8th WORLD CONGRESS ON SNOW AND MOUNTAIN TOURISM

Session 7:

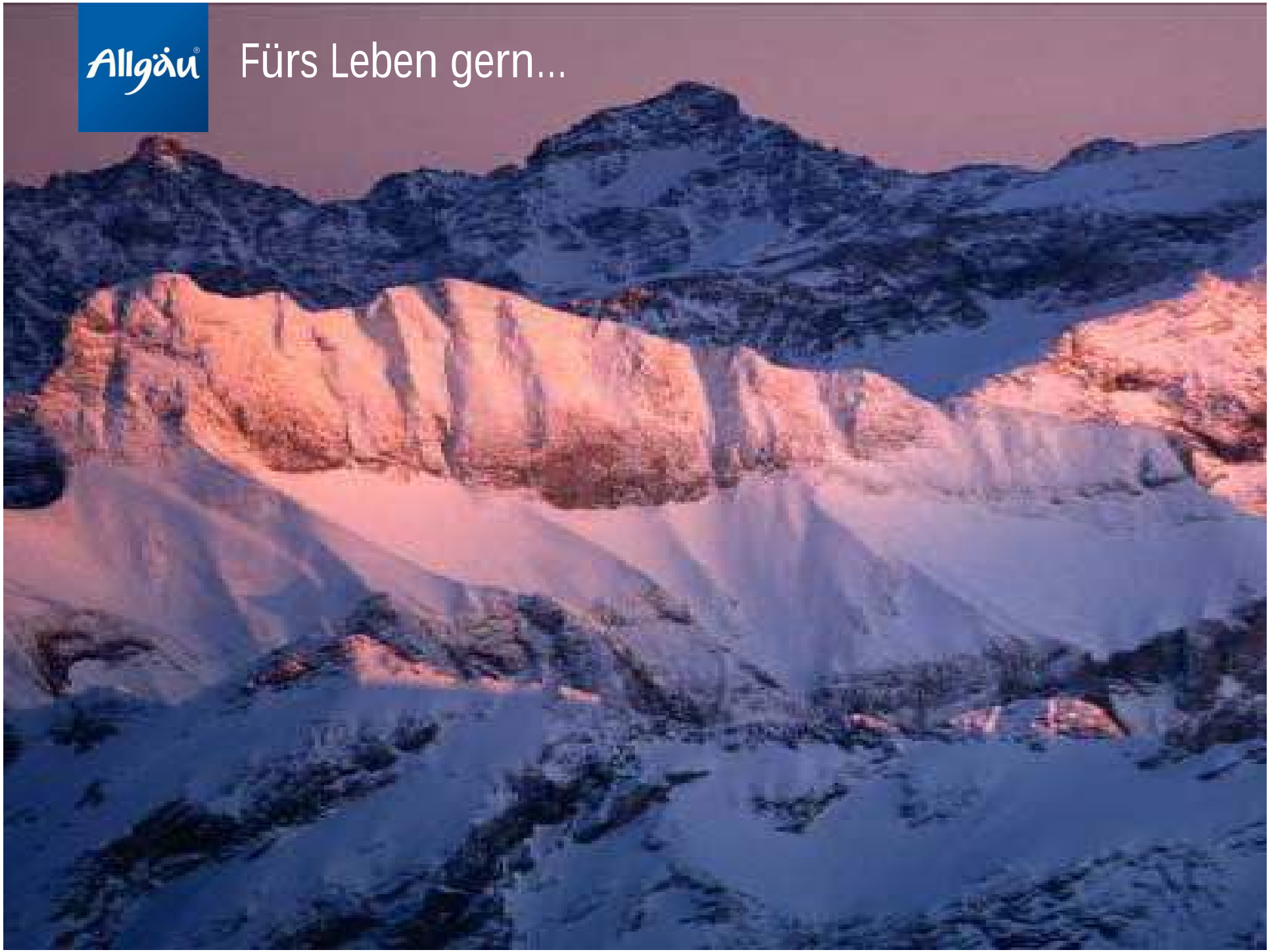
Alpine Wellness ans Health as Four Season attraction

The case ALLGÄU

Bernhard Joachim CEO Allgäu Ltd.

KemptenGermany

Andorra la Vella, 10.04.2014


Allgäu
Fürs Leben gern...

Allgäu®

Allgäu GmbH

Tourismus · Marke · Standort

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Fürs Leben gern...

