



The Power of Innovation

**Unique wellness concepts and their positive impact
on local communities**

Marion Schneider ▪ CEO ▪ Toskanaworld



CEO of 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 Bad Orb
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



1999 – TOSKANA THERME BAD SULZA



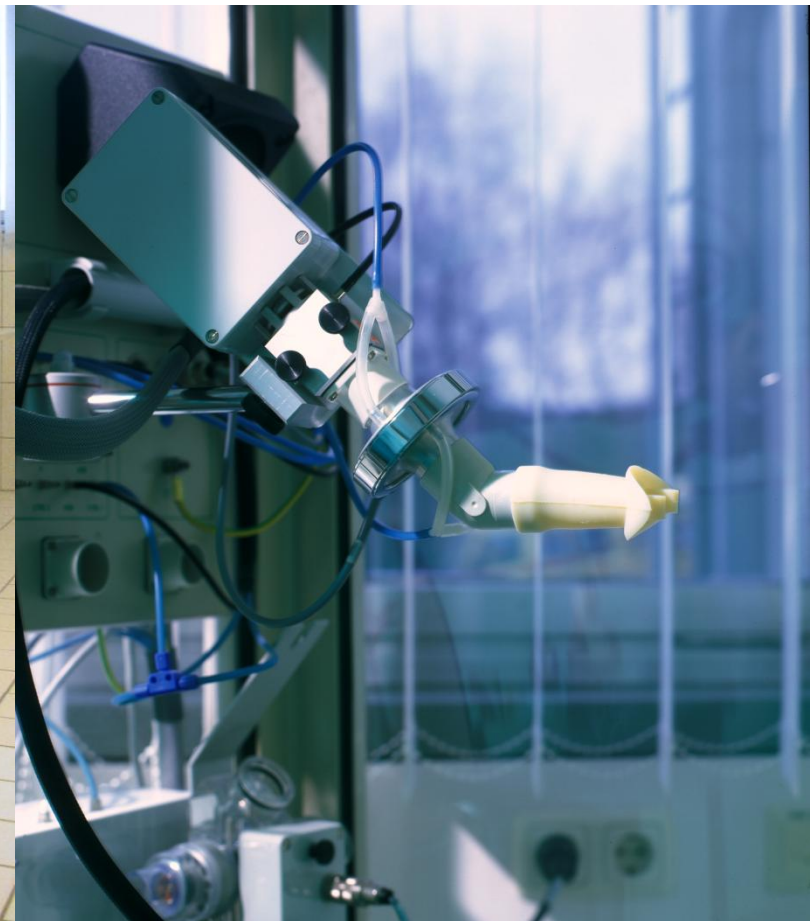
2004 – TOSKANA THERME BAD SCHANDAU



2010 – TOSKANA THERME BAD ORB

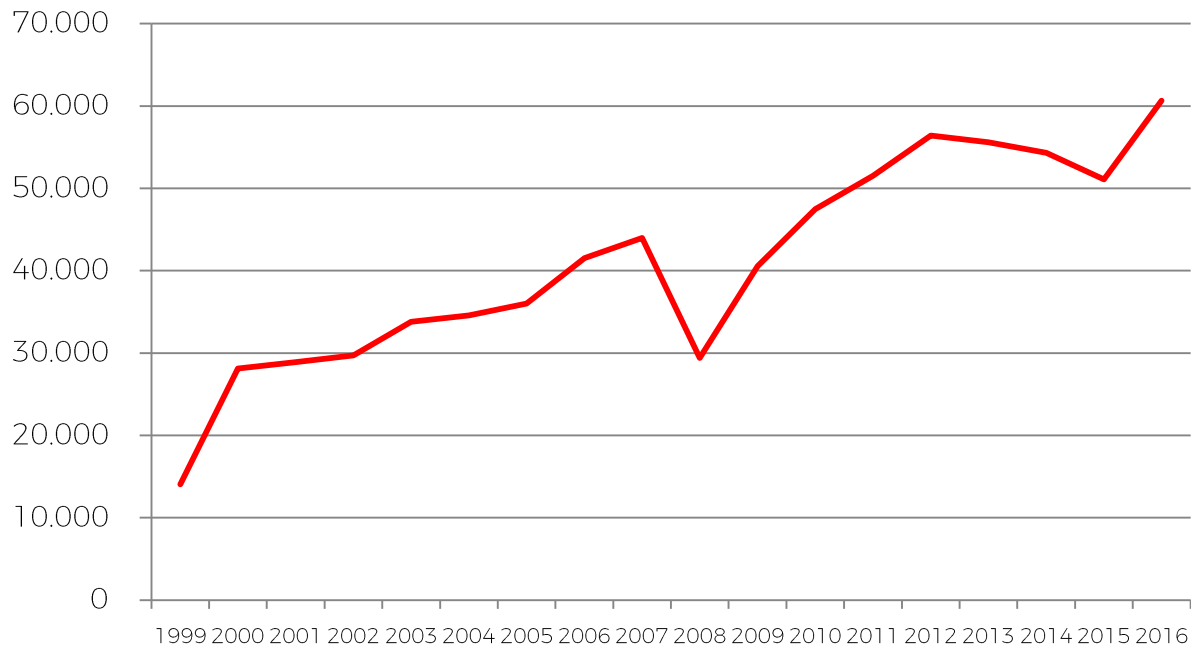


MEDICINE

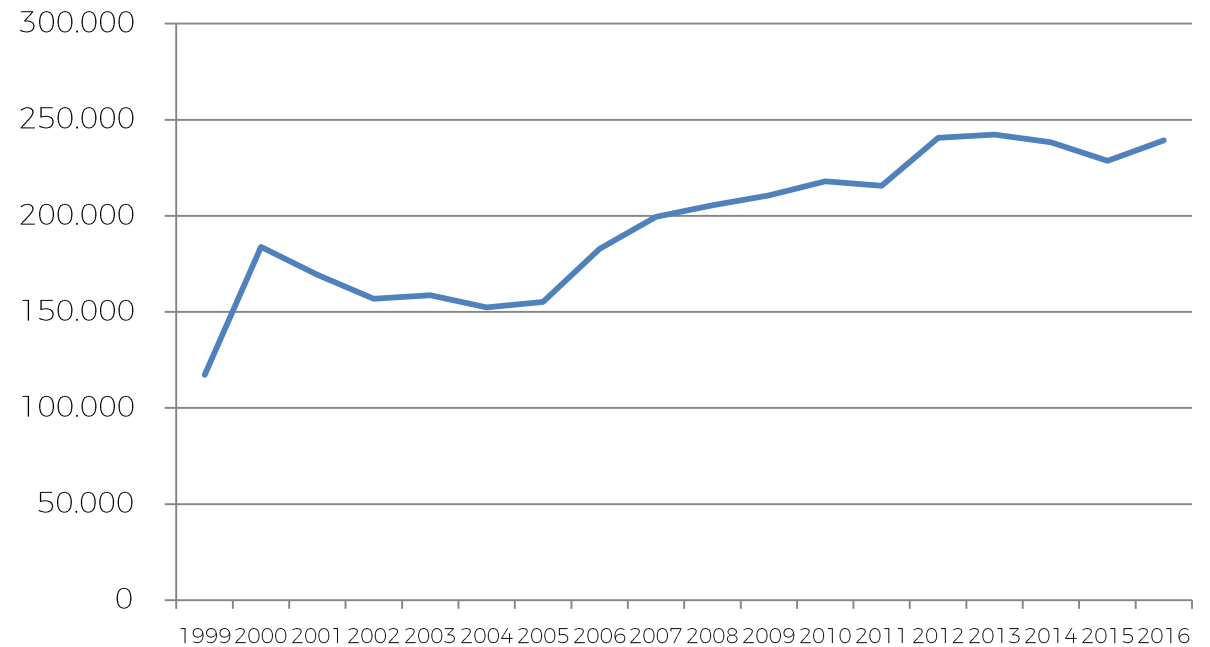


ECONOMIC IMPACT- BAD SULZA

Arrivals



Overnights



ECONOMIC IMPACT- BAD SULZA

STADT BAD SULZA
- DER BÜRGERMEISTER -



STAATLICH
ANERKANNTES
SOLE-HEILBAD

Stadtverwaltung Bad Sulza · Postfach 1137 · D-99518 Bad Sulza

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

ERFÜLLENDE GEMEINDE FÜR DIE GEMEINDEN:
Eberstedt, Großheringen, Kolditzsch, Niederbrebra,
Oberebra, Rannstedt, Saaleplatte, Schmiedehausen

VERWALTUNGSSITZ
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Telefon 036461 241-0
Telefax 036461 241-12
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Ihr Zeichen: Unser Zeichen: Auskunft erteilt: Durchwahl: Datum:
he-rdf 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 of Economic Affairs in 1994. Due to various obstacles, the construction work did not begin until 1997. The local population and visitors to Bad Sulza supported the construction activities. In that respect, the Toskana Therme was a success story – which we mainly owe to the help of the state. It was 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

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ECONOMIC IMPACT- BAD SULZA

2

creased to a number of 60,000 in 1996 due to various "health care" projects. In the year 2013, we can refer to 260,000 overnight stays. From 1990 to 2013, the number of beds for hotels, bed and breakfasts as well as other accommodation increased from 450 to 1,000. These circumstances led to a significant increase in tourism. At the same time, the city of Bad Sulza encouraged the development of the town.

