



Innovations in Hot Springs

Marion Schneider ■ CEO ■ Toskanaworld

The Toskanaworld Group

www.toskanaworld.net

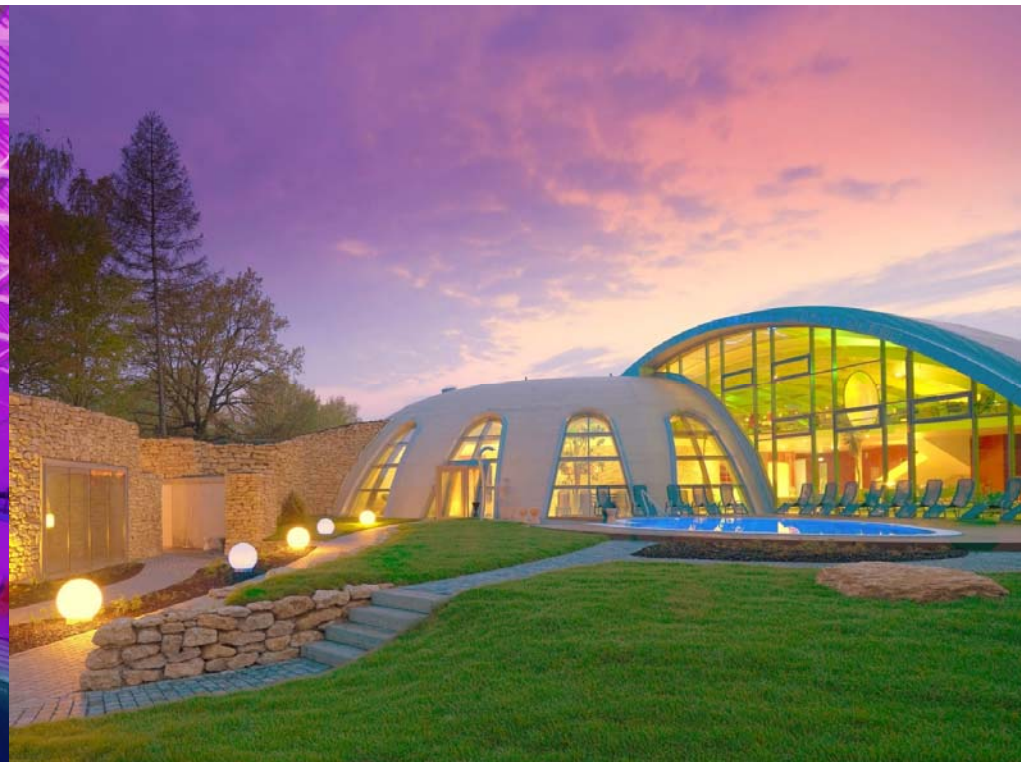
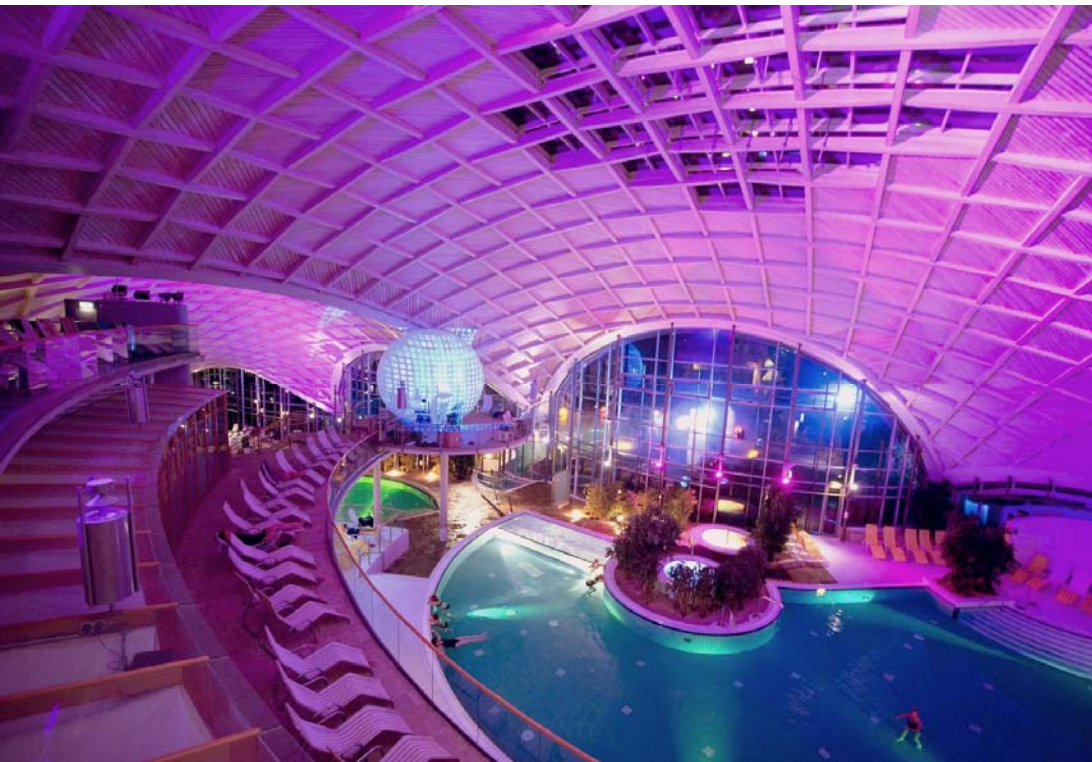
- Klinikzentrum Bad Sulza
- Toskana Therme Bad Sulza
- Hotel an der Therme Bad Sulza
- Hotel Resort Schloss Auerstedt
- Toskana Therme Bad Schandau
- Hotel Elbresidenz an der Therme Bad Schandau
- Toskana Therme Bad Orb
- Hotel an der Therme Bad Orb
- Hotel „Zum Ritter“ Fulda
- TTS Product & Service