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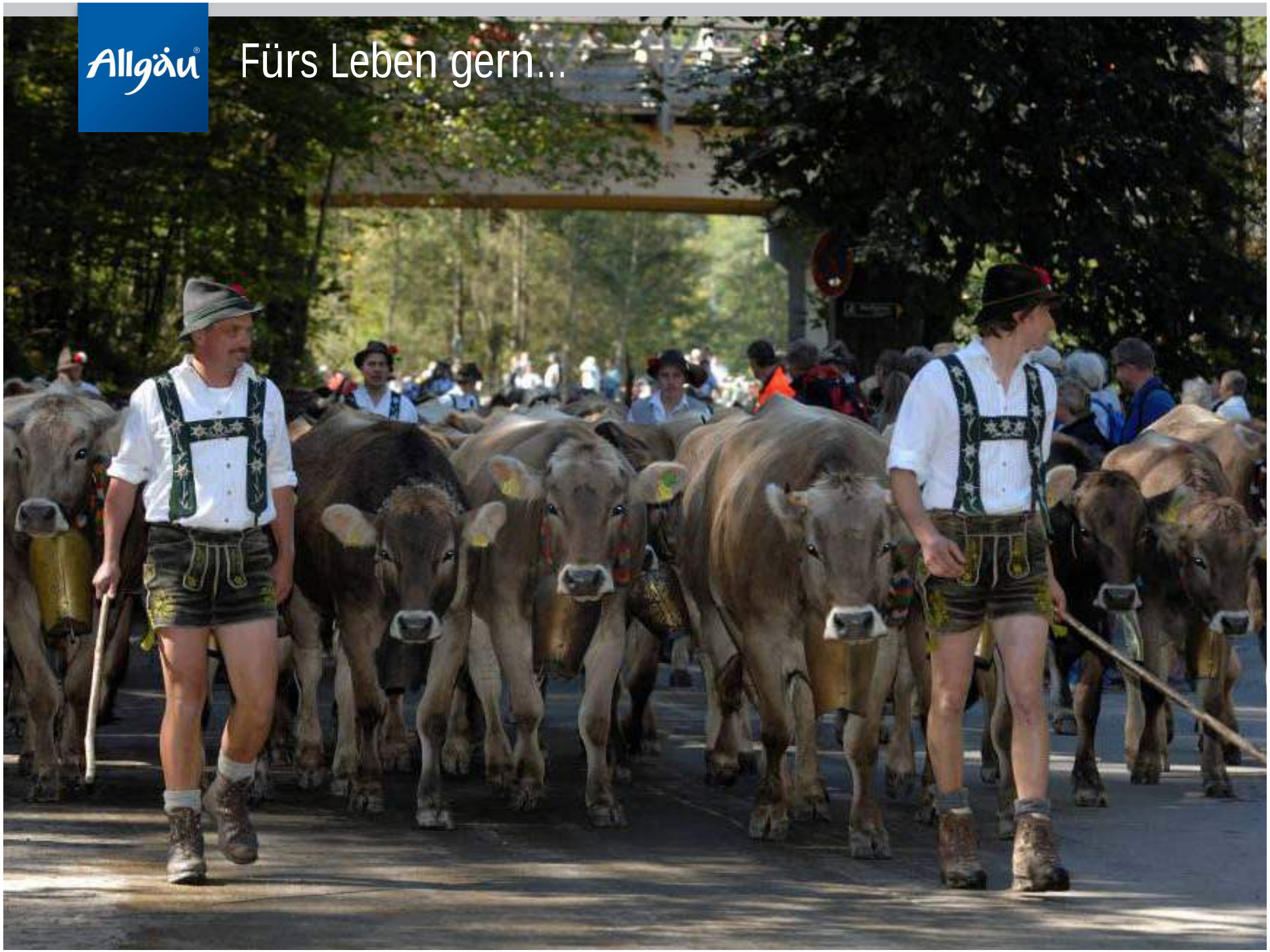
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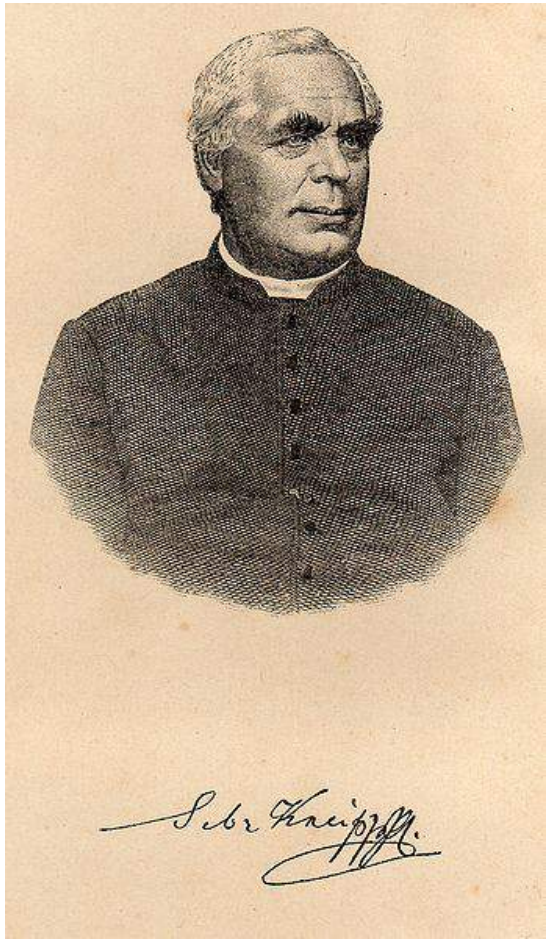


