



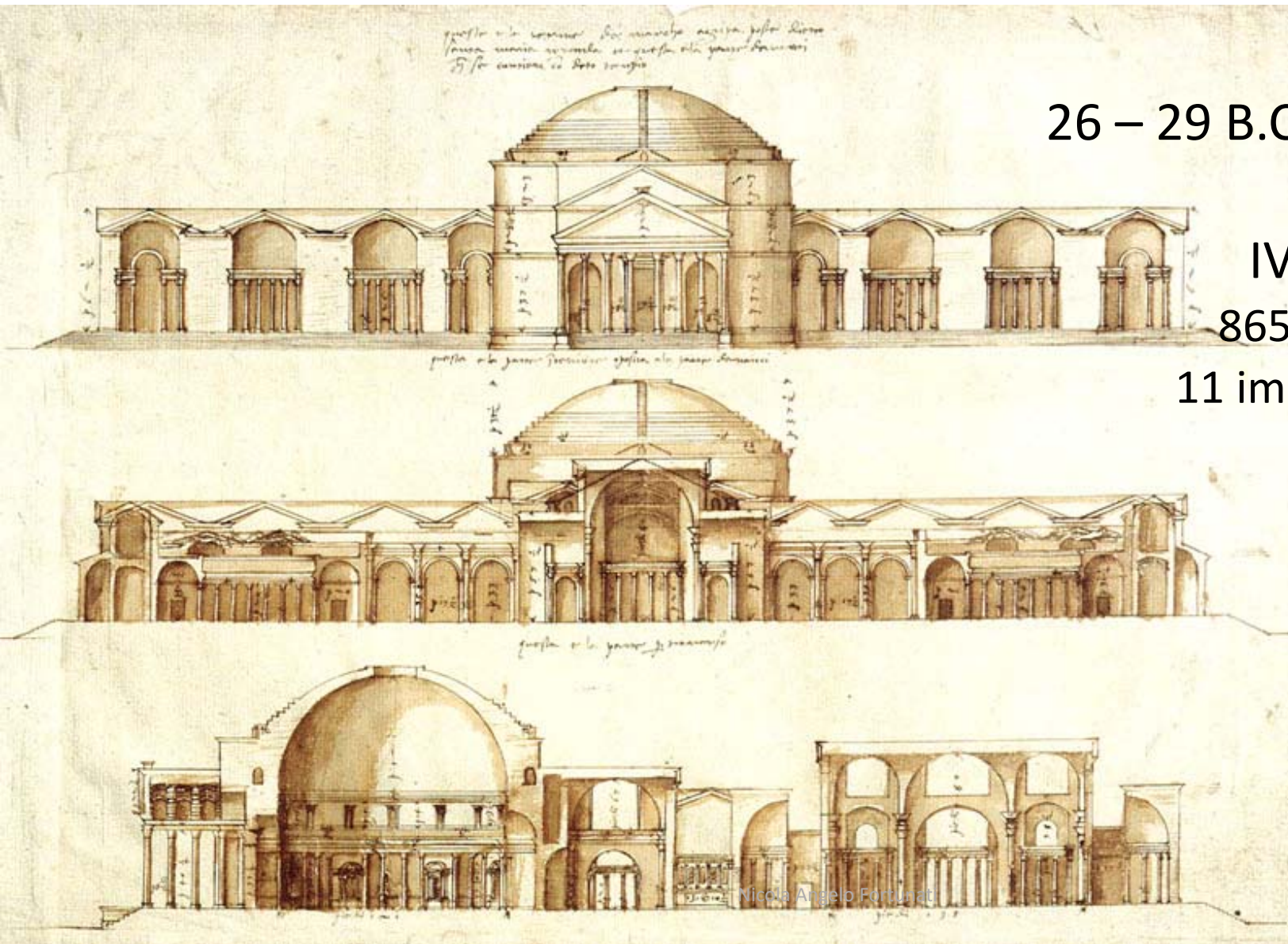
## HISTORY OF ITALIAN HOT SPRING: Past, present and future



### GLOBAL THERMAL THINK TANK

Grotta Giusti, October 3° - 4° 2018





26 – 29 B.C. Thermae of  
Agrippa

IV century A.D.

