



**8th WORLD CONGRESS ON SNOW AND MOUNTAIN TOURISM**

**Session 7:**

**Alpine Wellness and Health as Four Season attraction**

**The case ALLGÄU**

**Bernhard Joachim CEO Allgäu Ltd.**

**KemptenGermany**

Andorra la Vella, 10.04.2014

Allgäu®

Fürs Leben gern...



Allgäu®

Allgäu GmbH  
Tourismus · Marke · Standort



Allgäu®

Fürs Leben gern...



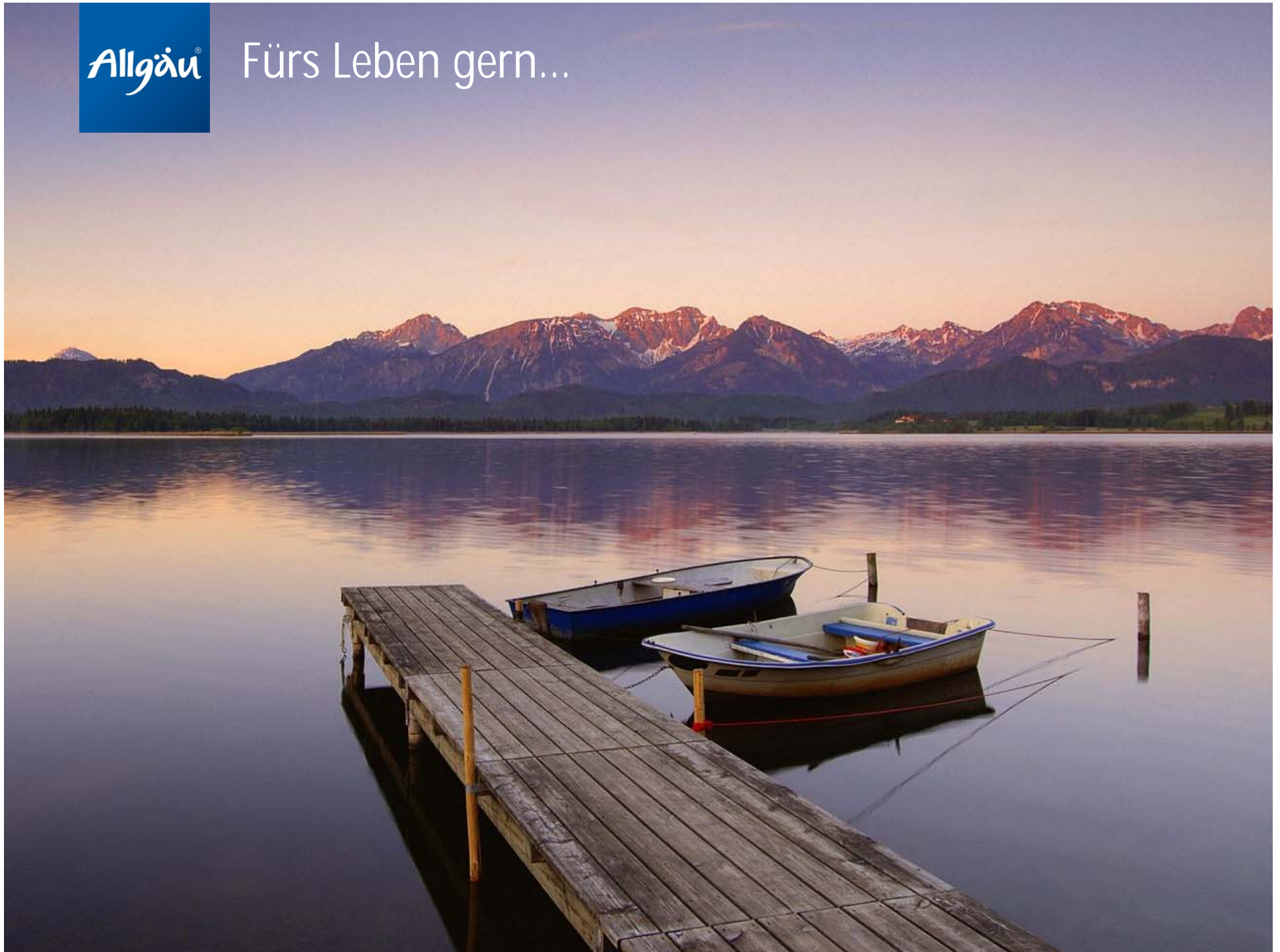
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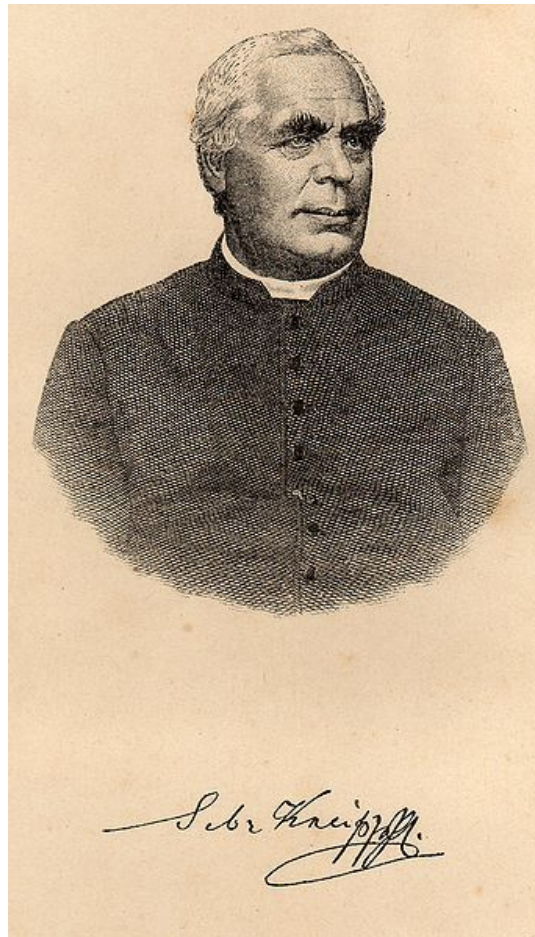


