



EXPRESSION OF INTEREST

WORLD AQUATICS

OPEN WATER SWIMMING WORLD CUP

2026-2027 / 2027-2028



A COLLABORATIVE PROCESS



Since 2021, World Aquatics has undertaken a revolutionary set of reforms which are transforming our Federation – ensuring we are best calibrated to develop aquatic sports for our athletes, our hosting partners and the communities we engage with across the globe.

These far-reaching changes will enable us to achieve World Aquatics' objectives and to be an excellent partner for the hosts of our major events. As never before, we will partner with hosts to drive far-reaching social, health sustainability and tourism benefits. We are excited and we are ready to embrace the new era with our hosting partners and communities.

World Aquatics President – Captain Husain Al Musallam



EXPRESSION OF INTEREST

OPEN WATER SWIMMING WORLD CUP

World Aquatics is pleased to announce **the bidding process to host the 2026-2027 and 2027-2028 World Aquatics Open Water Swimming World Cup is now open** to member federations, agencies, host cities and organisations.

The Open Water Swimming World Cup series represents an opportunity for Open Water athletes to compete against the best in the world and to earn qualification to the World Aquatics Championships and Olympic Games.

The Open Water Swimming World Cup is a unique aquatics experience, bringing fans to some of the most iconic locations in the world and enabling those locations to showcase their natural beauty. In recent years these events have been hosted in Spain, Italy, Portugal, Egypt, Hong Kong and Saudi Arabia illustrating the growing reach of our sport across the major cities and venues.

We are now actively seeking hosts for the 2026-2027 and 2027-2028 editions and look forward to finding our next partners. The occasion delivers significant positive impact at every level; with development opportunities, positive economic impact and substantial media exposure for the host cities.

The **2026-2027 season represents a shift in the sporting calendar**, aimed to facilitate the global reach and exposure of the events and encourage hosts from around the globe to express interest. World Aquatics believes this is an opportunity to grow the sport and to align better with the major championships therefore increasing participation at each of the stops.

By submitting an Expression of Interest, World Aquatics is asking member federations, agencies, host cities and organisations if they wish to be involved in the next steps of the bidding process by receiving further information. It is not a binding commitment, financial or otherwise, it simply allows us to release more confidential information on the process and the event.

We strongly hope you will consider hosting the 2026-27 and/or 2027-2028 World Aquatics Open Water Swimming World Cup which will bring significant economic and reputational benefits to your city and your venue.

We thank you for your support of our competitions and hope to work closely with you over the coming months.



INTRODUCTION TO WORLD AQUATICS

OPEN WATER SWIMMING WORLD CUP



World Aquatics Open Water Swimming World Cup showcases the top 100 Open Water Swimmers competing across 5 World Cup Stops in a season-long competition. Providing the perfect stage for the very best international open water swimmers to battle it out against their rivals for glory. It pits the top athletes and brightest stars against one another and showcases some of the biggest names in the sport.

2026-2027 Season

It is planned that the **2026-2027 season will run from September 2026 until June 2027**, with the season culminating with the World Aquatics Championships in Budapest in 2027.

2027-2028 Season

It is planned that the **2027-2028 season will run from September 2027 until June 2028**, with the season culminating with the Los Angeles Olympic Games.

World Aquatics Open Water Swimming World Cup

Previous hosts have included: Spain, Italy, Portugal, Egypt, Hong Kong and Saudi Arabia in the last 3-years.

Previous Winners

2025 Ginevra Taddeucci (Italy) / Logan Fontaine (France),
2024 Ana Marcela Cunha (Brazil) / Marc-Antoine Olivier (France)
2023 Leonie Beck (Germany) / Kristof Rasovszky (Hungary)
2022 Ana Marcela Cunha (Brazil) / Gregorio Paltrinieri (Italy)
2021 Ana Marcela Cunha (Brazil) / Florian Wellbrock (Germany)



EVENT INFORMATION

OPEN WATER SWIMMING WORLD CUP



TENTATIVE WORLD CUP WEEKEND SCHEDULE

Event format –
Example 3 Days:

DAY 1	DAY 2	DAY 3
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MASS
PARTICIPATION
EVENT

10 KM
MIXED
4x1500
RELAY
AND/OR
KNOCK-
OUT
EVENT

Event format –
Example 2 Days:

DAY 1	DAY 2
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10 KM

MIXED
4x1500
RELAY
AND/OR
KNOCK-
OUT
EVENT

*Nb: Competition format and exact schedule to be decided
between World Aquatics and Host*



2-3 DAYS

2-3 day event

20-30

Between 20 and 30
National Federations

100

Around 100 athletes



WORLD
AQUATICS

BENEFITS FOR THE HOST OPEN WATER SWIMMING WORLD CUP

ECONOMIC BENEFITS

The benefits of hosting the World Aquatics Open Water Swimming World Cup are extensive, affording significant media exposure and delivering substantial economic and social benefits to the host city.