Allgäu
Allgäu Airport

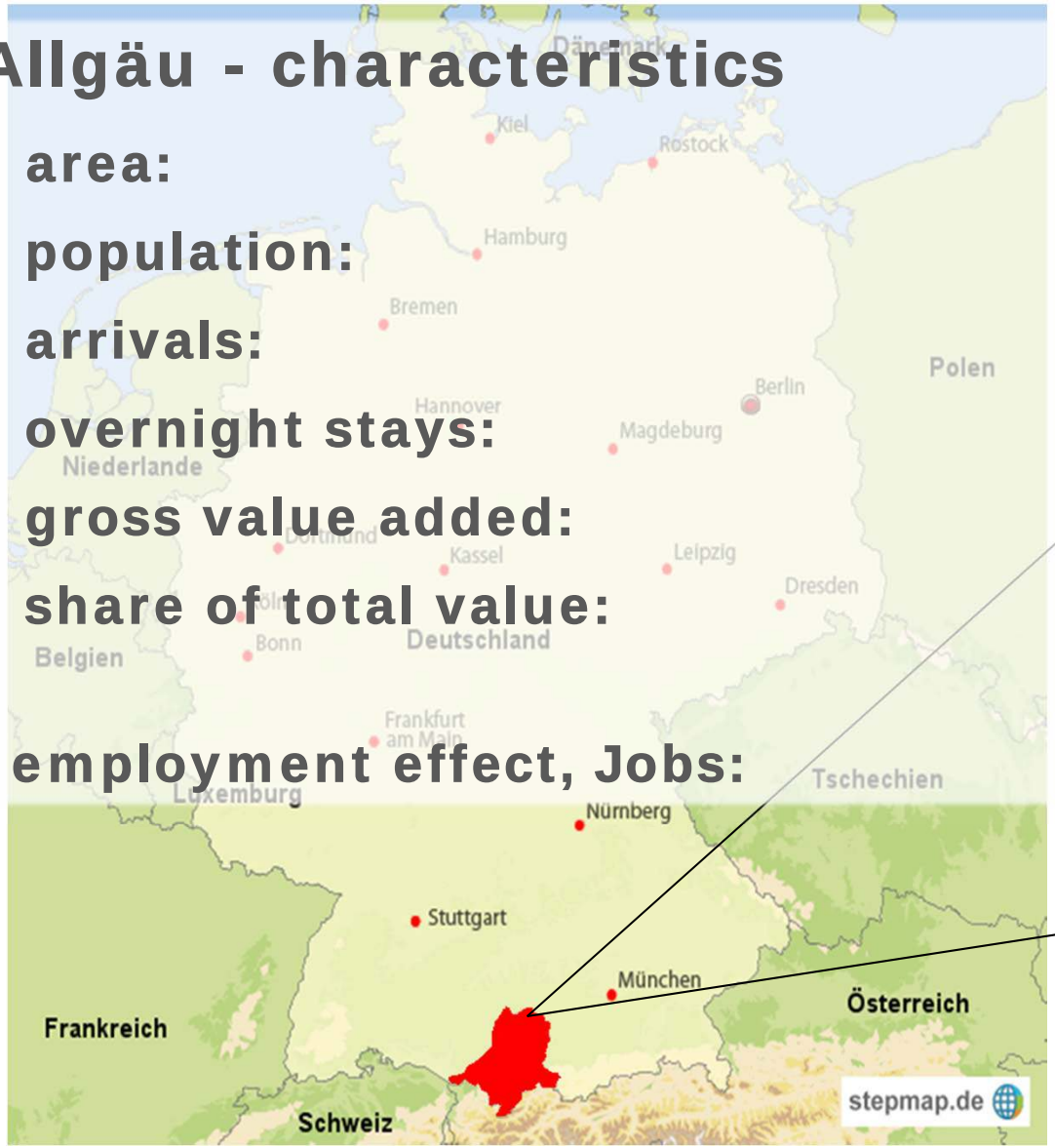
Allgäu®

Allgäu
FENDT

Location: Southwest of Bavaria

Allgäu - characteristics

- **area:** 4.650 sq.km
- **population:** 650.000
- **arrivals:** about 3 Mio.
- **overnight stays:** about 17 Mio.
- **gross value added:** over 3 billion Euro
- **share of total value:** about 12 %
- **employment effect, Jobs:** 50.000



Facts and figures for tourism:

- ca. 2.000 hotels and guesthouses plus private accomodations
- ca. 130.000 beds in total, thereof ca. 70% in commercial operation
- on-farm tourism, eco-tourism: approx. 600 classified Farms
- 49 wellnes and health hotels in the Allgäu (in whole Bavaria: 129)
- 11 five-star hotels in the Allgäu
- 99 four-star hotels

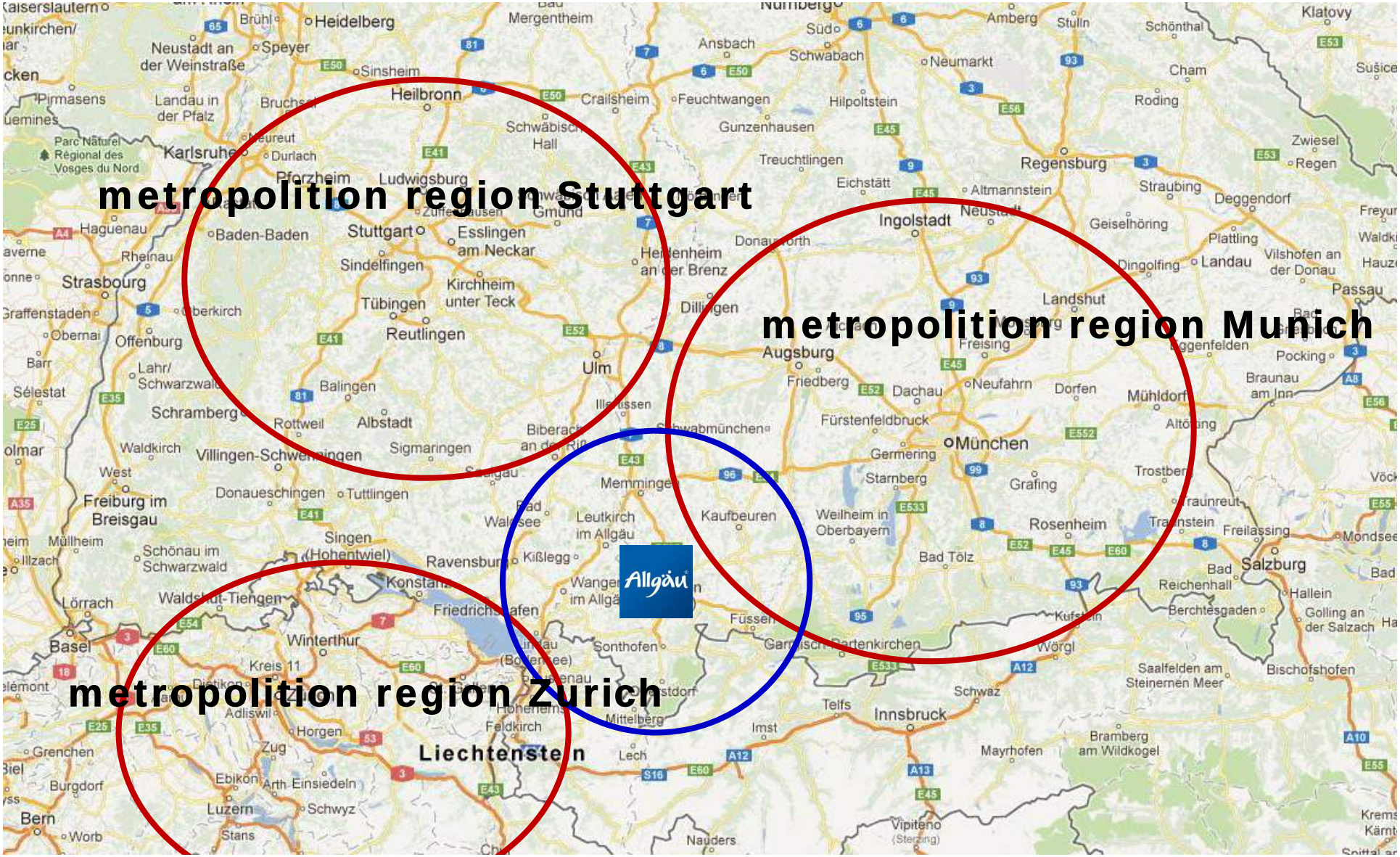
Allgäu GmbH

The challenge led to success

2011:

founding of the Allgäu GmbH
Company for economic and tourism development
and for the trademark

