

EWA Operations Day 2025

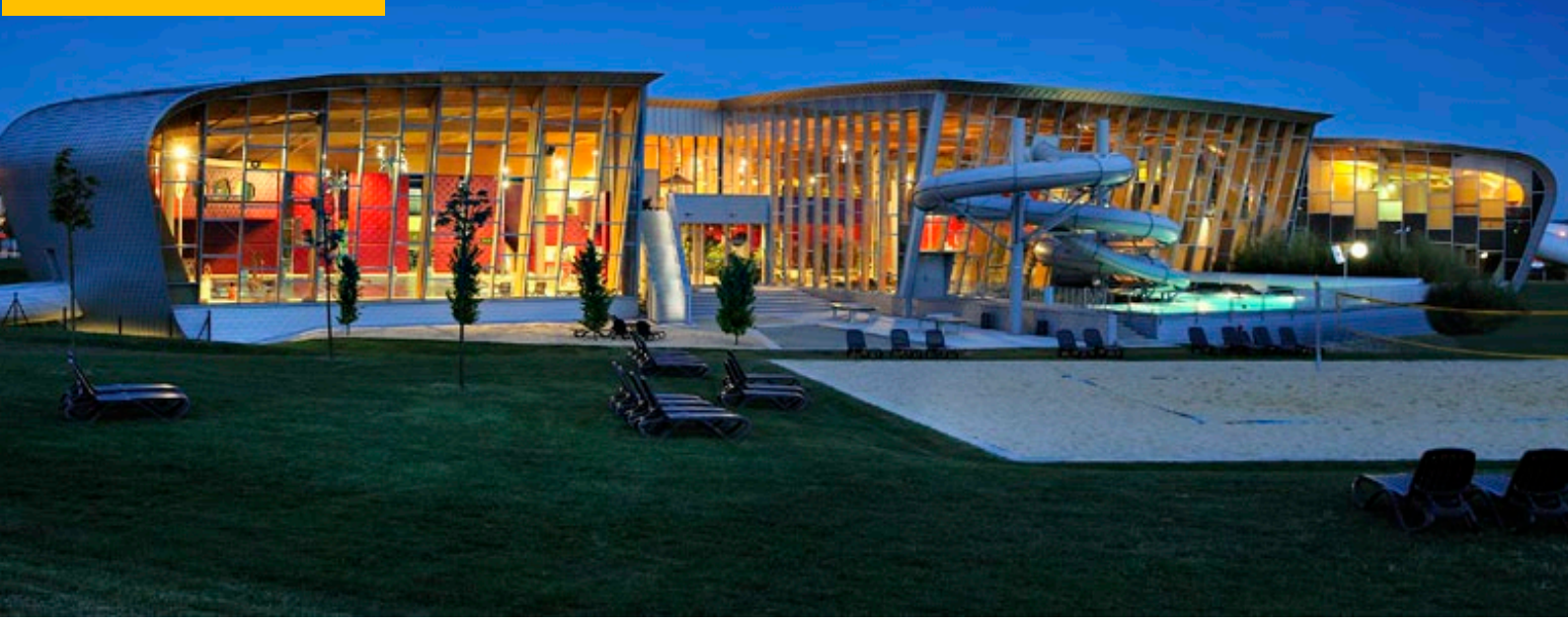
"AI applications for leisure pools and thermal baths"

8. October 2025 in Strassen (Luxembourg)

Key Notes

Networking

Best Practice



Dear members and friends of the European Waterpark Association,

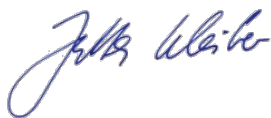
On 8 October 2025, we will be welcoming operators of water parks and leisure pools from Luxembourg, France, Belgium, Germany, Austria and Switzerland for the fourth time to a cross-border exchange of experiences.

This year, we will be focusing on a particularly topical issue: the opportunities and tools that rapid digitalisation offers our waterpark businesses.

The EWA Operations Day 2025 will focus on the topic of "AI applications for leisure pools and thermal baths". Together with leading experts and with you, we want to discuss how our facilities can benefit from this development.

We look forward to welcoming you to the 4th EWA Operations Day on 8 October 2025 at Les Thermes!

Yours sincerely, Jutta Kleiber,



President of the European Waterpark Association e.V.
Director of C.N.I. Les Thermes



With the kind support of:



THE PROGRAMME

From 7.30 a.m.

Welcome coffee in the Les Thermes wellness lounge and opportunity to visit Les Thermes

A light breakfast awaits you in the Wellness Lounge, where you can get to know the other guests attending EWA Operations Day. You will also have the opportunity to visit Les Thermes.

9:00

Lecture programme Centré Barblé

Welcome address by Nico Pundel, President of CNI Les Thermes and Mayor of the municipality of Strassen.