865 private Balnea

11 imperial Thermae

Nerone

Vespasiano

Tito

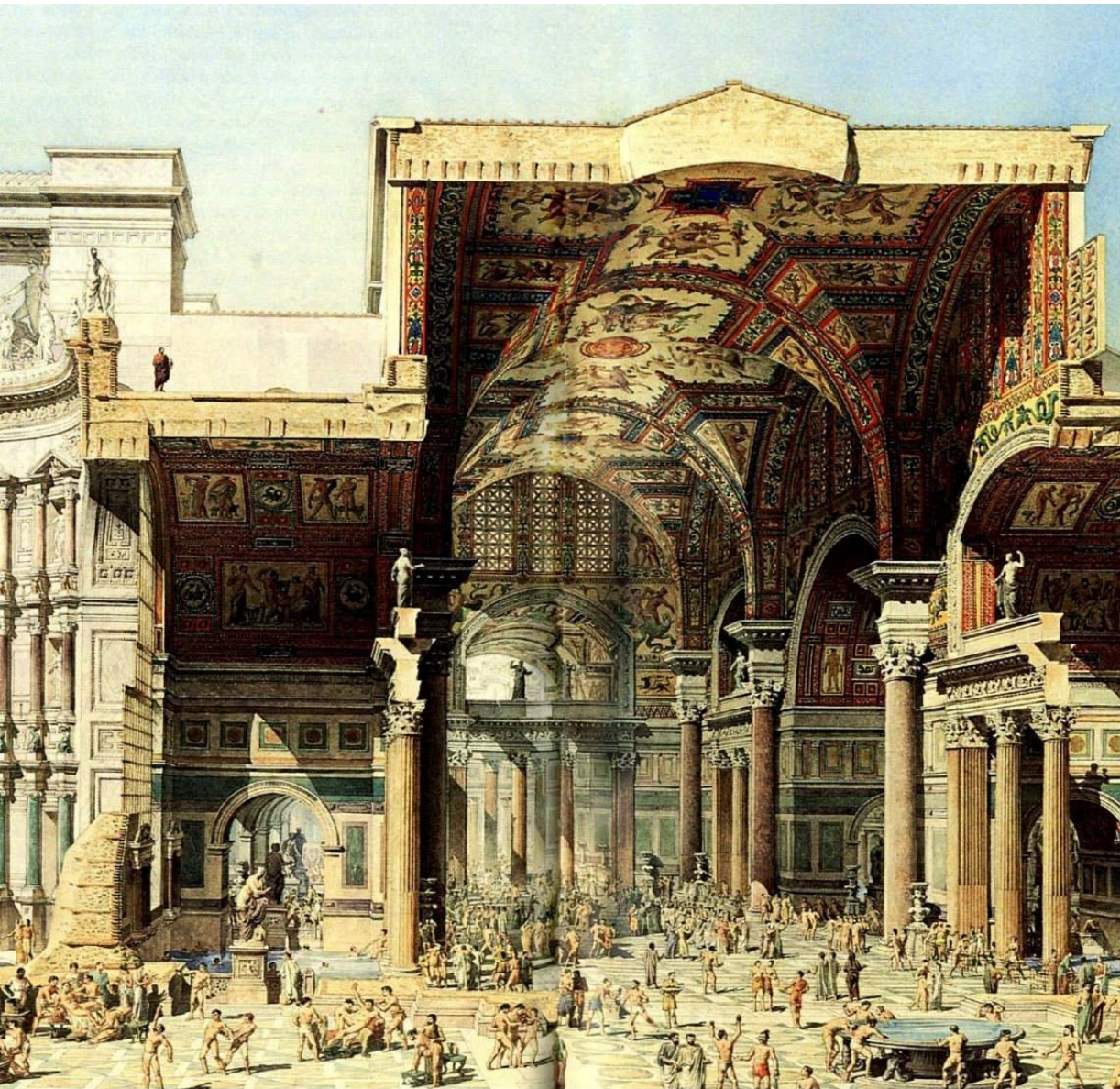
Traiano

Caracalla

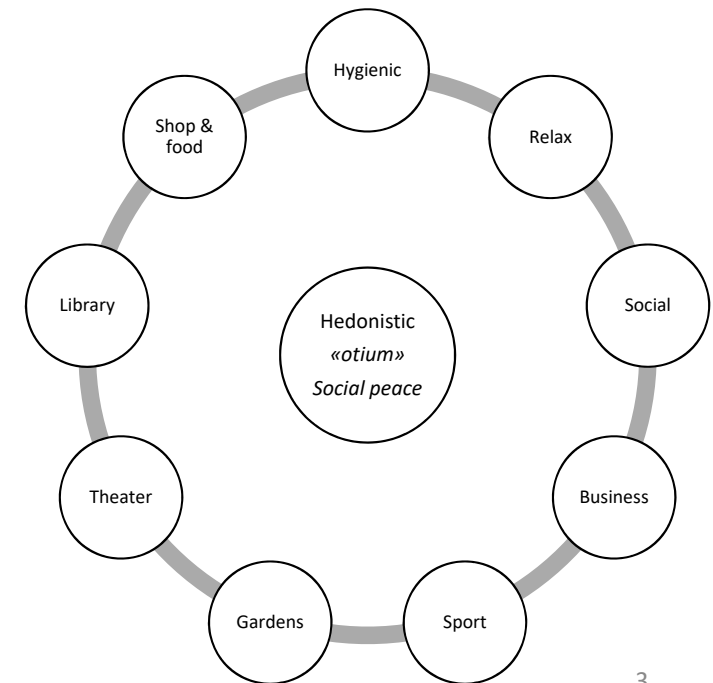
Diocleziano

Costantino





- Free entry for roman citizens
- 75% of roman population consisted of naturalized citizen
- Roman citizens didn't work
- Everybody went to the therme at least once a day
- Therme of Diocleziano – 140.000 sqm
- More than 1.500 people every hour (in the water)



