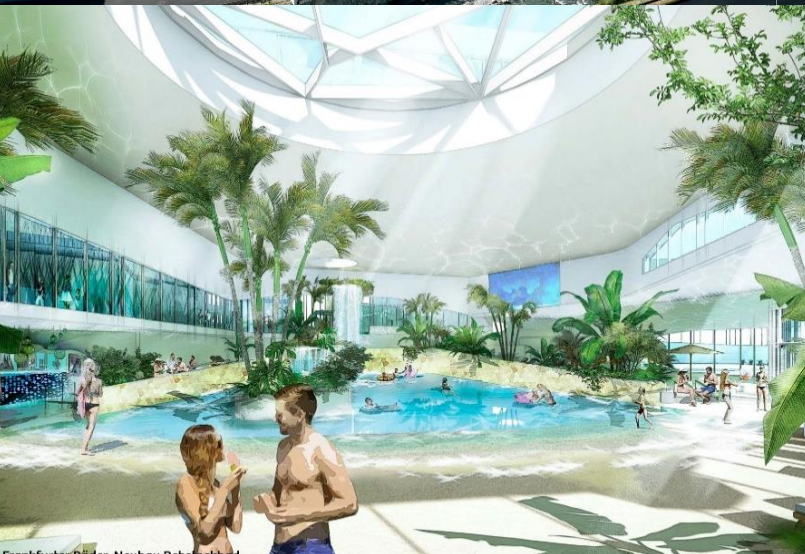
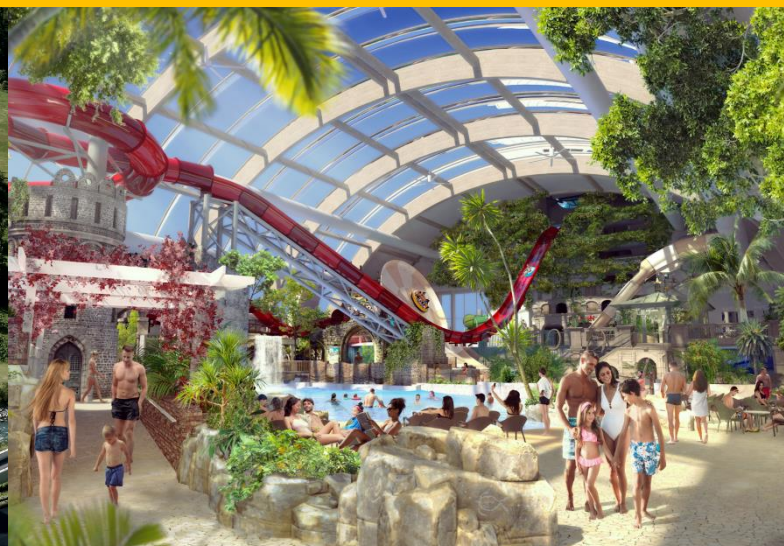




**9th International Congress of the European Waterpark Association e.V.
"Future prospects for the European Waterpark Industry"**

Silvretta Therme Ischgl, 21 to 23 April 2024



Dear Members and Friends of the European Waterpark Association,

For the ninth time, the EWA is organising an international congress entitled "Future prospects for the European waterpark industry". This year, the slogan "Summit meeting of the European waterparks" applies in a special way. We are guests at the congress centre of the new Silvretta Therme in Ischgl and are therefore meeting at an altitude of 1,400 metres. For our get-together on the evening before the congress, we will be travelling even higher up: to the Silvretta mountain station at 2,600 metres.

But is the waterpark industry also flying high? Or is our business still in crisis mode? With our congress programme, we want to take stock of the industry, take an optimistic look into the future and present examples of best practice. We are looking forward to an informative congress with great speakers and an eventful frame programme. And we look forward to seeing you there when the EWA's motto is "Ain't No Mountain High Enough", as the legendary Marvin Gaye song goes!

Yours sincerely,



Markus Achleitner,
President of the European Waterpark Association e.V.

