

The Power of Hot Springs for Healthy Communities



Marion Schneider
CEO Toskanaworld, Bad Sulza, Germany

ASpa Conference
October 28th, 2014 | 9:00 am – 9:30 am
Langham Hotel Melbourne – Yarra Rooms

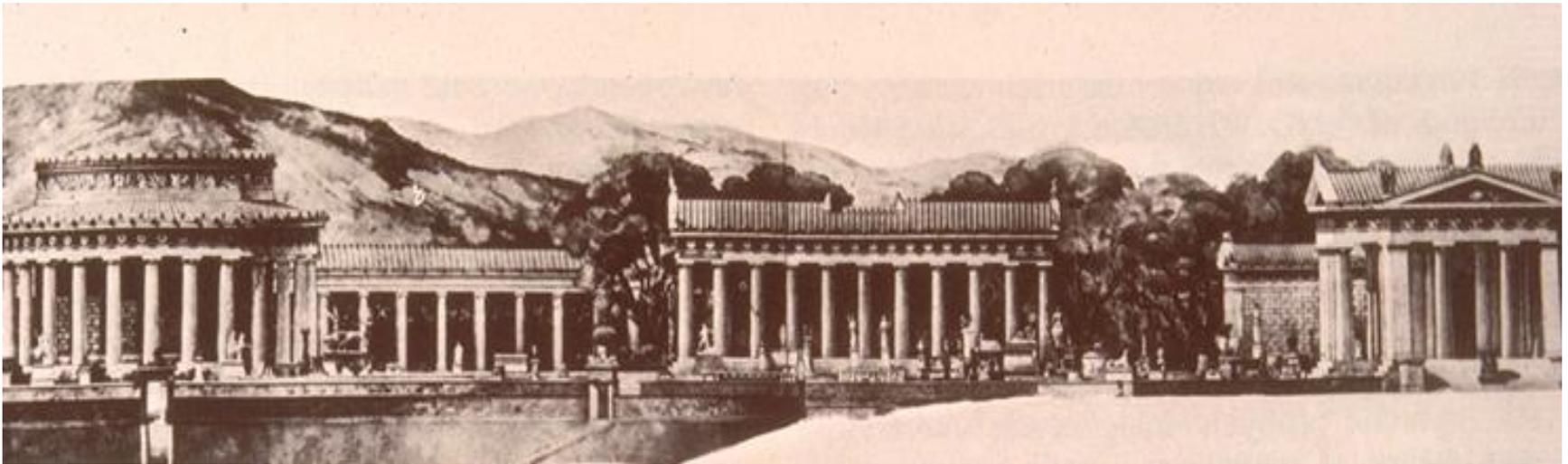
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- **1983-1987:** Assistant Manager of Saunalux
- **1988-1990:** Assistant Manager of Tomesa Clinics
- **1991:** purchase of Klinikzentrum Bad Sulza
- **1997:** start of Hotel an der Therme Bad Sulza
- **1999:** opening of Toskana Therme Bad Sulza
- **2004:** Toskana Therme Bad Schandau
- **2009:** Hotel & Toskana Therme Bad Orb
- **2014:** Hotel Bad Schandau and Fulda
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Overview

- 1. Transformation of Hot Springs in Europe**
 - 2. Hot Springs and Health Care**
 - 3. Hot Springs and Stress Management**
 - 4. Liquid Sound and Toskana Therme**
- 5. Relevance for Towns and Communities**
 - 6. Spa and Sustainability**

