MOUNTAINS & THERMAL WATER

THE PERFECT COUPLE

Miguel Pedregal Pardo
Andorra 3 – III - 2016
MOUNTAINS & THERMAL WATER, THE PERFECT COUPLE

Andorra: 7 Mill. Visitors annually.
Andorra, natural paradise for skiers
Wonderful summer landscape
Attractive and varied complementary offer
Escaldes Engordany thermal water, a touristic locomotive
Caldea – INÚU: Main keys for success

DESCOBREIX EL DOMINI TERMAL MÉS GRAN D’EUROPA
Until the end of 20th century, thermal water was recommended for old and patients.
The founders of Caldea had an original and revolutionary idea, and conceived a new concept addressed to families, Young couples, and groups of friends.
With extended opening hours, including nights, offering the possibility of having thermal baths under the starry sky.
With an outdoor pool where our guests relax while snow falls
In a surprising architectonic environment
Original atmosphere and decoration inside
Incredible shows at night
Wide range of complementary services
How do we communicate to our market
Some figures about CALDEA - INÚU

Visitors since the opening 7.000.000
Some figures about CALDEA - INÚU

2,000 private, institutional and public shareholders
Some figures about CALDEA - INÚU

200 employees
Some figures about CALDEA - INÚU

Thermal leader in its main market (NE Spain)
AND OVER ALL…

A PASSIONATE PROJECT FOR THE ANDORRAN COMMUNITY