Allgäu GmbH
Tourismus · Marke · Standort



Allgäu GmbH
Tourismus · Marke · Standort

networking platform for tourism cooperation

Local partners

Business area Health
10 partners

Business area Winter
10 partners

Business area Hiking
30 partners

Business area Cycling
14 partners

Business area Cities
10 partners

Allgäu

Business partners

Allgäu TOPHOTELS

80 hotels
classified from
3 – 5 stars

Allgäu BAUERNHÖFE

550 farms
theme farms

Allgäu URLAUBPRIVAT

120 private accomodations
classified from 3 stars

GIPFELWEISE SUPER SCHNEE ALLGÄU · TIROL · KLEINWALSERTAL

one ski pass
38 collaboration partners
8 skiing regions
(225 lift systems, 500 km of slopes)

approx. 790 partners in private economy

Summer trends

- **What are the main developments & trends in summer?**
- **How will summer holidays develop (popularity)?**
- **What are the reasons for taking a summer vacation in the Alps?**
- **What are the top 5 reasons?**
- **What are the main themes for summer holidays in the Alps?**

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the ALPS tourism expert days

Developments and trends - summer

top 5 developments promoting growth in the Alps (n=115)

- 16% activities and sports
- 14% nature and landscape
- 11% product development
- 7% health and well-being
- 7% sustainability

top 5 developments restricting growth in the Alps (n= 104)

- 27% economic crisis
- 18% low cost destinations as competitors
- 13% climate change and global warming
- 6% distribution and marketing of summer
- 5% accessibility

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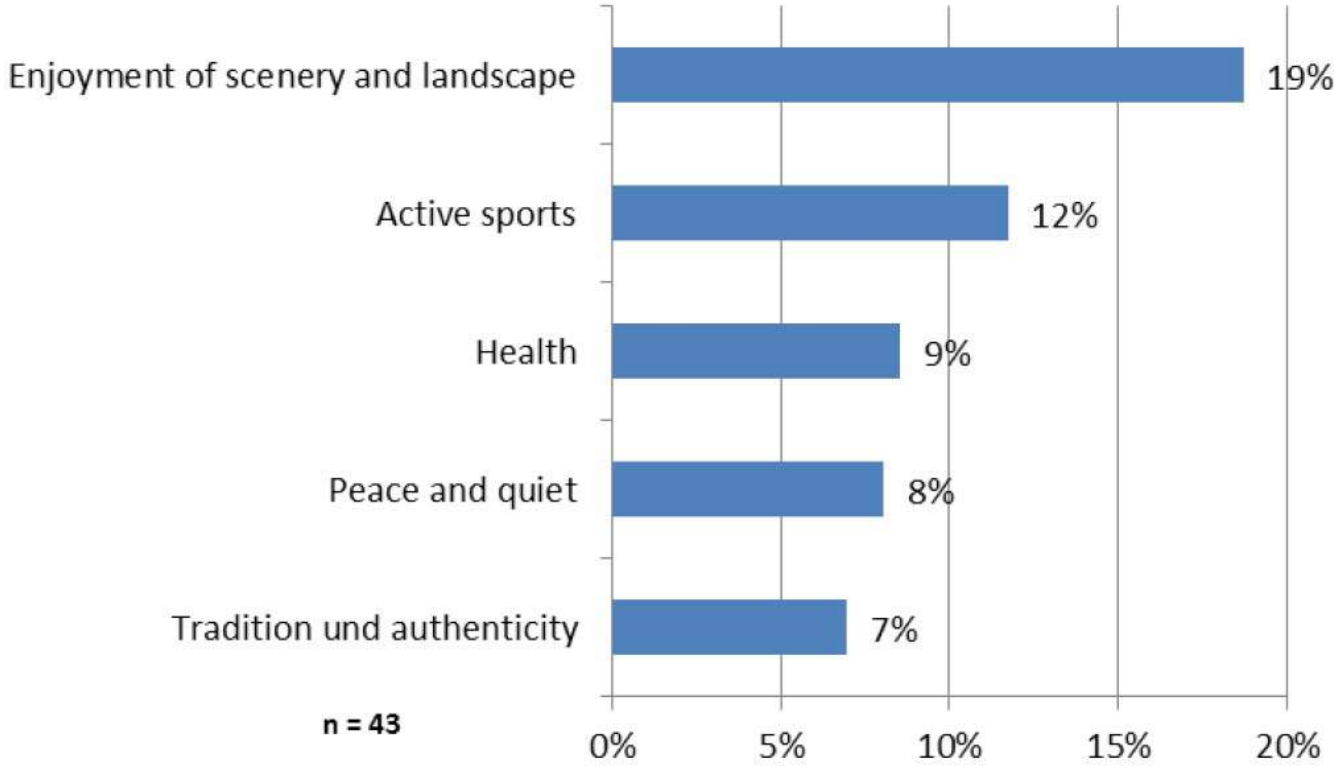
the ALPS tourism expert days

