

The inaugural Global Thermal Think Tank event in Bad Orb Germany is an invitation-only meeting of industry minds during an exciting period for hot springs worldwide.

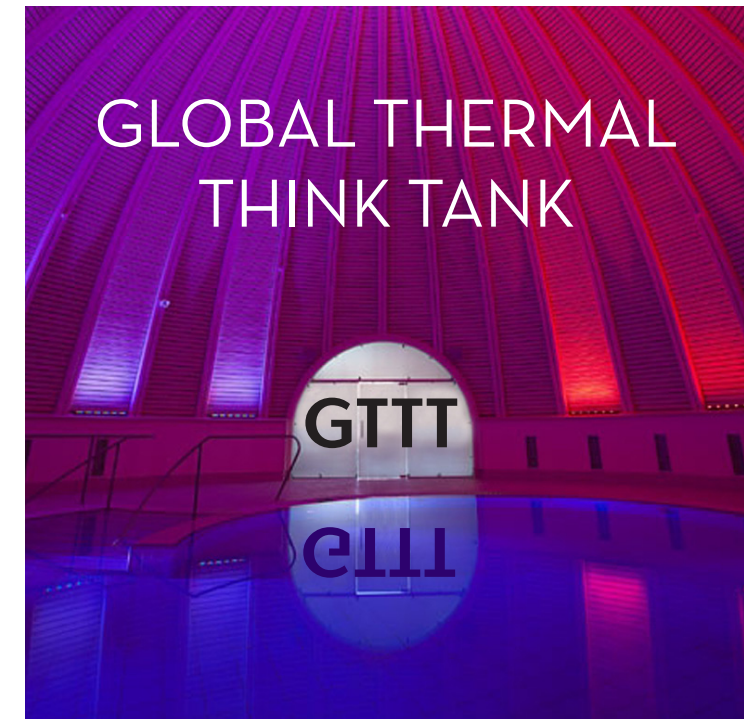


Hot springs owners and senior managers from across the globe meet to discuss a range of pertinent industry issues and ensure we grow together.

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Hotel an der Therme Bad Orb  
Horststraße 1  
63619 Bad Orb, Germany

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HOTEL AN DER THERME  
BAD ORB  
GERMANY



OCTOBER 13 & 14  
2016



## SPEAKERS



Charles Davidson

Founder, CEO and owner of Peninsula Hot Springs, Mornington Peninsula, Victoria, Australia. Chairman of the Victorian Tourism Industry Council since 2016. Vice-President Australasian Wellness Association 2010-2016. Founding member of the Global Wellness Summit Hot Springs Initiative.



Marion Schneider

Marion Schneider is co-owner and CEO of Toskanaworld with its Hotel an der Therme Bad Sulza, Hotel Resort Schloss Auerstedt, Hotel an der Therme Hotel Bad Orb and Klinikzentrum Bad Sulza. She is the CEO of Toskana Therme Bad Sulza, Bad Schandau and Bad Orb, with its unique Liquid Sound. Together with Micky Remann she owns TTS Product & Service GmbH.



Wendi Gelfound

Wendi's creative eye and expertise in branding, marketing and communication strategies spans 3 decades. As Director of Marketing for more than 10 years, Ojo Caliente Mineral Springs has enjoyed double-digit growth year-after-year with over 130,00 guests annually, and an average lodging occupancy of 92%. Wendi also oversees the marketing efforts of Ojo's new sister property in Santa Fe, Sunrise Springs Spa Resort.



Prof Marc Cohen

Board Member of the Global Wellness Summit. Currently leads the Wellness Discipline in the School of Health and Biomedical Sciences at RMIT University. Current President of the Australasian Wellness Association and sits on the Editorial Board of five international journals.



Ingo Schweder

CEO and Founder of GOCO Hospitality, Ingo brings more than 30 years of experience from the fields of wellness and hospitality. GOCO Hospitality purchased 85-acre Glen Ivy Hot Springs in Southern California and is expanding it with additional wellness real estate anchored by a 125 room GOCO wellness retreat.



Mike Wallace

Mike has worked in the spa, leisure, health and fitness industry in operations, product development and new launches since the 1980s. Mike is currently Brand Manager for Danubius Health Spas, responsible for the operations, business performance and development of 20 complex medical and leisure health spas across Hungary, Slovakia, Romania and the Czech Republic.



