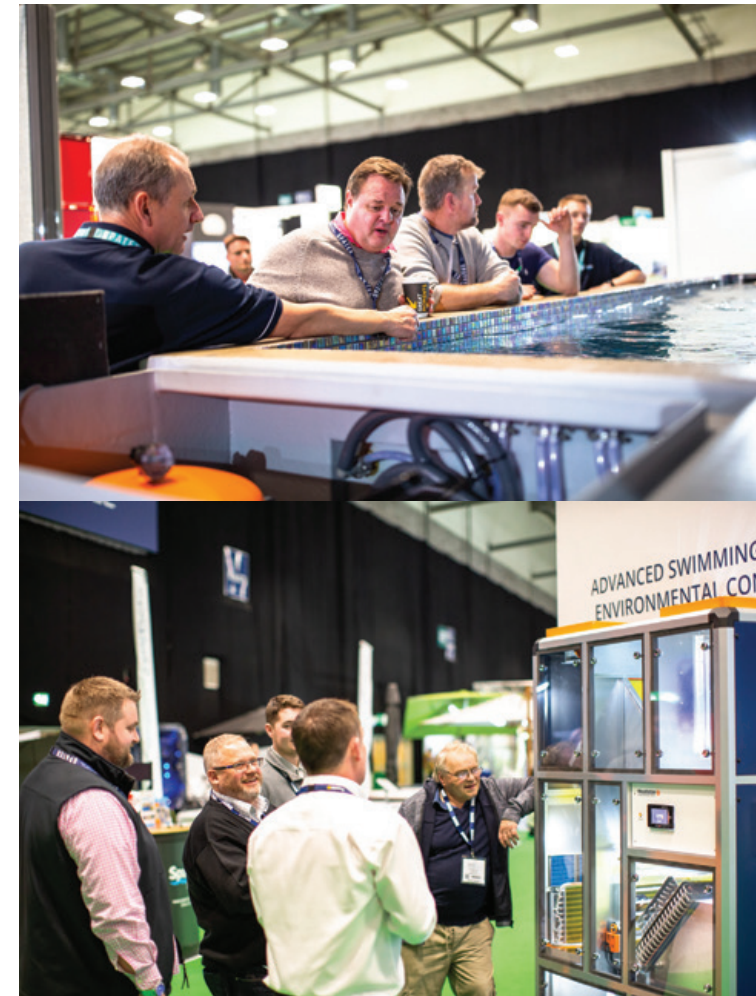
CHRIS GREEN – CERTIKIN INTERNATIONAL: *“I am delighted to report that Certikin had a stand-out Show with a steady footfall throughout the three days. The stunning Niveko one-piece demonstration pool was a head turner and there was a huge buzz of excitement around the unique and revolutionary Versoflor. One customer represented the voice of many, in saying: ‘This is truly something new to shout about.’*

“The Ricoh Arena, once again, proved an excellent venue and build-up and breakdown was a very smooth operation. We look forward to returning in 2021 for another vibrant show and to celebrate SPATEX’s 25th anniversary edition.”

KEITH BULL – NSURE: *“Nsure have been exhibiting at SPATEX since 2007. As with previous years, there are so many positives for us to continue to support SPATEX – a platform to meet many of our existing clients – making contact with new potential clients – networking within the wet leisure industry – presenting at ISPE Workshops. SPATEX 2020 was very good for Nsure – looking to exhibit and support SPATEX in 2021 in its 25th Anniversary year.”*

PAUL WEBB – FAIRLOCKS POOL PRODUCTS: *“This show was the best for FPP, with our increased stand size we enjoyed lots of positive feedback and orders from customers old and new! As always Michele, Helen and the team were fantastic, and we are grateful for all their efforts making the show such a massive success. Roll on 2021 and the 25th anniversary event!”*

RICHARD HART – AQUA WAREHOUSE GROUP: *“SPATEX is the highlight of our year. The time and place to meet up with old customers and new. If you’re in the Spa or Pool business then a visit to SPATEX is simply a must.”*



TESTIMONIALS



ALEX KEMSLEY – WATERSTREAM: *“SPATEX 2020 has been nothing short of phenomenal for our new product. This is the first year we have exhibited with the PoolPod and we are definitely coming back.”*

CHRIS BRADY – SPA TECH TRAINING: *“We have seen a definite increase in visitors to our stand this year compared to 2019. SPATEX 2020 felt full of positive vibes and there’s plenty of people keen to place orders for the new UK Spec SpaDolly™ systems, our new Auto-monitoring systems and all the hot tub training courses. All in all, a great Show!”*

PHIL SMITH – MEACO: *“Meaco have been attending SPATEX for many years. It’s always great to see our distributors and source new leads. We haven’t had the quantity of visitors that we had last year but Meaco operates in a niche market and the quality of visitors has been very good. The new Ultra Quiet dehumidifier suitable for wall mounting in Zone 1 areas has attracted a lot of interest. We will certainly be back next year.”*

RIGO PEGASIOU – RIGO SPAS: *“This is our first month of trading direct, having supplied the pool industry with tiled pools and spas for many years via a distributor. It is also the first time that Rigo Spa have exhibited at SPATEX. We came to the Show with zero expectations and are delighted with the response regarding the quality of our products. We have received excellent attention from a large number of trade clients – we will take away some very strong leads for turnkey solutions. I am positive we will be back!”*

GIL GINGELL – DARLLY EUROPE: *“We couldn’t have chosen a better place to celebrate Darlly’s tenth anniversary than the Industry’s annual Show. The SPATEX networking was a fitting place to cut the cake and share in our celebration with the rest of the Industry. Our stand was busy, particularly on the Wednesday, and we had visitors from as far away as Iceland!”*

MARK DIBBENS – THERMALEC: *“SPATEX 2020 was the launch pad for Thermalec’s In Line Heater for spas and small pools and it has been so well received. We will certainly be back next year!”*