Top 5 “reasons why” for summer holidays in the Alps



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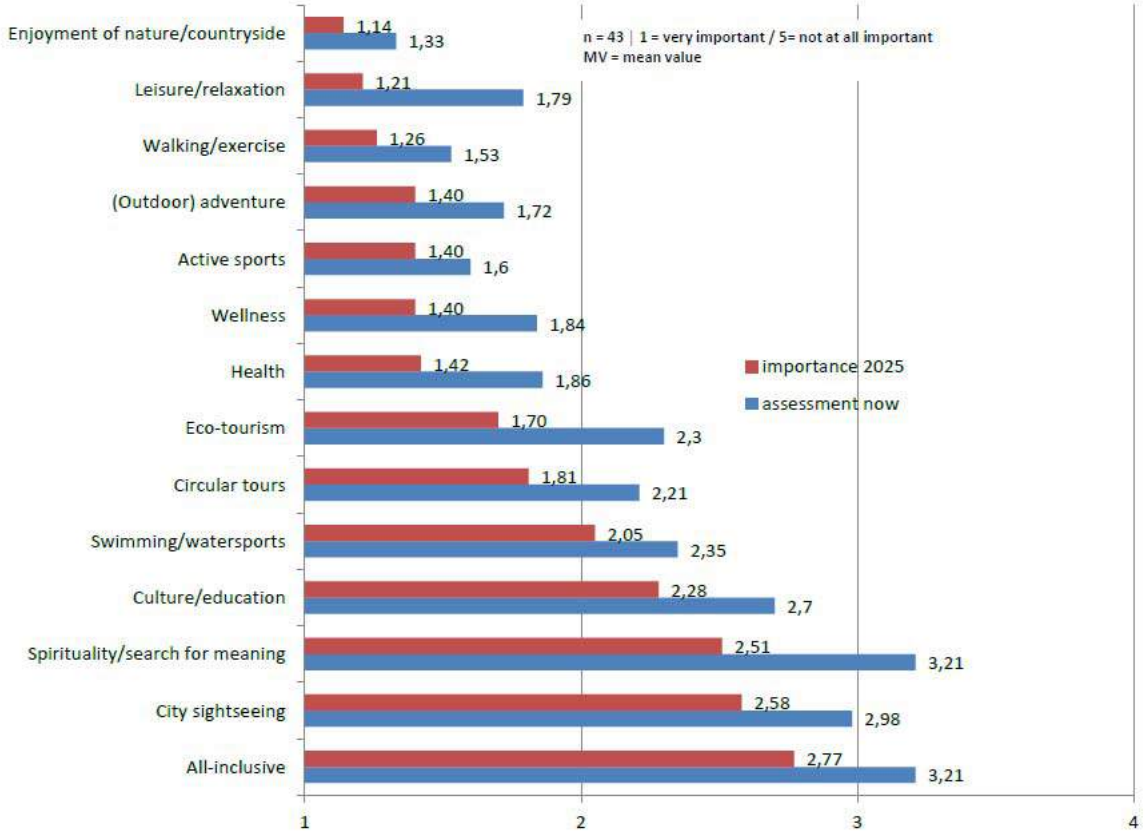
Development of main themes for summer holidays by 2025



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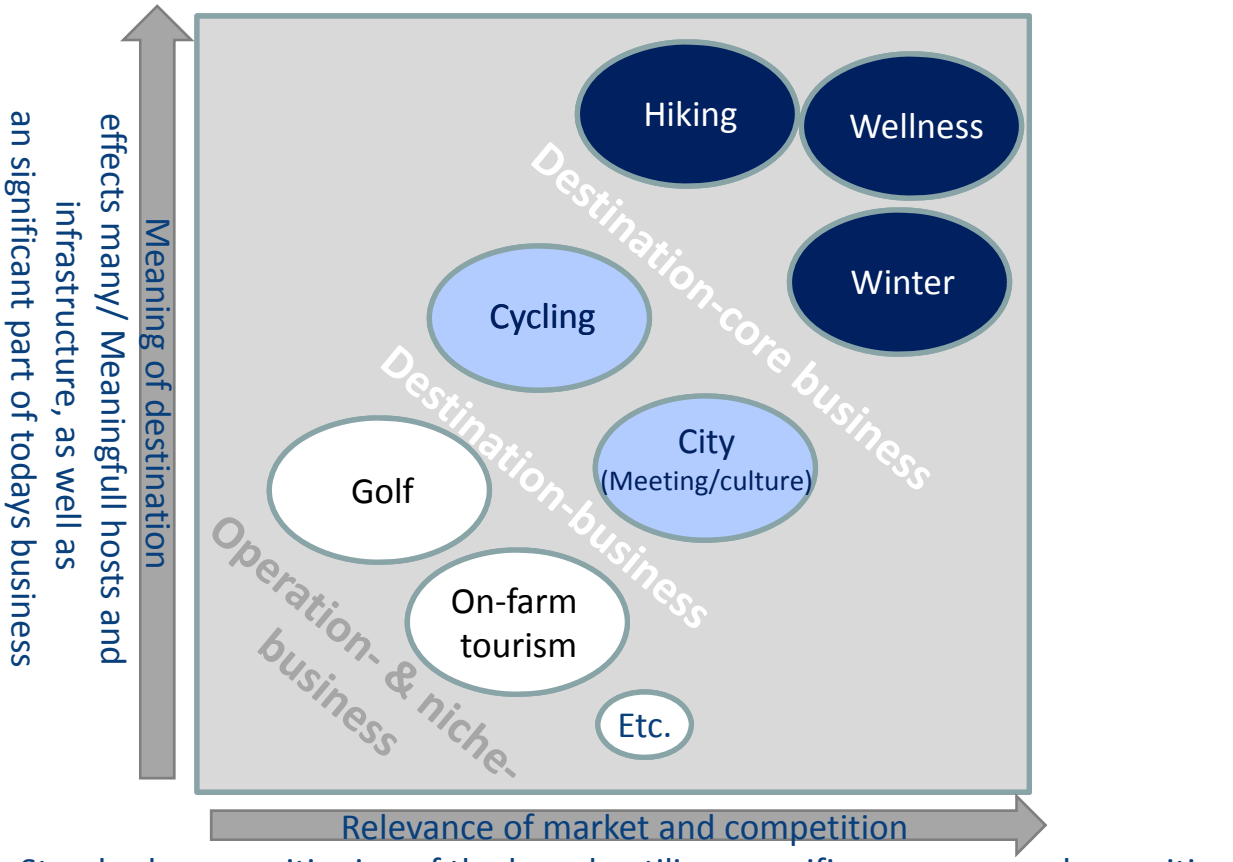
Where do we want to go?