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## Allgäu - characteristics

- area:
- population:
- arrivals:
- overnight stays:
- gross value added:
- share of total value:
- employment effect, Jobs:

4.650 sq.km

650.000

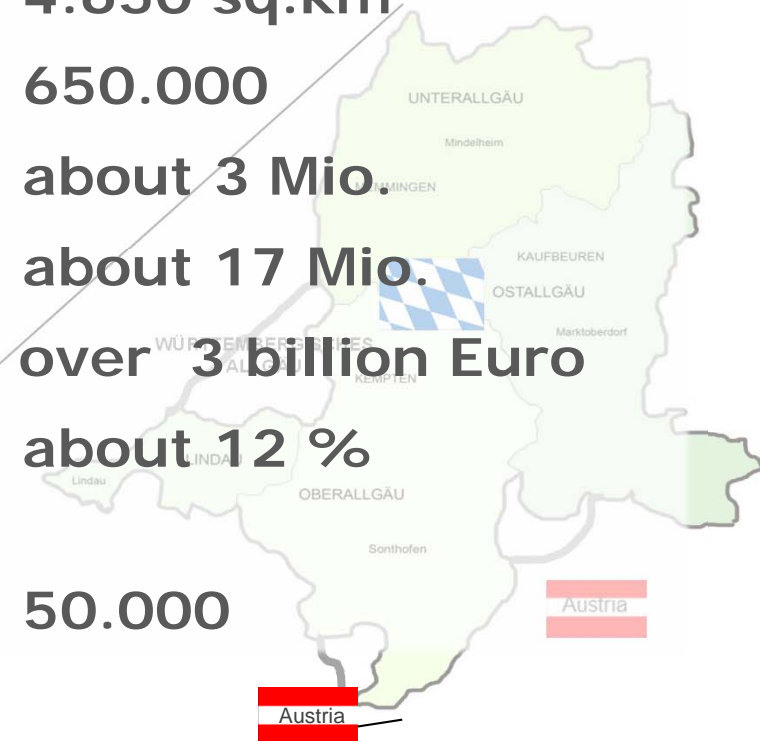
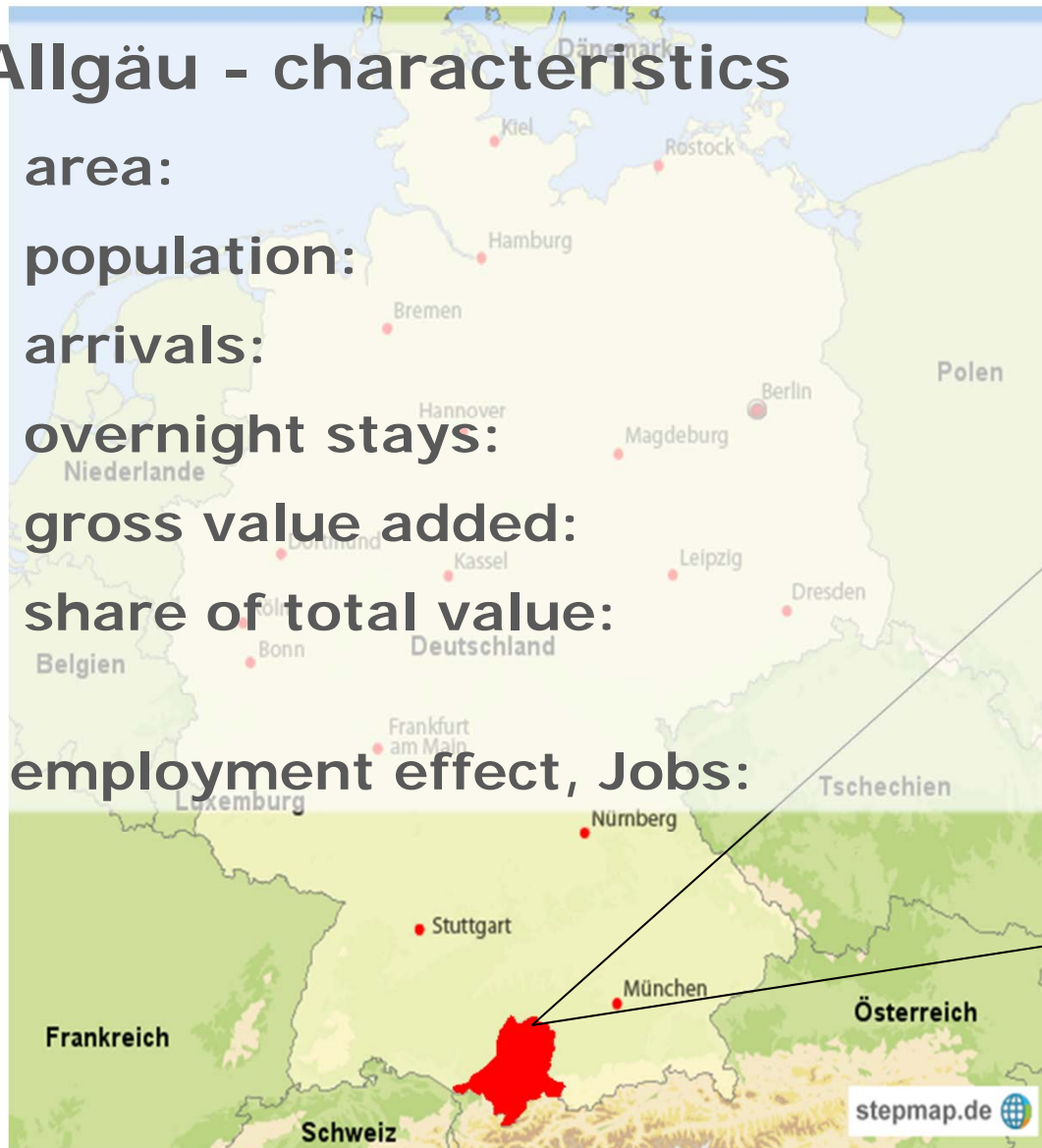
about 3 Mio.