Programme

21.04.2024

from 01.00 pm	Possibility to check in for the congress at the EWA Welcome Desk in the Silvretta Therme
from 03.00 pm	Possibility to check in at the hotels
05.00 pm	Ascent with the 3-S Pardatschgratbahn to the Pardorama mountain restaurant
05.15 to 07.45 pm	Get-together with EWA-Sundowner at 2,624 metres above sea level on the Pardatschgrat (outdoors if the weather is fine!)
08.00 pm	Descent to the valley
	Individual evening programme. The ice bar in the Silvretta Therme is open for you from 20.30 to 23.00 (self-paying)

22.04.2024

from 08.00 am	Congress registration and welcome coffee at the Silvretta Therme
09.00 am	Opening of the congress with Mayor Werner Kurz, Ischgl
09.15 am	Günther Zangerl, Andreas Ramsauer, Silvrettaseilbahn AG, Ischgl, and Michael Krieger, KRIEGER Architekten I Ingenieure GmbH, Velbert: The Silvretta Therme - a milestone for the further development of tourism in Ischgl



10.00 am	Thomas Sjöstrand, Oceana Waterpark, Gothenburg: The new Oceana Waterpark in Gothenburg's Liseberg theme park
10.45 am	Coffee break
11.15 am	Olivier Zirnheld, Schroeder & Associés, Kockelscheuer (Luxembourg): The new Complexe sportif with Vélodrome and Piscine in Mondorf-les-Bains, Luxembourg
12.00 am	Rolf Böker, geising + böker architekten, Vechta and Hamburg, and Dr Boris Zielinski, BäderBetriebe Frankfurt GmbH: The new Rebstockbad - a flagship of the public pools in Frankfurt
12.45 am	lunch
01.45 pm	Rainer Maelzer, WhiteWater ERA GmbH, Munich: New Giga projects - the world's largest slide tower at the Meryal Water Park in Quetaifan Island and the O2 Surf World in Munich
02.30 pm	Prof. Dr Torsten Widmann, Baden-Württemberg Cooperative State University, Ravensburg: The family segment in the area of conflict between baby boomers and parent-rich children
03.15 pm	Coffee break
03.45 pm	Dr Harald Köpping-Athanasopoulos, 2b AHEAD Zukunftsforschungsinstitut, Leipzig: Project sustainability - or a new vision for humanity?
04.45 pm	Possibility to visit the Silvretta Therme
08.00 pm	Festive dinner at the Silvretta Therme
11.00 pm - 01.00 am	Get-together at the Grill-Lounge of the Silvretta Therme on level 4
23.04.2024	2nd congress day
08.00 am	"Walking Lectures" - guided tours through the Silvretta Therme (registration on site)
09.00 am	Welcome
09.15 am	Prof. Dr.-Ing. Natalie Eßig, Munich University of Applied Sciences: Sustainability indicators and criteria for public pools
10.00 am	Stefan Studer, Kannewischer Management AG, Zug (CH): The public value and social value of waterparks, leisure pools and spas
10.45 am	Coffee break

11.15 am	Panel discussion: "Earning money with waterparks and public pools?" with ▪ Dr Uwe Allmann, AquaMagis Plettenberg GmbH ▪ Dr Edmund Friedl, VAMED Vitality World, Vienna ▪ Robin Stork, Stork Group, Paderborn ▪ Patrick Doll, monte mare operations, Rengsdorf Moderation: Petra Probst (EAP) and Dr Klaus Batz (EWA)
12.15 pm	Friedi Kühne, world champion in slacklining and world record holder in free solo: Free Solo - with the team through highs and lows
01.00 pm	Closing words
01.15 pm	lunch
02.15 pm	Bus transfers

The congress will be moderated by Jutta Kleiber, Oliver Sternagel and Harald Gabriel.

Programme subject to change!

We would like to thank Andreas Ramsauer and the Silvretta Therme team as well as the Paznaun-Ischgl Tourism Association for their great support in organising the congress!



Participation fee

for EWA members € 650 (net)
for non-members € 850 (net)

Cancellation fee 100 % from 01.04.2024, unless we can allocate your place elsewhere.