Roman times (V century A.D.): hygienic, hedonistic and social practice

Medieval times (XIV century): therapeutic practice emergence

Renaissance (XV century): clinical practices improvement and books printing (*Bacci, Mercuriale, Savonarola*)

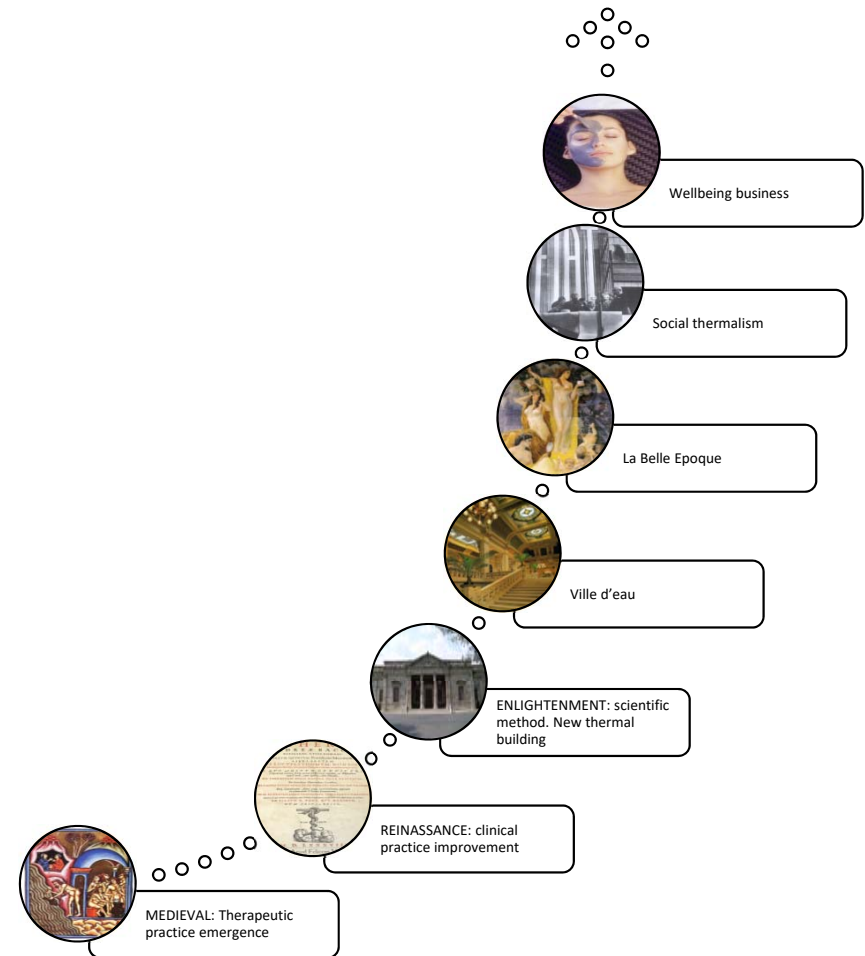
Enlightenment (XVIII century): scientific method applied on balneology combined with naturalistic observation. Magnificent new thermal building.

XIX century: Ville d'eau

XX century: from la "Belle Epoque" élite thermalism to social thermalism

University teaching of thermalism and medicine specialization

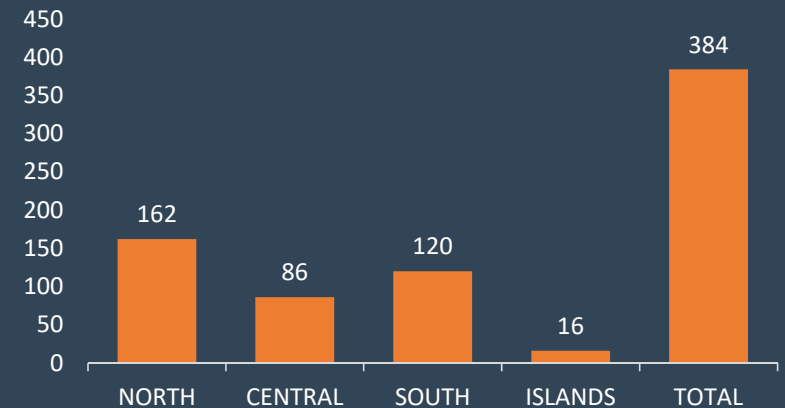
Thermalism in the wellbeing business (SPA)



- High local concentration  
More than 50% located in two small areas:
  - North east (27,4%)
  - Ischia Island (26,6%)
- High fragmentation  
Large number of small properties
- Thermal hotels  
30.000 beds
- 489 thermal water mining concessions

