

25th ESPA ANNUAL CONGRESS

29 September – 1 October 2021
Sava Hotels & Resorts, Hotel Livada Prestige –
Terme 3000 - Moravske Toplice
www.europeanspas.eu



STO
SLOVENIAN
TOURISM
BOARD

I FEEL
SLOVENIA



REPUBLIC OF SLOVENIA
MINISTRY OF ECONOMIC DEVELOPMENT AND
TECHNOLOGY

PROGRAMME 25TH ANNUAL ESPA CONGRESS

THINK GREEN – BE ACTIVE – STAY HEALTHY

ORGANISER



PARTNERS



REPUBLIC OF SLOVENIA
MINISTRY OF ECONOMIC DEVELOPMENT AND
TECHNOLOGY

HOST



SPONSOR



TECHNICAL ORGANISER



TOLERANCA

CONTACT

European Spas Association

Ms. Csilla Mezosi, Secretary General
Rue de Crayer 7
1000 Brussels
Belgium

M: +49 1717736760

E: secretary-general@europeanspas.eu

www.europeanspas.eu

[#europeanspas](https://twitter.com/europeanspas)



MR. ZDRAVKO POČIVALŠEK
Minister of Economic Development and Technology of the
Republic of Slovenia

Dear participants of the 25th European Spas Association (ESPA) Annual Congress and the 12th Annual SPA Workshop “SPA-CE”,

I am delighted to have the opportunity of wishing a warm welcome to all the participants of the two important international events: 25th ESPA Annual Congress and the 12th Annual SPA Workshop “SPA-CE”. We are pleased that both events will be organized in Slovenia, the “country of healthy waters”, where SPA and wellness is one of the most important tourist products.

The main theme of your Annual Congress “Think green - Be active - Stay healthy” is our way of thinking and developing tourist offer. It is the main idea how to address major challenges in 2021, not only in the field of health tourism, but it should become our lifestyle, especially in the period of the biggest global health crisis and afterwards.

Tourism is, globally, one of the most affected industries due to the Covid-19 pandemic, since international travel decreased significantly and temporarily even stopped for some period in 2020. The habits of tourists as well as tourism demand has changed significantly, owing to health and safety reasons. At a time of uncertainty success in the tourism industry depends on the confidence of guests that they can spend their vacation without compromising their health and safety.

Spa and wellness tourism has been one of the most important products of Slovenian tourism for several years. The SPA and wellness centres in Slovenia, with a very long tradition of using thermal water for health reasons, have biggest share in tourist overnight stays (over 30%). In our country there is a lot of knowledge of the medical or better said healing profession based on the combination of tradition and natural healing factors. Slovenian natural spas are committed to assuring to high quality criteria, for which they have also obtained appropriate accreditations and certificates.

We believe that SPA, Medical tourism, Wellness and Selfness are perspective tourist products in accordance with global trends and lifestyle. There are various possibilities for their development and growth. The international conferences, seminars and meetings are significant opportunity for networking, exchange of knowledge and good practice examples as well as building new partnerships.

I am positive that there will be many interesting expert papers and fruitful discussion about the future trends in tourism at this year's ESPA Congress and 12th Annual International SPA Workshop "SPA-CE".

I wish you plenty of positive, creative energy and a pleasant stay in Slovenia. We warmly invite you to explore and feel Slovenia "Green and Safe".

Complete welcome address can be found at: <https://www.europeanspas.eu/en/news-events/events>



25 YEARS OF TEAMWORK - EUROPEAN SPAS ASSOCIATION

Since the official establishment of ESPA by medical spa associations from Belgium, Germany, France, Greece, Italy, Luxembourg, Portugal, Spain and FEMTEC in Wiesbaden on March 2, 1996, 25 years have passed. In 2021, we are celebrating the 25th anniversary of the European Spas Association.

In 2021, we are still a great team thanks to our excellent and committed Presidents (in chronological order), Prof. Dr Christoph Kirschner, Nicacio Perez Mendel, Dr Janka Zalesakova, Dr Sigrun Lang, Martin Plachy, Thierry Dubois. Furthermore, we thank the founder of ESPA Dr Joachim Lieber and Dr Reinhard Petry and our current active members from 22 countries.

In many aspects, we have made great steps and achievements as the European Spas Association became an integral part of the European expert group. Moreover, it became a recognized partner in tourism and health issues at various stakeholder groups of the EU Commission and institutions. We have also been able to establish developments through partner and advisory members in overseas countries, thus ensuring special knowledge in Balneology and services in a medical spa are more internationally networked and better promoted.

Please support and follow our activities at www.europeanspas.eu.

Make ESPA a strong team also in the future!

We wish you a very successful congress for the 25th anniversary and excellent networking and knowledge exchange with SPA-CE participants. We wish you all the best in all areas of health tourism and medical spas, spa business.