Transformation of Hot Springs in Europe



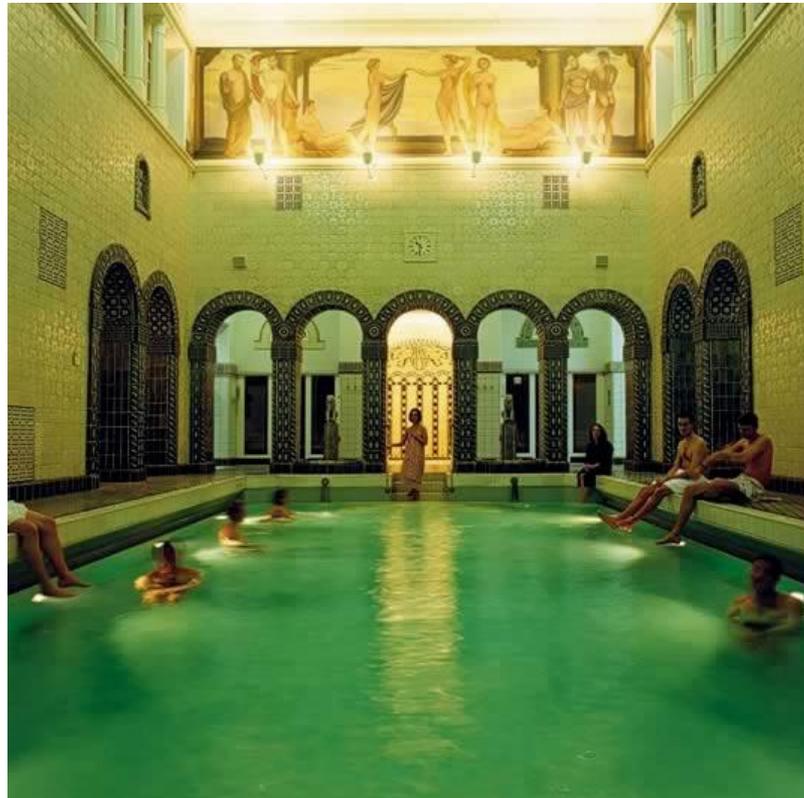
Epidauros: Sanctuary of Asklepios, Greece

Transformation of Hot Springs in Europe



Roman bath in Bath, England

Transformation of Hot Springs in Europe



Kaiser-Friedrich-Therme, Wiesbaden, Germany

Transformation of Hot Springs in Europe



Toskana Therme Bad Sulza, Germany



Sweat Lodge

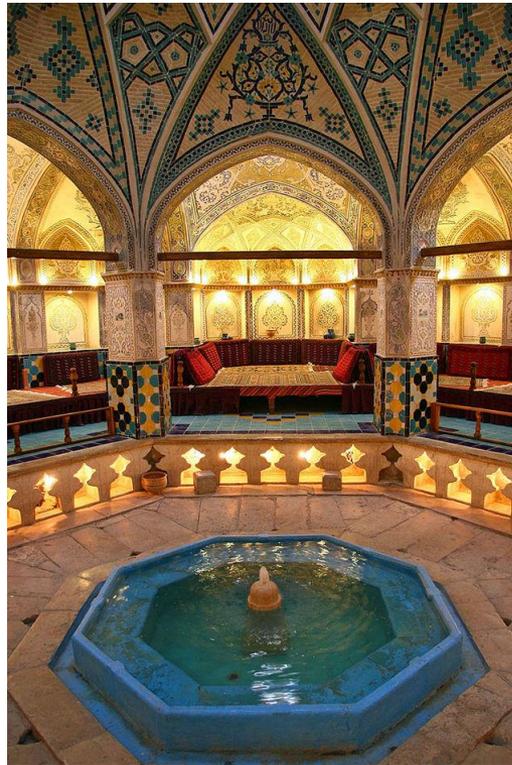


Sweat Lodge Bad Sulza

Transformation of Hot Springs in Europe



Sauna



Sultan Amir Ahmad Bathhouse, Kashan, Iran

Transformation of Hot Springs in Europe

Terminologies

- Hot springs
- Thermalbad

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Hinweis: Die redaktionellen Überarbeitungen vom 27.10.2012 in Bad Homburg und vom 26.10.2013 in Bad Kissingen haben auch Änderungen in den Gliederungsbezeichnungen erwirkt. Diese Darstellung folgt daher auch in noch nicht geänderten Teilen (ab Kapitel 4) bereits der neuen Gliederung. Die Ursprungsgliederung entnehmen Sie bitte der 12. Auflage der Begriffsbestimmungen, Oktober 2005. Die Anpassung ist in Form einer Synopse im Anhang auf Seite 125 beigefügt. Zudem achten Sie bitte auf die Veränderungen bei den Begrifflichkeiten zur Lufthygiene, eine Übersicht hierzu ist dem Anhang aus Seite 128 beigefügt.