Source: Federterme – Ministry of Economics and Finance

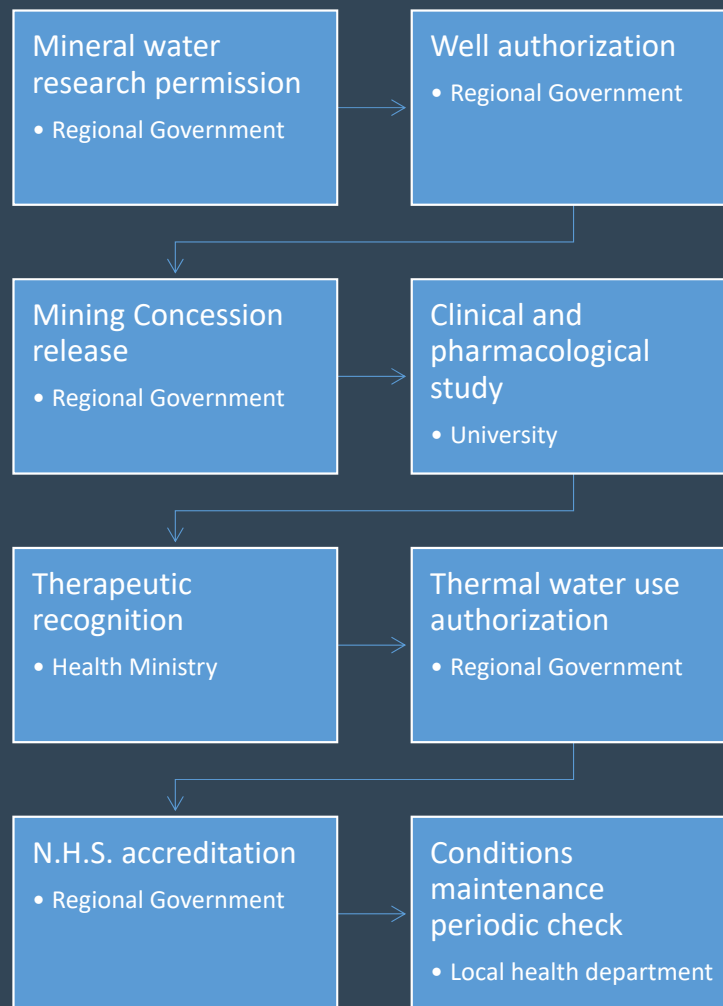
## THERMAL PROPERTIES IN ITALY 2017



6 Extensive government ownership  
11 Total government ownership

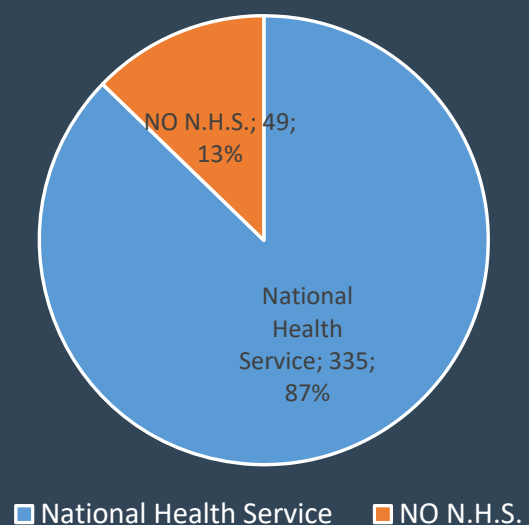
Source: Federterme





- Important local healthcare facilities
- 87% of thermal facilities are accredited by National Health Service
- In compliance with:
  - Therapeutic appropriateness principles
  - management efficiency

### NATIONAL HEALTH SERVICE ACCREDITATION



Source: Federterme



### THERMAL GUEST MIX 2017

Total guests	2.790.000
Italian	88%
Foreign	12%
Women	57%
Average age	45 – 50 years

### REASON WHY

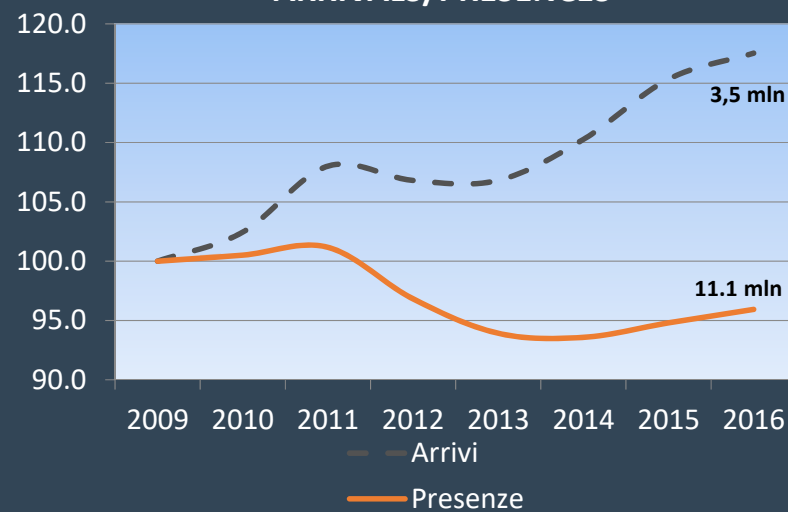
Relax & leisure	28%
Remise en forme	19%
Appearance improving	16%
Healthcare	13%
Gift	10%
Pain relieve	7%
To socialize	6%
Other	1%

