



HUB TURISMO TERME & BENESSERE

Salute, Emozioni, Alimentazione, Attività

Meeting business, Expo, Workshop, Laboratori a tema, Eductour



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THERMS AND WELLNESS TOURISM WORKSHOP AGENDA (Temporary)

20 - 21 - 22 September 2017

Congress Centre "Le Stelline" – C.so Magenta, 61 – MILAN

Wednesday 20th September 2017:

16.00-20.00: Opening of exhibition area and inauguration of the event.

16.30-18.30: Opening Round Table. New Definitions for New Markets : Comparison between Thermal Resorts and Spa

Italians trust and are confident in the wellness market. This positive trend is confirmed every year by numbers and stats. The fact that wellness market is the leading one in the tourism market is no new news. Wellness centres and Spas are increasing their numbers. Wellness spaces are present in hotels, agritourisms and even in the airports. But we need to clarify and questioning ourself about the terminology. It can be old both for the professional and for the final customer. In a context where the demand is always more articulated and spread, the offer of wellness services risks to become just an opportunity to attract new costumers. Without knowledge e professionals the outcome is to betray the costumers' final expectations.

18.30-20.00: Seminary. Wellness Holiday and Physical Activity: An Essential Bond

It is a common knowledge that a healthy life style, a correct alimentation and physical activity are fundamental for a general well being. Which are the latest news about sport, physical activity and alimentation in slow tourism?

19.00-20.00: Seminary. The "New Thermal Baths": Anti-aging and Prevention for the Third Age and Not Only

Thermal resorts sector change its skin from the curative approach to the prevention strategies. Waters, mugs and new treatments in medicine and aesthetic increased their effectiveness and became efficient tools for prevention and anti-aging medicine.

19.00-20.00: Seminary of Presentation. Waters, Territories and Cosmetic.

Thursday 21st September 2017:

09.30-13.00 e 15.30-20.00: Opening of exhibition area and meeting with the public.

09.30-13.00 e 15.30 – 20.00: Welcome to Hot Springs: Presentation Workshop

Presentation of different thermal resorts and areas that have the possibility to present themself in an autonomous way with pre-fixed timings.

10.30-11.30: Thematic Lab. Hot Springs for Children.

Treatments and approaches dedicated to children and adolescents. Dedicated services for kids in the Spas.

11.30-13.00: Thematic Lab. Cosmetic in Spas.

Reflections on some industrial realities. Confrontation between European Experiences.

11.30 – 13.00: Seminary. Health Care: Hot Springs to Cure.

Diabetes, insomnia, psoriasis are different physical diseases that can benefit from a sojourn in the hot springs. It is important to know the virtual map that pass through the most important European thermal centres.

15.30-17.00: Seminary. Communication, Thermal Resorts and Spas: New Ways for New Markets.

Social media, bloggers, channels radically changed communication sector in tourism. How Spas can reach their market targets? Which ones are the most effective communication strategies? How to reach the millennials?

15.30-17.00: Thematic Lab. Mineral Waters and Health.

Mineral waters are recent allies in the "good practices" of a healthy daily life style. These new life styles require an informed consumption of mineral water day by day and also choosing the correct water for your own needs is becoming more and more important. Knowing the different waters and their different composition is the first step to understand and to be aware of how to use them.

17.30-19.00: Seminary. The Importance of "SPA Revenue": How to Increase Incomes.

17.00-18.00: Presentation of "Guide to the Slovenian Hot Springs" by Cinzia Galletto.



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18.00 – 19.00: Presentation of “Terme Krka” - Slovenia.

Friday 22nd September 2017:

09.30-13.00 and 14.30-17.30: opening of the exhibition are and meeting with public and professionals

09.30-13.00 and 14.30-17.30: Tourist Workshop (TWTW – Therms and Wellness Tourism Workshop)

17.30: End of Workshop and exhibition are. End of manifestation.