Transformation of Hot Springs in Europe

- Thermalbad in Germany = 20° Celcius/68° Fahrenheit

Hot Springs and Health Care

- History
- Geography
- Size of country/nation
 - Cultural values
- Economic necessities

Hot Springs and Health Care



Marienbad, 1900

Hot Springs and Health Care



Hot Springs and Health Care



Kneipp-Kur in 19th century

Hot Springs and Health Care



Reha-Klinik Überruh

Hot Springs and Health Care



Klinikzentrum Bad Sulza

Hot Springs and Health Care

Danach
Luftauf
nahme



Terme di Saturnia, Italy

Hot Springs and Stress Management

- Inspiration
- Relaxation
 - Fun

Hot Springs and Stress Management



Inspiration

Hot Springs and Stress Management



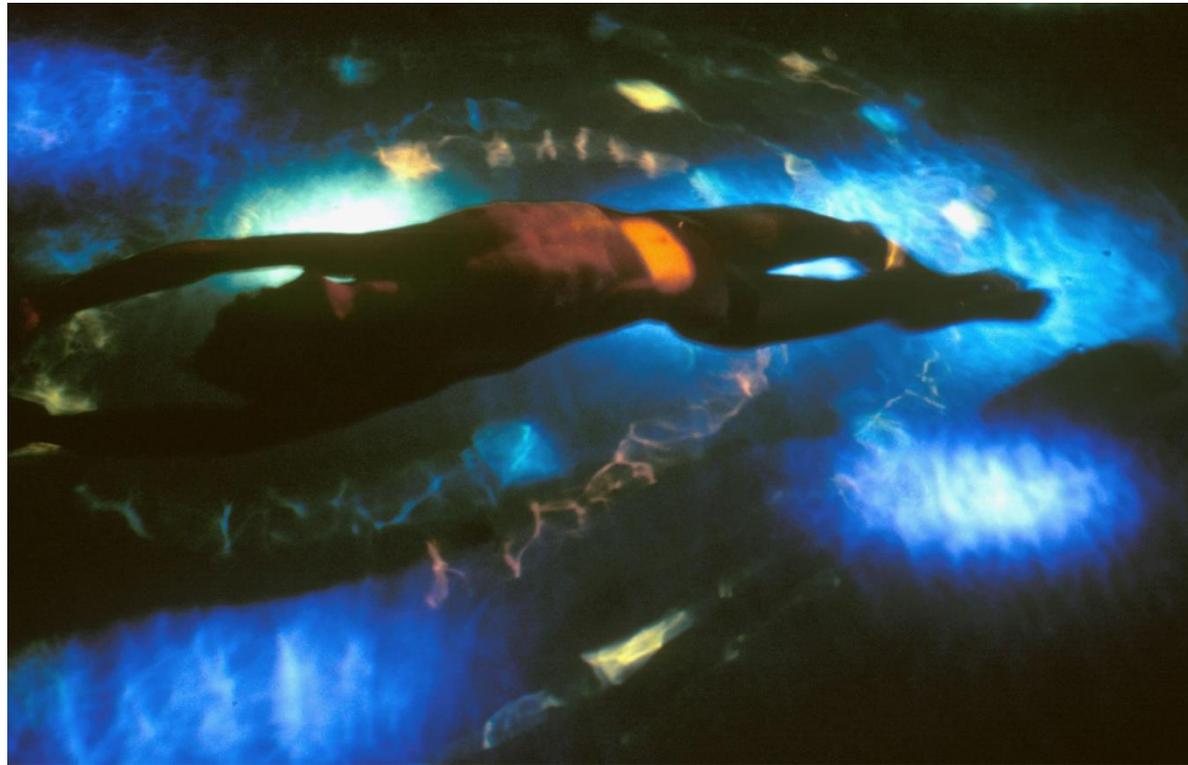
Relaxation

Hot Springs and Stress Management



Fun

Liquid Sound and Toskana Therme



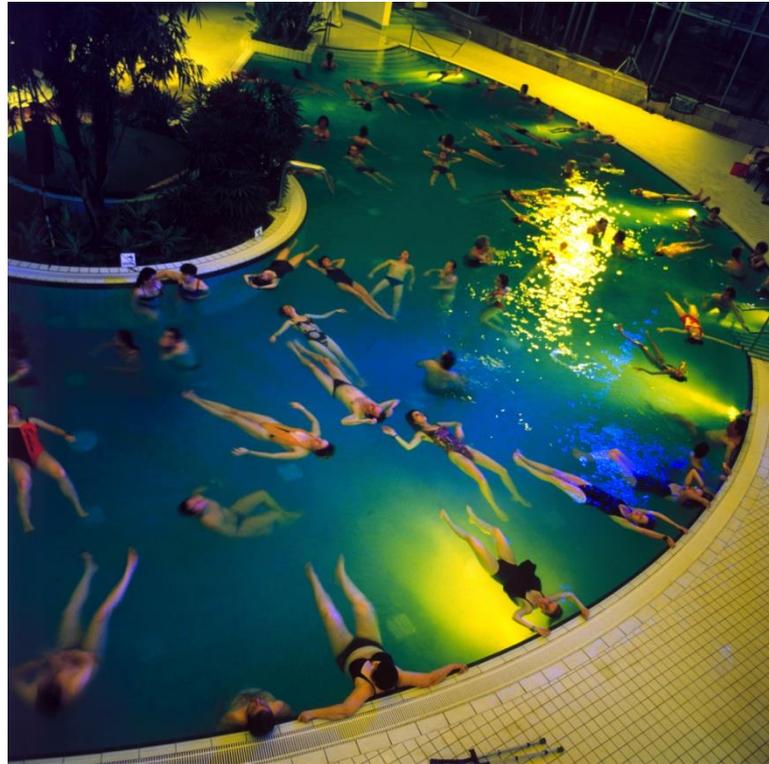
Liquid Sound and Toskana Therme



Liquid Sound and Toskana Therme



Liquid Sound and Toskana Therme



Liquid Sound and Toskana Therme



Aqua Wellnes – Liquid Body Work

Liquid Sound and Toskana Therme

According to a study by psychologist Renate Maerten, Liquid Sound:

- **reduces stress symptoms and facilitates deep relaxation** of psyche and body.
- supports a **process of “inner lighting up”** and can be used in the therapy of depression.
- is a powerful tool to induce **trance states**.
- leads to **non-ordinary states of consciousness**, and thus can be discussed in the realm of transpersonal psychology and therapy.