- Board member of the Sächsischer Heilbäderverband
(association of spa towns in Saxony)
www.kursachsen.de
- Co-organizer „Spa Life International“ in Germany
www.spa-life.eu
- Member of the Hot Springs Initiative of the Global
Wellness Institute
www.globalwellnessinstitute.org
- Sponsoring member of the Deutsche Zentrale für
Tourismus (German National Tourist Board)
www.germany.travel

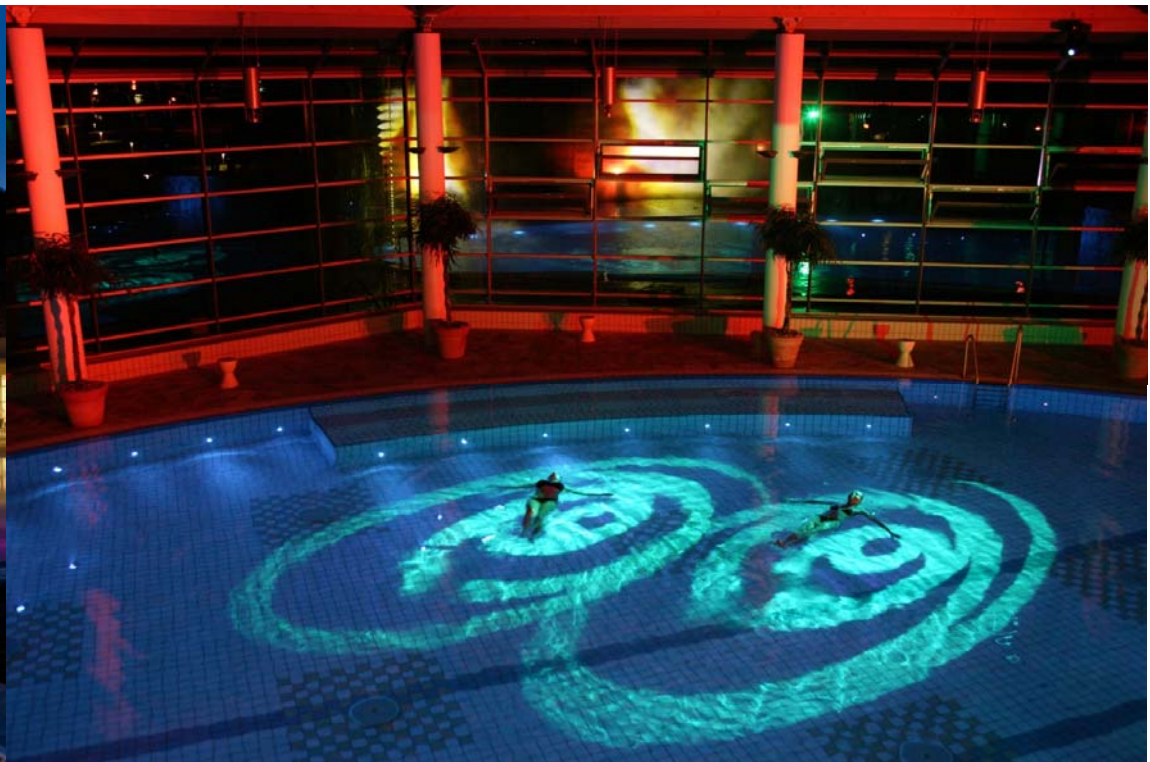


toskanaworld
