

CZECH Health SPAS: FIGHTING THE CRISIS ONLY BY INVESTMENTS



Czech spas plan further developments and refurbishment to maintain domestic as well as international clients. The number of spa-goers is likely to remain stable this year.

Czech spas hope this season will be better than the last one although some of the resorts admit that probably there will be slightly less visitors this year. **The spas however believe that they will remain profitable and try to lure new clients by investing in new equipment, reconstruction or by offering new health spa treatments.**

According to the Czech News Agency the biggest - and the best known - spa resorts in Western Bohemia recorded the same profit last year as in 2008. The drop in the number of visitors in Frantiskovy Lazne, Marianske Lazne and Jachymov was only moderate. **This year almost all health spas in Karlovy Vary Region continue to invest and improve their infrastructure and services.** According to the spa owners it is the only way how they can meet the demands of the clientele and to maintain the good reputation.

Moving to the north, the resorts in the Usti nad Labem Region on the other hand reported a greater drop in the number of spa-clients last year. However, according to the spokeswoman of Teplice spa, the structure of the clientele did not change. Most spa goers besides the domestic clients were from Slovakia, Germany and Russia as well as Arabian countries and Israel.

One of the Czech health spa resorts that recorded increased profits last year can be found in Southern Bohemia. Aurora health Spa welcomed around eight percent more guests than in the previous year. Both Aurora as well as the nearby Czech health spa resort Bertiny Spa plan reconstruction and further development of the spa houses for this year.

In Moravia one of the best known health spas with unique architecture is Luhacovice spa that announced its plans for refurbishing their children's sanatorium. The spa as well as the close-by town manage to lure not only patients but also tourists with numerous cultural events. This year the organizers hope to attract classical music enthusiasts and the fans of the composer Leos Janacek with their festival "Janacek and Luhacovice".

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