- has positive effects on the treatment of **sleep disorders, various forms of addiction, trauma and abuse**.
- can be effective in the reduction and treatment of **chronic pain**.

Liquid Sound and Toskana Therme

At first I admired the moving and changing colours and light reflexes on the ceiling and the walls, then I closed my eyes and enjoyed the warm water and the sound music, and finally all my tension of everyday life, the thoughts about my family and my colleagues were gone and I had the feeling to be an atom in the universe.

(Anneliese Jahoda).

Liquid Sound and Toskana Therme

I experienced a special relaxation in Liquid Sound. Everything seems so easy and weightless. Negative thoughts are vanishing immediately. I am just there, feel myself and let myself go.

(Gudrun Wasmund)

Liquid Sound and Toskana Therme



Toskana Therme Bad Orb

Liquid Sound and Toskana Therme



Toskana Therme Bad Orb

Liquid Sound and Toskana Therme



Toskana Therme Bad Sulza

Liquid Sound and Toskana Therme



Toskana Therme Bad Sulza

Liquid Sound and Toskana Therme



Toskana Therme Bad Sulza

Liquid Sound and Toskana Therme

- Nature
- Architecture/bionic
 - Light/color
 - Sound/music
 - Food/drinks
- Spa treatments

Liquid Sound and Toskana Therme



Liquid Sound and Toskana Therme



Liquid Sound and Toskana Therme



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Liquid Sound and Toskana Therme