Since the year 1990, the city 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 Therme, 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 Therme is and remains an important element within these contexts.

Johannes Hertwig

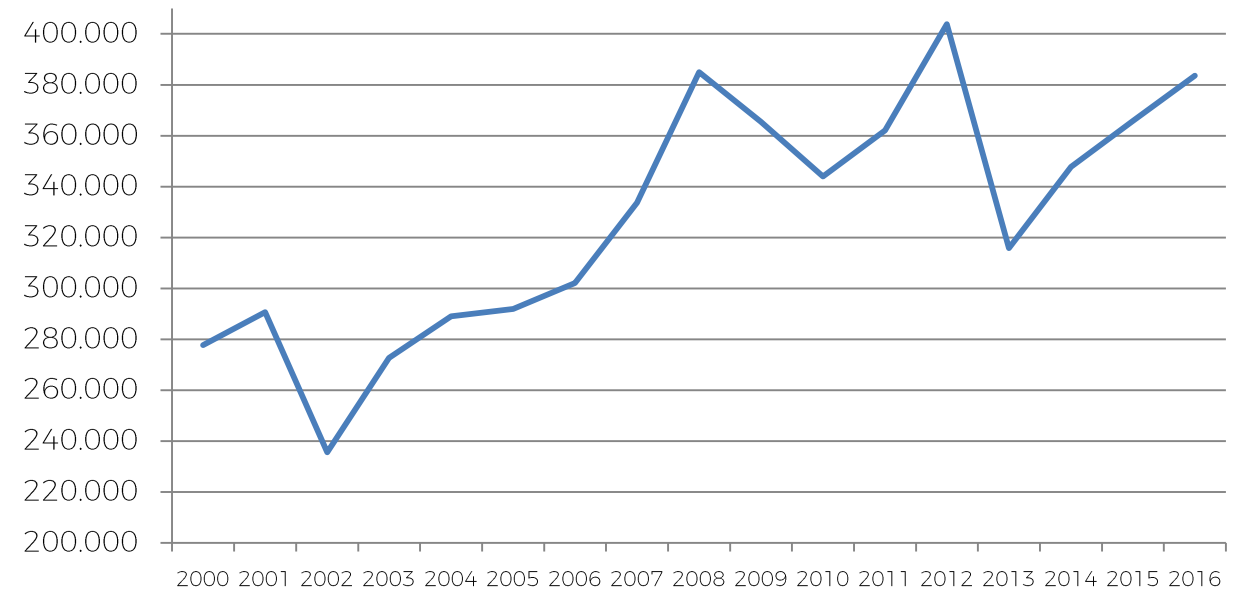
Since the year 1990, approximately 125 million Euro have been invested in the town of Bad Sulza (with approximately 5000 inhabitants) on various levels. This includes the supply with different media, road constructions, parks, heritage buildings and projects, rehabilitation centers and other matters. Consequently, the current unemployment rate is below 4%.

ECONOMIC IMPACT- BAD SCHANDAU

Arrivals



Overnights



ECONOMIC IMPACT- BAD SCHANDAU

Bürgermeister
Stadt Bad Schandau
Staatlich anerkannter Kurort



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Aktezeichen
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 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 about its success and I often received positive feedback on the excellent improvement. The inhabitants of Bad Schandau and the surrounding area got to know the new center of attraction. Everybody sensed that the Toskana Therme would evolve into a new center of attraction. It 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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WIRTSCHAFTLICHER MOTOR – BAD SCHANDAU

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

Today, 10 years after its opening, the tourism and spa programs. Since that time, per...
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 esp...
evident during an interruption of business which was again caused by a flood. The to...
saying became popular: Sometimes you only recognize how much you miss something when it...
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

Within the borders of Germany and beyond, the name of the city of 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 of season shift as it has become a significant indoor offer for the visitors of our city.