Services

- Conference admission with documentation of the presentations
- Get-together on Sunday evening with snack buffet and drinks
- Festive dinner on Monday with 3-course menu and table drinks
- 2 x lunches, conference drinks and coffee breaks
- free admission to the Silvretta Therme on Monday and additional free admission on Sunday or Tuesday

Venue

Silvretta Therme Ischgl
Brandweg 2
A-6561 Ischgl

Registrations and overnight stays

For EWA members at www.ewa.info/myewa

For non-members at www.ewa.info/events

Please note that the number of places available is limited. We therefore recommend that you register as soon as possible. Please remember to book your accommodation directly with the hotel.

After your registration you will receive a binding confirmation of participation and further programme information in good time before the event.

We have reserved rooms for you in selected hotels in Ischgl at special rates. A list of the hotels is enclosed with this invitation. Please book your accommodation as soon as possible **directly with** the hotels using the keyword "EWA Congress". You can also book extra nights there if you would like to take the opportunity to go skiing **before** or **after** the congress.

Bus shuttle

For climate protection reasons, we recommend travelling by public transport and offer two bus shuttles for a small fee.

Bus shuttle 1 (return journey 40 € plus VAT)

Sunday, 21.04.2024

01.00 am departure from Munich Airport
02.30 am stopover at Innsbruck Airport
04.00 am arrival Ischgl Silvretta Therme

Tuesday, 23.04.2024

02.15 pm departure at Silvretta Therme
04.00 pm stopover at Innsbruck Airport
07.00 pm arrival at Munich Airport

Bus shuttle 2 (return journey 20 € plus VAT)

Sunday, 21.04.2024

12.00 am from Landeck-Zams railway station to the Silvretta Therme
01.30 pm from Landeck-Zams railway station to the Silvretta Therme
03.00 pm from Landeck-Zams railway station to the Silvretta Therme

Tuesday, 23.04.2024

02.30 pm departure to Landeck-Zams railway station

When planning your journey, please note that you must be at the valley station of the 3-S Pardatschgratbahn cable car at 5 pm on Sunday 21 April 2024 to attend the get-together. We recommend warm clothing, as the get-together will take place outdoors at 2,624 metres above sea level!



Organiser

European Waterpark Association e.V.
Josephsplatz 4
90403 Nuremberg
Mail info@ewa.info
Phone +49 911 24 06 145

Detailed information on the lectures

Günther Zangerl, Andreas Ramsauer, Silvrettaseilbahn AG, and Michael Krieger, KRIEGER Architekten I Ingenieure GmbH: The Silvretta Therme - a milestone for the further development of tourism in Ischgl

The Silvretta Therme is a new tourist attraction for international guests in the Paznaun Valley. The bathing and wellness oasis complements the outdoor offers of Ischgl in both the summer and winter seasons. In addition to the bathing and sauna area, an ice rink, a fitness area and several catering outlets complete the leisure and recreation offer. Almost 80 million euros were invested. At the Silvretta Therme, numerous innovative approaches were implemented during construction (geothermal energy, extensive heat recovery systems) and operation (dynamic pricing, complex energy management, cancellation insurance for webshop tickets, self-produced hydrolates for sauna infusions, etc.), which will be presented in the lecture.

Günther Zangerl is a board member of Silvrettaseilbahn AG, which is the investor and owner of the Silvretta Therme.

Andreas Ramsauer, a long-standing member of the EWA board, has taken over the management of Silvretta Therme after Wörgler Wasserwelt.

Michael Krieger is managing partner of KRIEGER Architekten I Ingenieure GmbH, Velbert, which was responsible for the planning of the Silvretta Therme together with Wimreiter & Partner GmbH, Saalbach.

Thomas Sjöstrand, Oceana Waterpark: The new Oceana Waterpark in Gothenburg's Liseberg theme park

Liseberg in Gothenburg is Sweden's largest theme park. In June 2024, the Oceana water park will open, a 10,000 square metre water paradise that will add another attraction to the theme park's offering and is expected to be visited by up to 500,000 guests a year. Liseberg is thus following the "second gate" principle of American theme parks, which supplement their facilities with their own hotels and a second, differently themed park in order to motivate visitors to stay for several days. After "Rulantica" at Europapark Rust, Liseberg is only the second major theme park in Europe to take this bold step.