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Liquid Sound and Toskana Therme

Next FullDome Festival: May 28th – May 30th, 2014 in
Jena

www.fulldome-festival.de

Relevance for Towns and Communities



Relevance for Towns and Communities



Relevance for Towns and Communities

Gäste- und Übernachtungszahlen in den deutschen Heilbädern und Kurorten

- Januar bis Dezember 2013 -

inklusive Veränderungen zum Vorjahreszeitraum (Jan. - Dezember 2013)



	Mineral- und Moorheil- bäder	2013/2 012 in %	Heilklima- tische Kurorte	2013/2 012 in %	Seeheil- und Seebäder	2013/2 012 in %	Kneipp- heilbäder Kneippkur- orte	2013/ 2012 in %	GESAMT absolut
Ankünfte									
Bundesrepublik Deutschland	7.188.926	1,1	3.327.996	0,2	7.615.341	1,5	1.963.571	-1,1	20.095.834
Anderer Wohnsitz	1.198.300	-1,5	806.055	2,4	278.477	7,5	319.851	8,8	2.602.683
2013 absolut	8.387.226	0,7	4.134.051	0,6	7.893.818	1,7	2.283.422	0,2	22.698.517
Übernachtungen									
Bundesrepublik Deutschland	39.311.580	-1,3	13.763.289	-1,5	40.464.120	0,3	9.009.730	-1,3	102.548.719
Anderer Wohnsitz	2.989.442	0,6	2.423.376	-0,5	874.338	3,3	964.327	7,9	7.251.483
2013 absolut	42.301.022	-1,2	16.186.665	-1,4	41.338.458	0,4	9.974.057	-0,5	109.800.202
Aufenthaltsdauer (Nächte)									
Bundesrepublik Deutschland	5,5		4,1		5,3		4,6		
Anderer Wohnsitz	2,5		3,0		3,1		3,0		
2013 absolut	5,0		3,9		5,2		4,4		

STADT BAD SULZA

- DER BÜRGERMEISTER -



STAATLICH
ANERKANNTES
SOLE-HEILBAD

Stadtverwaltung Bad Sulza · Postfach 1137 · D-99516 Bad Sulza

LANDGEMEINDE MIT DEN ORTSTEILEN:
Auerstedt, Flurstedt, Gebstedt, Neustedt, Reisdorf,
Sonnendorf, Wickerstedt

ERFÜLLENDE GEMEINDE FÜR DIE GEMEINDEN:
Eberstedt, Großheringen, Ködderitzsch, Niedertrebra,
Obertrebra, Rannstedt, Saaleplatte, Schmiedehausen

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Ihr Zeichen:

Unser Zeichen:
he-rdf

Auskunft erteilt:

Durchwahl:

Datum:
7. Mai 2014

History of the Toskana Therme

In the early 1990s, the city of Bad Sulza was facing the issue of securing a sustainable future for the health and spa business. A number of criteria had to be met in order to obtain the legal status of an official spa town. In this context, the existence of an indoor swimming pool or thermal bath was of major importance. As we wanted to use the local brine as a natural elixir, the spring – called “Sole 84” at that time and “Johann-Agricola-Spring” nowadays – was analyzed. This analysis proved that the healing water could be used as thermal water.

After long discussions, the city council decided to build a thermal bath at the location where the Toskana Therme is situated today. Due to the fact that several water parks focused on amusement were already in existence or under construction in Thuringia, the city council decided to set up a bathing complex that exclusively focused on health-conscious bathing. We were able to acquire the construction engineers of "Ollertz und Ollertz" who turned out to be competent partners.

Eventually, we received the official note of approval from the Thuringian Minister for Economic Affairs in 1994. Due to various obstacles, the construction works could not begin until 1997. The local population and visitors to Bad Sulza showed great interest in the construction activities. In that respect, the Toskana Therme's unique architecture – which we mainly owe to the help of the stress analyst Dr. Trabert – turned out to be a fortunate circumstance.

In November 1997, the Toskana Therme officially opened its doors. Right from the beginning it enjoyed great popularity. The Liquid Sound bathing experience developed by Micky Remann constituted a special highlight. Thanks to the active support of electoral district representative Christine Lieberknecht, Liquid Sound became an EXPO 2000 project in Hannover.