health and happiness

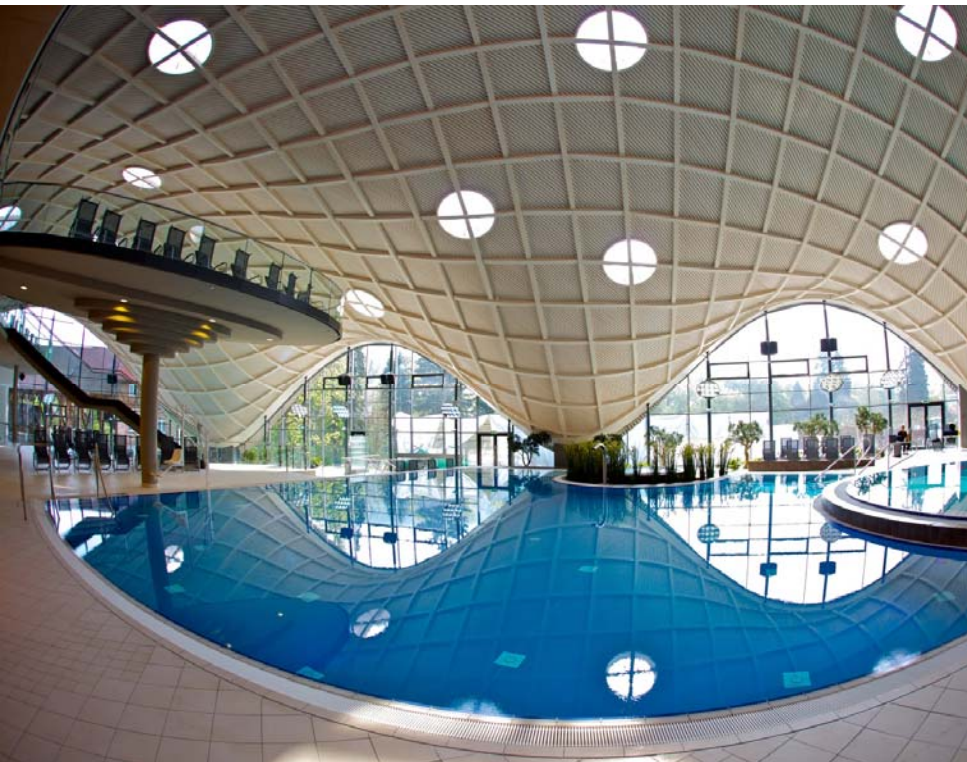
1999 – TOSKANA THERME BAD SULZA



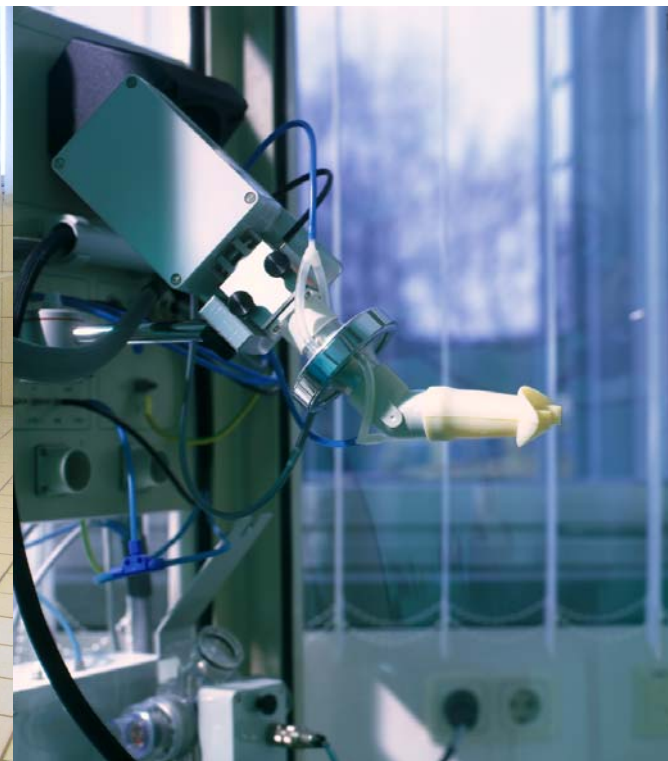
2004 – TOSKANA THERME BAD SCHANDAU



2010 – TOSKANA THERME BAD ORB

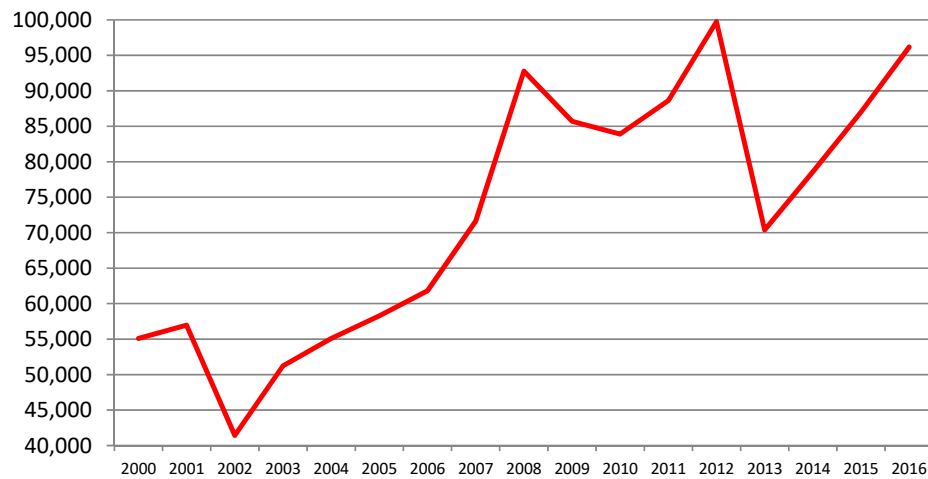


MEDICINE

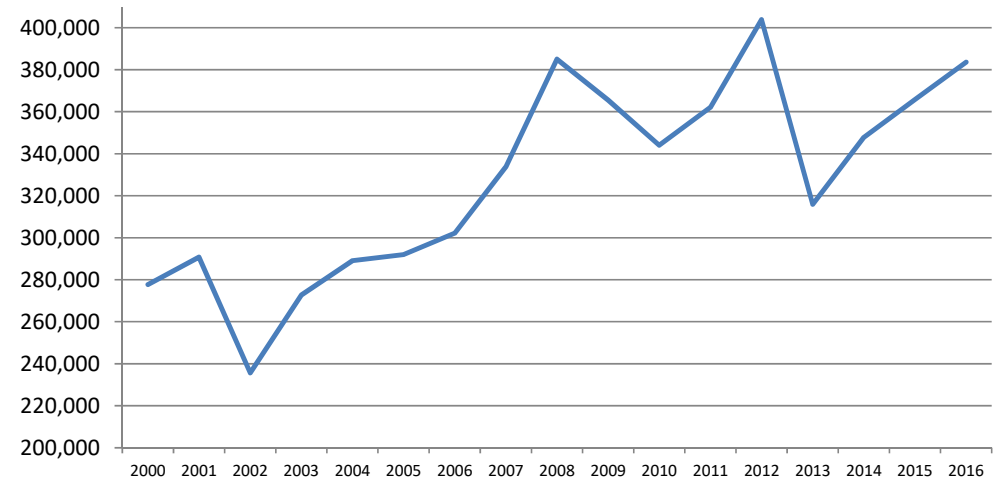


ECONOMIC IMPACT– BAD SCHANDAU

Arrivals



Overnights



Source: Landratsamt Sächsische Schweiz-Osterzgebirge

ECONOMIC IMPACT– BAD SCHANDAU

Bürgermeister
Stadt Bad Schandau
Staatlich anerkannter Kurort



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Ihr Schreiben vom
Ihre Zeichen

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Herr Eggert

035022/501125

035022/501140

Bad Schandau, 7th May 2014

Toskana Therme Bad Schandau

Dear Mrs. Schneider,

I am happy to provide you with a report concerning the effect of the Toskana Therme on the city of Bad Schandau.

