

news +++ ISH  
15 to 19 March 2027

# ISH

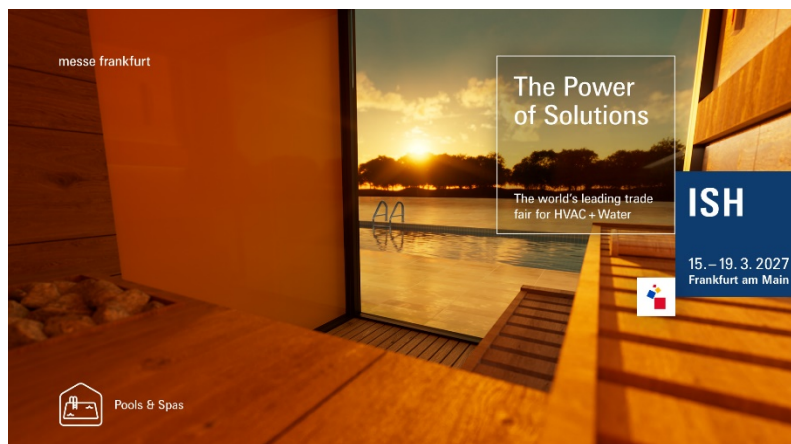
## ISH 2027 highlights pools and spas as a key growth segment

**Frankfurt am Main, 20 May 2026. Whether in international hospitality, in municipal aquatic facilities or in healthcare: pools and spas are increasingly developing into a strategic component of modern buildings. They influence the guest experience, contribute to healthcare provision and at the same time lead to higher requirements in terms of energy efficiency, sustainability and operation.**

With this development, expectations for planning and implementation are also changing. Technology, design and operations need to be considered more closely together. ISH is responding to this development and, from 15 to 19 March 2027, will create a dedicated meeting point for the sector, placing pools and spas in the context of building services technology, architecture and infrastructure.

The area in Hall 3.0 will showcase a broad spectrum of applications for private pools, hotel and resort spas, and public swimming pools, complemented by solutions for therapy and rehabilitation within modern hospitality and wellness concepts. Companies will present their products and systems in direct exchange with operators, planners, architects and investors. The area is being developed in cooperation with key industry partners such as bsw (German Association for Swimming Pools & Wellness), DGfdB (German Society for Public Baths) and the German Sauna Association.

“Pools and spas are developing into a distinct growth segment within building services technology. Today, operators expect solutions that combine energy efficiency, water quality and user comfort. This is exactly where we are positioning ISH. We bring providers together with the relevant decision-makers and create an environment in which new approaches can be put into practice,” says Stefan Seitz, Director ISH Brand Management. Against this background, companies can now register to participate in ISH 2027 and position themselves early in the Pools & Spas area.



Wellness, comfort and technology in interaction: ISH 2027 showcases solutions for pools and spas in the context of modern buildings. Source: Messe Frankfurt Exhibition GmbH

### **Meeting point at the centre of the exhibition**

The Pools & Spas area is deliberately located at the centre of ISH in Hall 3.0 and lies directly within the main visitor flow. This position ensures high visibility and short distances to adjacent thematic areas as well as to established brands in the sector. In addition to the exhibition space, the concept creates space for exchange and networking. A networking zone and lounge encourage dialogue, while an information parcours provides guidance and thematic input.

For companies in the pool and spa sector, ISH offers an environment in which supply and demand are brought together in a targeted way. Key target groups from hospitality, healthcare, municipalities, planning and operation are present and are looking for concrete solutions for ongoing and upcoming projects. The area enables exhibitors to position themselves precisely where investment decisions are being prepared. Its integration into ISH creates additional reach across related sectors and opens up access to new fields of application.

Companies that participate early secure visibility at the centre of the exhibition and position their solutions in direct dialogue with relevant decision-makers. Registration for participation in ISH 2027 is now open. Further information: [www.ish.messefrankfurt.com/exhibitor](http://www.ish.messefrankfurt.com/exhibitor)



Meeting point for the sector already in 2025: ISH provided a dedicated home for the pool and spa industry for the first time, with more than 1,000 m<sup>2</sup> of special exhibition space in the heart of Hall 3.0. Source: Messe Frankfurt Exhibition GmbH / Pietro Sutera

### **Pools & Spas within the ISH solution fields**

At ISH, Pools & Spas are integrated into the overarching structure of the solution fields. This means they are not viewed in isolation, but as part of integrated building concepts. Water-Bearing Systems play a central role here, with a focus on water hygiene and

efficient technologies. This is complemented by solutions for Indoor Air, which are particularly important for comfort and operations in swimming pools and spa areas. Intelligent Building Management enables the connected control of energy, water and technical systems, while modern Heat Generation solutions help to reduce operating costs and emissions. Bathrooms also provide important impulses for design, hygiene and the overall user experience. This integrated approach creates new opportunities for the planning, construction and operation of facilities that combine economic efficiency with environmental responsibility.

At the same time, exhibitors benefit from being part of the international ISH environment. They gain access to additional target groups from building technology, hospitality, public infrastructure and sectors where design, user experience and quality of stay play a key role. Around 45 percent of trade visitors come from outside Germany, creating further potential for international business contacts.

## **ISH**

The next ISH, the world's leading trade fair for HVAC and water, will take place from 15 to 19 March 2027 in Frankfurt am Main. [www.ish.messefrankfurt.com](http://www.ish.messefrankfurt.com)

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