During the last 15 years, the Toskana Therme has acted as the driving force for the local tourism. This becomes evident in the fact that overnight stays in Bad Sulza de

creased to a number of 60,000 in 1996 due to various "health care reforms". For the year 2013, we can refer to 260,000 overnight stays. From 1998 until today, the number of beds for hotels, bed and breakfasts as well as holiday homes has increased from 450 to 1,000. These circumstances led to an economic increase. At the same time, the city of Bad Sulza encouraged and realized infrastructural projects.

Since the year 1990, approximately 125 Million Euro have been invested in the town of Bad Sulza (with approximately 5000 inhabitants) on various levels. This includes the supply with different media, road constructions, parks, heritage buildings and projects, rehabilitation centers and other matters. Consequently, the current unemployment rate is below 4%. In the future, the health aspect has to be incorporated in all projects of the town. Furthermore, it is important to continue a nation-wide marketing and PR. In this context, extensions of bicycle paths, hiking tracks, wine and wine culture as well as other touristic highlights play a major role.

Fifteen years after the opening of the Toskana Theme, the city of Bad Sulza is looking forward to a sustainable future of assured perspectives in the fields of rehabilitation, health tourism and leisure activities. The Toskana Theme is and remains an important element within these contexts.

Relevance for Towns and Communities



Relevance for Towns and Communities



**Bürgermeister
Stadt Bad Schandau
Staatlich anerkannter Kurort**



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Aktenzeichen
Ihr Schreiben vom
Ihre Zeichen

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 interested 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 was asked about its success and I often received positive feedback on the excellent impressions. The inhabitants of Bad Schandau and the surrounding area got to know the new offer. Everybody sensed that the Toskana Therme would evolve into a new center of attraction and it was prominent in almost all publications, advertisements and brochures.

The Toskana Therme developed into an essential element for 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

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

Today, 10 years after its opening, the Toskana Therme is still a vital component of the city and its tourism and spa programs. Since that time, permanent ways of cooperation between the Toskana Therme, the local top performers and the city have been established which exceed the "ordinary offer of the Toskana Therme". Although the spectacular aspect is not as prominent as it was after the opening, the Toskana Therme still maintains a good reputation. This especially became evident during an interruption of business which was again caused by a flood. The following 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

Relevance for Towns and Communities



Relevance for Towns and Communities



DIE BÜRGERMEISTERIN DER KURSTADT BAD ORB



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von 14:00 bis 17:30 Uhr
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Montag bis Mittwoch
von 14:00 bis 15:45 Uhr
Internet: **www.bad-orb.de**

Ihr Zeichen:

Ihre Nachricht vom:

25.02.2014

Unser Zeichen:

Datum:

15. April 2014

Dear Mrs. Schneider,

I am glad to give you a short report on the effects and influence the Toskana Therme had and still has on the city of Bad Orb from the city council's point of view.

In this context, I would also like to point out that it would be helpful to contact the Bad Orb Kur GmbH as they can surely support the requested information – especially with regards to the effect on tourism – with detailed numbers and facts.

When the Leopold-Koch-Bad had to close its doors in November 2006 due to defects in the construction, the spa town of Bad Orb was lacking an essential element for maintaining its health and spa operations. Prior the closing, several ideas and concepts about the creation of a new bath and its financing had been established, but to no avail.

All political boards and the representatives of the Main-Kinzig region soon agreed that Bad Orb could not survive without a new bath. Therefore, they concluded a leasehold contract with the Toskanaworld GmbH for the duration of 30 years.

Your company was chosen, because the combination of the Liquid Sound experience with a traditional thermal bath once again assured Bad Orb a unique position among the Hessian spa towns. In this context, it was especially pleasant that the population of Bad Orb was introduced to the concept of the Toskana Therme from the very beginning. Furthermore, they could follow the construction works step by step. Prior to the opening of the thermal bath, a vigorous PR and marketing campaign that included corporate

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Kreissparkasse Gelnhausen
IBAN: DE82 5075 0094 0001 0001 71
BIC: HELADEF1GEL

VR-Bank Bad Orb-Gelnhausen eG
IBAN: DE26 5079 0000 0008 5023 15
BIC: GENODE51GEL



offers of Toskanaworld and the tourist information office triggered positive feedback and acceptance among the population of Bad Orb.