Source: Federterme

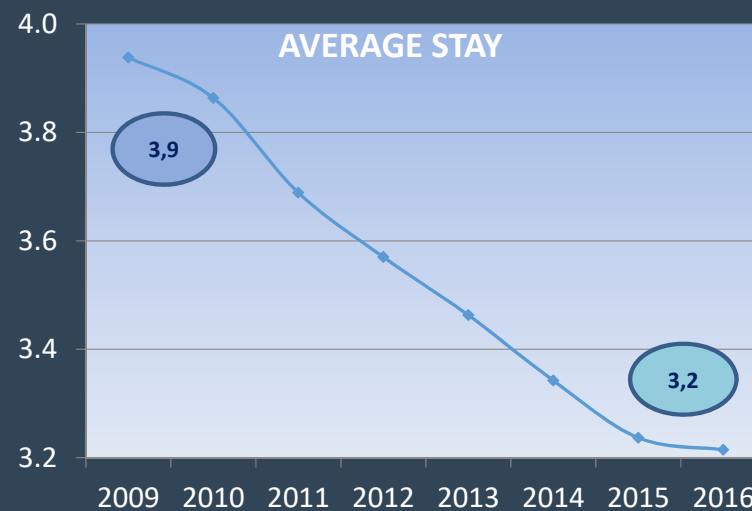




## ARRIVALS/PRESENCES



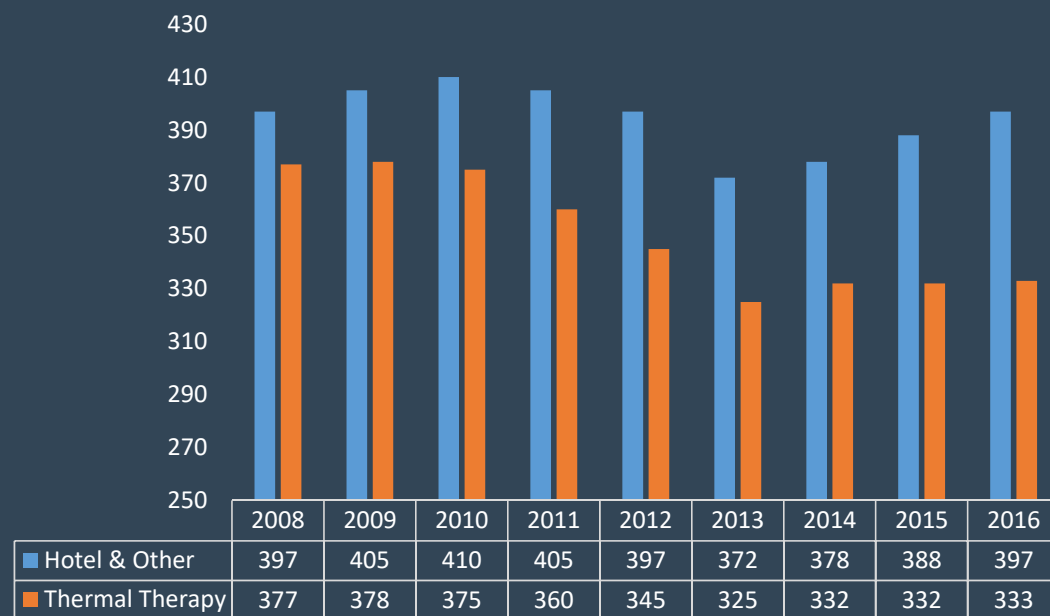
## AVERAGE STAY



Source: ISTAT processed by Federterme

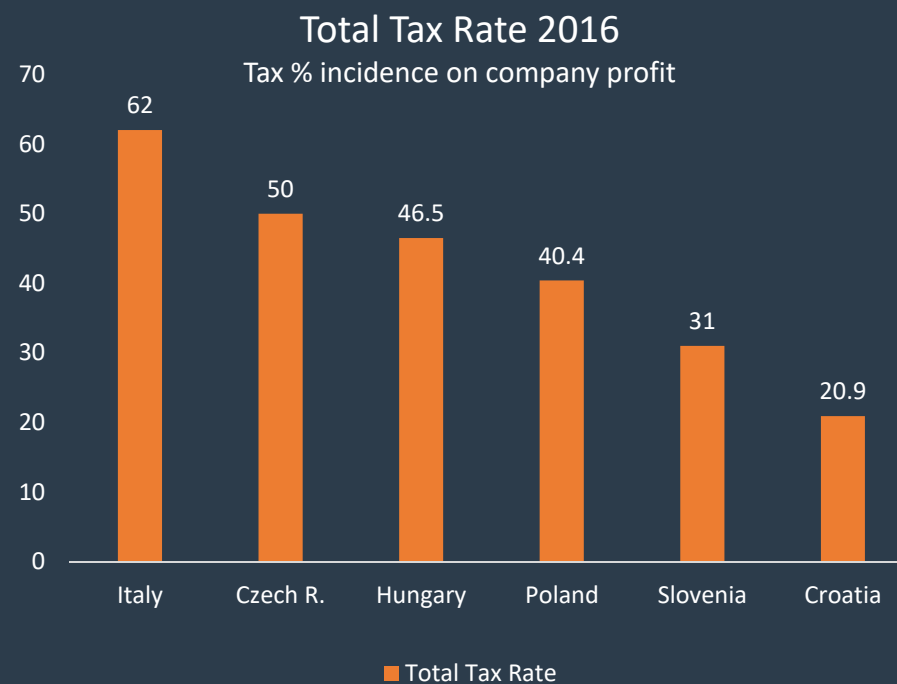
- Total turnover 2016: € 731 mln.
- Yearly average growth rate
  - Thermal therapy: - 1,5%
  - Hotel & other: 0%
  - Total: - 0,7%
- Thermal sector added value in 2017:
  - € 564 mln.
  - 3,5% more vs 2016
- Accumulation rate (investment/added value): **10%**
  - Uncertainty period
  - Difficulty to access to bank credit for small companies

**THERMAL SPA TURNOVER**  
(in mln.)



Source: Federterme

INCOM COMPONENT 2017	
Total incom	€ 747 mln.
2017 vs 2016	+ 2,6%
N.H.S. Therapy	- 0,2%
Other	+ 3,1%
Expense for good and services	€ 343 mln.
Employees	11.500
Cost of labour	€ 293 mln.



Source: World Bank processed by Federterme



## Downsides

Gradual reduction of average stay

High competition pressure

Heavy crisis of public ownership companies

Limited Government intervention in tourism industry

East Europe Growing price competition

## Upsides

Gradual change of lifestyle and consumption models (health concept evolution)

Population aging (long term care demand increasing)

