

DANUBIUS HOTELS GROUP



# THERMAL SPAS IN EUROPE



# Thermal/Mineral Springs by Region, 2013

Number of thermal/mineral springs establishments and revenues



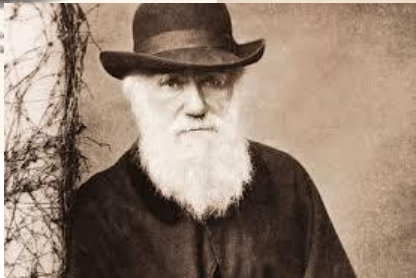
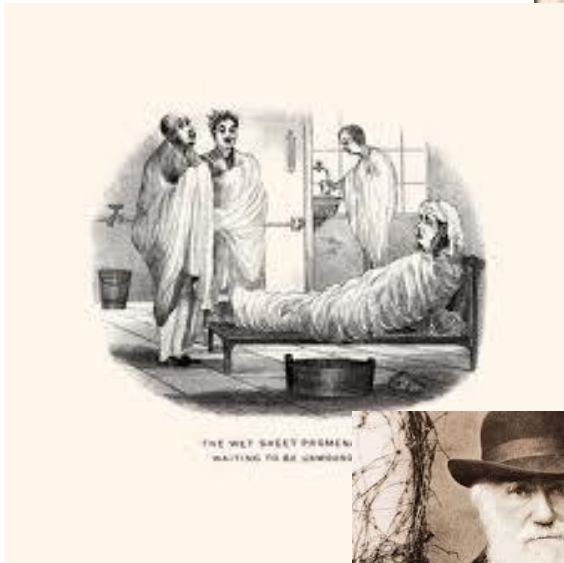
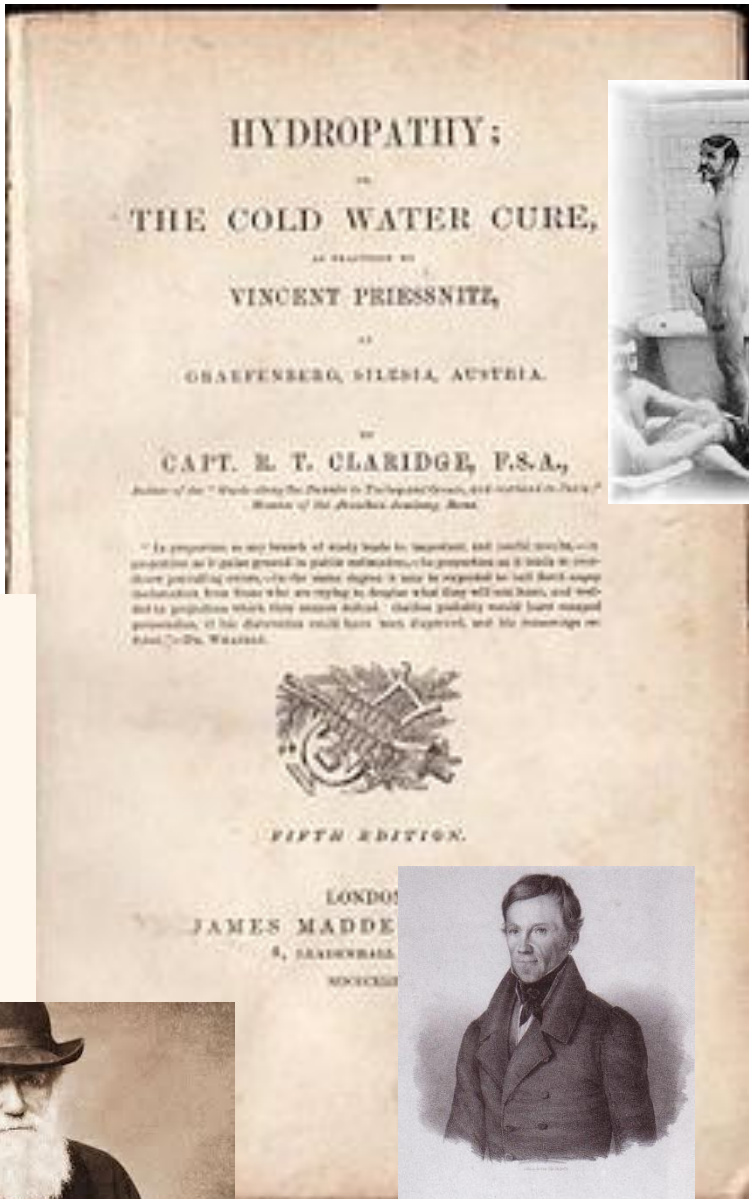
## Top Twenty-Five Thermal/Mineral Springs Markets, 2013

