



**ESPA**  
EUROPEAN SPAS ASSOCIATION

The coronavirus pandemic is the historical time for revival and recognition of Balneology and climate health resorts

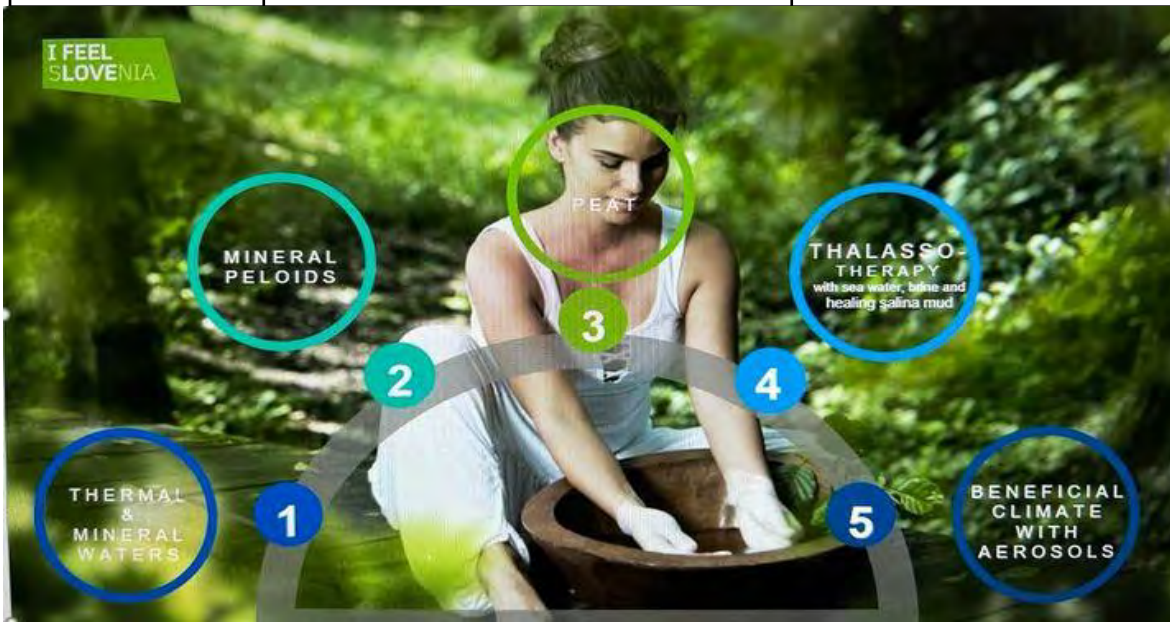
ESPA PROPOSAL FROM JUNE 2020 - VOUCHER 60+

Holiday vouchers for Europeans with Focus on HEALTH:

60+ Prevention holiday: direct help to rebuild one of the most affected economic sectors in Europe and to promote the scientific rehabilitation and sustainable maintenance of the immune system by Balneology, Health Tourism.

Some countries have followed this concept as an example and thereby received funding from the EU recovery plan.

Booked	Turistični bon	Novi bon21
31.10.2021	1.621.390 (8.460 na dan)	1.180.829 (17.551 na dan)
30.10.2021	1.612.930 (6.126 na dan)	1.163.278 (13.978 na dan)
29.10.2021	1.606.804 (7.190 na dan)	1.149.300 (14.130 na dan)
28.10.2021	1.599.614 (5.955 na dan)	1.135.170 (11.865 na dan)
27.10.2021	1.593.659 (5.830 na dan)	1.123.305 (11.388 na dan)
26.10.2021	1.587.829 (5.197 na dan)	1.111.917 (10.989 na dan)
25.10.2021	1.582.632 (5.146 na dan)	1.100.928 (12.039 na dan)
24.10.2021	1.577.486 (6.363 na dan)	1.088.889 (14.861 na dan)
23.10.2021	1.571.123 (3.268 na dan)	1.074.028 (9.382 na dan)
22.10.2021	1.567.855 (3.317 na dan)	1.064.646 (7.721 na dan)



## SLOVENIA

Persons who are permanent residents of Slovenia and are over the age of 18 will receive **EUR 200** in vouchers (under the age of 18: **EUR 50**)

Vouchers can be used in Slovenia to purchase **accommodation** with breakfast or only accommodation.

