INCREASE ROI: THINK OUTSIDE THE HOT SPRINGS BOX

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WELLNESS CONSUMERS SEEK SPA SERVICES

Thermal/Mineral Springs Industry in 2017

- Thermal/Mineral Springs with Spa Services: $37.1b, 8,816 establishments (66.0%)
- Thermal/Mineral Springs with No Spa Services: $19.1b, 25,241 establishments (34.0%)

Total: $56.2b

Source: Global Wellness Institute
FOLLOW TRENDS, INCREASE ROI

SALT THERAPY

KNEIPP REBOOT

GETTING COLD IS HOT

COED BATHING

FLOATATION THERAPY
METAMORPHOSIS OF IRON MOUNTAIN HOT SPRINGS
METAMORPHOSIS OF IRON MOUNTAIN HOT SPRINGS
TRANSFORMATION OF BAD SULZA THERME
NEW HOT SPRINGS BUILD

HOT SPRINGS MEDICAL & SPA HOTEL, BANYA, BULGARIA
NEW HOT SPRINGS BUILD

HOT SPRINGS MEDICAL & SPA HOTEL, BANYA, BULGARIA
NEW HOT SPRINGS BUILD

HOT SPRINGS MEDICAL & SPA HOTEL, BANYA, BULGARIA
RESOURCE FOR YOUR HYDROTHERMAL EXPANSION

GUIDE TO HYDROTHERMAL SPA & WELLNESS DEVELOPMENT STANDARDS
What You Need to Know Before Building Wet Areas
THIRD EDITION

Health Benefits
The hot air temperature and humidity of the treatment suite (whether a traditional tiled room or a modern husked treatment suite) allow mood and psychomotor stimulation, while the high humidity produces intense sweating, which leads toathinigular cleansing.

Heat Source
Traditionally, a hypertonic (mixed water) pool or hot tub, replaced by the mini “hydrotel” (a room with pipes that run walls and ceiling) to simulate a high humidity temperature.

Common Mistakes
- Not considering the heat source
- Not considering the heat source

In ancient Roman baths, a hypocaust system was used to heat the water with hot air for today’s hydrotel systems.
Thank you!

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