



ESPA
EUROPEAN SPAS ASSOCIATION

ESPA INNOVATION

AWARDS 2017

Application Form

ESPA Innovation

Awards 2017

Deadline: 30th April 2017



ENTERING APPLICANT BRAND/DESTINATION NAME

COMPANY OR MUNICIPALITY

ADDRESS

EMAIL

WEBSITE

CONTACT PERSON AND BUSINESS TITLE

DIRECT PHONE CONTACT

Please ensure that all sections of this form are completed, that all signatures are obtained and, that you type or print your name on this form in the manner that you wish it to appear on your certificate.

VIDEO AND / OR PICTURES must be attached to support the information provided in this Application Form for best evidence of your Innovation.

VIDEO AND / OR PICTURES must be attached to showcase your company/destination/medical spa/spa hotel for promotion purposes.

Return this Application Form accompanied by the supplementary material to:

ESPA INNOVATION AWARDS 2017
 Jury of the ESPA Innovation Awards
espa.awards@espa-ehv.eu
Deadline: 30th April 2017

| 1.CATEGORY ENTERED | (X) |
|--|------------|
| C1: INNOVATIVE SPA & HEALTH RESORT DESTINATION | |
| C2: INNOVATIVE MEDICAL SPA | |
| C3: INNOVATIVE SPA HOTEL | |
| C4: INNOVATIVE SPA CONCEPT | |
| C5: INNOVATIVE HEALTH SPA PROGRAM | |
| C6: INNOVATIVE SPA RESEARCH | |



2. Description of the Innovation:

3. Intended purpose:

This section should explain what process/opportunity the innovation was conceived and intended to address.

4. Provide us with details about your Innovation according to the selected Category

CATEGORY 1:

INNOVATIVE SPA & HEALTH RESORT DESTINATION

Awarded to: SPA CITIES | SPA VILLAGES | SPA DESTINATIONS

Where the Value of the Innovation lies: Urban Development, Destination Ambience, Destination Brand, Quality of facilities, Unique Selling Proposition, Eco-friendly destination, Quality and diversity of touristic attractions-

Eligible to enter: SPA Municipalities | SPA Cities | SPA Villages

The impact of the Innovation:

Fill the form

| |
|--|
| <p>1. Originality of the Innovation It is unique and not adapted from other Destinations</p> |
| <p>2. Impact of the Innovation It make a fundamental change in the attractiveness of the Destination</p> |
| <p>3. Praticality of the Innovation It bring market value to the Destination</p> |
| <p>4. Measurability of the Benefits Positive results (e.g. number of guests, more awareness, more revenues)</p> |
| <p>5. Applicability It's an innovation that can be applied to other Destinations</p> |
| <p>6. Sustainability It's and environment friendly Destination</p> |

CATEGORY 2:

INNOVATIVE MEDICAL SPA

Awarded to: MEDICAL SPA CENTERS | MEDICAL SPA FACILITIES | MEDICAL SPA RESORTS – USING LOCAL AND NATURAL RESOURCES (COMPULSORY)

Where the value of the Innovation lies: Medical Services, Spa Management, Concept, Unique Selling Proposition, Brand, Quality of facilities, Eco-friendly facilities, Evidence Based Medical background, Architecture, Design, Eco-friendly.

Eligible to enter: Medical Spa Centers or Medical Spa Facilities (using local & natural resources e.g Thermal Spa, Thalasso Spa, Climate Spa, Kneipp Spa, Radon Spa, Therapeutic Mud Spa, other spas using natural resources e.g. clay and peat, chalk, peloids and healing gases)

The impact of the Innovation:

Fill the form

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|---|
| <p>1. Originality of the Innovation</p> <p>a.It is unique (local or with signature or other USP) and not adapted from other Medical Spa</p> <p>b.Innovative Products and/or Services, Facilities (Concept, Health and wellbeing packages, Design...)</p> |
| <p>2. Impact of the Innovation</p> <p>a.It make a fundamental change in the attractiveness of the Medical Spa</p> |
| <p>3. Practicality of innovation</p> <p>a.It bring market value to the Medical Spa</p> <p>b.There is an innovative marketing/management concept to promote the Medical Spa</p> |
| <p>4. Measurability of the Benefits</p> <p>a.It result in measurable increase of guests and revenues</p> |
| <p>5. Applicability</p> <p>a.It's an innovation that can be applied to other Medical Spas</p> |
| <p>6. Sustainability</p> <p>a.Eco-friendly Medical Spa</p> |

