The Power of Innovation
Unique wellness concepts and their positive impact on local communities

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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.spalife.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

Source: Kurgesellschaft Bad Sulza mbH
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.
ECONOMIC IMPACT – BAD SULZA

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

Source: Landratsamt Sächsische Schweiz-Osterzgebirge
The numbers of overnight stays as well as the numbers of single day visitors have increased continuously.
Within the boarders 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**

- 2009: 37,000
- 2010: 40,000
- 2011: 45,000
- 2012: 42,000
- 2013: 48,000
- 2014: 52,000
- 2015: 57,000

**Overnights**

- 2009: 270,000
- 2010: 300,000
- 2011: 310,000
- 2012: 320,000
- 2013: 330,000
- 2014: 340,000
- 2015: 350,000
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)
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.
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.
ECONOMIC IMPACT – BAD ORB

Positive effects since the construction of the Toskana Therme


- 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


[...] Quelle: www.gelnhaeuser-tageblatt.de
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