

TERMATALIA

Bridge Between Continents

This year's Termatalia, International Fair of Thermal Tourism, Health and Welfare, was held in Brazil – by which it connected Latin America and Europe and positioned the city of Foz do Iguaçu as the top health tourism destination

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IN THE RACE FOR HOSTING

Ecuador, Colombia and the Argentine province of Entre Rios presented their thermal resources in the race for hosting Termatalia 2020. The host city of the 20th edition of the fair will be revealed in Ourense at Termatalia 2019

In the very heart of South America, on the border of Brazil, Argentina and Paraguay, the Brazilian city of Foz do Iguaçu testifies to the energy of water on an everyday basis – in the immediate vicinity there are the spectacular Iguaçu waterfalls, one of the new seven wonders of the world, where the Iguaçu River descends from the height of 80 meters. However, during several days in September Foz do Iguaçu also hosted Termatalia, International Fair of Thermal Tourism, Health and Welfare, and it therefore perfectly embodied the slogan of this year's Termatalia, "The energy of the waters".

SMALL CITY - BIG OPPORTUNITIES

Termatalia is the only international fair specialized in health tourism that connects America and Eurasia, held this year in Brazil in the Maestra Convention Centre of the Recanto Cataratas Hotel, 12 - 15 September.

With this year's event Termatalia Fair celebrated its coming of age, and its 18th edition was attended by more than 200 exhibitors from 34 countries, tour operators from South and Central America, more than 60 speakers and lecturers and numerous journalists and media sponsors, including the Croatian company Nativa media, which is also the publisher of the first glossy magazine accompanying the leading European health tourism industry event, HTI News.

The fair was attended by a number of high-ranking guests such as the Minister of Tourism of Brazil, Vinicius Lummertz and the Mayor of Foz do Iguaçu, Francisco Brasileiro, Brazilian Director of Itaipu Binacional Dam, Marcos Stamm, and since the Termatalia Fair is held alternatively in Spain and the countries of Latin America, Ourense (the official Euro-

pean location of the fair) was represented by the Director of Galicia Tourism Agency, Nava Castro; Councillor for Tourism and Thermalism of the City of Ourense, Jorge Pumar, and many others.

ATTRACTIVE TO INVESTORS

- After Termatalia, the largest thermal tourism fair, I believe that Foz do Iguaçu will attract investors in health tourism. Currently, two million domestic and foreign guests visit Foz do Iguaçu every year, and since the whole of Brazil attracts six million tourists a year, we are pleased with these figures. After all, Foz do Iguaçu is a small town compared to Rio de Janeiro or Sao Paulo. We intend to double this figure over the next ten years and attract even more tourists from neighbouring countries, as well as overseas tourists, of course – the Mayor Francisco Brasileiro revealed to me with language assistance from Célia Regina de Andrade, Municipal Secretary of Foz do Iguaçu Tourist Board.

- Since we have excellent natural resources for ecotourism, as well as for adventure tourism, the plan is to add thermal and wellness offer to the existing one and thus have a complete offer even for our most demanding guests. Along with that, we also plan to add another 8,000 beds to the current offer of 32,000 hotel

beds over the next two years. That would meet our current need, and we also plan to construct a new airport – concluded Mayor Brasileiro.

INCREASINGLY ATTRACTIVE THERMAL DESTINATION

Brazilian Termatalia helped the host city, Foz do Iguaçu, present itself as a health tourism destination. It is one of the main tourist destinations in Brazil and South America, primarily thanks to the impressive Cataratas de Iguaçu - a UNESCO protected area, the Iguaçu National Park (the other half of which is situated across the border in Argentina) and one of the new seven natural wonders of the world. This is also the location of Itaipu Binacional thermal power plant, the largest renewable energy generator in the world, which even extends across the border to Paraguay. This area has the greatest potential for growth as a tourist destination, which is certainly contributed by direct flights from the United States and Europe.