Key business themes:



Stands alone, positioning of the brand , utilizes specific resources and capacities

Tourism:
Destination Strategy Allgäu

VISION 2020

The Allgäu the leading, alpine affected
Health- und comfort destination
in Germany

Lead products according to the tourism strategy

- enhanced profile
- Competetive unit
- Valuation of offerings

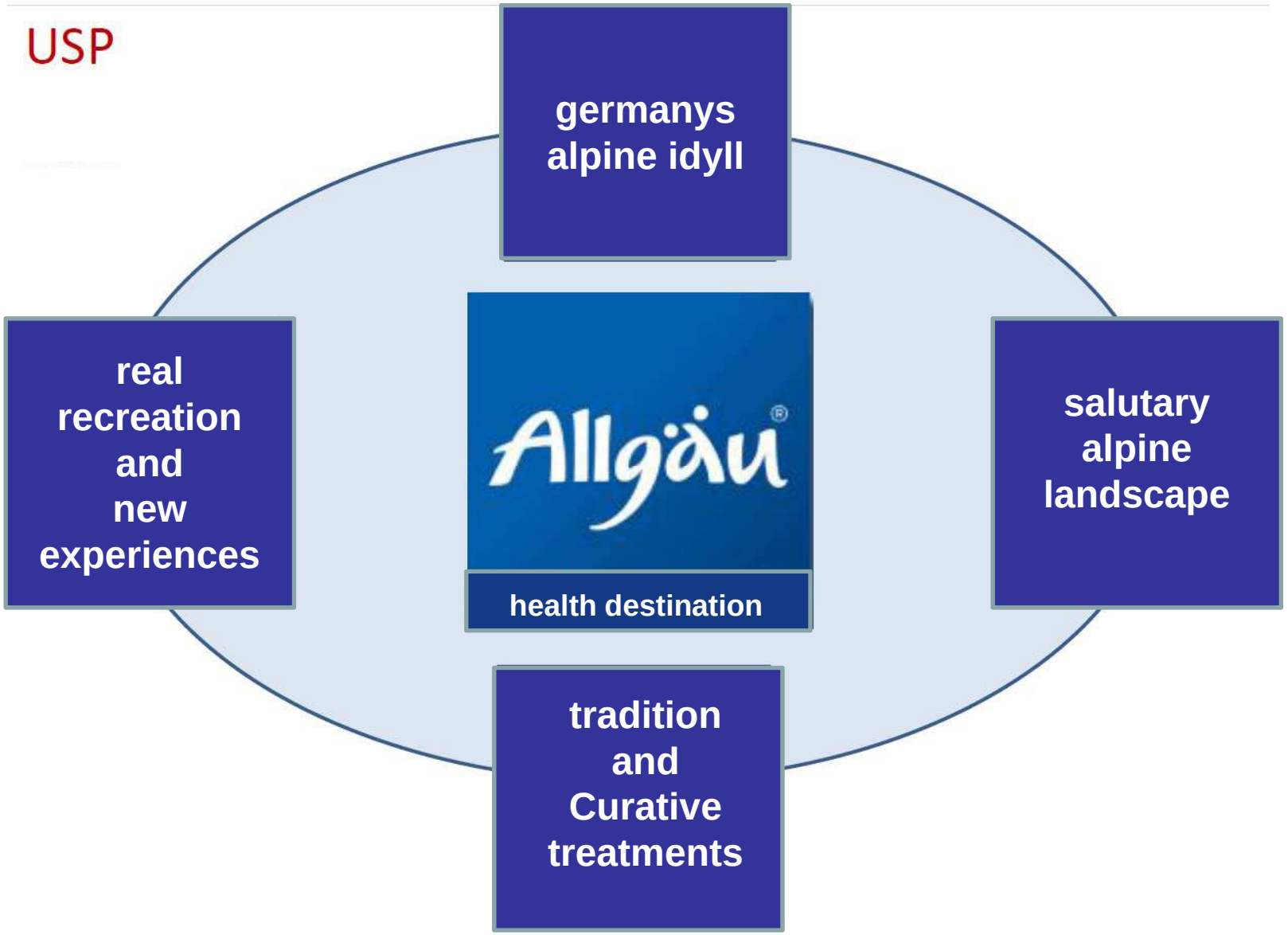
aim: NEW Guests

Allgäu®
Alpine Wellness Allgäu
Recreatian with foresight
➢ 40 associate partners
➢ Market launch: 2013
➢ EU- support: Leader
Gefördert durch das Bayerische Staatsministerium für Ernährung, Landwirtschaft und Forsten und den Europäischen Landwirtschaftsfonds für die Entwicklung des ländlichen Raums (ELER)

VISION 2020:

