

SPACE *Experience*

MEET IN SPAS OF CENTRAL EUROPE

SPA-CE EXPERIENCE 2023

3 – 5 October,
Karlovy Vary, Czech Republic

A BOUTIQUE B2B WORKSHOP OF
SPA & WELLNESS TOURISM IN CENTRAL EUROPE



<https://europeanspas.eu/espab2b/>

IT'S SPA-CE TIME AGAIN!

SPA-CE EXPERIENCE, the first and only B2B event for Spa and Wellness tourism in Central Europe focused on promoting natural and thermal Spa resorts and Wellness Centers, is a boutique and unique platform for networking and discovering the region. 14th edition will be held in Karlovy Vary (Karlsbad), the most famous spa city in the Czech Republic.

WHO ARE THE EXHIBITORS?

Natural and Thermal Spas, Spa & Wellness Hotels, and destinations from Central Europe.

WHO ARE THE HOSTED BUYERS?

Leading tour operators and tourist agencies offering health, spa, medical and wellness products from Europe and other selected markets such as Israel, USA, UAE and Asia.

WHAT IS THE SIZE OF THE EVENT?

Participation is limited to 25 exhibitors and 35 hosted buyers.

WHERE WILL IT BE HELD?

This year we invite you to Karlovy Vary, the most visited spa town in the Czech Republic. The historic city centre with the spa cultural landscape is the largest spa complex in Europe. In 2021, the city became part of the transnational UNESCO World Heritage under the name »Great Spa Towns of Europe«. This year's hosts of SPA-CE are CzechTourism, Region Karlovy Vary, the City of Karlovy Vary, and the Czech Medical Spa Association (SLL)

HOW WILL THE EVENT BE ORGANISED?

SPA-CE 2023 will be organised in a LIVE (in-person) format. Registered suppliers and hosted buyers will get access to the application for pre-scheduling their meetings before the event.

SPA-CE EXPERIENCE – "Rolling Workshop"

SPA-CE experience will start with a study tour of selected Czech Spas. Suppliers and hosted buyers will make the first contact during the »Rolling Workshop« on 4th October and continue with the business meetings the following day, the 5th October.

5 REASONS WHY YOU SHOULD ATTEND AS A HOSTED BUYER

1.

SPA-CE = MAKING BUSINESS IN A PERSONAL WAY

Face-to-face business development is known as the most successful form of building personal and direct relationships with exhibitors. SPA-CE is a workshop that emphasizes the importance of personal contact. The core of the show is pre-scheduled meetings between providers and hosted buyers. When realized, the one-to-one meetings always put a face to the name of your potential new business partner!

2.

SPA-CE = ECONOMICAL USE OF YOUR TIME

In just two days and a half, you will get to know and experience health and spa resorts in Czechia and establish personal connections with more than 20 suppliers from Czech Republic and several Central European countries. We promise that we won't waste a minute of your precious time!

3.

SPA-CE = FIRST-HAND EXPERIENCE

We are aware that only first-hand, interactive and memorable experiences can help you convince your clients and guests of a new product. The SPA-CE programme is planned meticulously to provide you with a unique, authentic, tasty and "SPA-CE-y" experience!

4.

SPA-CE = OPPORTUNITY TO GAIN NEW KNOWLEDGE

SPA-CE Experience will be held together with the »EUROPEAN SPAS AND BALNEOLOGY CONGRESS - THE WAY TO A HEALTHY LIFE« to foster even more opportunities for business, networking and education. One of the highlights with a presentation of the best projects will be the ESPA Innovation Awards Gala.

5.

SPA-CE = EXCELLENT HOSPITALITY

Free transportation to Czechia, accommodation in a 4-star hotel, transfers to and from the airport, visits to select Czechia Spas, constant support of the SPA-CE team, evening social events, refreshments, and lunches during the day. Good time and excellent business is guaranteed!

For any additional questions and information, please do not hesitate to contact us. We are looking forward to receiving your application!

CzechTourism

Ms Alena Kudílková

Key Account Manager — Spa & Wellness

E: kudilkova@czechtourism.com

ORGANISERS



PARTNERS

#VisitCzechia