Need of more appropriateness, less cost and less side effects in therapies

Building and plants modernization investments and services diversification

In the WHO/European Region

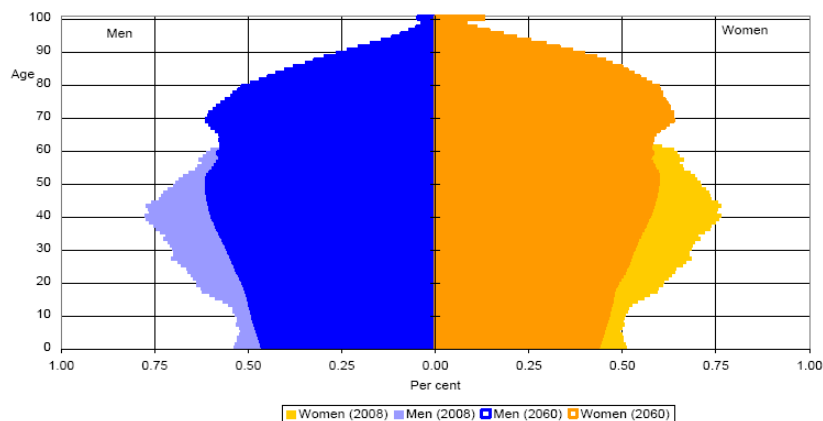


**over 50%**  
of people are  
**overweight or obese**



**over 20%**  
of people are  
**obese**

[www.euro.who.int/obesity](http://www.euro.who.int/obesity)  
© WHO 07/2013



Source: Eurostat, EUROPOP2008 convergence scenario