Thomas Sjöstrand has worked at Liseberg since 2008, first as CEO of Liseberg's Restaurant Company and after the merger in 2014 as Vice-President, COO with responsibility for all business areas in the park. Since June 2017, Thomas has been focusing on the expansion project with a family hotel with 457 rooms (opening April 2023) and a new indoor water park (opening June 2024) and has also been CPO for Liseberg since 2021.

**Olivier Zirnheld, Schroeder & Associés: The new Complexe sportif with Vélodrome and Piscine in Mondorf-les-Bains, Luxembourg**

Until now, the Luxembourg municipality of Mondorf-les-Bains has mainly been known as a traditional spa town with its own thermal baths. An architecturally fascinating sports centre is now being planned for the local population, combining a velodrome with a sports and family pool and a sports hall. The Complexe Sportif is to be built on a 6.2 hectare site by 2028. In the swimming pool, attractions for children and families will complement the sports-orientated pools.

After completing his studies at RWTH Aachen University, Olivier Zirnheld joined Schroeder & Associés in 1999, where he has been responsible for project development, client representation and construction law as head of the project management department since 2007. In this role, he has overseen numerous projects ranging from the construction of the new airport and the Luxexpo trade fair centre in Luxembourg to Les Thermes in Strassen and, most recently, the new Complexe Sportif in Mondorf-les-Bains.

Rolf Böker, geising + böker architekten, and Dr Boris Zielinski, BäderBetriebe Frankfurt GmbH: The new Rebstockbad - a flagship of the public pools in Frankfurt

The "Rebstockbad" is not only a well-known name in Frankfurt am Main. Originally built for the Olympic bid and opened in 1982, the sports and adventure pool was one of the most popular pools in Germany. It had to be closed due to structural problems with the roof. The new Rebstockbad has been under construction since January 2024 and is due to open at the end of 2026. It is already clear that it will once again be the "flagship" of the public pools in the Main metropolis. It will cost around 100 million euros and, in addition to a spacious sports and family pool, will also feature an attractive sauna area.

Dipl. Ing. Rolf Böker, together with Gerhard J. Geising, has been managing partner of the architectural firm geising + böker gmbh since 1989, which emerged as the winner of the high-calibre competition to build the new Rebstockbad.

After studying business administration and sports science and completing his doctorate in sports management, Dr Boris Zielinski was initially Managing Director of Hesse's largest leisure sports club before taking over as Managing Director of Frankfurter Bäderbetriebe in 2018.

Rainer Maelzer, WhiteWater ERA GmbH: New giga projects - the world's largest slide tower at the Meryal Water Park in Qutaifan Island and the O2 Surf World in Munich

"The bigger - the better" seems to be the motto investors in the pool and leisure industry are now using to plan new projects. Rainer Maelzer presents two particularly spectacular investment projects. The Meryal Water Park in Qatar has already secured an entry in the Guinness Book of Records with its 85 metre high slide tower. South of Munich, the O2 Surf World is following a new trend in the leisure industry - large artificial surf waves are currently booming worldwide.

Rainer Maelzer is President of WhiteWater ERA GmbH based in Munich, a subsidiary of the Canadian company WhiteWater, which designed and built the slide tower in Qatar and also developed the "Endless Surf Pool".



Prof Dr Torsten Widmann, Baden-Württemberg Cooperative State University: The family segment caught between baby boomers and parent-rich children

Demographic change is also affecting the leisure industry. But are only young adults and senior citizens really a growing and commercially interesting target group? For many years, it looked as if the waterpark industry was primarily developing wellness-orientated offers. However, there is now a growing recognition that swimming and water fun are still a real family issue and that families are still the main target group for waterparks and leisure pools.

Prof. Dr Torsten Widmann has been head of the Tourism, Hotel and Gastronomy Business Administration course, specialising in Leisure Management, at the Baden-Württemberg Cooperative State University since 2009.

Dr Harald Köpping Athanasopoulos, 2b AHEAD Zukunftsforschungsinstitut: Project sustainability - or a new vision for humanity?

