CHALLENGE BRIEF

Terme Maribor: Developing resort products and services

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 Bellevue4* (www.hotelbellevue.si)
- City Hotels BEST WESTERN PLUS Piramida 4* (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.

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

Our customers are:
Focusing on Hotel Bellevue and Hotel Habakuk, our “traditional” customers are businessmen attending business events or visiting business partners and well-being individuals or groups, that need medical care, rehabilitation,.. (Hotel Bellevue) and non-medical / health care, such as well-being, aesthetic services, and health programs combined with thermal water... (Hotel Habakuk).

Lately, we are trying to attract also sportsmen attending sport events and sportmen on preparation.

Our primary markets are: Slovenia, Italy, Hungary, Serbia, Croatia.
Our secondary markets are: Russia, Germany, Austria....

Define the problem!

Current Economic crisis had impact on business and leisure tourism. The amount of business events is lower and the leisure tourism become more and more price sensitive.
We are looking for a new product or target group that will substitute the gap of revenue.

*Is there any other innovative/creative way to develop offer of two hotels – namely Hotel Bellevue and Hotel Habakuk, or a way to increase business tourism again?*

**What are the current solutions to it (if any)?**
We use regular sales and promotional tools to achieve our goals, such as: promotion on the markets (digital and classical promotion, social network), collaboration with tour operators and agencies, contracting with different companies, on-line booking portals, attending workshops and fairs etc.

Our main target groups are leisure and business guests but to ensure planned revenue we are attracting sport and tourist groups.

We are developing the Medical programs as we have all infrastructure needed for it and we would like it to be our main product.

With the desire to provide our guests all range of services, we are cooperating with partners from different fields:

Maribor General Hospital (University Clinical Center Maribor) is a highly professional institution that provides health care services at the secondary and tertiary levels, and other medical institutions in Slovenia.

SENSILAB products are top quality and subject to global innovations in the field of foods and dietary supplements. They are produced in accordance with GMP standards and are the result of hard work of professionals who strive to create a higher quality of life for people. The Sensilab brand is known only local (through the publicity) and is not supportive on new markets.

Aesthetic Onišak performs aesthetic face and body procedures. Their slogan is »Second chance for your beauty«.

We are cooperating also with providers of traditional/alternative medicine.

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.

**The challenge!**
**Challenge#1: Offer**

Is there any other product/service beside/inside Medicine and health department that we can offer to our target groups – specially sportsmen and well-being individuals/groups?
Challenge#2: Target group
Is there any additional target group beside Sportsmen, Well-being individuals/groups and businessmen, that we can offer our services?

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.

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

Presentation of our hotels and other facilities:

**Hotel Habakuk****
Exclusive five-star hotel is situated in a beautiful natural setting beneath the wooded Pohorje plateau in Slovenia. It offers comfortable rooms, wellness & spa centre, congress centre, restaurants & bars and many recreation possibilities – cycling, horse riding, hiking, golf etc.

**Derma Center Habakuk** is one the top-most modern dermatology centers in Slovenia. Full range services of medical diagnostics and treating of skin diseases, aesthetical approaches for preserving healthy skin and procedures for removal of aging changes in skin are available at Derma Center Habakuk.

**Hotel Habakuk** also offers ideal conditions for training camps for almost all types of sports on the highest level. Pools field with thermal water, large offer of health and wellness service, sporting facilities in hotel and nearby, meals for athletes on their instructions.

**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.

**Hotel Bellevue****
Bellevue hotel, situated on the Mariborsko Pohorje plateau, is a cozy hotel attracting guests throughout the year with its interesting and imaginative services. Hotel is specialized in catering to hikers and cyclists. The hotel offers accommodation in comfortable rooms, relaxation in the wellness centre and excellent food in hotel's restaurants. For business meetings, there are two lecture rooms available.

**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.

**Mission of Medical tourism**
Terme Maribor and partners offer specialized medical and health services to a wide specter of potential users on the global market. Our uniqueness arises from the complexity of our offer, which includes operative as well as hospital care, accommodation and rehabilitation in the selected hotels enriched with an unforgettable experience of Slovenian landscape, culinary art and sights.
Our services include a complete process of care stretching from the decision for the selected health services, traveling arrangements, diagnostics, and rehabilitation planning to the return trip home.
Our expert team will accompany you from the beginning to the end of your health cycle. With our complete offer, tailored to satisfy the needs of each user, we wish to emphasize the above standard and high quality medical and tourist services.