



14 | 15 | 16 February 2024

Pav. 25|26 - Bologna Fair District - Italy

EXPAND YOUR LEISURE

Scheduled from **14 to 16 February 2024**, **Outex - Outdoor & Leisure Experience** is the privileged place to broaden the view on the new perspectives of leisure. An exclusive showcase on the latest trends in design, sustainability and quality materials, organised as part of a new "extra-large" format that foresees in parallel the holding of **ForumPiscine**, 15th International Pool & Spa Expo and Congress and **ForumClub**, 25th International Congress & Expo for fitness, sport & wellness clubs.

Outex will be exhibiting at **BolognaFiere** in **pav. 25 and 26**, products and services for the design, setting up and living of outdoor spaces, with **scenographic and experiential installations** and **conference initiatives** alongside the **exhibition**.



A GROWING MARKET: THE FIGURES

19 mln outdoor living enthusiasts

5 billion turnover for furniture

more than 1,400 companies in Italy

WHY PARTICIPATE

Outex is aimed at qualified operators moving in a dynamic and fast-growing context, that of the outdoor design in all its facets

It offers a comprehensive view of the most innovative products, solutions and services for the promotion of an advanced culture of wellbeing and leisure.

It brings together qualified targets of buyers and professionals operating in the swimming pool, spa, outdoor design and living sectors, offering opportunities for meeting, discussion, in-depth analysis and training to take stock of the market, discuss new developments and technologies and enjoy leisure experiences.

It puts the accent on new outdoor furnishing concepts and the requalification of metropolitan areas

SCENOGRAPHIC INSTALLATIONS

Within the exhibition halls, experiential spaces simulating real environments will be recreated for the presentation of new trends and solutions for the design of public and private areas in outdoor contexts; all with the collaboration of associations, designers and the exhibiting companies themselves, who will be able to participate in the areas set up by the Organisation or promote them independently.

EVENT NUMBERS

+ **7,500** visitors

10% from abroad

+ **150** exhibitors

15% from abroad

40 free workshops

30 congress sessions

800 congress attendees

WHERE VISITORS COME FROM

Albania, Argentina, Austria, Chile, China, Croatia, Denmark, France, Germany, UK, Greece, Italy, Israel, Montenegro, Netherlands, Portugal, Czech Republic, San Marino, Serbia, Slovenia, Spain, Switzerland, Turkey, Hungary, USA.

- VISITOR PROFILE**
- ▶ Designers, landscape architects, urban planners
 - ▶ Hotels, resorts, campings, agritourisms
 - ▶ Sports centres, fitness, wellness clubs, swimming pools and water parks, wellness and spa centres
 - ▶ Public administration
 - ▶ Garden center, home design
 - ▶ Pool operators (installers and builders)
 - ▶ Private owner of one or more houses with outdoor spaces

Regarding:

- Finishing, Furnishing and Outfitting of Outdoor Spaces
- Design and regeneration of residential and urban outdoor spaces
- Creation of parks and gardens
- Maintenance and sustainability of the built environment
- Sports facilities, products and equipment for wellness, outdoor fitness and leisure

in conjunction with