COMMERCIAL OPPORTUNITIES

Multiple revenue opportunities to exploit for the Local Organising Committee (LOC) and the National Federation:

- Domestic Sponsorship
- Food & Beverage Concessions
- Government grants / contributions
- Hotel commissions
- Local fundraising programmes
- Masters Entry Fees
- Merchandising
- Official Publications
- Ticketing & Hospitality
- Tourism Packages
- VIP Hospitality



BENEFITS FOR THE HOST OPEN WATER SWIMMING WORLD CUP



GLOBAL AUDIENCE

The World Aquatics Open Water Swimming World Cup has global appeal. As well as coverage provided international rightsholders there is also free-to-air global provision on World Aquatics digital platforms.

AQUAS DIGITAL AUDIENCE

World Aquatics registered digital audience across Facebook, Instagram, X (formerly Twitter), TikTok and Weibo is greater than 8-million.

Demographic:

- 55% men 45% women
- 25 - 44 years old
- Top Markets: Italy, France, Germany, Brazil, USA

AQUA Attitudes:

- Watch all Open Water Swimming events
- Participates in Open Water Swimming
- Interested in triathlon as well

BROADCAST

The host city has the right to exploit the event's linear broadcast rights in the host country.

The host city also benefits from:

- Digital platforms and/or subscription platforms on a global basis, for live streaming and video on demand.
- Highlight clips from the signal for publication on social media platforms.
- The host city/ competition will be ensured a global distribution of rights by an agency appointed by AQUA.
- The host city/country benefits from the exposure of scenic shots that may be included in the start of the transmission, as well as in-venue branding for partners



BENEFITS FOR THE HOST OPEN WATER SWIMMING WORLD CUP

SOCIAL BENEFITS

Employment and skills development

The event provides an opportunity to provide employment opportunities as well as develop and implement a structured volunteer engagement programme that includes sustainability-focused training, event support roles (e.g. waste sorting, water and energy monitoring) and participation in community initiatives such as aquatic education and post-event clean-ups.

Hosting elite competitions also provides a platform for National Technical Officials to gain experience and exposure on an international stage, facilitating a pathway for future International Technical Officials and the possibility to be nominated for major Championships or Olympic games.

Athlete Experience

For World Aquatics Open Water Swimming World Cup, this programme consists of 8-elite athletes from the top 20 of the world ranking providing continental representation. These athletes guarantee attendance at the event and are contracted to provide a coaching clinic for local children as well as meet and greet opportunities for fans. Their attendance also helps promote the event via:

- Followers and fan base from the participating star athletes' posts on social media;
- Attracting international audience from the athletes' host countries;
- Increasing awareness of host cities and nation's athletes, culture and events.



BENEFITS FOR THE HOST OPEN WATER SWIMMING WORLD CUP

SUSTAINABILITY

As an International Federation, World Aquatics holds both the privilege of a global platform and the responsibility to lead by example in promoting sustainability – environmental, social and governance – across our work and within our global community. We are united in our commitment to harness the power of aquatic sports and our worldwide reach to help build a better future.

World Aquatics annually stages c. 40 events around the world, including the flagship World Aquatics Championships and the aquatics competitions at the Olympic Games. These events span diverse venues and nations, creating a significant global footprint with notable operational, environmental and social impacts.

Events are one of the most visible and influential aspects of World Aquatics' global presence and a key focus of the Blueprint (World Aquatics' Sustainability Policy), particularly in the following areas:

- 1. Strategic event planning:** embedding sustainability considerations into every stage of event planning and delivery to ensure responsible, future-focused operations.
- 2. Event operations:** ensuring that LOCs adopt sustainable practices across all operational areas to minimise environmental impact, reduce resource use and promote responsible event management.
- 3. Sustainable travel:** promote sustainable travel and accommodation choices for participants, entourage and spectators.

By embedding sustainability principles into event planning, delivery and legacy design, World Aquatics and our hosts can not only reduce negative impacts but also champion innovation and leadership across the global sports event landscape.