“An UFO has landed” was the operator’s slogan in 2010.

The opening of the thermal bath on May 3rd, 2010 turned out to be a real festivity for Bad Orb’s top performers, the population of Bad Orb and for guests that arrived from near and far who received an exclusive tour through the new thermal bath.

Moreover, top performers from the hotel and restaurant industry as well as the local commerce associated the opening of the Toskana Therme with the expected boom for Bad Orb.

In fact, the Bad Orb Kur GmbH has registered an increase in the number of guests since the opening. This increase results from an integral marketing concept and the positive presentation of the thermal bath in the trade press. Many day-visitors specifically go to Bad Orb in order to visit the Toskana Therme. It is now important to promote Bad Orb as an attractive destination for exactly these day-visitors. Such a promotion is starting to get realized by the cooperation of the thermal bath’s operators and the above mentioned top performers.

Furthermore, it is intended that – four years after the construction and opening – the solutions for the tourist destination are enhanced and carried on by all parties. Only a consistent and conclusive marketing of the location can strengthen Bad Orb's and the Toskana Therme's unique position among the Hessian spa towns and lead to future success in the tourism industry.

I think that I am speaking on the behalf of all municipal committees if I once again stress the fact that the construction of the Toskana Therme and the decision to promote it in the frameworks of a consistent marketing strategy was the only chance for Bad Orb as a tourist and health destination. The increase in the number of guests and recognition Bad Orb gets also nationwide confirm my thesis.

Finally, I also want to mention that the previous success was only achieved by the open and constructive communication between all parties. I am looking forward to this kind of honest and purposeful cooperation in the future.