about 17 Mio.

over 3 billion Euro

about 12 %

50.000



## Facts and figures for tourism:

- ca. 2.000 hotels and guesthouses plus private accomodations
- ca. 130.000 beds in total, thereof ca. 70% in commercial operation
- on-farm tourism, eco-tourism: approx. 600 classified Farms
- 49 wellnes and health hotels in the Allgäu (in whole Bavaria: 129)
- 11 five-star hotels in the Allgäu
- 99 four-star hotels



## Allgäu GmbH

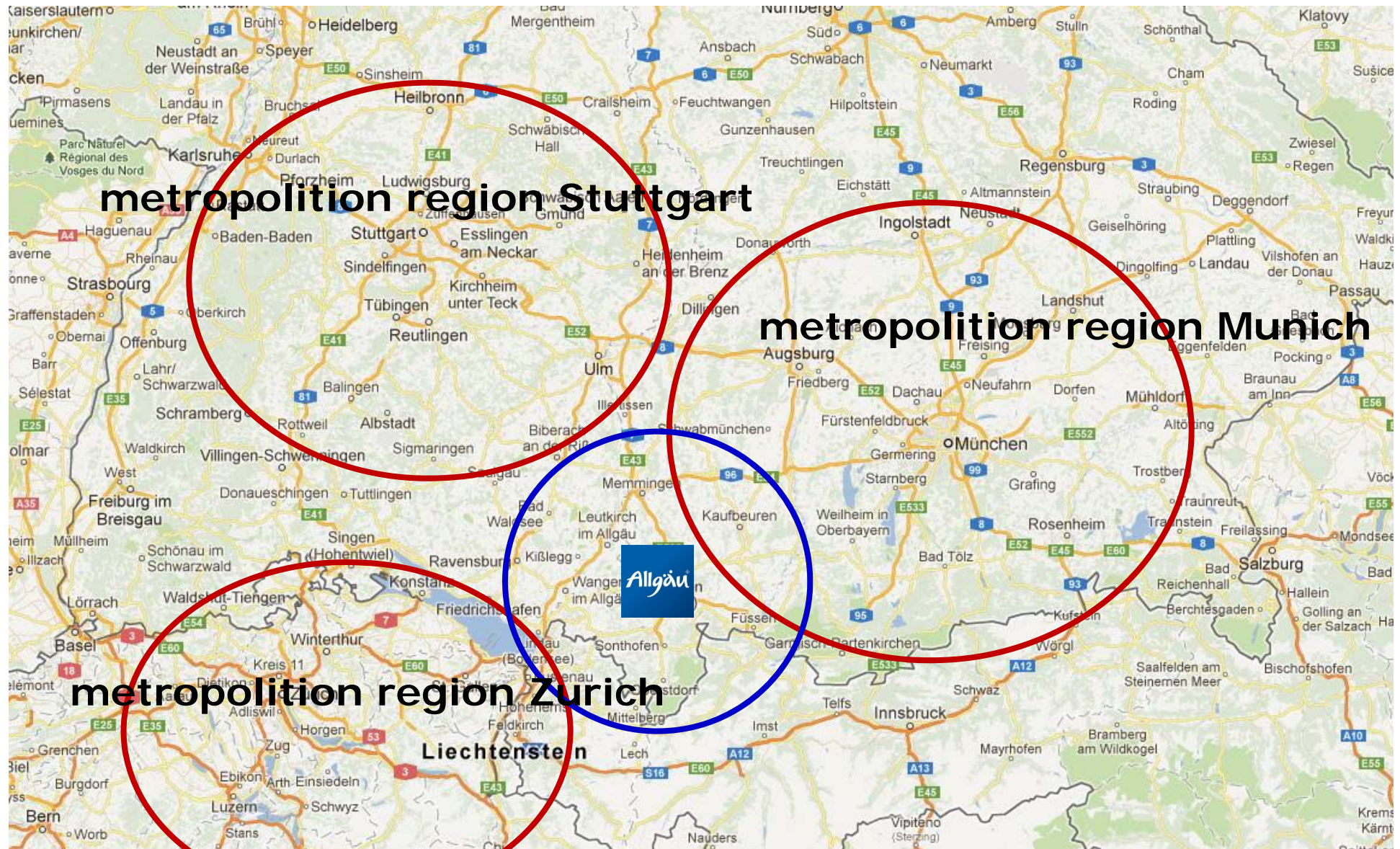
The challenge led to success



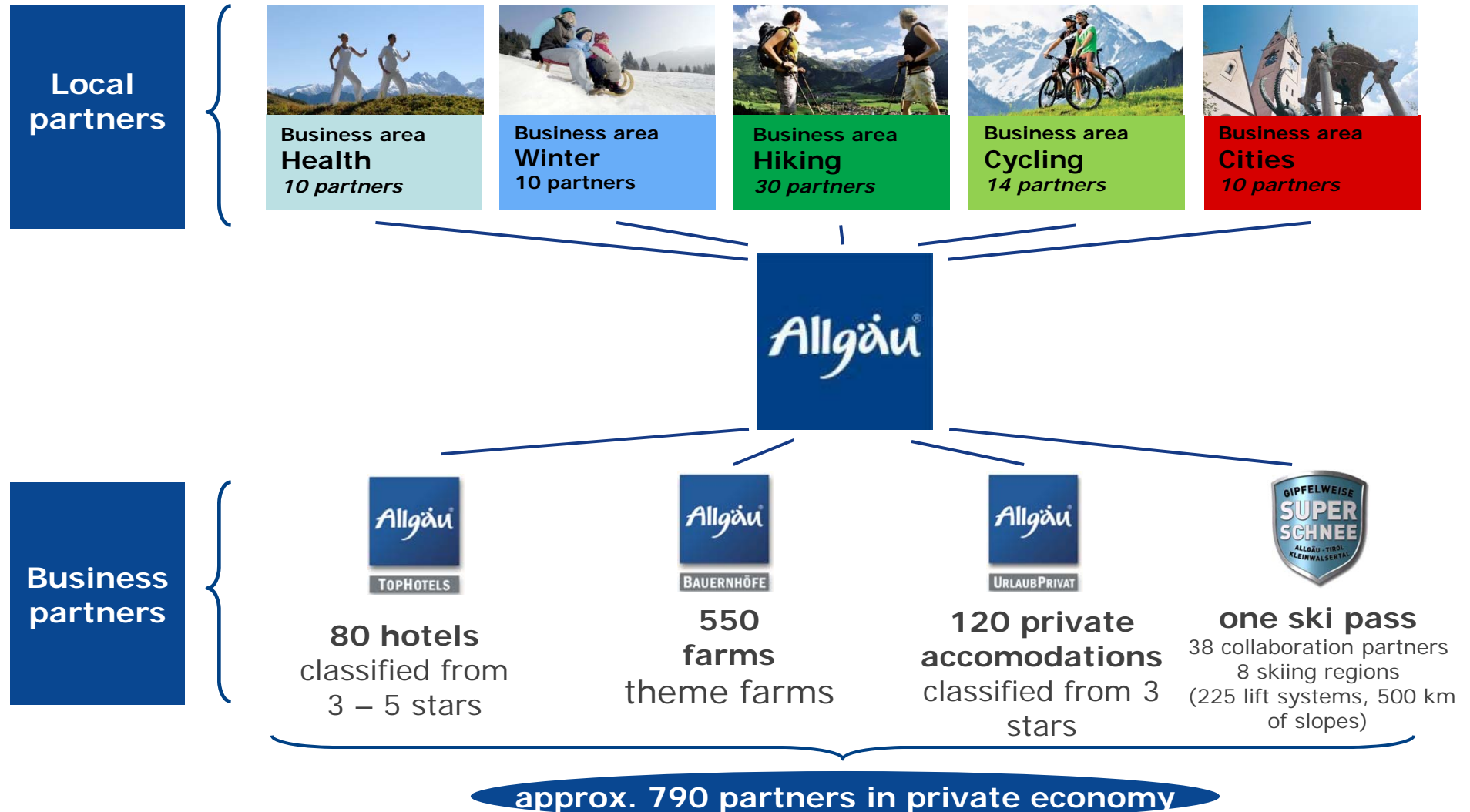