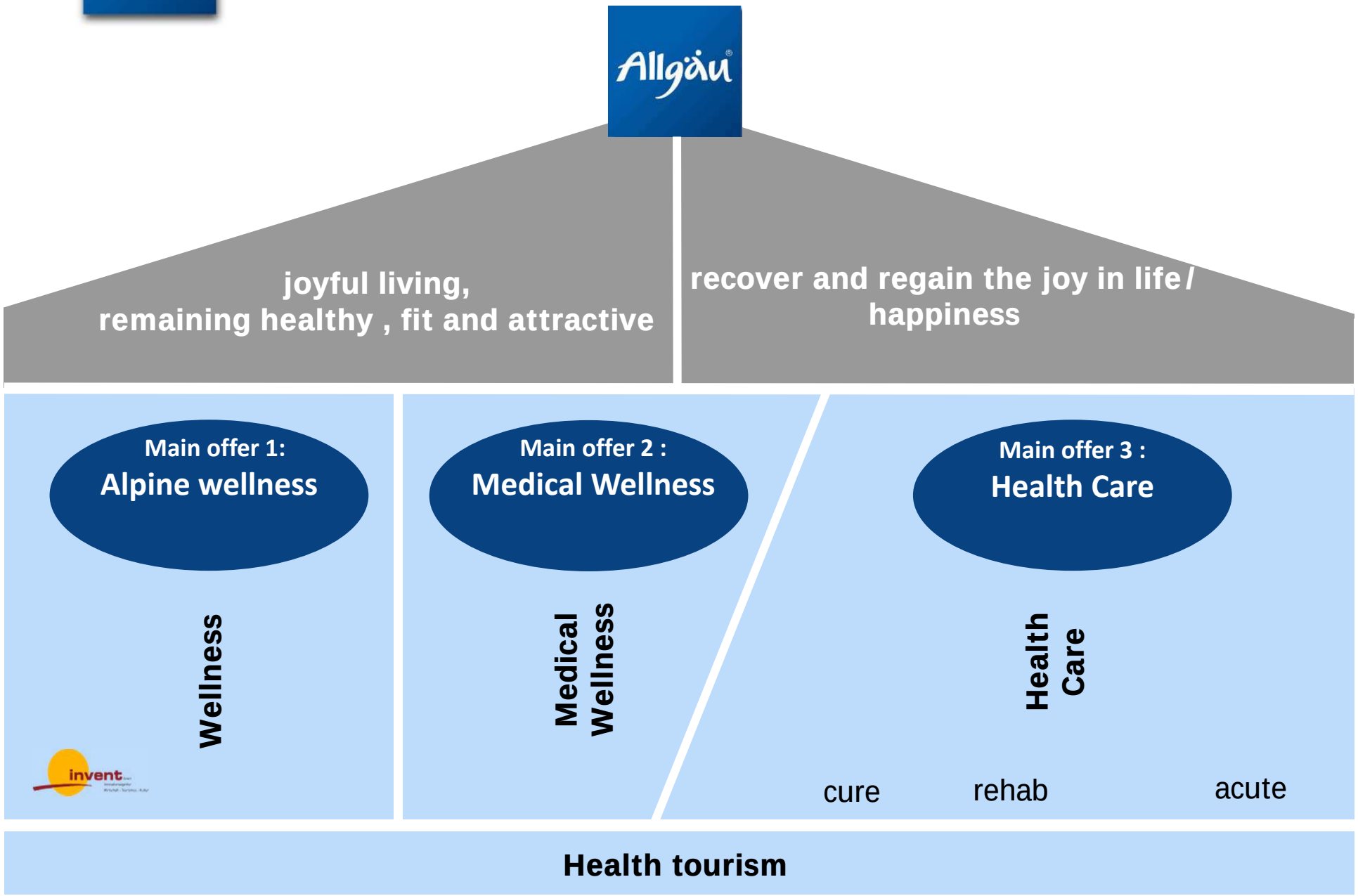
Allgäu –
Germany‘s leading alpine
feelgood and health destination

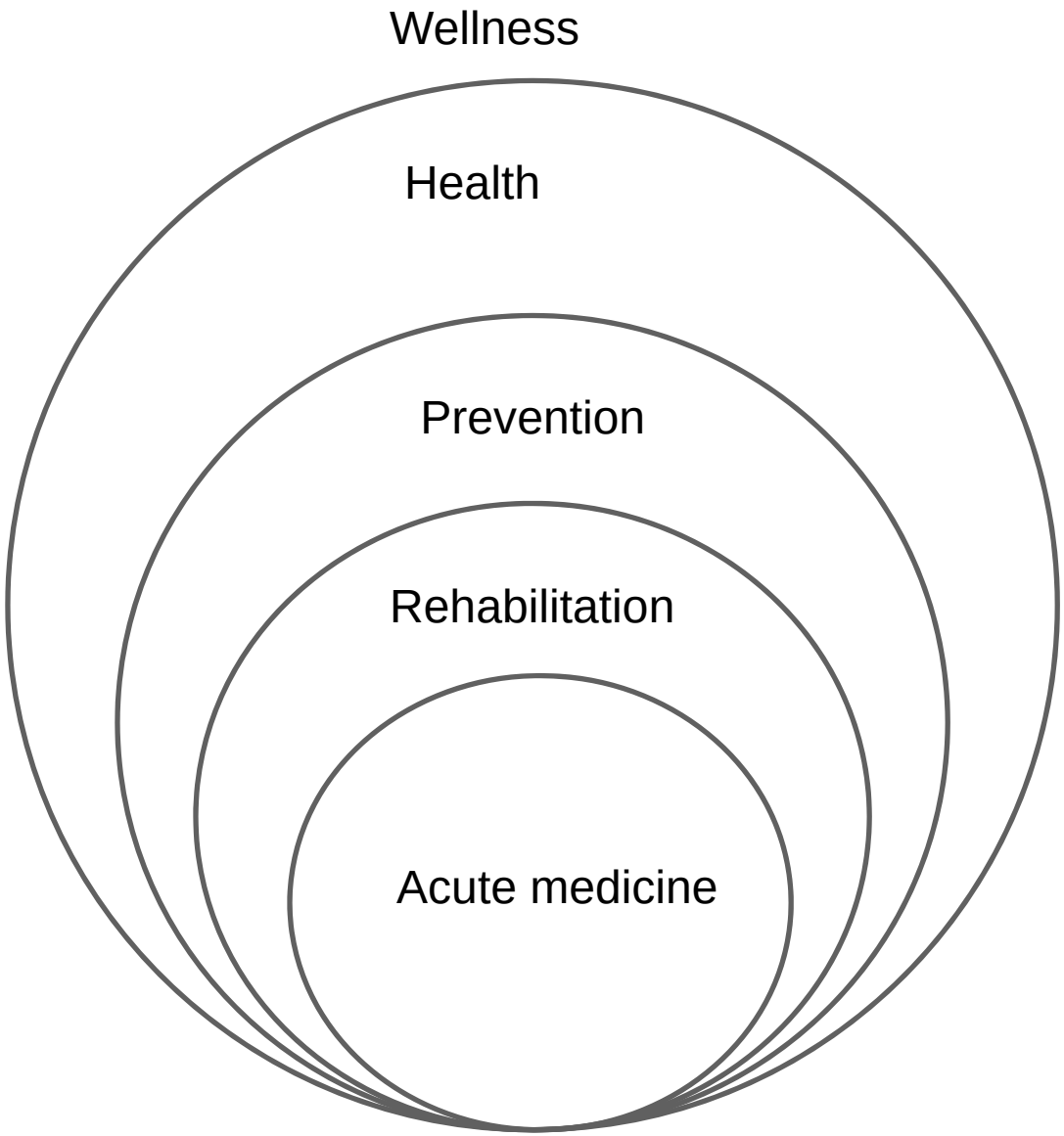
What are our strenghts?