László Puczkó

László is an internationally acknowledged expert and author in the health, wellness and medical travel and tourism arenas. László has honed his expertise in product development, experience mapping and design, impact assessment and marketing. He is a frequent presenter addressing such topics as performance benchmarks, competitive product development, the role of travel in wellbeing and product conceptualization.



Brook Ramage

General Manager of Peninsula Hot Springs. Previously Founder and Managing Director of the Golden Door Australia for 16 years and General Manager of Cabarita Ocean Health Retreat. Has a BSc in Human Movement Studies from Vic Uni.



James Clark-Kennedy

Formerly a journalist of 16 years, then hot springs marketing and communications for 11 years, James now has a hot springs/balneology research focus.



Jean-Guy de Gabriac

Founder-CEO TIP TOUCH. Spa/Wellness advisor & trainer. Chair Global Career Development initiative (Mentorship, Internship, Careership). Conference Producer PSWC Dubai & London. GWD Ambassador France & Belgium. Official judge World Spa & Wellness Awards



Sam Foster

Director, Destination Spa Management, developing and managing health resorts, integrated wellness centres and wellness communities throughout Asia. Founding President of the International Health & Wellness Alliance (IHWA) and member of GWI Initiative for Wellness Communities. Formerly founding Chairman of Asia-Pacific Spa & Wellness Coalition (APSWC).



Jane Kitchen

Jane Kitchen is the news editor for the global publications Spa Business and Spa Opportunities, and reports on the latest news and trends across the world in the spa and wellness industry. She has a 20-year career in journalism, and has spent more than 15 years writing for business-to-business publications across a wide variety of topics, including spa, wellness, architecture, design, furniture and home decor.

## LET THE IDEAS FLOW

### GTTT PROGRAM

Thursday, October 13, 2016

Individual arrival

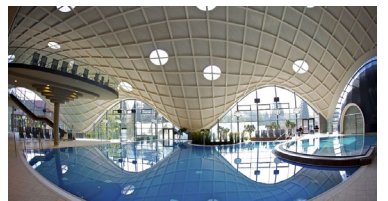
8.00pm

[Presentation by Micky Remann](#), inventor of Liquid Sound, and Musia Heike Bus, Director of the Institute for Aqua Wellness (approx 30 minutes)

9:00 – 10:00pm

[Toskana Therme to experience Liquid Sound](#). Also a presentation of Liquid Bodywork in the Liquid Sound Dome for those interested.

Overnight at the Hotel an der Therme Bad Orb including unlimited access to Toskana Therme Bad Orb



Friday, October 14, 2016

• Breakfast

9:00 – 10:30 am

[Introduction to the topic 'Global Thermal Water - Hot Springs'](#)

Chair: Mike Wallace

Global Approaches to Hot Springs: Representatives from each major hot springs region represented will provide a 10-15 minute briefing on the hot springs culture and its evolution; the styles and types of hot springs; current and future trends and the importance of the Global Thermal Think Tank for the future of hot springs in their region.

Presenters: Sam Foster (Asia); Charles Davidson (Australia); Wendi Gelfound (USA); Jane Kitchen (UK) 'Global Trends'; Mike Wallace (Europe)

11:00 am – 12:00 pm

[Best business practices](#)

Chair: Marion Schneider

Presenters: Ingo Schweder, Charles Davidson and László Puczkó

12:00 pm – 2:00 pm

Lunch at Restaurant Kurpark

2.00pm-3.30pm

[Global Hot Springs Consumer Research and Marketing Collaboration](#)

Chair: Charles Davidson

- 2.00pm-2.30pm: László Puczkó: Users study from Budapest thermal baths – the effects of visiting thermal facilities
- 2.30pm - 3pm: James Clark-Kennedy: Bathers' Characteristics, Motivations & Experiences
- 3pm-3.30pm Discussion : Global research future and industry involvement

3.30pm-4.30pm

[Bathing Biome Research](#)

Chair: Prof Marc Cohen

4.30pm-5.00pm

Break

5.00pm - 6.00pm

[Transformation Hot Springs Wellness Experience Economy](#). Chair: Jean-Guy de Gabriac

Presenters: Jean-Guy de Gabriac, Brook Ramage

• Dinner at Restaurant Kurpark • SPArty in the evening

• Overnight at the Hotel an der Therme Bad Orb including unlimited access to Toskana Therme Bad Orb

Saturday, October 15, 2016

Departure