Dr Reinhard Petry & Dr Joachim Lieber



Dr Janka Zalesakova



Dr Sigrun Lang



Martin Plachy



Thierry Dubois

PROGRAMME FOR 25TH ANNUAL ESPA CONGRESS

WEDNESDAY, 29 SEPTEMBER 2021

- 07:30 – 08:15** Morning walk at Pannonian meadows - optional
(meeting point lobby of Hotel Livada)
- 09:00 – 11:00** Meeting of the Jury of the ESPA Innovation Awards
- 14:00 – 16:00** ESPA General Assembly, Conference Hall Livada
- 18:30 – 19:30** Opening ceremony with presentation of the hosting destination
and Flag Parade Ceremony, Conference Hall Livada
- 19:30 – 21:30** Welcome Dinner, Restaurant Ajda



THURSDAY, 30 SEPTEMBER 2021

- 07:30 – 08:15** Morning walk at Pannonian meadows - optional
(meeting point lobby of Hotel Livada)
- 08:15 – 09:15** Site visit of Terme 3000 (meeting point lobby of Hotel Livada),
Conference Hall Livada
- 09:30 – 10:30** Opening ceremony and welcoming speeches
Ms. Maja Pak, director of the Slovenian Tourist Board
Mr. Thierry Dubois, ESPA President
Mr. Igor Magdič, Executive Manager at Terme 3000 Moravske Toplice
Greetings for the 25th anniversary for the ESPA Founders and Presidents

SECTION 1: ECONOMIC IMPACT OF BALNEOLOGY

- 10:30 – 11:15** Best Practice - Economic Impact of Balneology and Health Resorts
Cedric Baecher, NOMADEIS sustainability consulting
- 11:15 – 12:00** Funding of Balneology research- how the governments endorse - special
support by panedemics and the role of Balneology to boost immun system,
Forum with Experts – Exchange and discussion
- 12:00 – 12:20** Natural remedies, thalassotherapy as a competitive advantage with modern
spa treatment in medicine,
Dr. Marie Perez Siscar, French National Thalassotherapy Union
- 12:20 – 14:00** Networking and lunch

SECTION 2: EDUCATION AND SUSTAINABLE SOLUTIONS

Basic education up to academic training. What does our industry need? Where are efficient courses offered? Education - best practices from our member countries.

- 14:00 – 14:45** Education - the big challenge in the spa industry
Discussion: needs of staff and training in the medical spa and spa industry
Odile Eloy-Tran Van Chuoi, Dax Institute of Thermalism, Bordeaux University
Dr. Georg Christian Steckenbauer, Deggendorf Institute of Technology
Prof. Todorka Kostadinova, Vice Rector for International Relations, Medical University Varna

- 14:45 – 15:00** Slovenia – the green destination, the awarded marketing strategy
Ms. Jelena Počuča, Slovenian Tourist Board
- 15:00 – 15:20** Eco friendly systems that optimized the cost in spa resorts
Mr. Joel Vogl, W&P Engineering Int. AG
- 15:20 - 15:40** Discussion about the green solution and the benefits -calculations and example from pre-information from Georgia, Bulgaria, Romania and France
- 15:40 – 16:00** Coffee break and networking

SECTION 3

- 16:00 – 17:00** **UPDATED MEDICAL PROGRAMMES IN HEALTH RESORTS**
Post-cancer treatment and results – EU's beating cancer plan
Primary prevention of obesity and part of post Corona rehabilitation
Ms. Janka Zalesakova, Slovak Spa Association
Use of balneological treatments, medical results by gastroenterological patients
Dr. Irena Bajc, Medical Center Rogaška
Successful rehabilitation after spine operation
Dr. Tanja Rauter Pungartnik, Sava Hotels & Resorts
- 17:00 – 17:30** **MARKETING / DIGITALISATION**
Online sale Best practice from Spa resort, How to increase sales of spa treatments and product in spa hotel
Mr. Vasja Čretnik, Terme Olimia
Implementation of IT in the thermal spa hotels
Mr. Saša Simič, Laser Line
- 17:30 – 18:30** **THE FUTURE OF HEALTH AND SPA TOURISM**
Exchange with Partners and Hosted Buyers of SPA-CE.
- 19:30 – 00:00** ESPA Innovation Awards Ceremony and Gala Dinner, Ajda restaurant