**2011:**

**founding of the Allgäu GmbH**

Company for economic and tourism development  
and for the trademark



## networking platform for tourism cooperation





## Summer trends

- **What are the main developments & trends in summer?**
- **How will summer holidays develop (popularity)?**
- **What are the reasons for taking a summer vacation in the Alps?**
- **What are the top 5 reasons?**
- **What are the main themes for summer holidays in the Alps?**



## Developments and trends - summer

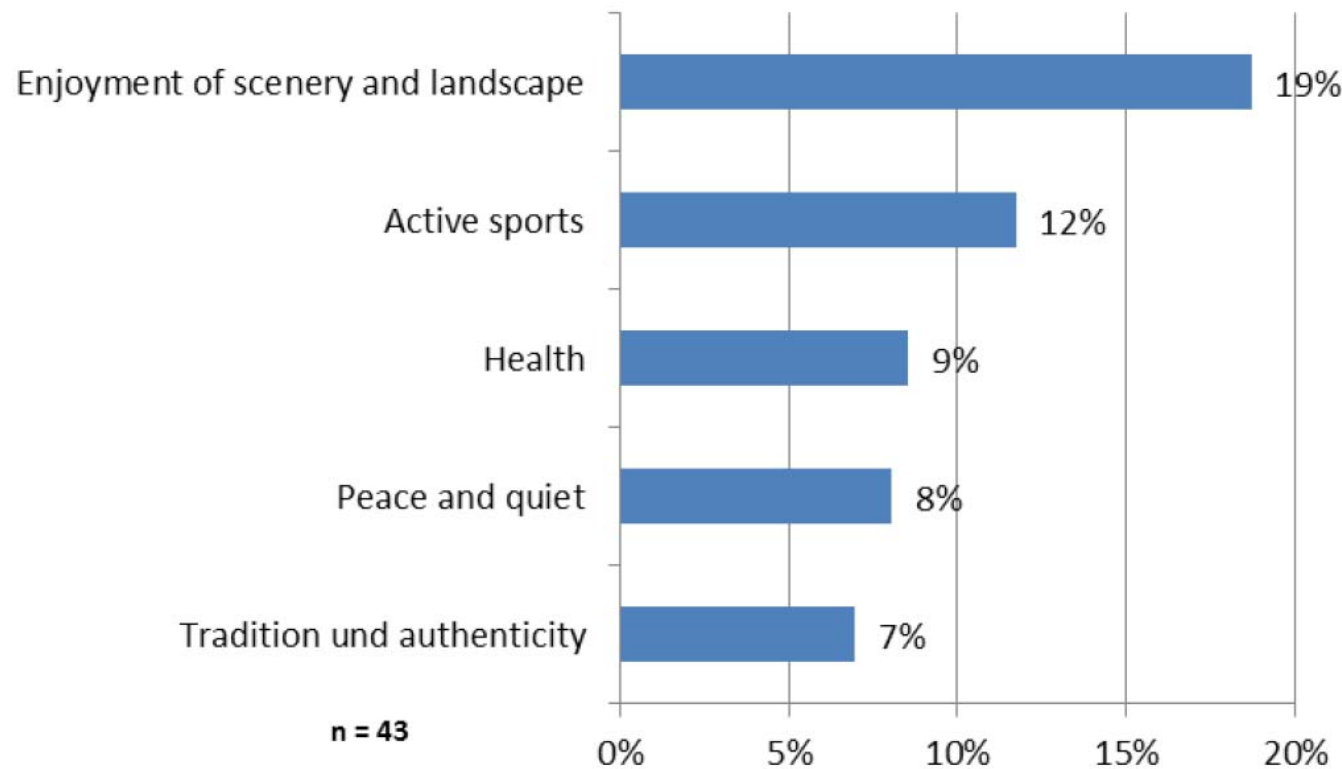
### top 5 developments promoting growth in the Alps (n=115)

