CHALLENGE BRIEF

Terme Maribor: Developing city Hotels products and services

1. Who we are?

Terme Maribor d.o.o. is provider of tourist and medical services from Slovenia/Maribor. We carry out business activities such as medical, hotel, congress, wellness, catering and retail. We operate/run:
- MTC Fontana - diagnostic and thermal center (www.fontana.si)
- Resorts Hotels Habakuk 5* (www.hotel-habakuk.si) and Hotel Bellevue 4* (www.hotelbellevue.si)
- City Hotels BEST WESTERN PLUS Piramida4* (www.hotel-piramida.si), Hotel Orel 3* (www.hotel-orel.si),
- Travel Shops and at the restaurant Pri treh Ribnikih (www.trijeribniki.si).

The vision of the company: “Our guests feel better even after months from check out”
The mission of the company is to provide memorable experience to guests – foreign and domestic – based contemporary international trends but with local specifics and with the local partners.
Our major competitive advantages are the gifts of nature. There is the Pohorje hill with its infinite recreational and relaxation opportunities, which surrounds us on one side; on the other side, there is a healing thermal water spring, wine-growing hills and Maribor with historic heritage.

2. Define the users/customers, people affected by your product/service!

Our guests are:
- businessmen and attendant of business conferences /events. Local and international events are mostly organized in our hotels or at our business partners (University, Clinical center,...)
- businessmen visiting business partners (Company rates contract)
- tourists traveling in groups and individuals through Maribor. Most common 1 night accommodation. They are attracted by agencies, tour operators and online booking portals (booking,...). We also attract youth tourists.
- guests visiting sport events (contracts with organizers)
- guests visiting cultural events (contracts with organizers).

Our primary markets are: Slovenia, Germany, Italy, Austria,
Our secondary markets are: Russia, Hungary, Serbia, Croatia,....
3. **Define the problem!**

Maribor business and industry activities have been decreasing since 1991. Current Economic crisis had additional impact on Maribor’s business environment. These are the reasons why business tourism (our main target group) is decreasing. Hotel Piramida is business hotel and now we have more success on tourism field and not on business as we have planned.

Is there any other innovative/creative way to develop two hotels or a way to increase business tourism again?

4. **What are the current solutions to it (if any)?**

We are trying to substitute this gap with other target group such as sport groups, tourist groups and individual tourists but these target groups are very price sensitive.

We also implement in our offer:
- all the natural advantages of **Pohorje Hill** (bicycling, Hiking, Nordic walk, skiing). The Pohorje Hills are a green oasis, a world of extensive forests, hidden lakes, wild gorges, waterfalls, marshes, and wonderful plains and vantage points. Gentle paths, clean air, the invigorating chill of clear mountain streams, lush vegetation, and greenery are everywhere.
- and experiences that offers the City of Maribor (heritage, Opera, Ballet, wine & dine,...)

5. **The challenge!**

**Challenge#1: Offer**
Is there any other product/service that we can offer to target groups?

**Challenge#2: Target group**
Is there any additional target group that we can offer our services? We are searching a target group that is not price sensitive (not low budget).

**Challenge#3: Business Model**
How to get an effective promotion for our products/services?
Challenge #4: Business Model
We need to define additional partners (beside tourist agency and tour operator) to help us successfully enter to new markets.

Challenge #5: Resources
Are there any other resources for a new product that we can offer to target groups?

Additional important materials:

Destination:

Why Slovenia?
Slovenia is located in close proximity to major cities such as Vienna, Venice and Budapest and is the only European country that combines Alpine and Mediterranean land, Pannonian Plain and Karst. The variety of landscapes is always astounding. On one side, you can watch the sea and then gaze at high mountains on the other. The centuries-long tradition of spa tourism based on Slovenia's sources of healing waters and other natural elements such as fresh air, unspoiled nature, large forest areas and sea guarantees treatment according to high European standards. These natural resources enabled Slovenia to become an agricultural land full of culinary delights of specific regions rich in truffles, asparagus, spices and grains that are a perfect accompaniment to exquisite white and red autochthonous wines or wines of protected geographical origin coming from the three wine-growing regions of Slovenia.

For more information visit: www.slovenia.info

Why Maribor?
The city of Maribor is the second-largest city in Slovenia. Its location at the foot of the green forests of Pohorje enables guests to breathe deeply in the morning, and the mysterious rustling of forests lulls them to sleep in the evening. In the winter you can experience skiing and sledding, and in the summer hiking, cycling, wine roads, adrenaline parks and other sports, all of these perfectly combined with visiting the city’s cultural sights, shopping centres and top-quality theatre performances. In the summer, the city becomes very lively at the Lent Festival events, which every year attract numerous guests searching for cultural and music events. The rich wine tradition of the oldest vine in the world, the location among wine-growing hills featuring top-quality wines and the delicious foods are all part of the richness of visiting Maribor.

Don’t miss:
- European Youth Capital 2013
- Golden fox - Audi FIS Cup for women
- Wine and culinary evenings in the Old Vine House
- Pruning of the Old Vine, the oldest vine in the world
- Lent Festival - an international multicultural festival
- Folkart, International Folklore Festival
- Festival Maribor
- Biennial puppet creators Slovenia

Maribor attractions:
- City park with 3 ponds,
- Historical attractions (churches, museums, castle, monuments, the old part of town with the walls,...),
- Wine roads,
- Opera and ballet,
- Shopping,
- Sport activities (golf, skiing, hiking, biking,...)

For more information visit: [www.maribor-pohorje.si](http://www.maribor-pohorje.si)

**Pohorje Hill - The following destinations are especially attractive:**

*Black Lake*

This lake lies amid a bed of sparse vegetation on peat moss. Although the water is crystal clear, the lake gives the impression of being filled with black ink.

*Šumik Falls and Virgin Forest*

This is part of the Šumik nature reserve along Lobnica Creek, where Big Šumik Falls roars among the rocks and thinning spruces, with white foaming water falling 40 meters. Further down the creek is Little Šumik Falls, where loggers once used flumes to float spruce logs down into the valley.

*Energy path Bolfenk*

Above 1.000 meters on pohorje Hill. For physical and mental relaxation, cleansing the body energy centers (Chakras) and to encourage physical energy.

*Presentation of our hotels and other facilities:*

**BEST WESTERN PLUS Hotel Piramida****

Business hotel with four stars is located in the city centre of Maribor and offers their
guests comfortable rooms, Anti-Stress Centre, restaurants, bars and business club with conference halls.

Hotel Orel***/Uni hotel
Three star city hotel is located in the centre of the old Maribor city core and offers comfortable rooms and breakfast hall.

The restaurant »PRI TREH RIBNIKH«
The restaurant »Pri treh ribnikih« with a tradition of 300 years and a beautiful wine cellar, is situated in the magnificent surrounding of the town's park.

Medical Thermal Centre Fontana
The medical segment is divided into the Diagnostics center, where top experts use state-of-the-art equipment to discover early all types of diseases and health problems, and Physical therapy and Rehabilitation Center, where health problems are alleviated and eliminated.

Thermal water
A very important note of the company's development dates back to 1990 when we discovered medicinal thermal (hyper-mineral) water. We pump it from a 1600-meter well.
Its temperature is 44 C and it has beneficent and healing effects on our guests and patients.