When the "Kurmittelhaus" opened its doors in 2002, the naming was preceded by a contest. The name of choice was "Schrammsteinbad" – emphasizing the connection to the rocks that form the city's background. However, this name could not be properly established, because four months later the spa drowned in the floods. Therefore, a new beginning for the building and its operation was imminent. When Klaus Dieter Böhm from Bad Sulza appeared and showed interest in the object, he came with the intention of implementing the facilities in Bad Schandau into the successful operation of the Toskana Therme Bad Sulza. This endeavor appeared to be conclusive and promising as I had personally experienced the quality of the Toskana Therme Bad Sulza. The idea also met the approval of the local population and tourism industry.

The residents followed the clean-up operations with great interest and expectations since the changes were also visible on the outside of the facilities. Occasionally, the top performers of the spa and tourism industry uttered skepticism which turned out to be completely unfounded.

The Toskana Therme always was a major topic in the region. Everywhere I went, I talked about its success and I often received positive feedback on the excellent implementation. The inhabitants of Bad Schandau and the surrounding area got to know the new facility. Everybody sensed that the Toskana Therme would evolve into a new center of attraction. This was prominent in almost all publications, advertisements and brochures.

The Toskana Therme developed into an essential element for the spa and tourism in Bad Schandau. The numbers of overnight stays as well as the numbers of single day visitors have increased continuously. This development was of course connected to several activities of the city and the top performers who enhanced their offers in both quality and quantity. The Toskana Therme and its services were an essential element for the re-certification as "State-approved Kneipp spa town". Within the borders of Germany and beyond, the name of the city Bad Schandau is closely linked to the Toskana Therme. Numerous visitors to the facility vitalize the city. The Toskana

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ECONOMIC IMPACT – BAD SCHANDAU

Therme is especially important with regards to the necessary season shift as it has become a significant indoor offer for the visitors of our city.

Today, 10 years after its opening, the tourism and spa programs. Since that time, per the Therme, the local top performers and the city have been "offer of the Toskana Therme". Although the spectacular aspect is the opening, the Toskana Therme still maintains a good reputation. This is evident during an interruption of business which was again caused by a flood. The saying became popular: Sometimes you only recognize how much you miss something when it's gone. According to these circumstances, the interest in the recent re-constructions of the facilities was at least as high as it was in 2004.

Despite some blows caused by flood and economic crisis, Bad Schandau has made steady progress; the main branches are spa and tourism industry. The number of overnight stays and visitors is rising continuously. This development has to be continued. Important aspects to realize this are the further improvement of cooperation between the top performers, enhancing and developing products as well as increasing service and quality. Additionally, there is the goal – and this is a goal that is consequently pursued within the possibilities of the given opportunities - of enhancing and improving the infrastructure with regards to tourism and spa. Examples for this are the spa facilities in Ostrau that are still in planning and later also the touristic use of the former grammar school.