- 16% activities and sports
- 14% nature and landscape
- 11% product development
- 7% health and well-being
- 7% sustainability

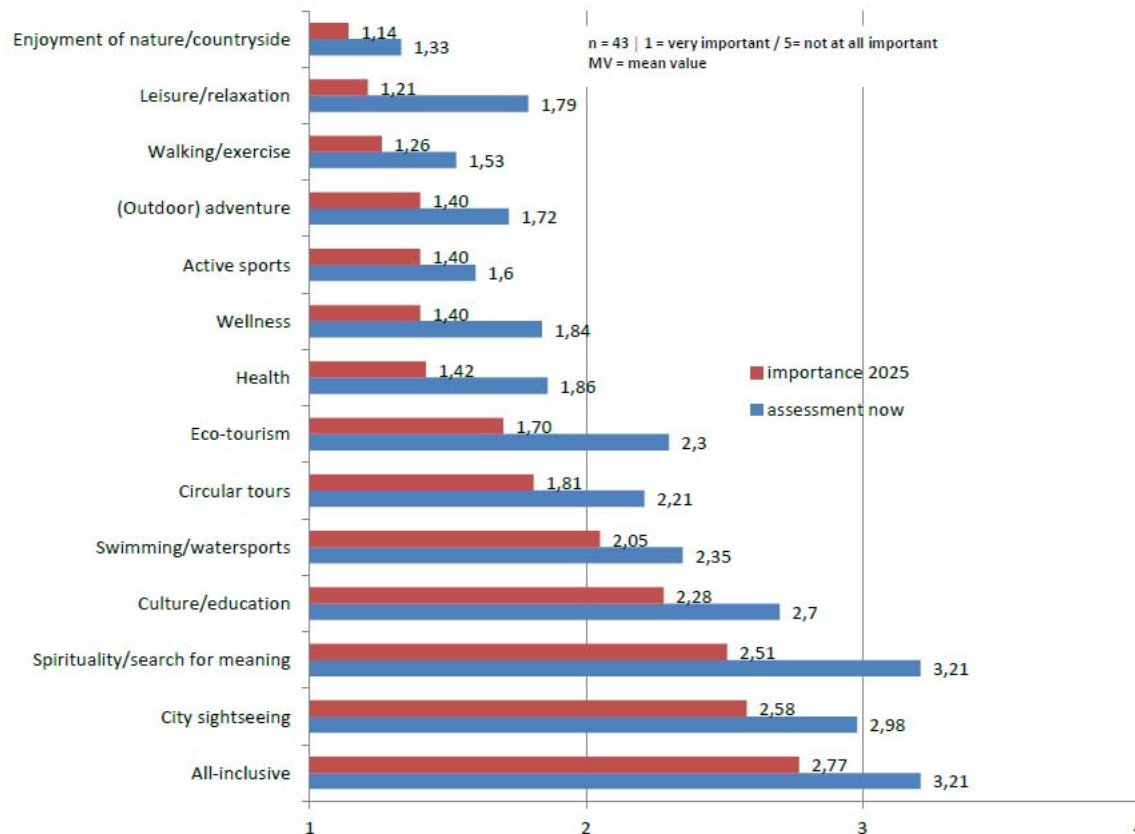
### top 5 developments restricting growth in the Alps (n= 104)

- 27% economic crisis
- 18% low cost destinations as competitors
- 13% climate change and global warming
- 6% distribution and marketing of summer
- 5% accessibility

