



XXIII ANNUAL ESPA CONGRESS
WATER AND HEALTH
A WAY OF LIFE
DOMBURG (THE NETHERLANDS)
23-25 MAY 2018

ESPA OFFICE

European Spas Association
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PROGRAMME

We would like to invite you to our next congress to Holland, to Zeeland Domburg.

Domburg is the oldest seaside resort of Zeeland. A natural and healthy environment. Seawater, sea air, climate and soil products all play a role in the health region status Domburg has.

The jury of the Green Destination top 100 have designated 2018 the four QualityCoast areas in the Dutch Delta, namely **Veere (Domburg)**, Goeree-Overflakkee, Schouwen-Duiveland and Westvoorne, the **best sustainable coastal destination worldwide!**

Moreover, the four municipalities also jointly received a shared first Public Prize for best sustainable destination in general.

The Dutch Delta Region is characterized by unique nature reserves, seals, porpoises, deer, flamingos and other special birds. Pristine wide beaches and dune areas alternate with one another and Blue flags flutter on the beaches and marinas bordering the North Sea. These areas are renowned for their very clean bathing water. The areas in the Dutch Delta stand out for their ecological sustainability and are fully committed to sustainable developments. All four areas have received a Quality Coast Award.

WEDNESDAY, 23RD MAY

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| 15h00 | ESPA Board Meeting (separate invitation) |
| 18h00 | Welcome and Get together dinner |

THURSDAY 24TH MAY - CITY HALL, TRAVERSE 1 - DOMBURG

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| 9h30-10h30 | <p>City Hall - Opening ceremony with the traditional Flag Parade, Greetings</p> <p>Opening Session by the commissary of the King, Mr. Drs. J.M.M. Polman</p> <p>The mayor of the municipality of Veere, Mr. drs. R.J. van der Zwaag gives a presentation of the Dutch ESPA members: Municipality Veere, Bad Nieuweschans, Cadzand en HZ University of Applied Sciences.</p> |
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THURSDAY 24TH MAY - CITY HALL, TRAVERSE 1 - DOMBURG

Traditional Flag Parade

HEALTH – A WAY OF LIFE IN A CHANGING WORLD
Section 1: New methods in health tourism

11h00-
11h30

1. Prof. Dr. Olaf Timmermans

Health benefits of living and recreating in a coastal area: health and business opportunities using natural assets

11h30-
11h50

2. Claudia Wagner

Which product are booming and why - result is important! By FIT Reisen Tour Operator

11h50-
12h10

3. Yan Schroën

A preventive and personalized approach of health and wellness - Integral Medicine and practise in health tourism

12h10-
12h30

4. Dr. Karin Lehmann

The first official healing and therapeutic forest in Europa. The green pharmacy

12h30-
13h30

Lunch

Section 2: Health and Innovation

13h30-
13h50

1. Prof Dr. Christian Roques

Epidemiological survey of ESPA - first result

13h50-
14h10

2. Joachim Lieber

Quality in Health Prevention - The European network for Health Tourism and Prevention! Strategy & Best Practises

THURSDAY 24TH MAY - CITY HALL, TRAVERSE 1 - DOMBURG

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| 14h10-14h30 | To be announced |
| 14h30-14h50 | 4. Silvia Giannini New solutions in the spa architecture and design under aspect of sustainability |
| 14h50-15h10 | 5. Dennis Spronk The Health benefits of a plant-bases whole food diet |
| 15h10-16h00 | <i>Coffee break</i> |
| | BEST PRACTICE IN EUROPE |
| 16h00-16h40 | 1. Presentation of the TOP 10 - ESPA Innovation Award winners |
| 16h40-17h00 | 2. EU support in tourism |
| 17h00-17h20 | 3. The growing market: China. The chance for Spas in Europe |
| 18h00-22h00 | <p>"A ROYAL NIGHT OUT' with GALA DINNER and the ESPA Innovation Awards Ceremony at Badpaviljoen</p> <p>Badpaviljoen in Domburg opened in 1889 and has a very rich history. Here you could find the blooming artist circle and also the rich local nobility, Russian princes and German princesses. They came to this mondaine resort to enjoy the healthy sea air in Domburg. The European nobility also came to Domburg to visit the famous Dr. Metzger. He treated many spa tourist and is seen as the founder of the current physical therapy.</p> <p>VIDEO Discover Zeeland</p> <p>For the GALA DINNER we won't go back that far (19th century). We will make a time jump to the fabulous fifties, because in these years the spas were booming again and accepted by various countries.</p> |

THURSDAY 24TH MAY - CITY HALL, TRAVERSE 1 - DOMBURG

Inspired by the movie "A Royal Night Out" we will organize a 50 Gala by the name "A Royal Night Out with ESPA". This very much suits the mondaine character of the Badpaviljoen.