ECONOMIC IMPACT – BAD ORB



- **September 2006:** Closure of the Leopold-Koch-Bad
- **April 24th 2007:** City council meeting: Europe-wide call for tenders for a new bath and wellness center in Bad Orb
- **October 2007 :** Demolition of Leopold-Koch-Bad begins
- **February 28th 2008:** Subvisory board declares concept of Toskanaworld GmbH (Bad Sulza) as the favorite one.
- **September 12th 2008:** Building permission for the Toskana Therme
- **May 2nd 2010:** Grand opening of the Toskana Therme

ECONOMIC IMPACT – BAD ORB

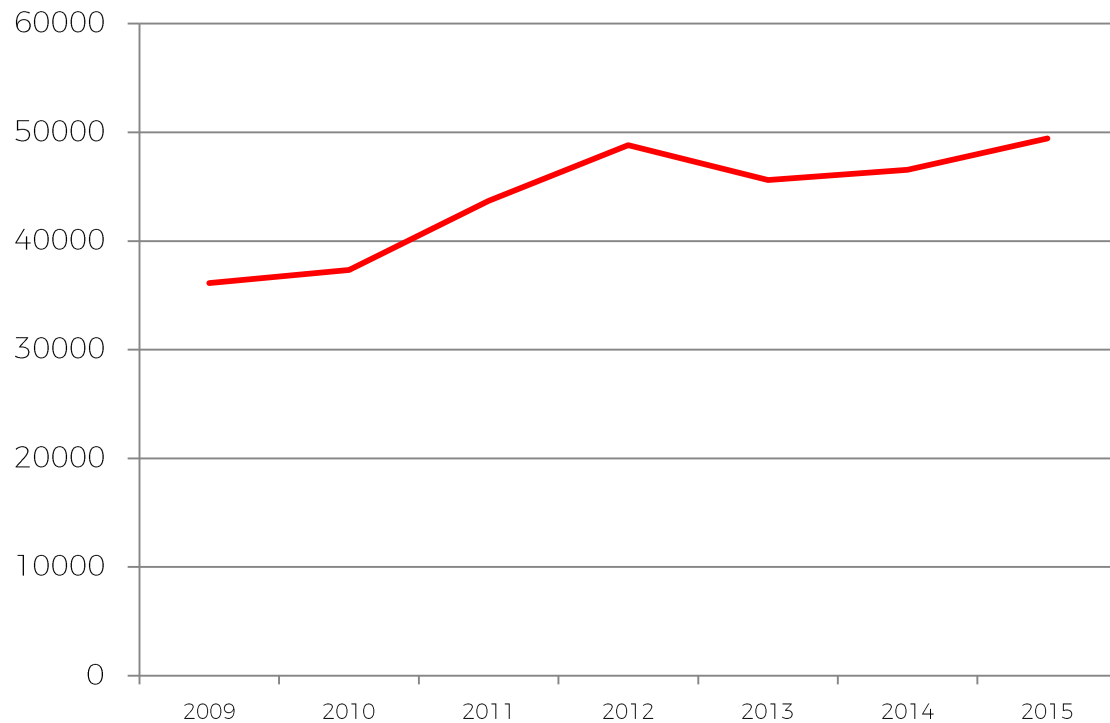
Reason for the new beginning:

Between 1997 and 2007 the number of overnight in the spa town of Bad Orb decreased from 723,000 to 395,000: -45%