This is one of the government measures to mitigate the consequences of the epidemic and provide direct assistance to the Slovenian tourism industry  
The state has earmarked **EUR 345 million**

**19.6.2020 - 31.10.2021 1.621.390 (79%) vouchers with value of 228.439.595,53 € ESTIMATED INCOME IN TOURISM: 500 MILL - 1 BILL EURO, more than 50% in SPAS**





LITHUANIAN  
RESORTS ASSOCIATION



The Lithuanian National Tourism Agency and Ministry of Economics implemented a project  
**„Holiday for Medical Staff“**

Date of implementation: 1. September/15. December 2020

- 97% of the planned fund (10 million €) was used
- More than **49 thousand healthcare professionals** took this vouchers.
- In health resorts, an average of 81 vouchers/day was paid for medical staff.
- Most bookings of the vouchers were made in October 2020, around **750 doctors booked our services per day**

Accommodation and **wellness and spa services were the most popular**. Healthcare workers were particularly keen to choose service packages that included all spas services of the country in very nice and green destinations.

ECONOMIC AND SOCIAL IMPACT + support for a **HARDLY AFFECTED PROFESSIONAL GROUP**, which can otherwise later bring extreme benefits as ambassadors for spas



## “COVID Lazne” (COVID Spa) voucher

The Czech Republic provides state contribution for a spa holiday in the amount of CZK 4,000 per person

The government offered a 4,000 Kc (around €160) voucher to anyone – as long as they pay for state health insurance in the country – remaining in a spa in the Czech Republic for at least **six nights** and who receive at least **five treatments** during their stay.

*First scheme* was designed to attract Czech residents to travel to the Karlovy Vary region

*Second scheme* was national wide and **FOR ALL EU CITIZENS**  
From 1 July-31. December 2021  
Around 250,000 spa vouchers were available ~ 40 Mill €

*Third scheme*  
January-31. March 2022: 30 000 vouchers ~ 5 Mill €

About 60 Czech resorts participate in this project

### **ECONOMIC OUTPUT:**

VAT 15% / minimum expenditure 500 €, only VAT receipts are around 100 €  
Job creation, pre-season reinforcement  
Extremely effective marketing for health resorts and getting new target group



# FEEDBACKS

“It was a great idea, but it was signed by the European bureaucracy, ...took a long time We had a significant benefit in that it aroused the interest of natives in the spa,  
“Bláha Presdeint of the Czech Spas Association

“We signed up for this because the winter months are off-season and we made discounts in them regardless of whether anyone would declare them,” the mayor of Třeboň.

About **3,500 clients used state vouchers in Třeboň last year.**

**“We were also helped by a program for paramedics, eight-thousand vouchers for nurses and doctors.”**

Many clients discovered Teplice and the Ústí nad Labem region as a place where, **in addition to improving fitness and strengthening health** in Teplice spa, they will find many natural cultural and historical treasures. As a result, we welcomed more than **2,500 guests with a voucher**

In Janské Lázně last year about **2360 clients used vouchers**, in 2020 about 660. “At that beginning we were a bit embarrassed, the program started and the spa closed, so such help did not help. The **program finally helped us a lot**, not expect that there will be as much interest for vouchers.

## Italy

**Bonus Vacanze in 2020**, it is aimed at families with income less than 40 thousand euros and can reach a maximum value of **500 euros for families** with at least three people, 300 euros for families consisting of two people and 150 for families consisting of one single person.

**FROM NOVEMBER 2021: THERMAL VOUCHER** - VOUCHER DA **200€** PER SERVIZI TERMALI

Spa voucher: a great opportunity for spa holidays. The Bonus Terme was established by decree of the Ministry of Economic Development - with the aim of encouraging and facilitating the purchase of spa treatments and medical spa treatments at recognized and **accredited spas**.

265,000 vouchers will be issued till end of March 2022, for a total value of **53 million euros**.

*“The voucher for holidays has not been very successful: they have produced 1.885.802 vouchers for a value of **€829.431.050***

*At middle November, the used vouchers were 1.198.081, almost 700.000 less than the ones requested.*

*The government estimated 2.4 millions”*