RESPONSIBILITIES MATRIX

OPEN WATER SWIMMING WORLD CUP



WORLD AQUATICS

Accreditation system and management

Athlete incentives – prize money, world record incentives

Event & competition management

Guidance and LOC support – transfer of knowledge

International broadcast sales

International marketing programme

International media and promotional programme

Technical officials

Host broadcast delivery management

Local Organising Committee

Accommodation provision and management

Administration

Event delivery

Event staffing (including volunteers and uniforms)

Hospitality management

Host broadcast delivery costs

Media operations

Medical and anti-doping

National communications & promotion programme

National marketing programme

Risk management (including insurances)

Security

Sports production / presentation

Teams management

Ticket promotion and sales

Transport management

Venue delivery & overlay installation

Venue management

The Bid Framework

OPEN WATER SWIMMING WORLD CUP



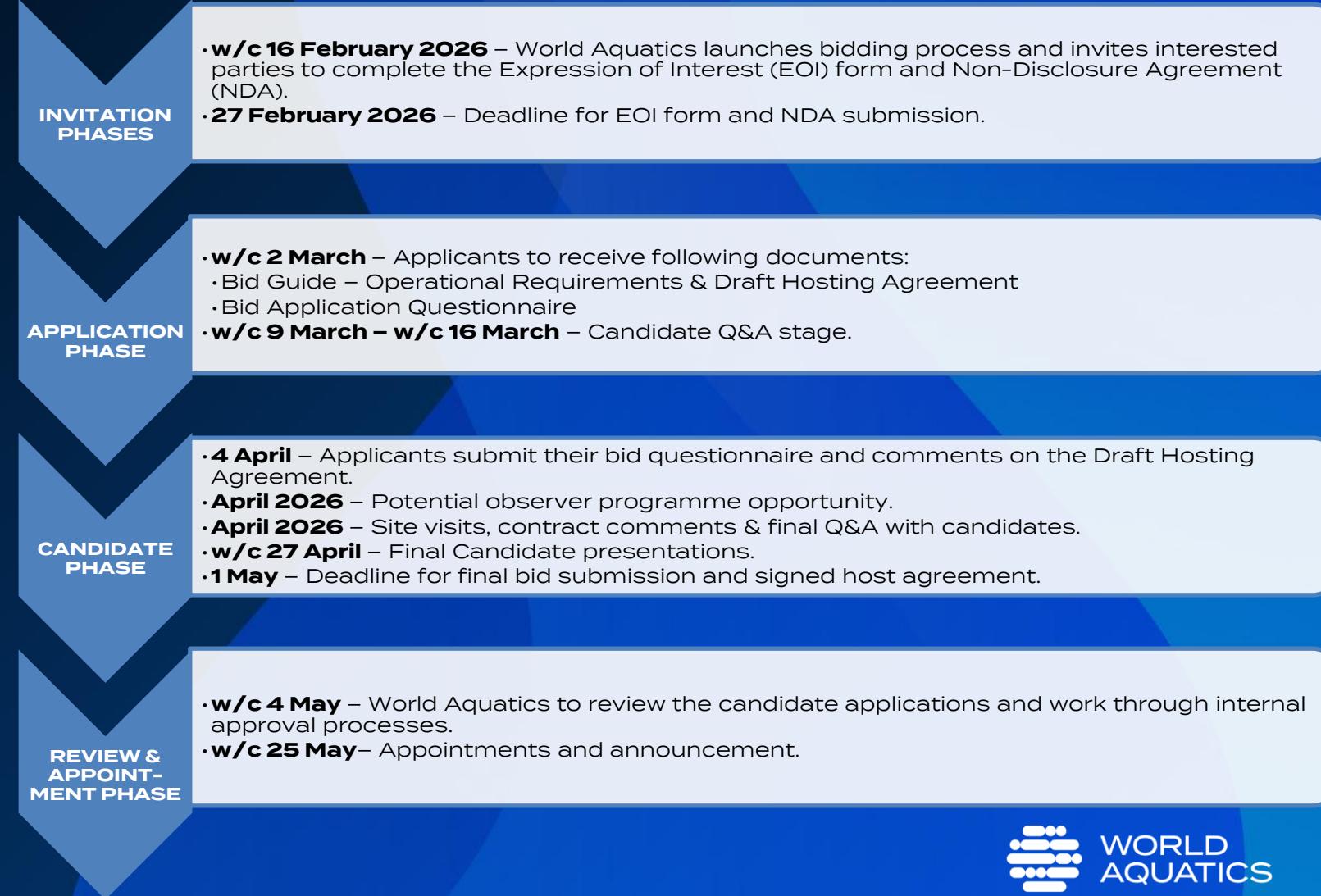
If you are interested in learning more about the requirements of staging the World Aquatics Open Water Swimming World Cup, please complete the Expression of Interest (EOI) form by no later than **Friday 27th February 2026**.

Please note that by lodging an EOI, there are no obligations of financial commitment to be incurred by or on behalf of the potential applicant, it simply allows World Aquatics to provide you with further information about the bid process and highlight in more detail the wide-ranging benefits and requirements that such hosting can bring to both the venue and the city.