**CELEBRATING INNOVATION AND
EXCELLENCE IN THE EUROPEAN SPA &
HEALTH RESORTS INDUSTRY**



FRIDAY, 1 OCTOBER 2021

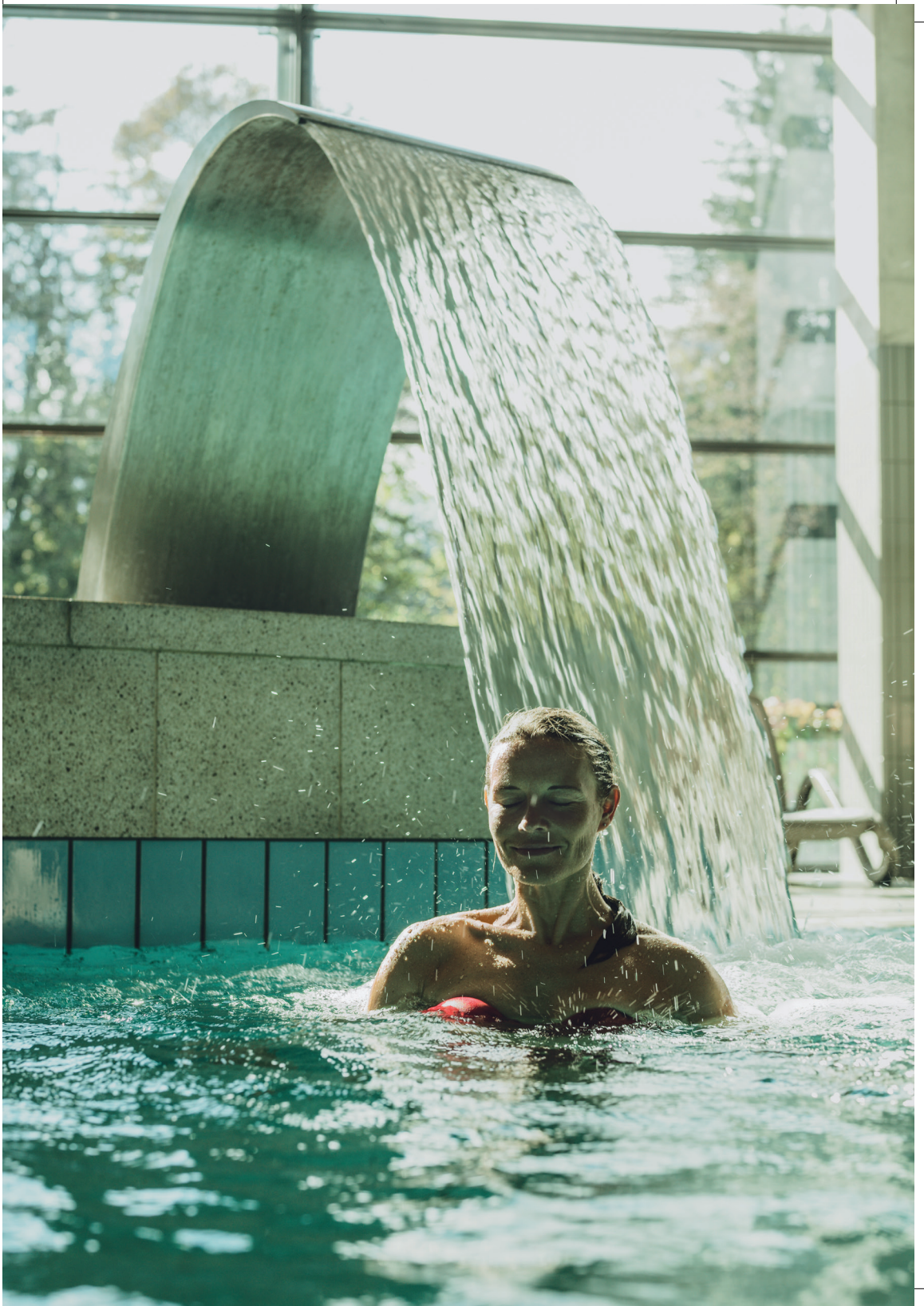
TILL 10:30 Optional: use of the medical spa and treatments

ESPA EXCURSION

- 11:00 – 12:00** bus drive from hotel Livada Prestige to the oldest Slovenian town Ptuj
- 12:00 – 13:00** short stroll through the historic town Ptuj
- 13:00 – 14:30** short drive to the Terme Ptuj Spa, welcome and lunch, followed by a presentation
- 14:30 – 16:00** drive to Maribor, visit of the Old Vine and short site-visit of the town
- 16:00 – 17:30** drive to the bottom of Pohorje Mountains, scenic drive with the cable car to the top of Bellevue, tasting of “borovničke”
- 17:30 – 18:30** bus drive back to Moravske Toplice
- 19:30 – 19:40** walk to the Terme Vivat Hotel
- 19:40 – 20:00** welcome address by Metod Grah, director of Terme Vivat
- 20:00 – 22:00** dinner, hosted by Terme Vivat



THINK GREEN – BE ACTIVE – STAY HEALTHY



I FEEL
SLOVENIA



SLOVENIAN
SPAS

Now
is the right time
to visit the
Slovenian Spas!

Strengthen your health,
mind and body and rise
your immune system.



www.slovenia-spa.si