I hope that my statements above answered your questions and remain with

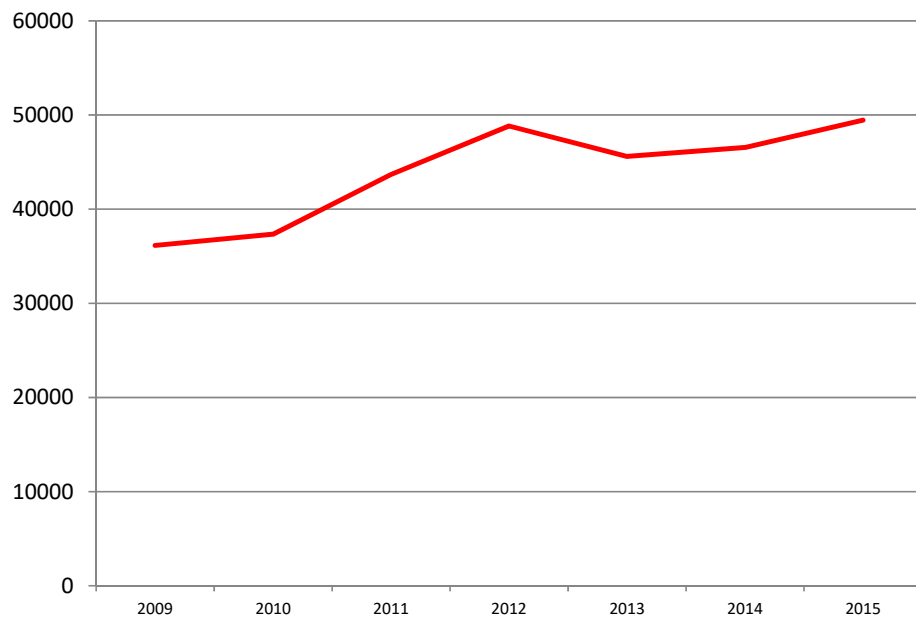
Kind regards,


Andreas Eggert
Mayor

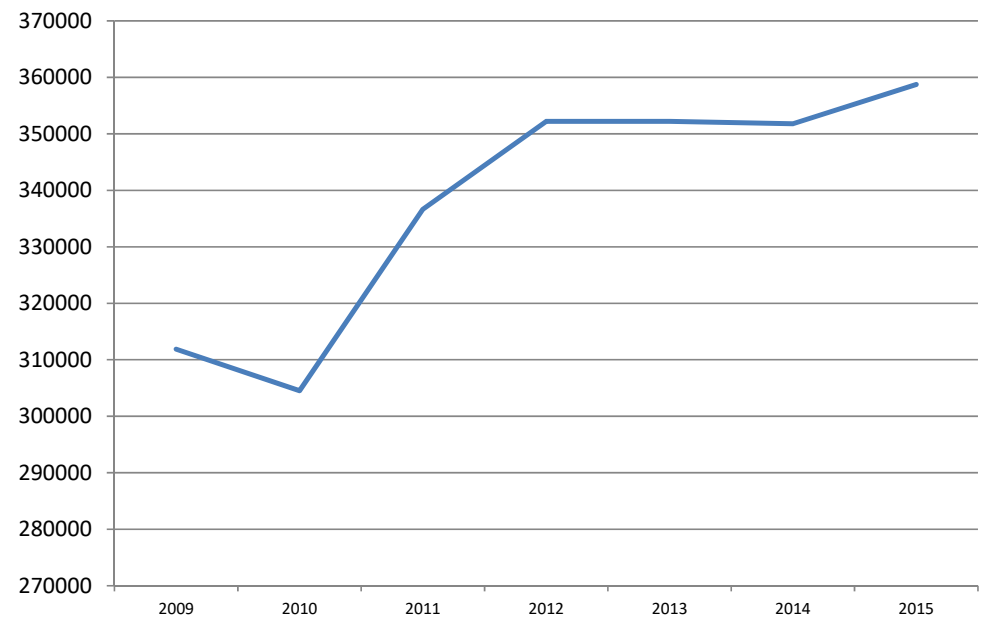
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ECONOMIC IMPACT – BAD ORB