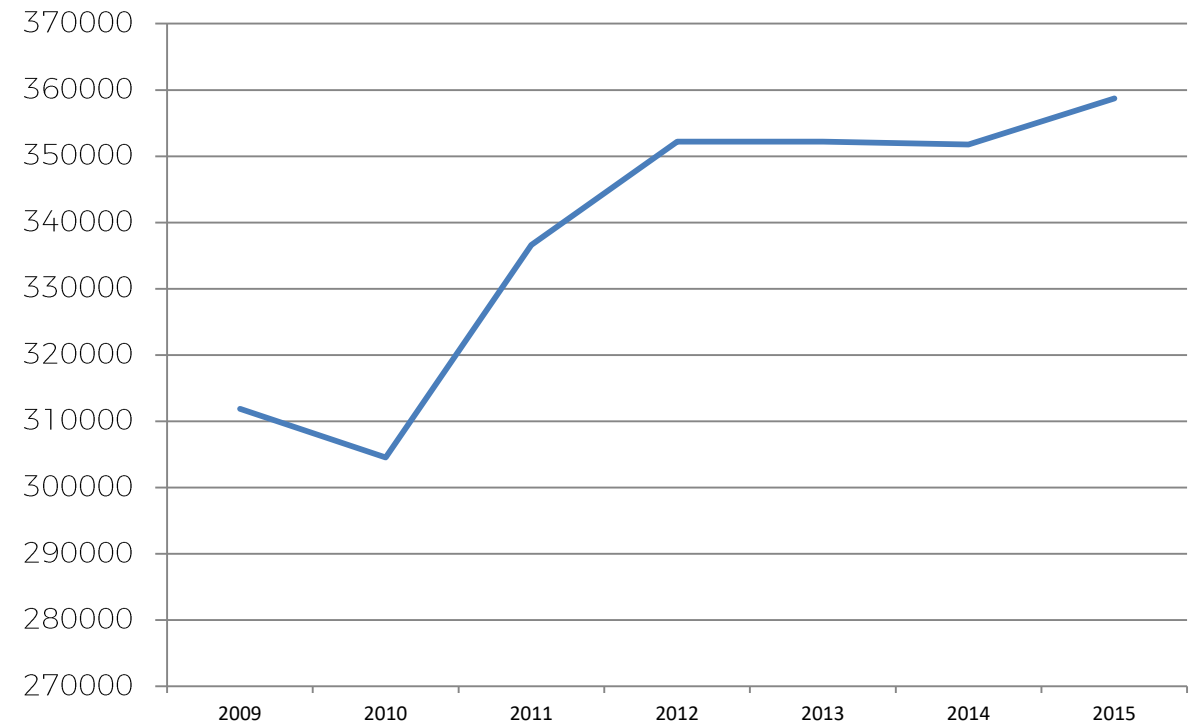
Yet during the same period of time, statewide and nationwide numbers increased by about 14%.

ECONOMIC IMPACT – BAD ORB

Arrivals



Overnights



ECONOMIC IMPACT – BAD ORB

Since the construction of Toskana Therme Bad Orb: 30 Mio. Euro invested in infrastructure

Implemented projects:

- Construction of the Toskana Therme (22.75 Millionen Euro)
- Refurbishment of the Kurhotel Bad Orb, today Hotel an der Therme Bad Orb (5 Millionen Euro)
- Refurbishment concert hall (4.2 Millionen Euro)
- Refurbishment of music pavillon und creation of „Kulturraum“ (250,000 Euro)
- Refurbishment of the graduation house incl. Front building (2.8 Millionen Euro)
- Refurbishment of the reading hall and new purpose (780,000 Euro)
- Refurbishment high-level brine tank (200,000 Euro)
- Construction/signposting of hiking and mountainbiking paths (10,000 Euro)
- Adventure path „Sole und Salz“ („brine and salt“) (20,000 Euro)

WIRTSCHAFTLICHER MOTOR – BAD ORB

**DIE BÜRGERMEISTERIN
DER KURSTADT BAD ORB**



Heilbad im Naturpark Spessart
Herz • Kreislauf • Rheuma

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Donnerstag
von 14:00 bis 17:30 Uhr
Weitere telefonische Sprechzeiten:
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 concluded that Bad Orb could not survive without a new bath. Therefore, they concluded a leasehold contract with 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

All political boards and representatives of the Main-Kinzig regions soon agreed that Bad Orb could not survive without a new bath. Therefore, they concluded a leasehold contract with 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.

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Kreissparkasse Gelnhausen
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BIC: HELADEF10EEL

VR-Bank Bad Orb-Gelnhausen eG
IBAN: DE26 5079 0000 0008 5023 15
BIC: GENODE310EEL



WIRTSCHAFTLICHER MOTOR – 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.

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

ECONOMIC IMPACT – BAD ORB

Positive effects since the construction of the Toskana Therme

- Triplication of trade tax: from 469,949 € (2009) to 1,425,271 € (2015)
- significantly positive demographic development from 9,201 (2011) to 9,631 inhabitants (2015). => compared to neighboring town of Bad Soden-Salmünster: (distance: 30 km) 13,414 (2011) to 13.361 (2015) = -0,4%
- In the districts of Gelnhausen and Schlüchtern, Bad Orb is the community with the strongest growth since 2011 (census) with an increase in population of 4.7%