The longing for a better future in which the needs of all people are met has driven mankind over the centuries. Today, sustainability is at the centre of these visions. Futurologist Dr Harald Köpping Athanasopoulos has studied humanity's visions as a scientist and sees the pursuit of regeneration and sustainability as an important collective social vision. Sustainability is the key to realising these visions and is of central importance as it aims to protect our planet in the long term and create a fairer and more liveable world for future generations. A topic that is also (increasingly) preoccupying the waterpark industry.

Dr Harald Köpping-Athanasopoulos heads the Trend Management department at the 2b AHEAD Future Research Institute in Leipzig. In his research work, the keynote speaker is particularly interested in how individual humanity is changing in an increasingly technologized and digitalised world.

Prof. Dr.-Ing. Natalie Eßig, Munich University of Applied Sciences: Sustainability indicators and criteria for swimming pools

Sustainable building involves much more than just the use of renewable raw materials, the utilisation of renewable energy sources for heating and the use of recycled building materials. It is also about social responsibility and a new holistic understanding of planning, building and operating. Public swimming pools in particular, with their high energy consumption on the one hand and their great social significance on the other, must be designed, built and operated with sustainability in mind more than ever before.

Natalie Eßig studied architecture at the TU Darmstadt and the Politecnico di Torino. Since 2013, she has held a professorship for sustainable building at the University of Applied Sciences in Munich. In the same year, she founded essigplan GmbH and, in 2015, the Bau-Institut für Ressourceneffizienz und Nachhaltigkeit.

Stefan Studer, Kannewischer Management AG: The public value and social value of leisure pools and spas

In the public debate, public pools are predominantly viewed through the lens of cost, while the benefits are at best formulated qualitatively and related to individual target groups. It is high time to evaluate the price-performance ratio from the perspective of society as a whole and not only to name the benefits of public pools for the general public, but also to prove them. What approaches have been taken and what still needs to be done?



Stefan Studer heads up the consultancy business at Kannewischer Holding AG, a family-run company with 50 years of experience in the design, planning, and operation of public pool facilities. His aim is to help operators and owners to set up their pool projects well and make the right decisions from the outset.

Panel discussion "Earning money with public pools?"

Under the provocative and striking title, the editor-in-chief and publisher of Euro Amusement Professional Petra Probst and EWA Managing Director Dr Klaus Batz discuss with four successful operators of waterparks, leisure pools and spas. Although they run their facilities under very different framework conditions - as private companies, as part of a municipal utility group and also as public-private partnership models - they show together that with the right offer and operating concept, public pools can also be economically successful in the long term.

As Managing Director of Stadtwerke Plettenberg, Dr Uwe Allmann is also responsible for Aqua-Magis Plettenberg GmbH.

Dr Edmund Friedl is Managing Director of Therme Wien GmbH & Co KG, which is part of VAMED Vitality World, and also runs the Therme Laa Hotel & Silent Spa.

Robin Stork is the owner and managing director of the Stork Group, Paderborn, which has been successfully operating leisure pools, spas and spa hotels at several locations in Germany for decades.

Patrick Doll is the managing partner of monte mare Betriebe based in Rengsdorf. In addition to a planning office and an operating company, ten locations with different product orientations are united under the monte mare umbrella brand.

Friedi Kühne: Free Solo - through highs and lows with the team

The speaker is a free solo highline world record holder on the slackline and talks about his diverse experiences, how he deals with his own fear and the trust he has to place in his team. Using his spectacular records as an example, the boundary-pushing athlete succeeds in transferring his experience to companies and the world of business: it is essential to be able to rely on your team and to utilise the skills of each individual in the right place: A balancing act between delegation, trust in others and trust in oneself.

Friedi Kühne is a passionate slackliner and is internationally recognised for numerous world-first free solo ascents of longer and higher highlines. For example, he balanced in front of tens of thousands of spectators at a height of 60 metres between two church towers over the city centre of Straubing and walked over a slackline at a height of 350 metres between two skyscrapers.

We will offer simultaneous translation from German to English at the congress.

Photos: © Courtesy WhiteWater (Qatar), Silvrettaseilbahn AG (Ischgl), geising + böker (Rebstockbad Frankfurt), Oceana Waterpark Gothenburg, adobe stock (cover picture)