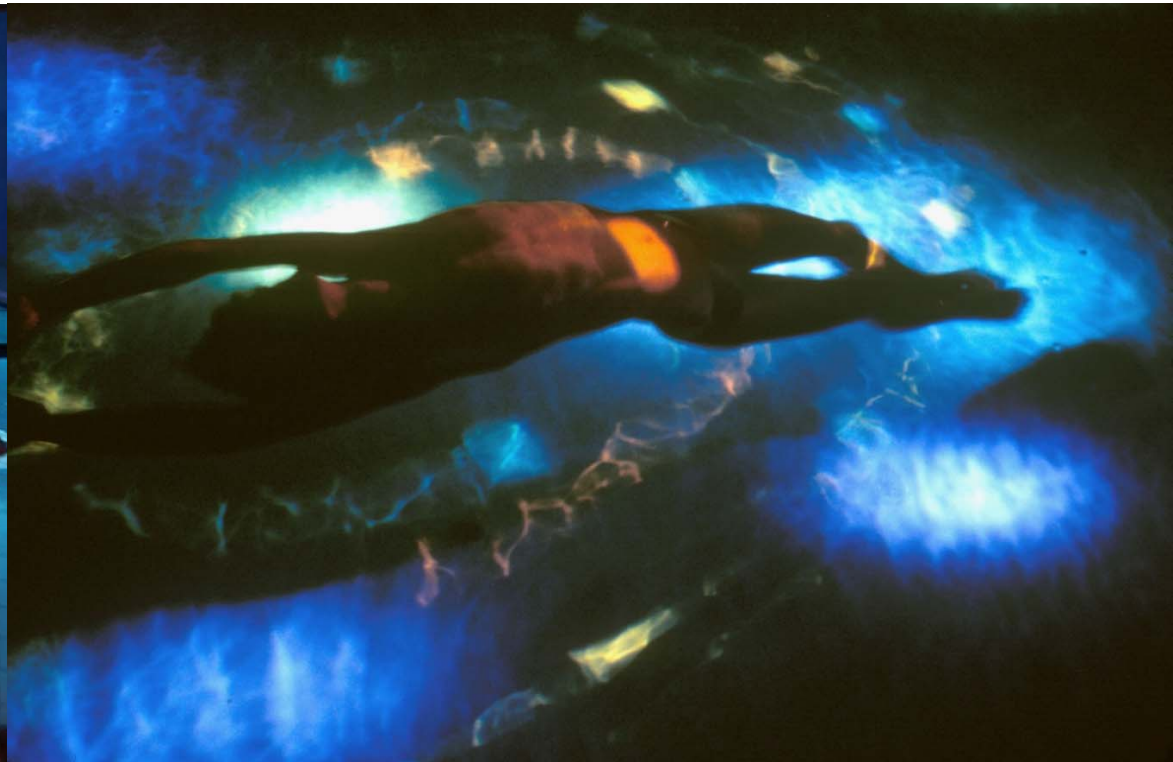
Arrivals



Overnights



Liquid Sound – Bathing in Light and Music



Signature Treatment: Liquid Bodywork



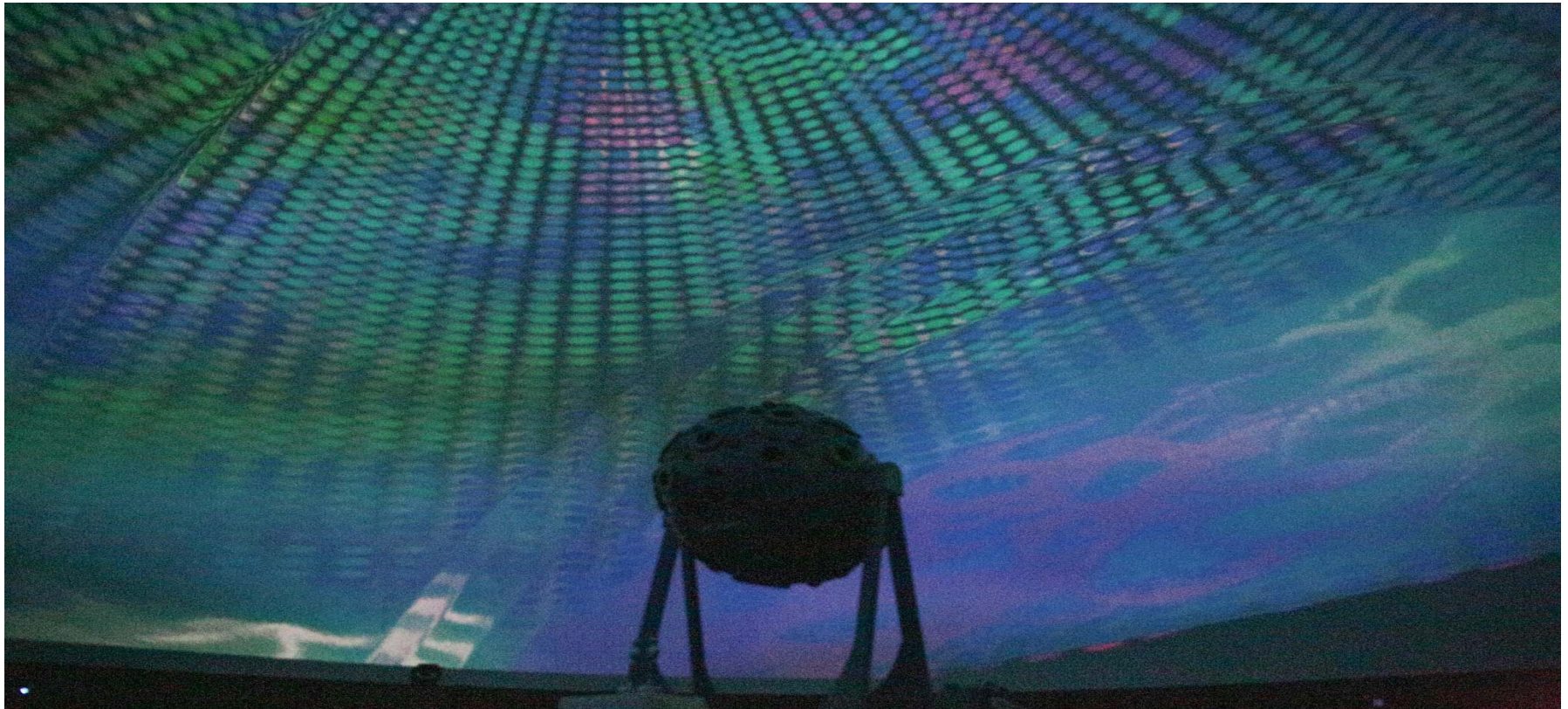
