



AUFGUSS WM
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THERMEN BUSSLOO TO HOST THE WORLD AUFGUSS CHAMPIONSHIP 2024

The Dutch Association of Sauna and Wellness Companies (VNSWB) is excited to announce that the world's largest sauna event, the World Aufguss Championship, will take place in the Netherlands this year at Thermen Bussloo. From September 9th to 15th, the very best sauna masters from around the globe will gather in Voorst to showcase their unique wafting skills and aufguss talents. This international competition promises to be an unparalleled experience, where senses will be stimulated, and guests will be treated to extraordinary, heartwarming stories and aufguss shows.

Fierce Competition Among Participants from Dozens of Countries

The world's largest sauna event is truly massive. Over 160 participants from various countries, including Poland, Belgium, the Netherlands, Italy, Germany, Switzerland, Norway, Denmark, Hungary, the Czech Republic, Slovakia, Austria, Romania, and Japan, will compete for the title of 'Best Aufguss Master in the World.' The Aufguss WM will feature no fewer than 80 aufguss shows, all taking place in the second week of September at Thermen Bussloo. All sauna masters will be evaluated by an international jury on various aspects such as the theme of the aufguss show, scent/dosage, and wafting technique. There are two categories: individual and team. From the Netherlands, there are five participants in the 'single' category and five duos.

Aufguss shows in the Sauna Theater

During the Aufguss WM 2024, the shows will be held in the Sauna Theater at Thermen Bussloo. The Sauna Theater is a unique space where the senses are





stimulated on every level. With light and sound shows and an LED screen over 4.5 meters wide, guests are transported to new worlds and dimensions. "This is relaxation on a whole new level. It is a great honor to host this prestigious event this year. Of course, I am especially proud that we have so many participants from Thermen Resorts competing in the Aufguss WM. We are committed to making this a successful and spectacular competition," says Fabian Dolman, Director of Thermen Resorts.

Information about the Aufguss WM can be found on [AufgussWM 2024](https://www.aufguss-wm.com).

About VNSWB

The Dutch Association of Sauna and Wellness Companies (VNSWB) is the trade organization for sauna and wellness businesses in the Netherlands. VNSWB advocates for its members by promoting quality, professionalism, and innovation within the sector. Through education, networking events, and joint promotional campaigns, the association contributes to a strong and thriving wellness industry. VNSWB stands for relaxation, health, and well-being and strives to create an optimal experience for both guests and businesses.

About the Aufguss WM

The Aufguss World Championship is an annual event that brings together the best aufguss masters from around the world. At the Aufguss WM, these aufguss masters compete in spectacular aufguss shows for the title of "World Aufguss Champion." All sauna masters are judged by an international jury on various aspects such as theme, scents/dosage, and technique. Tickets for the Aufguss WM 2024 are available via the official Thermen Bussloo website.