9:20

Opening of the EWA Operations Day by Jutta Kleiber, President of EWA and Director of Les Thermes.

09:30

Michael Kuriat, TNC Group – the network Creators Leipzig (Germany): "Artificial intelligence in the spa industry – from trend to everyday practice. Act now to stay competitive!"

Whether in the choice of waterparks, in communication with guests or in daily organisation – artificial intelligence is changing the leisure industry faster than many people think. Michael Kuriat (digital expert) shows how AI can already be used in swimming pool operations today and what advantages those who are now addressing the issue have.

10:15 a.m.

Melanie Leutenegger, TNC Group – the network creators Leipzig (Germany): "How leisure pools and thermal baths can become truly visible online and what is currently needed for good online marketing"

Melanie Leutenegger complements Michael Kuriat's presentation with a particularly practical component. She develops strategies for the TNC Group that enable companies to sustainably expand their online visibility and strengthen their employer brand. She develops targeted use of social media and influencer marketing as supporting channels and knows what it takes to make leisure pools and thermal baths visible online.

THE PROGRAMME

10:45

Networking coffee

11:00

Florian Perteneder, Therme Wien (VAMED Vitality World) (A): "Dynamic pricing – digital guest communication"

The general manager of Therme Wien and his team have successfully introduced a model for dynamic, demand-oriented admission pricing at Europe's largest city spa. A best practice example with impressive economic results!

11:45

Jean Marc Mathias, Pricenow AG Reichenbach (CH): "Using data to achieve success: How modern data analysis equips spas for current challenges" (CH)

Jean Marc Mathias is Market Manager for Thermal Baths & Attractions at a successful Swiss company that combines industry knowledge with state-of-the-art technology with an international team from seven countries. As experts in e-commerce, data analysis and pricing, Pricenow develops high-quality, scalable software solutions for waterparks and tourist facilities.

12:30 p.m.

Walking lunch and networking

1:30 p.m.

Jakob Hubloher, melibo – ThinkingTech GmbH & Co. KG, Frankfurt am Main (Germany), and Harald Gabriel, GMF GmbH & Co. KG, Munich (Germany): "GenAI in guest and employee communication"

The use of chatbots in customer dialogue, whether by email, on the website or on the phone, is now standard in many service industries. Using the example of the waterparks managed by GMF, the two speakers will demonstrate the possibilities offered by the use of generative AI in communication with guests and employees. With the GMF chatbot 'Chlorian' and the digital guest advisor 'AquaToni', you will learn how automated guest communication reduces the workload on your team while ensuring clear, consistent standards.

THE PROGRAMME

2:15 p.m.

Markus Beyr, Attraktion! GmbH, Vienna (A): "Immersive worlds of experience for leisure pools and thermal baths"

Whether in the world of dinosaurs or the Arctic Circle: the immersive experiences created by the Viennese AI experts at Attraktion! allow us to immerse ourselves in a world of fantasy, whether in a water park or innovative wellness facilities.

2:45 p.m.

Insights (short presentations):

- Florian Kraus, echion GmbH, Augsburg (Germany): "Digital signage in leisure pools and thermal baths"
- Oliver Bunsen, vertigo systems GmbH, Cologne (Germany): "Interactive play areas for waterparks and public pools"

3:30 p.m.

Florian Grojer, Lynxight, Yokne'am Illit (IL): "Use of AI-based surveillance systems in swimming pools"

The use of AI-based surveillance systems such as Lynxight can significantly optimise pool and water supervision in waterparks. The AI-based system effectively supports the monitoring of swimming pool operations and increases safety for our guests.

4:15

Final coffee and networking

The presentations will be held in German with simultaneous interpretation into French.

Programme subject to change!

IMPORTANT INFORMATION

Organiser

European Waterpark Association e.V.
Josephsplatz 4, D-90403 Nuremberg
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Phone +49 911 24 06 145
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Meeting point and free parking

C.N.I. Les Thermes
Rue des Thermes
8018 Strassen, Luxembourg

Lectures (5 min. walk)

Centre Culturel Paul Barblé
Rue des Romains
8041 Strassen, Luxembourg

Participation fee

Early bird registration until 10 September 2025
EWA members: €110 plus VAT per person
Non-members: €180 plus VAT per person

From 11 September 2025
EWA members: €160 plus VAT per person
Non-members: €240 plus VAT per person

Please note that places are limited. We therefore recommend that you register as soon as possible.

Registration for members:
www.ewa.info/myewa/events

Registration for non-members:
www.ewa.info/events

After registering on our website, you will receive a binding confirmation of participation.

Cancellation fees from 30 September: 100% of the participation fee, unless we are able to fill your place with another participant.



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Registration for non-members
www.ewa.info/events