	Number of Establishments	Revenues (US\$ billions)	Rank in 2013
China	2,160	\$14,078.3	1
Japan	17,653	\$11,687.0	2
Germany	1,265	\$7,520.0	3
Russia	776	\$3,688.5	4
Italy	756	\$1,742.7	5
Austria	124	\$928.8	6
Turkey	196	\$862.4	7
Hungary	531	\$691.3	8
Czech Republic	84	\$686.4	9
Spain	165	\$672.0	10
France	175	\$665.5	11
Poland	72	\$576.0	12
Switzerland	61	\$485.8	13
Slovenia	63	\$439.2	14
United States	185	\$395.0	15
Portugal	84	\$376.2	16
Slovakia	81	\$364.8	17
Taiwan	119	\$307.5	18
Romania	70	\$295.0	19
Iceland	135	\$293.0	20
South Korea	96	\$283.4	21
New Zealand	96	\$255.0	22
Brazil	52	\$230.0	23
Mexico	576	\$225.0	24
Serbia	58	\$188.0	25

85%

96%





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- A man with grey hair is lying back in a white bathtub, eyes closed, appearing to be asleep or resting. The bathtub is set against a wall with a patterned tile design featuring blue diamond shapes on a light background. A white towel is draped over the side of the tub near his head.





ALL OFFERS

HOT DEALS

SHORT BREAKS

MEDICAL SPA STAYS

HEALTH AND PREVENTION

## Traditional Spa Stay

Availability: 4 January 2016 - 14 January 2017

[« Back to the list of offers](#)



This spa stay is intended for the treatment of rheumatoid arthritis and the musculoskeletal system, with a recommended stay of 2 - 3 weeks.

**Accommodation with full board** (min. 7 nights) - buffet breakfast, lunch, dinner; special diet in case of osteoporosis treatment

**Doctor and health examinations** (initial and final) with a special emphasis on disorders of the musculoskeletal system and related complications

- Doctor's visit - once per week
- Diagnostics and laboratory tests with doctor's prescription - for stay with a minimum duration 13 nights
- Medical report at the end of the stay
- Healing treatments: individual therapeutic program with up to 24 treatments per week (7 nights), based on the guest's health and doctor's prescription. The programme includes 4 active rehabilitation treatments per week, such as group exercises or fitness training with a fitness trainer



# THE COMBINATION EFFECT!

Healthy environment

Healthy diet

Heat packs



Rehab Massage



Electrotherapy



**3 - 4  
treatments  
a day**

Physiotherapy



Inhalation



Hydrotherapy



Doctor



Relaxing in hot water













Explore our health spa services:

MEDICAL STAY →



MEDICAL WELLNESS STAYS →



WELLNESS & BEAUTY →





# ...thermal spa / sanatoriums





# BAD TATZMANNSDORF





# BAD LOIPERSDORF





# Public Day Spas













# ....thermal spas neglected



# .....market diversification

- Seniors (traditional), Seniors (active)
- 'Wellness weekenders'
- Families
- Domestic, neighbouring countries, Russian, Middle East





# .... Product diversification

- Larger water areas
- More sauna experiences
- Massage varieties
- More modern medical treatment methods
- Detox and weight loss programs



# Challenges...

- Clinical trials backing the thermal water effects
- Giving reasons for people to visit for 'prevention' purposes
- Oversupply of hot springs





# Opportunities...

- Aging population
- A more 'health focused' population
- The trend for 'natural' treatments
- Investment possibilities for rundown spa resorts



# THANK YOU FOR YOUR ATTENTION!