Following the invitation phase, World Aquatics will provide you with the following as part of the applicant phase:

- Bid Guide – Operational Requirements & Draft Hosting Agreement
- Bid Application Questionnaire

World Aquatics is committed to clear and transparent bid processes and will support every applicant to deliver the best possible bid they can.



EXPRESSION OF INTEREST FORM & NON-DISCLOSURE AGREEMENT OPEN WATER SWIMMING WORLD CUP

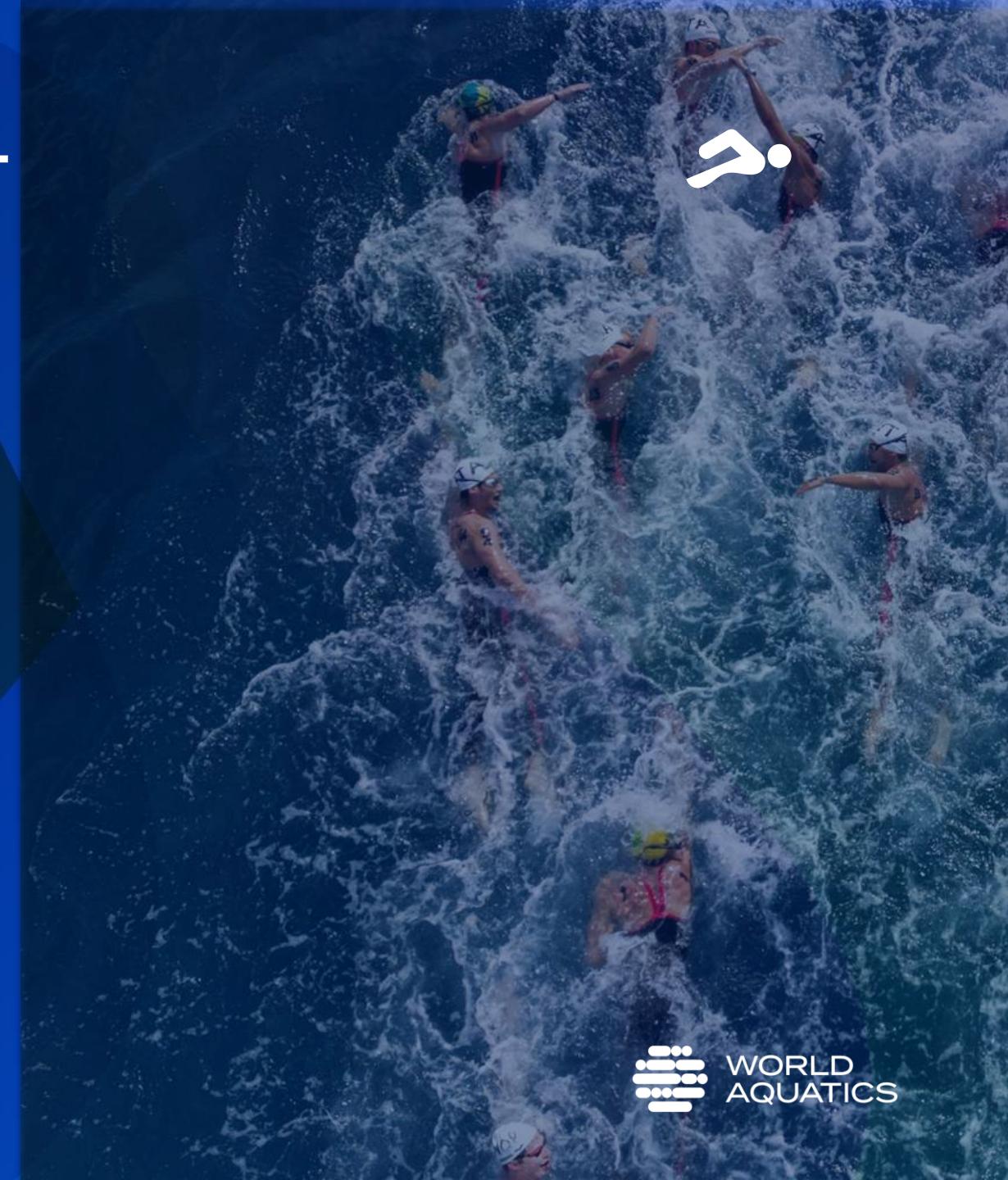
For access to the Expression of Interest form please use the following link:

[EXPRESSION OF INTEREST FORM](#)

Please complete the attached for no later than **17:00 CET, Friday
27th February 2026.**

If you experience any issues with this process, then please contact
World Aquatics via email at host.bidding@worldaquatics.com.

Following receipt of the Expression of Interest form, you will be sent the Non-Disclosure Agreement for completion. Please return this document electronically by email to host.bidding@worldaquatics.com.





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