- Since networking, business contacts and exchange of knowledge are the most important segments of Termatalia in Brazil, it is an absolute pleasure that we have, once again, affirmed our position as the leading fair and promoters of the health tourism sector in the world, this time putting emphasis on the exploitation of natural resources and energy of water in a beautiful Foz do Iguaçu. Professionalism and success of Termatalia have increased the interest in the development of thermal resources throughout Latin America, in line with the European model presented here – said Alejandro Rubín, Director of Termatalia, also the Director of Expourense, the fair organizer.

- This interest is confirmed by an ever increasing number of delegations, high-ranking guests and entrepreneurs coming to Termatalia, both from Latin America and Eurasia, includ-

Photo: Andrea Šitum



THE WONDER OF NATURE

This Brazilian Termatalia contributed to presenting the host city, Foz do Iguaçu, as a health tourism destination. After all, it is one of the main tourist destinations in Brazil and South America, primarily thanks to the impressive Cataratas de Iguaçu – a national park, UNESCO protected area, and one of the new seven natural wonders of the world

ing Argentina, Colombia, Chile, Spain, Cuba, Ecuador and Costa Rica – he concluded.

SPECIFIC KNOW-HOW

Termatalia is, among other things, also dedicated to the exchange of knowledge, so part of the programme is devoted to the series of lectures on *Thermal Resources and Health Tourism* and healthy food. Some of the noteworthy panels include the one on thermal

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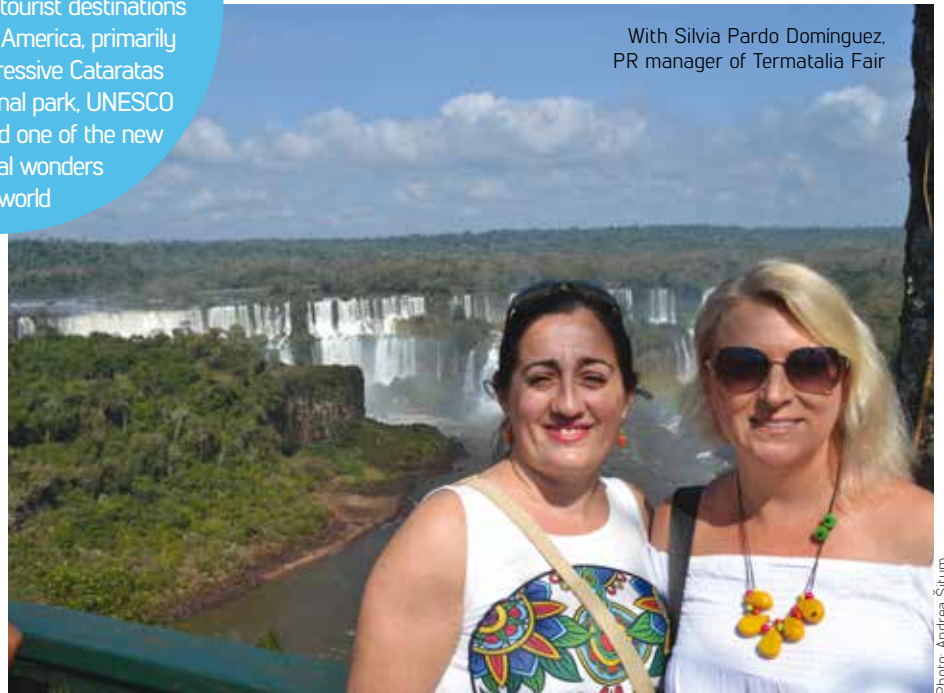
medicine, moderated by Benigno Amor, Secretary General of the Mineral and Thermal Water Cluster of Galicia, and the panel on the experiences of Brazil and Latin America regarding the development of thermal tourism. The panel on *Integration of Wellness as a Business Model* also included a Croatian representative, Zdeslav Radovčić, Founder and CEO of HTI Conference, the leading European health tourism event.