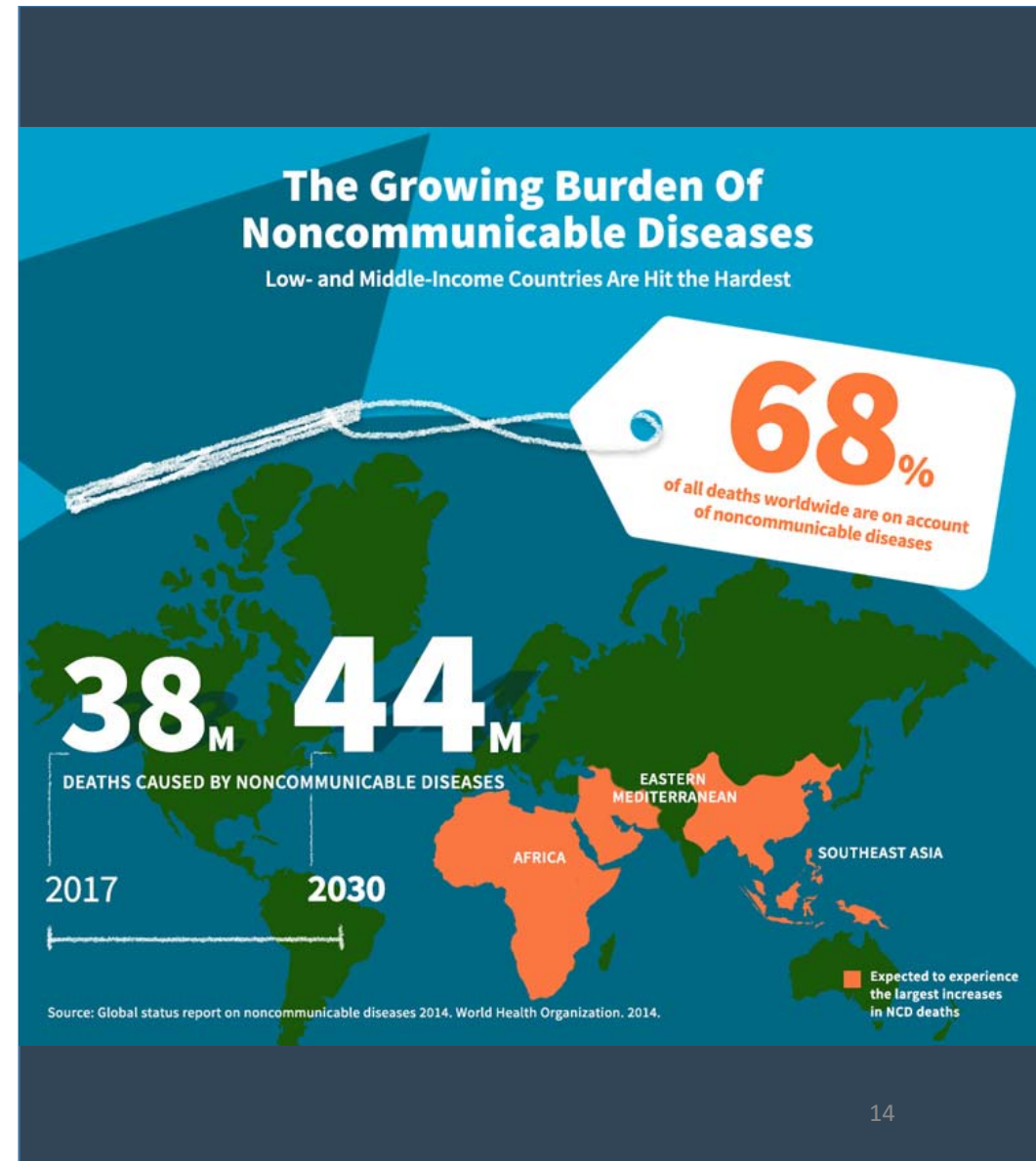
Nicola Angelo Fortunati

## The 21<sup>th</sup> century Silent Epidemics

- Obesity
- Non Communicable Diseases (NCDs)
- Aging

- Non Communicable Diseases (NCDs) kill 40 mil. people/year
- 68% of all deaths globally
- 80% of NCDs deaths occur in low and middle income countries
- Cost over the next 20 years: \$ 47 tril. (cumulative output loss)

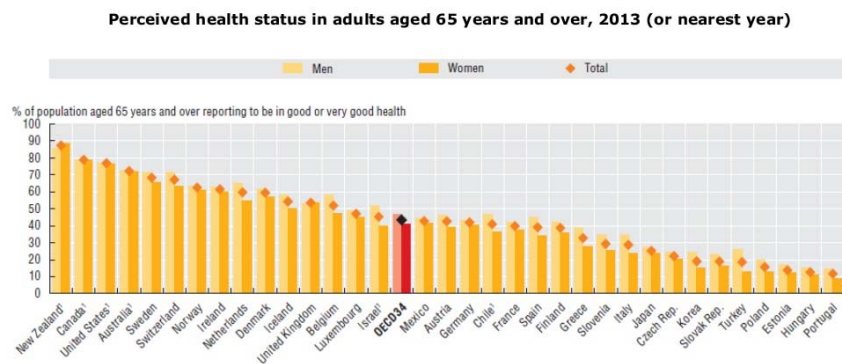
Source: *Harvard Medical School, WEF, McKinsey*





