



italian pool technology

THE EXCELLENCE OF THE ITALIAN POOL & SPA INDUSTRY



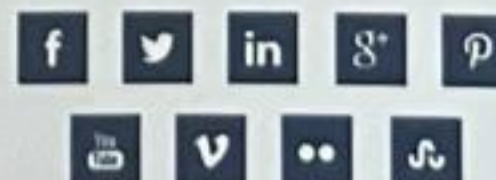
THE EXCELLENCE OF THE ITALIAN POOL & SPA INDUSTRY

4th Edition 2016 / 2017



www.italianpooltechnology.com

Products and accessories for pools and spas, components, building systems, installation technologies, treating systems, equipments and anything useful to build the pool and make it work perfectly



Pool market and style in Italy



(Doc. MG Archiect)

Many factors create great expectations for the Italian pool market, which is meant to be dynamic and growing both in the residential and commercial sense.

First of all wellness tourism, i.e. a segment on the rise that becomes an important strategic lever for hotels and territory, which generated 8.1 million travels in Italy in 2014 (report 2014 Global Wellness Tourism Economy). The pool in Italy, in all its shapes, is an undeniable element of the wellness services provided by prestigious hotel chains, healthy hotels, small family-run hotels, thermal centres, spas and resorts, constantly growing. International researches confirm that pools and spas of resorts - when properly run - raise from 60 to 90% per year the occupancy rate of rooms and houses (data provided by Hoseasons).

As for residential pools, administrative simplification and taxation policy - with reduced VAT rate for some kinds of pools and tax incentives for building renovations and energy requalification - help and

enhance new pools and restoration of existing ones. Moreover, the expected normalisation - and modernisation - of the real estate industry for the years 2016-2018 might affect the pool market positively. Another positive effect for trade development could be the two new European regulations dedicated to domestic pools, both in-ground and above ground, EN 16582 and EN 16713: the first was translated and published by UNI; the second should be translated soon. These regulations set general safety and quality standards for domestic pools and the relevant technological equipments, thus they increase certainty and guarantee for buyers - in Italy and Europe - who get prompt information on any kind of pool they purchase, either in large retailers and tailor-made models.



Typical Italian art. A pool built in the historical palace where the writer Giuseppe Tomasi di Lampedusa used to live. It's covered in Sicilian hand-enamelled ceramics that recall the geometric pattern of the terrace flooring (by arch. Carmelo Greco and Piscine Systems).