WIRTSCHAFTLICHER MOTOR – BAD ORB

Positive effects since the construction of the Toskana Therme

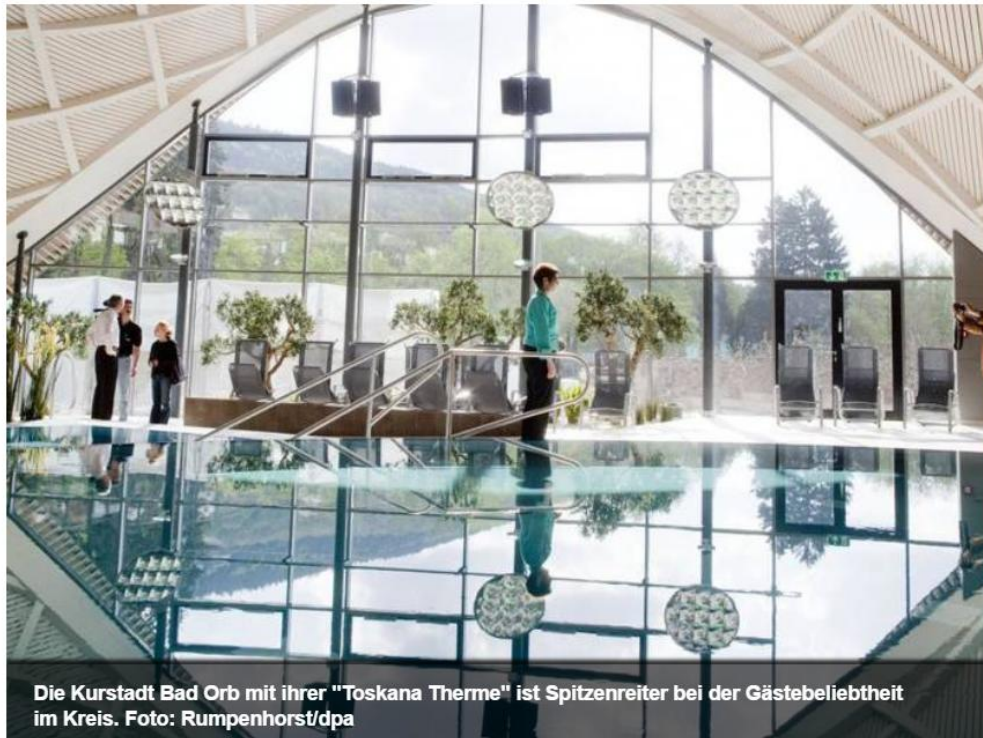
- Additional overnights cause sales gains of approx. 3.3 million per annum.
- Noticable influx of population – net immigration of 80 to 150 persons per annum.
- Strong construction activities – several million Euro
- Positive rise in value – satisfied estate agents

ECONOMIC IMPACT – BAD ORB

Landkreis Main-Kinzig

19.02.2017

Tourismusziel Main-Kinzig-Kreis mit Rekordergebnis



Die Kurstadt Bad Orb mit ihrer "Toskana Therme" ist Spitzenreiter bei der Gästebeliebtheit im Kreis. Foto: Rumpenhorst/dpa

MAIN-KINZIG - (red). Die Gästezahlen im Main-Kinzig-Kreis sind 2016 wieder gestiegen. Insgesamt wurden im vergangenen Jahr 371 397 Ankünfte gezählt. "Das bedeutet im Vergleich zum Vorjahr einen Zuwachs von 6940 Personen", berichtet der Geschäftsführer der neugegründeten Spessart Tourismus und Marketing GmbH, Bernhard Mosbacher, in einer Pressemitteilung.

Damit sei der bisherige Höchstwert von 2015 um 1,9 Prozent übertroffen worden. Auch bei den Übernachtungen setze sich der positive Trend fort. Nach einem Rückgang der Übernachtungszahlen im Jahr 2015 verzeichneten die Städte und Gemeinden im Kreis 2016 einen Zuwachs um ein Prozent auf 1 374 431. Die durchschnittliche Aufenthaltsdauer sei mit 3,7 Tagen konstant geblieben, teilt Mosbacher mit.

Spitzenreiter in der Gästebeliebtheit sei wieder die Kurstadt Bad Orb. Sie weise eine Steigerung von 9,7 Prozent bei den Ankünften auf 68 992 Gäste auf, die im Schnitt 6,4 Tage blieben. Dies sei etwas kürzer als im Vorjahr. Mit 438 427 Übernachtungen sei allerdings ein Plus von 5,2 Prozent zu verzeichnen.

[...]

Quelle: www.gelnhaeuser-tageblatt.de

THANK YOU FOR YOUR ATTENTION