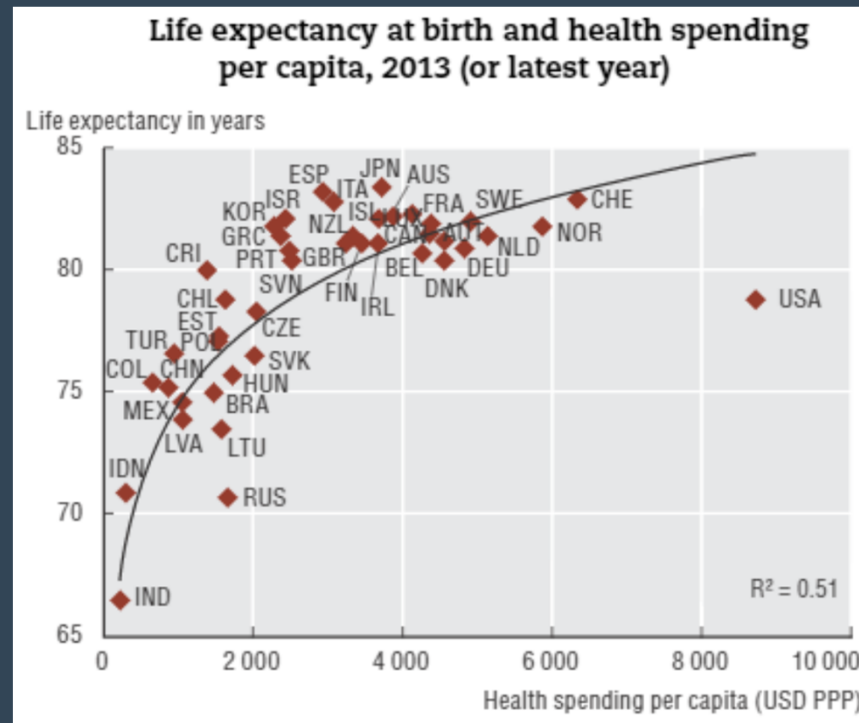
- In 2050 in UE people over 65 years: 135 mil. (double than 2010)

**Less than half of the population aged 65 and over report being in good health, on average across OECD countries**



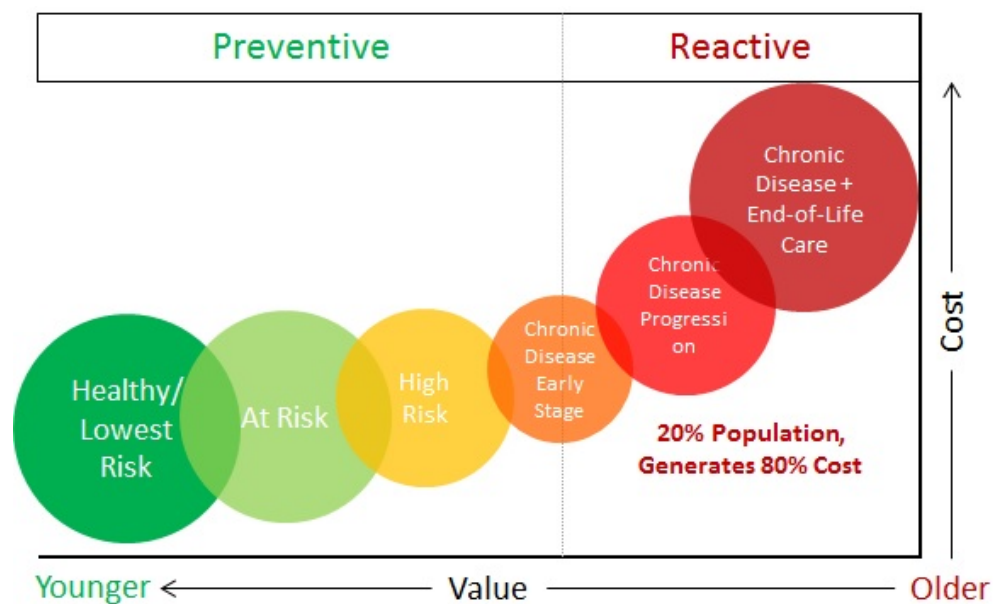
1. Results not directly comparable with other countries due to methodological differences (resulting in an upward bias).

Source: OECD Health Statistics 2015, OECD



Source: OECD Health Statistics 2015

# Wellness will become mandatory



Preventive  
healthcare

To reduce costs

To improve quality  
of health and life



#### XX century beginning

- Élite Thermalism
- Liberty architecture



#### First after the war

- Emergence of public insurance
- Therapeutic, preventive and social thermalism



#### Second after the war

- Therapeutic
- Social



#### 90'

- Beginning of social thermalism crisis
- Emergence and growth of SPA phenomenon



#### 2000'

- Hard competition
- Loss of identity



#### Future

- Roots and identity recover (scientific and medical)
- Important part on health care and prevention
- NCD's



# MEDICAL WELLNESS IN MEDICAL THERMAL SPA

- Thermal water
- Specific and personalized protocols
- Up to date preventive and predictive evaluation
- Health culture
- Experience and learn healthy behaviours





## EQUILIBRIUM P.N.E.I. BASED

### The 4 pillars of Equilibrium Wellness Philosophy

Equilibrium is an innovative approach to preventing and treating inflammation, based on four fundamental pillars:

- Nutrition,
- Thermal therapies,
- Antistress techniques
- Physical exercise.

The Equilibrium method includes treatments designed primarily to “switch off” hyperactive stress and inflammation system.



BAGNI DI PISA  
TUSCANY



FONTEVERDE  
TUSCANY



GROTTA GIUSTI  
TUSCANY

CON TUTTA LA NOSTRA PASSIONE

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