Main offers health destination Allgäu

Allgäu GmbH




Wellness
Health
Prevention
Rehabilitation
Acute medicine

climate

Kneipp

Moor

Hay

Alpine (shaped) health destination
Aim with big potential:

According to the predicitions best growth opportunities in the area of wellness and health tourism

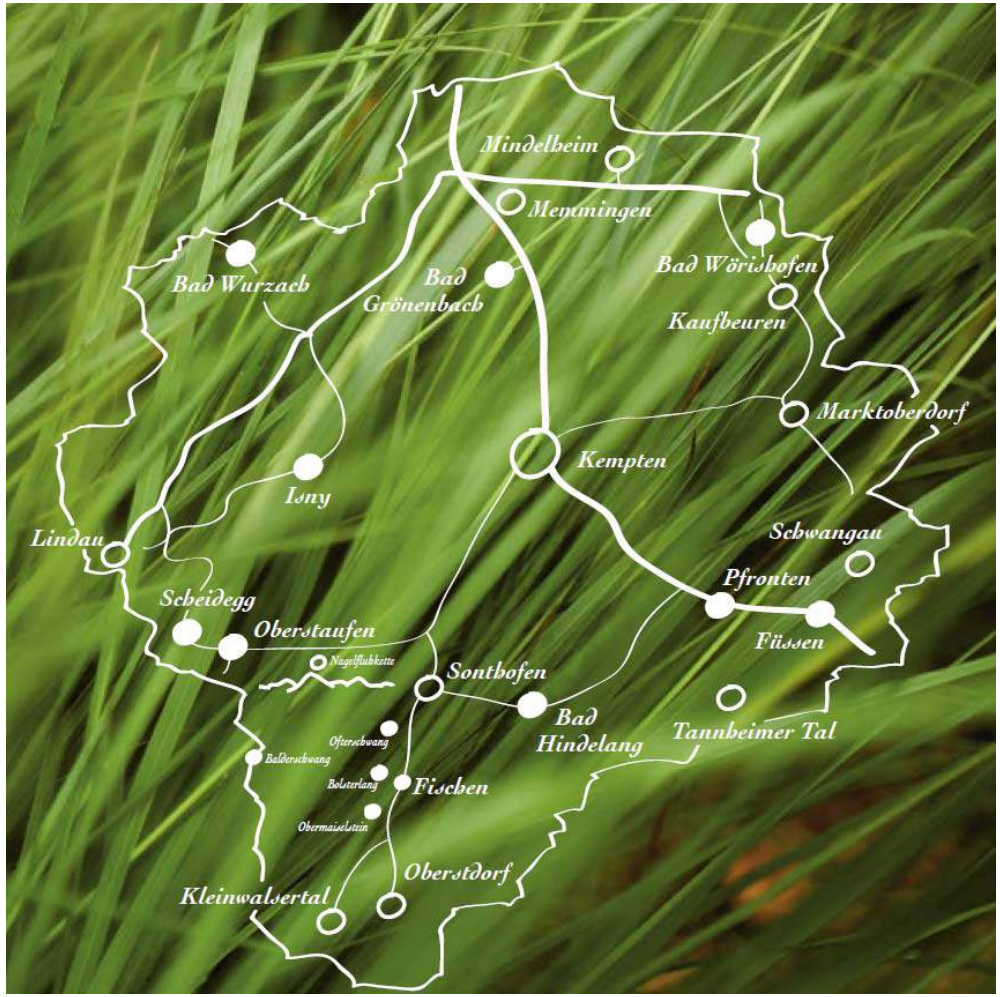
Outstanding profit opportunities for firms through spezialization and profiling in the area of alpine wellness Allgäu

The health destination Allgäu builds on a:

Existing image as versatile/diverse alpine holiday region, on the wonderful location

The high quality of it‘s relaxing domiciles and health resorts

All on the basis of a long tradition as health region



Allgäu alpine wellness

Allgäu alpine wellness farms

Allgäu feelgood therapy

Health destinations

Our aditional leading products:

Allgäu
Allgäu cycle tour.
The tour to the most beautiful corners.
GIRO
Gefördert durch das Bayerische Staatsministerium für Ernährung, Landwirtschaft und Forsten und den Europäischen Landwirtschaftsfonds für die Entwicklung des ländlichen Raums (ELER)

Allgäu
Allgäu Winter
GIPFELWEISE
SUPER
SCHNEE
ALLGÄU - TIROL
KLEINWALSERTAL

Cities/culture

Hiking trilogy Allgäu.

In triad with nature.

- **33 locations**
- **867 km hiking trail network**
- **3 routes**
- **8 Storytelling areas**
- **2014: market launch**

Gefördert durch das Bayerische Staatsministerium für Ernährung, Landwirtschaft und Forsten und den Europäischen Landwirtschaftsfonds für die Entwicklung des ländlichen Raums (ELER)

Allgäu

Story telling

Areas.

implemented

Start and welcome point

Allgäu GmbH
Tourismus · Marke · Standort

Brand Allgäu

Idea · Process · Strategy

Allgäu®
from brand of origin
to quality brand
)

Levels of quality for brand partners

Requirements for enterprises or products for the participation in the brand Allgäu and in touristic leading products

1. **Postcode / City**
2. **Sustainability criteria of the brand**
3. **Special classification**
   Hiking, Bicycle, Health

Sustainability criteria

1. Importance of the enterprise for local economy.

1. Responsibilty for partners and suppliers.
2. Education
3. Compliance with laws and regulations.

1. Energy consumption and climate protection
2. Origin of raw materials

Brand experience cube Allgäu

Brandcommunication / contact points:

Brand communication: town entrance

Brand partners

Four Hill Ski Jumping Tournament in Oberstdorf

FIS-Weltcup women, Ofterschwang

Women‘s FIS-World Cup, Ofterschwang

Awards

Superbrands Award December 2012

Awards

Finalist “Federal Competition of sustainable tourism regions”

Bundeswettbewerb
Nachhaltige
Tourismusregionen
FINALIST
2012/13

Challenges “lessons learnt”

1. Increase sense of quality and strategy of individual actors

2. Further development of cooperation between clinics and tourism (hotels)

3. Development and combination of the lead products hiking and cycling with the lead products wellness and health

Thank you for your kind attention!

Andorra la Vella, 10.04.2014