Full Moon Concerts



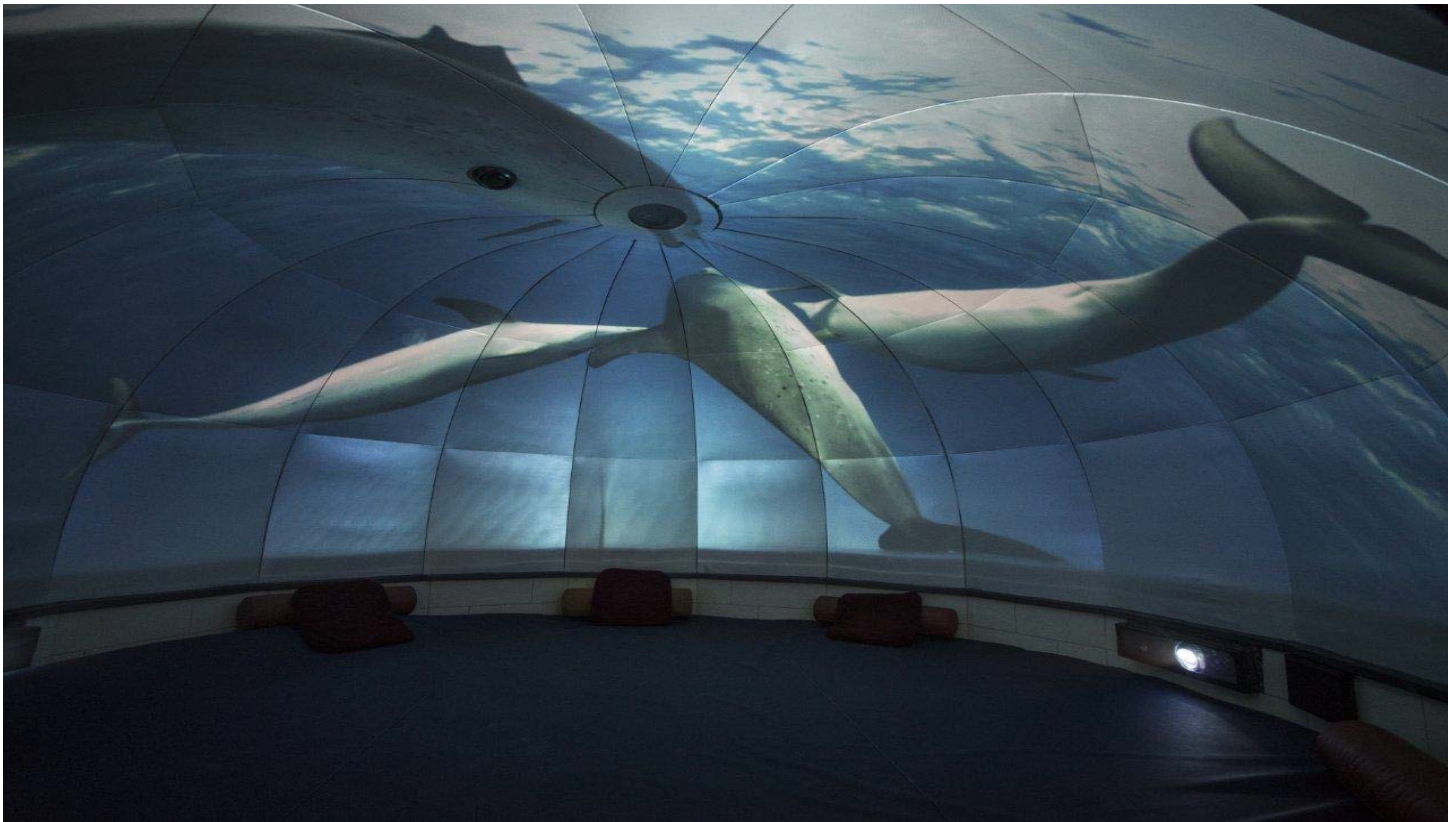
Liquid Sound Club



Full Dome



Portable Full Dome



toskanaworld
health and happiness

Thank you for your attention
www.marionschneider.com

