

Press release
For immediate release

Ljubljana, 23 September 2013

SPA-CE is celebrating its fifth anniversary by going international!

Only a week sets us apart from the beginning of the fifth [SPA-CE](#), the biggest trade show of Spa and Wellness tourism of Central Europe, where 34 exhibitors representing spa and wellness services from Slovenia, Hungary, Croatia and Czech Republic and hosted buyers from 16 different countries will meet, talk business and enjoy the warm Hungarian hospitality.

From 3 to 5 October 2013, spa town Sárvár will be the meeting point for key spa and wellness industry players from Central Europe. Moving SPA-CE from Slovenia to Hungary will be a milestone in the project's development. Iztok Altbauer, director of Slovenian Spa Association and organizer of SPA-CE says: *"After a successful four years of organizing the trade show of spa and wellness tourism in Slovenia, our aim to position the meeting in the Central European region is becoming true. Our colleagues from Hungary were among the first ones to recognise the strength and importance of the meeting of the spa industry of Central Europe and expressed their willingness to host SPA-CE 2013 in Hungary."*

The project's fifth anniversary will be marked by excellent programme with eminent speakers and a great trade show welcoming for the first time also exhibitors from Czech Republic. Buyers interested in spa and wellness offer are this year coming from sixteen different countries including Europe, United States of America, Canada and United Arab Emirates. Mr. Altbauer continues: *"We are excited to celebrate our fifth anniversary with our colleagues and supporters of the spa industry. The region of Central Europe is definitely the most developed spa region in the world. This makes the workshop very interesting for the buyers who are excited to be able to get to know the best spa offer of Central Europe in one place, at SPA-CE. "*

Gergely Horváth Deputy Chief Executive Officer, Hungarian Tourism Plc. adds: *"Personally I believe that regional cooperation is inevitable if we wish to respond to the demands of remote markets. Joint promotion allows raising awareness for Europe a lot more efficiently on the markets located far away from the Continent."*

The boutique trade-show will gain offer a one-of-a-kind experience. Next to business where the focus will be on pre-scheduled meetings between providers and hosted buyers, SPA-CE will offer a great educational programme with two conferences. Csilla Mezosi from Hungarian Tourist Organisation and Vice mayor of Sarvar, Tivadar Máhr, will open the programme. Buyers and exhibitors will be able to listen to Nadezdha Manshina from BeWell travel from Moscow who will explain the habits of health tourism consumers in Russia. Abdul Nasser Al-Akkad from Akkad Tours from Dubai will share his insight of Arabic health and wellness market, Istvan Tama will introduce the Western Hungarian Region, Dr. Adam Ruzinko from Hungarian Marketing Association for Health Tourism will speak about Natural Healing Factors in Central Europe, while trends and new developments in SPA tourism will be presented by Alfred Hackl the CEO of the Spirit Hotel. The event will be concluded with a hosted buyer first-hand experience of Budapest and lake Hévíz.

From 3 to 5 October, SPA-CE in Sárvár will become a place where new ideas for relaxed and healthy way of living will come to life!

For more information visit www.spa-ce.eu or write to the organizers at info@spa-ce.eu

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