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
Fürs Leben gem...
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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 accommodations
- ca. 130,000 beds in total, thereof ca. 70% in commercial operation
- on-farm tourism, eco-tourism: approx. 600 classified Farms
- 49 wellness 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
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

Business partners
- 80 hotels classified from 3 – 5 stars
- 550 theme farms
- 120 private accommodations classified from 3 stars
- 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?
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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Top 5 “reasons why” for summer holidays in the Alps

- Enjoyment of scenery and landscape: 19%
- Active sports: 12%
- Health: 9%
- Peace and quiet: 8%
- Tradition and authenticity: 7%

n = 43

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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:

- Hiking
- Wellness
- Winter
- Cycling
- Golf
- City (Meeting/culture)
- On-farm tourism
- Etc.

Relevance of market and competition:
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
Alpine Wellness Allgäu
Recreation with foresight

- 40 associate partners
- Market launch: 2013
- EU-support: Leader
VISION 2020:

Allgäu –
Germany’s leading alpine feelgood and health destination
What are our strengths?

- Germanys alpine idyll
- Real recreation and new experiences
- Salutary alpine landscape
- Tradition and curative treatments
- Health destination
Main offers health destination Allgäu

joyful living, remaining healthy, fit and attractive

recover and regain the joy in life, happiness

Main offer 1: Alpine wellness

Main offer 2: Medical Wellness

Main offer 3: Health Care

Wellness

Medical Wellness

cure

rehab

acute

Health tourism
Alpine (shaped) health destination
Aim with big potential:

According to the predictions, best growth opportunities in the area of wellness and health tourism.

Outstanding profit opportunities for firms through specialization 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 additional leading products:
Allgäu cycle tour.
The tour to the most beautiful corners.
Allgäu Winter
Cities/culture
Hiking trilogy Allgäu.

In triad with nature.

- 33 locations
- 867 km hiking trail network
- 3 routes
- 8 Storytelling areas
- 2014: market launch
Story telling
Areas.
implemented
Start and welcome point
Brand Allgäu
Idea · Process · Strategy
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.
2. Education
3. Compliance with laws and regulations.

1. Responsibility for partners and suppliers.

1. Energy consumption and climate protection
2. Origin of raw materials
Brand experience cube Allgäu
Brandcommunication/ contact points:
Brand communication: town entrance
Brand partners

![Credit card images]
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”
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