Kind regards,



Helga Uhl
Mayor

Relevance for Towns and Communities



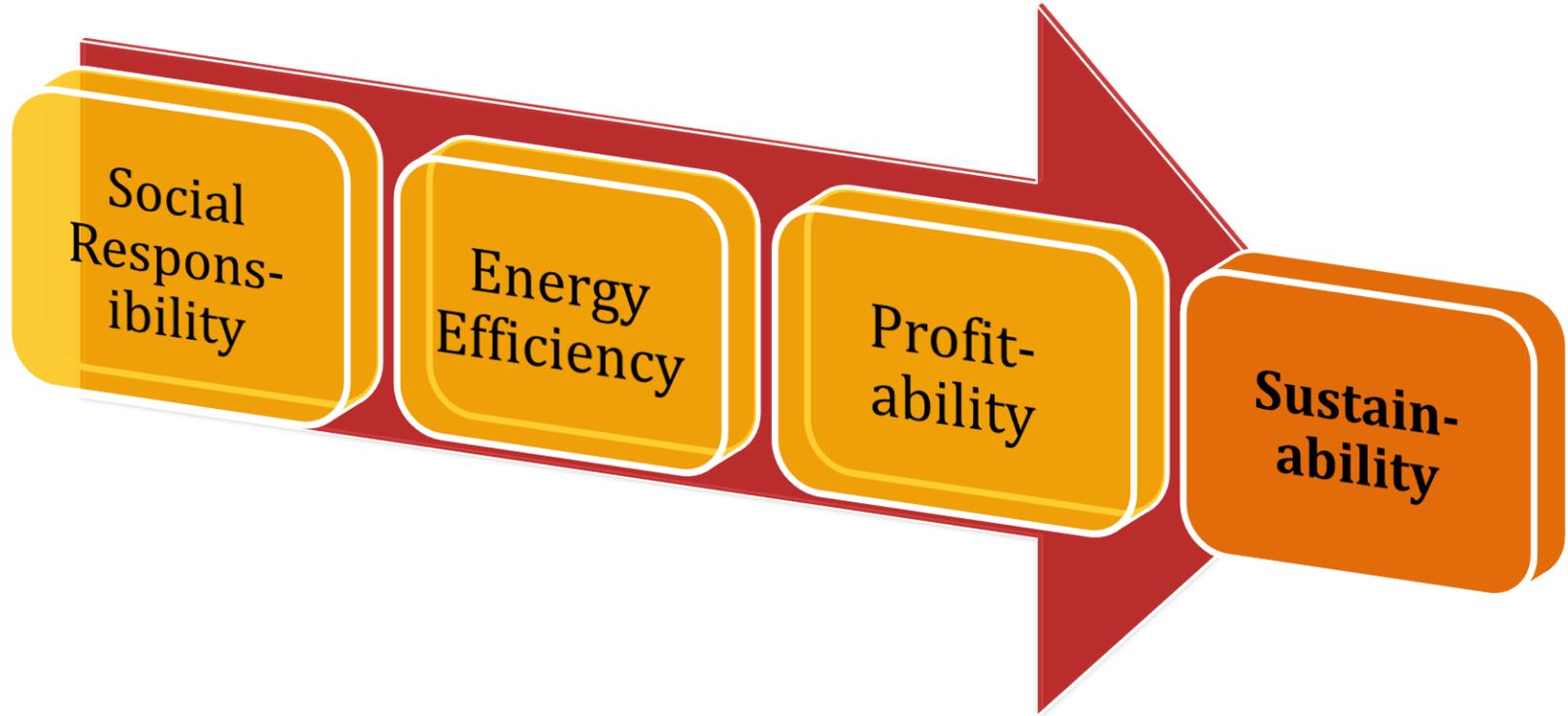
Relevance for Towns and Communities



Spa and Sustainability

- Technical sustainability
- Ecological sustainability
 - Social responsibility
 - Cultural responsibility
 - Education

Spa and Sustainability



Spa and Sustainability

- USP: Liquid Sound and Toskana Therme
- Core idea: Health and Happiness
- Integrating aspects of the environment, countryside and region

Spa and Sustainability

Company Objectives

Be helpful

Be reliable

Be kind

Be honest

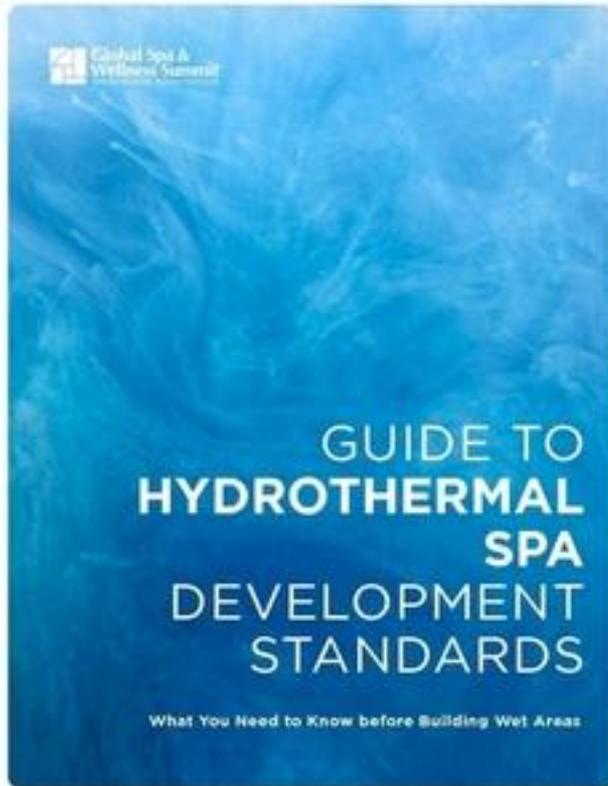
Spa and Sustainability

Sustainability: Use resources mindfully for the benefit of the earth and mankind

Efficiency: Act efficiently because profits secure future



New Publication



Cassandra Cavanah:

Guide to Hydrothermal Spa Development Standards

Global Spa & Wellness Summit,
2014.

\$35.99

Thank you for your attention! 😊

www.toskanaworld.net

www.marionschneider.com