FRIDAY 25TH MAY - MUSEUM VEERE, KAAI 25, VEERE

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| 07h30-8h15 | Beach walking tour and treatments in Badhotel/Meztger Lodges (twelve rules) |
| 8h30-9h00 | Sightseeing bustour to Veere |
| 9h15-10h30 | General Assembly ESPA |
| 10h30-11h00 | <i>Coffee-Break</i> |
| Section 3: Business and future market value | |
| 11h00-11h20 | 1. Marleen van Griensven Trends in nowadays wellbeing guests by Puurenkuur leading Touroperator in Holland |
| 11h20-11h40 | 2. Mike Wallace Effective HR systems in spa operations and the importance of HR management for spas |
| 11h40-12h00 | 3. tbn Social Media in practice |
| 12h00- | 4. Herman Lier |

| FRIDAY 25TH MAY - MUSEUM VEERE, KAAI 25, VEERE | |
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| 12h30 | Innovative Business Model Canvas transformation |
| 12h30-12h45 | Closing Session of the ESPA Congress |
| 12h45-13h45 | <i>Lunch at historical Veere</i> |
| 13h45-14h45 | Freetime in Veere |
| 14h45-15h15 | Transfer to Neeltje Jans |
| 15h30-17h00 | Excursion Deltawerken the final program is also a big attraction of Hollands professional Knowledge, we invite our guest to visit the Deltawerk |
| 17h00-17h30 | Transfer Vertrek to Seafarm |
| 17h30-20h00 | Dinner by Seafarm Transfer to Domburg |

Special location and Background:

The seawater at Domburg has been investigated by the renowned international SGS Institute Fresenius. In summary the nature of Domburg - near the sea with his pure air and beneficial water – offers opportunities for balneo (water) therapies and thalasso applications aimed at prevention and recovery. Even in the Roman times there were bathing equipments. Dr. Mezger, founder of modern physiotherapy, opened a practice in Domburg in 1868 and introduced the new treatment methods. Domburg has the ambition to grow into an internationally qualified vitality and wellness destination. The ESPA congress Domburg in 2018 is a valuable addition and for many members of the European Spas Association a first acquaintance with Domburg, Zeeland and perhaps the Netherlands!

Discover the 125 years practice in the healthy Resort and learn from our Dutch and international Experts of health tourism and medical Spas! Stay with us on 23-25. May 2018!



Excursion Delta Works

The Delta Works, consisting of 13 sections, together form the largest flood protection system in the world and are definitely worth a visit. This imposing project, also referred to as one of the seven wonders of the world, illustrates how the Dutch deal with water. Furthermore, they lie in a gorgeous environment with wonderful beaches, beautiful nature and many culinary spots.

The Delta Works - incorporating among others a storm surge barrier, dikes, dams and sluice gates - have much to offer for everyone who wishes to see how the Dutch deal with and protect themselves against the waters. The main attraction of the Delta Works is the Eastern Scheldt Storm Surge Barrier, a unique flood protection construction of 8 kilometers in length, that can shut off the entire Eastern Scheldt in 75 minutes. This ingenious system of 62 enormous sliding gates is meant to prevent a disastrous flood like the one in 1953. The gates are open during normal weather, preserving the marine tide nature and allowing delicious oysters to still be cultivated and Eastern Scheldt lobster to still be caught today.

Deltapark Neeltje Jans, a water theme park on an island in the middle of the Eastern Scheldt Storm Surge Barrier, is a place where you can enjoy gorgeous nature, culture and technology. You can also visit the Delta Experience there, where you will learn everything about the notorious North Sea Flood of 1953. It's an absolute must-do when visiting the Delta Works.

**Discover 150 years of healthy practices in Domburg and get inspired by our dutch and international experts on health tourism and medical spas.
Stay with us on 23-25. May 2018!**