Since Termatalia is a platform for mineral water industry, it also featured the 16th International Mineral Water Tasting. Prizes for the best thermal waters were awarded during the closing ceremony, with a Galician sommelier Mercedes González as the master of ceremonies. The Mineral and Thermal Water Cluster of Galicia strongly affirmed its presence by receiving two prizes, it promoted this Spanish province as the first thermal tourism destination in Spain and presented its thermal resources under the umbrella brand "Auga de Galicia".



Zdeslav Radovčić, CEO of HTI Conference, and Andrea Šitum, Nativa media

Photo: Andrea Šitum



With Silvia Pardo Domínguez, PR manager of Termatalia Fair

Photo: Andrea Šitum



Photo: Andrea Situm



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Francisco Brasileiro, Mayor of Foz do Iguaçu



Termatalia 2018 was attended by more than 200 exhibitors from 34 countries

Photo: Andrea Šturm



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Alejandro Rubin, General Director of Termatalia



Photo: Depositphotos

Ourense The Thermal Capital of Spain

Galicia is well known as the main thermal destination in Spain. The healing properties of Galician springs were known since before the Roman conquest, and today Galicia is the Spanish leader in thermal sector, with 300 thermal springs and 23 spas, which attract 150,000 visitors annually. The inner capital of Galicia, Ourense, has a thermal flow of 4 million litres of medicinal-mineral water per day, which makes it the second city in Europe, only surpassed by Budapest. Although the spa tradition dates back to pre-Roman times, they were the ones who instigated the development of the city revolving around the hot springs of As Burgas. Since then, the thermal springs of Ourense have been used throughout history, especially popular among many pilgrims who were traveling to Santiago de Compostela in the Middle Ages. As a result of this rich tradition and thermal wealth, this quintessential spa-town of Spain transforms to the thermal headquarters of the world every other year, as the host of the International Fair of Thermal Tourism, Health and Welfare, Termatalia, with the next edition of the fair scheduled for 2019.

TERMATALIA 2020

The next edition of Termatalia returns to the Old Continent, to the Spanish city of Ourense (where the fair is held each odd year), but the closing ceremony featured three candidacies for Termatalia 2020 host city.

Ecuador, Colombia and the Argentine province of Entre Ríos presented their thermal resources in the race for hosting the 20th edition of the Fair. Ecuador’s candidacy was presented by the representative of the Ministry of Tourism, Patricio Miller, and President of the Spanish Chamber of Trade and Industry in Quito, Rafael Roldán. The organizers also received the petition of the Ecuadorian Minister of Tourism, Enrique Ponce de León, which emphasized the thermal potential of the country and important thermal areas, such as Cuenca (inscribed on the UNESCO world heritage list), Baños de Agua Santa and Chachimbiro, hot spring of volcanic origin.

The candidacy of the Argentinian province Entre Ríos was presented by the Secretary of the Ministry of Tourism, Carolina Gaillard, who demonstrated how thermalism changed the life of this province, which has the largest number of thermal destinations in Argentina, even 13 out of 16 locations in total.

The last candidacy was presented by Ricardo Ramirez, Co-Director of the Tourism Sector of Colombia, who emphasized the commitment

of the new government to the “orange economy”, which supports creativity and tourism, and the wealth of Colombia’s hot springs and their biodiversity. And which city will become Termatalia 2020 host, this will be revealed in Ourense in September 2019.

COMPLIMENTS TO THE ORGANIZERS

I have attended numerous fairs on health and thermal tourism, but Termatalia should definitely be singled out as a bright example of a top-notch fair that pays attention to each and every detail.

Press tours for journalists, accompanied by Célia Regina de Andrade, Municipal Secretary for Tourism, which were organized in the mornings, showed us the best of Foz do Iguaçu – including the spectacular waterfalls, magnificent Itapu dam and Parque das Aves Nature Park. Afternoons were reserved for networking, lectures and 2020 candidacy or award ceremonies, so the journalists were able to attend all the most important events of the fair. The evenings were reserved for networking and learning about the customs and culture of South America.

The level of professionalism, dedication and excellent energy put into this fair were truly fascinating, and I

am truly honoured that the company Nativa media was recognized and selected as a media sponsor.

Until some other Termatalia: Adeus Brasil!