## Top 5 “reasons why” for summer holidays in the Alps



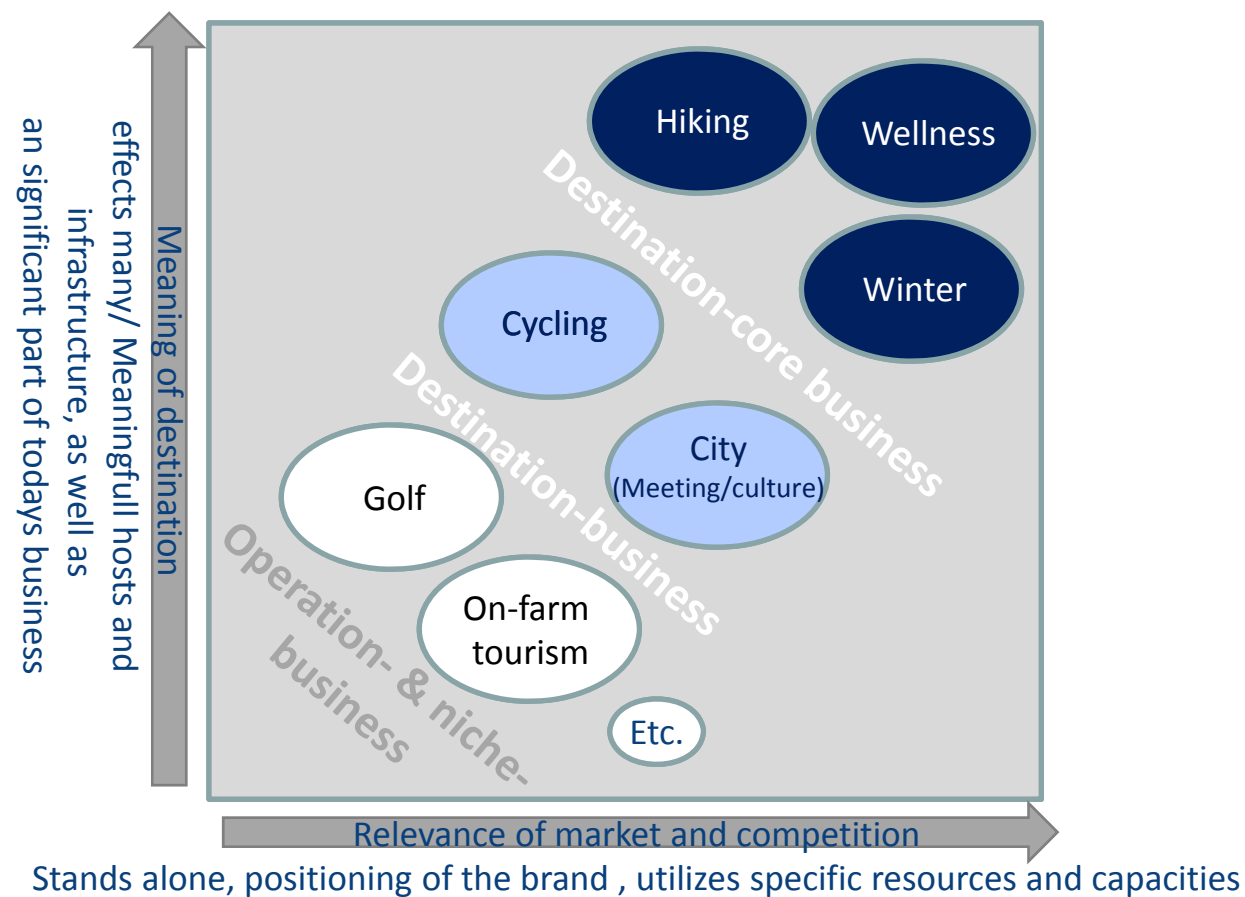
## Development of main themes for summer holidays by 2025





**Where do we want to go?**

## Key business themes:



# Tourism: Destination Strategy Allgäu

## VISION 2020

The Allgäu the leading, alpine affected  
Health- und comfort destination  
in Germany

A photograph of the Leuchtturm Bregenz (Bregenz Lighthouse) at night. The lighthouse is a tall, cylindrical tower with a clock face, illuminated from within and around. It sits on a pier over the water, with its lights reflecting on the calm surface. The sky is dark, and some distant lights are visible on the horizon.

## Lead products according to the tourism strategy

- enhanced profile
- Competetive unit
- Valuation of offerings

# aim: NEW Guests



# Alpine Wellness Allgäu

## Recreation with foresight

- 40 associate partners
- Market launch: 2013
- EU- support: Leader



Gefördert durch das Bayerische Staatsministerium für Ernährung, Landwirtschaft und Forsten und den Europäischen Landwirtschaftsfonds für die Entwicklung des ländlichen Raums (ELER)

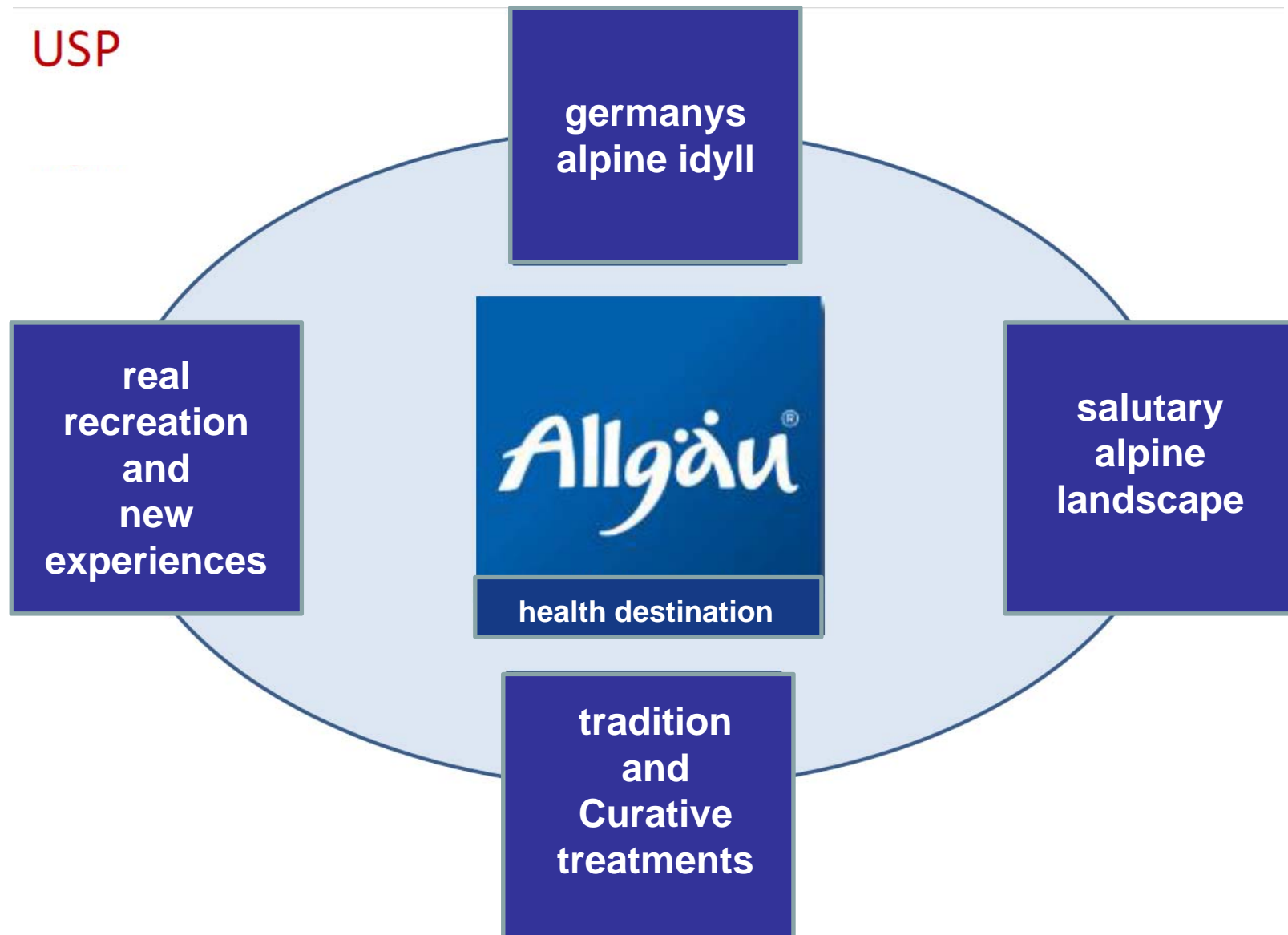
## VISION 2020:

Allgäu –  
Germany's leading alpine  
feelgood and health destination



## What are our strenghts?

USP



joyful living,  
remaining healthy , fit and attractive

recover and regain the joy in life/  
happiness

**Main offer 1:  
Alpine wellness**

**Wellness**



**Main offer 2 :  
Medical Wellness**

**Medical  
Wellness**

**Main offer 3 :  
Health Care**

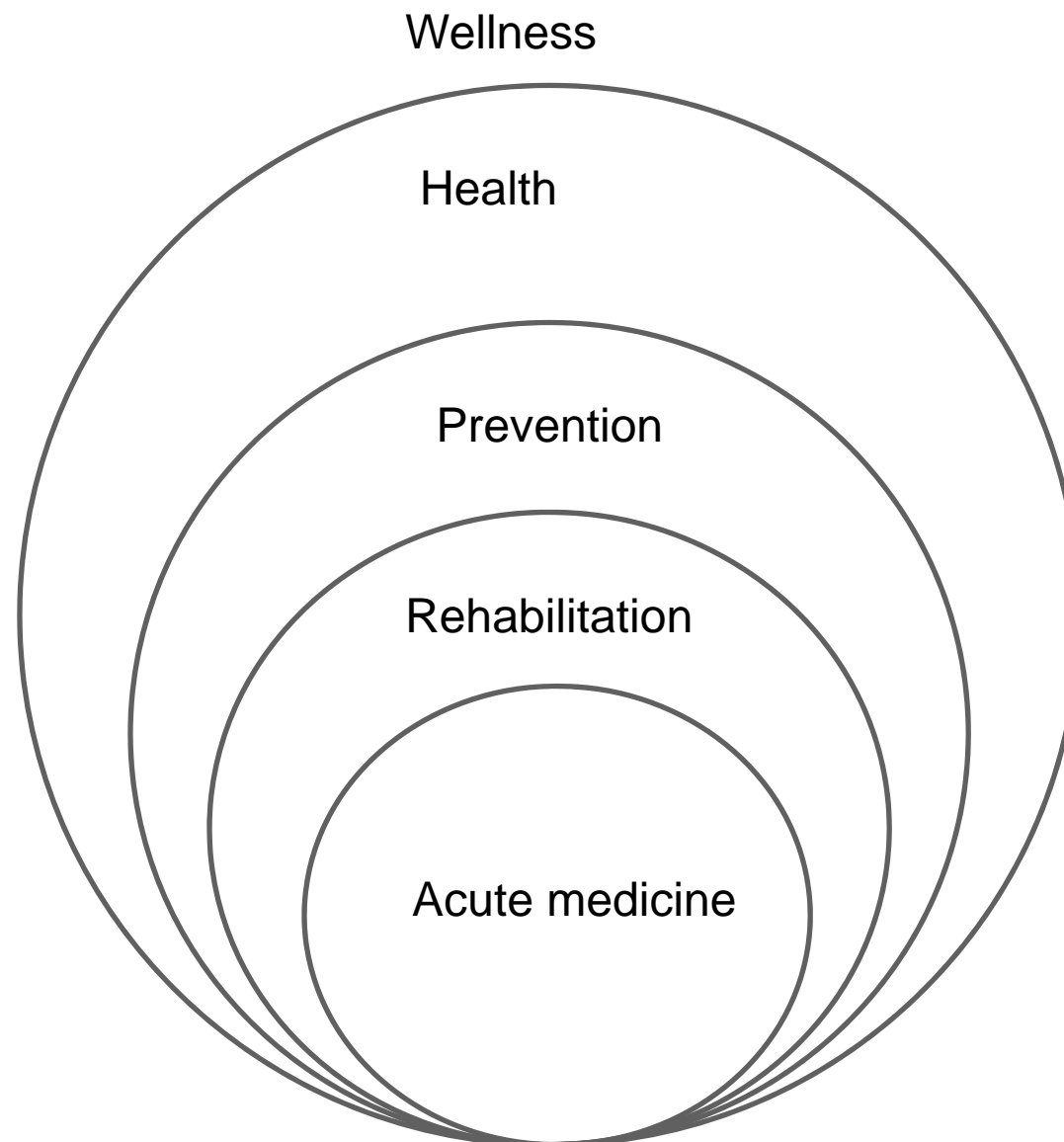
**Health  
Care**

cure

rehab

acute

**Health tourism**





climate



Kneipp



Moor



Hay

Alpine (shaped) health destination

Aim with big potential:

According to the predictions  
best growth opportunities in  
the area of wellness and  
health tourism

Outstanding profit  
opportunities for firms  
through spezialization and  
profiling in the area of alpine  
wellness Allgäu



The health destination  
Allgäu builds on a:

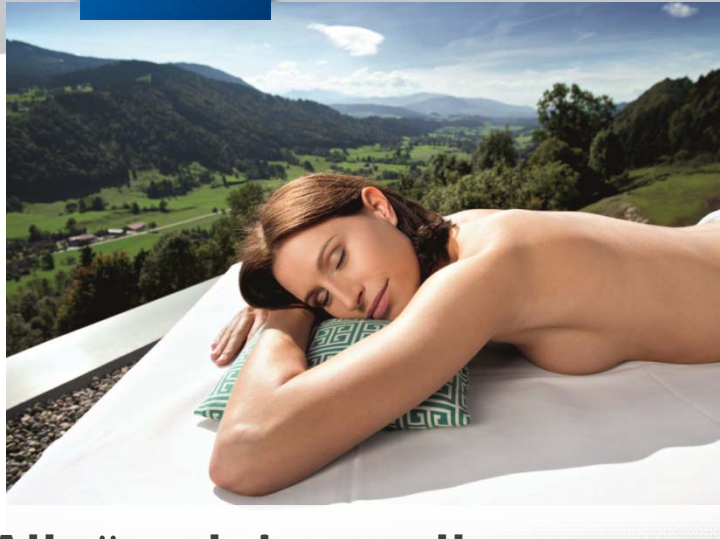
Existing image as  
versatile/diverse alpine  
holiday region, on the  
wonderful location

The high quality of it's  
relaxing domiciles and  
health resorts

All on the basis of a long  
tradition as health region



**Allgäu**<sup>®</sup>



**Allgäu alpine wellness**



**Allgäu alpine wellness farms**



**Allgäu feelgood therapy**



**Health destinations**

# Our additional leading products:



The Allgäu logo, featuring the word "Allgäu" in a white, stylized script font on a blue rectangular background.

Allgäu®

# Allgäu cycle tour. The tour to the most beautiful corners.



Gefördert durch das Bayerische Staatsministerium für Ernährung, Landwirtschaft und Forsten und den Europäischen Landwirtschaftsfonds für die Entwicklung des ländlichen Raums (ELER).

Allgäu®

Allgäu Winter



Allgäu®

Cities/culture



# Hiking trilogy Allgäu.

In triad with nature.

- **33 locations**
- **867 km hiking trail network**
- **3 routes**
- **8 Storytelling areas**
- **2014: market launch**



Story telling

Areas.

implemented





**Start and welcome point**



# Brand Allgäu

Idea · Process · Strategy

**from brand of origin  
to quality brand**

)



## Levels of quality for brand partners

Requirements for enterprises or products for the participation in the brand Allgäu and in touristic leading products

1. **Postcode/City**
2. **Sustainability criteria of the brand**
3. **Special classification**  
Hiking, Bicycle, Health



## Sustainability criteria



1. Importance of the enterprise for local economy.



1. Responsibility for partners and suppliers.
2. Education
3. Compliance with laws and regulations.

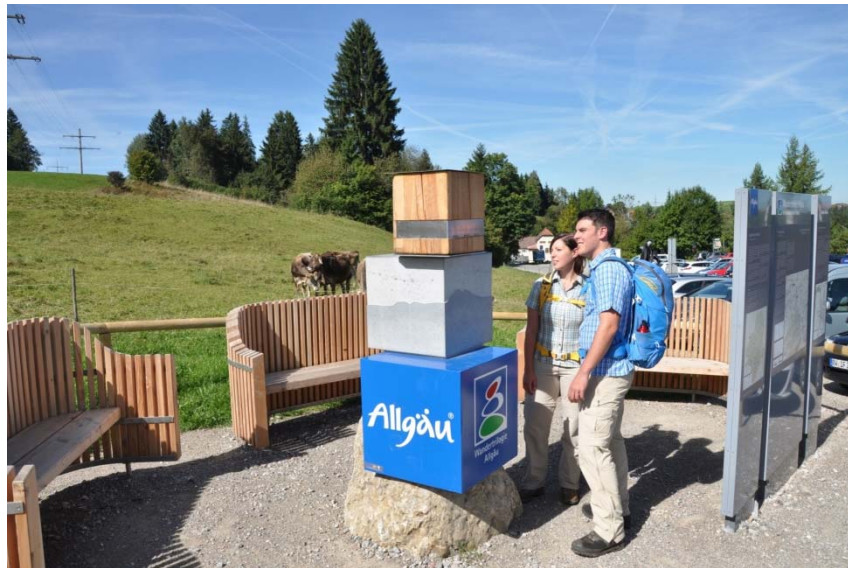


1. Energy consumption and climate protection
2. Origin of raw materials

## Brand experience cube Allgäu



## Brandcommunication/ contact points:



## Brand communication: town entrance



## Brand partners



## Four Hill Ski Jumping Tournament in Oberstdorf



## FIS-Weltcup women, Ofterschwang



## Women's FIS-World Cup, Ofterschwang



## Awards

Superbrands Award December 2012



## Awards

Finalist "Federal Competition of sustainable tourism regions"



## Challenges “lessons learnt”

1. Increase sense of quality and strategy of individual actors
2. Further development of cooperation between clinics and tourism (hotels)
3. Development and combination of the lead products hiking and cycling with the lead products wellness and health

**Thank you for your kind  
attention!**