CATEGORY 3: INNOVATIVE SPA HOTEL

Awarded to: SPA HOTELS

Where the Value of the Innovation lies: Quality of Services, Products, Design, Architecture, Concept, Quality and diversity of Spa programmes, Eco-friendly

Eligible to enter: Spa Hotels

The impact of the Innovation:

Fill the form

| |
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| <p>1. Originality of the Innovation a.It is unique (USP) and not adapted from other Spa Hotel b.Innovative Products and/or Services, Facilities (Concept, Spa Menu, Health and Wellbeing packages, Design...) c.the Spa Hotel offer includes natural and/or local products from the region</p> |
| <p>2. Impact of the Innovation a.It make a fundamental change in the attractiveness of the Spa Hotel</p> |
| <p>3. Practicality of innovation a.It bring market value to the Spa Hotel</p> |
| <p>4. Measurability of the Benefits a.It result in measurable increase of guests and revenues</p> |
| <p>5. Applicability a.It's an innovation that can be applied to other Spa Hotels</p> |
| <p>6. Sustainability a.Eco-friendly Spa Hotel</p> |

CATEGORY 4: INNOVATIVE SPA CONCEPT

Awarded to: SPA CENTERS | SPA FACILITIES | SPA HOTELS | SPA CLINICS

Eligible to Enter: Design Studios, Architects, Architecture Studios, Equipment suppliers, Building Contractors, Interior Design Companies.

Where the Value of the Innovation lies: Concept, Design, Architecture, Equipment, Materials, Eco-friendly facilities, Technology, Atmosphere, Integration with the nature.

The impact of the Innovation:

Fill the form

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| <p>1. Originality of the Innovation</p> <p>a. It is unique (USP) and not adapted from other Spa facility/ Spa center/Spa hotel other</p> <p>b. the concept includes Brand and signature USP, local and regional elements, treatments menu, tailored treatments according to the guest needs and wants?</p> <p>c. the concept offer unique design, high quality equipments and high-quality technology</p> |
| <p>2. Impact of the Innovation</p> <p>a. It make a fundamental change in the attractiveness of the Spa facility / Spa center / Spa hotel / other</p> |
| <p>3. Practicality of innovation</p> <p>a. It bring market value to the Spa facility / Spa center / Spa hotel / other</p> |
| <p>4. Measurability of the Benefits</p> <p>a. It result in measurable increase of guests and revenues</p> |
| <p>5. Applicability</p> <p>a. It's an innovation that can be applied to other Spa facilities / Spa centers / Spa hotels / other</p> |
| <p>6. Sustainability</p> <p>a. environment friendly Spa facility / Spa center / Spa hotel / other</p> |

CATEGORY 5: INNOVATIVE HEALTH SPA PROGRAM

Awarded to: HEALTH SPA TREATMENTS | PREVENTIVE SPA PROGRAMMES | HEALTH PROMOTION AND EDUCATION PROGRAMMES

Where the value of the Innovation lies: Medical Spa Concept and benefits for the client, Evidence-based benefits

Eligible to enter: Medical Spa Centers or Medical Spa Facilities (using local & natural resources e.g. Thermal Spa, Thalasso Spa, Climate Spa, Kneipp Spa, Radon Spa, Therapeutic Mud Spa, other spas using natural resources e.g. clay and peat, chalk, peloids and healing gases)

The impact of the Innovation:

Fill the form

| |
|--|
| <p>1. Originality of the Innovation</p> <p>a. It is unique (USP) and not adapted from other Spa facility</p> <p>b. the health programme offer unique details, high-quality and innovative medical procedures at the execution</p> <p>c. It's meant for disease prevention and/or healthy lifestyle enhancement and/or overall health and/or wellbeing balance</p> <p>d. there is a methodology to measure and control the efficiency of the health program</p> <p>e. the program includes signature and/or local elements</p> |
| <p>2. Impact of the Innovation</p> <p>a. It make a fundamental change in the attractiveness of the Spa facility</p> |
| <p>3. Practicality of innovation</p> <p>a. It bring market value to the Spa facility</p> |
| <p>4. Measurability of the Benefits</p> <p>a. It result in measurable increase of guests and revenues</p> |
| <p>5. Applicability</p> <p>a. It's an innovation that can be applied to other Spa facilities</p> |
| <p>6. Sustainability</p> <p>a. It's a Eco-friendly friendly Health Spa Programme</p> |

CATEGORY 6: INNOVATIVE SPA RESEARCH

Awarded to: UNIVESRITIES | RESEARCHERS

Where the value of the Innovation lies: Research that challenge and seek novel theoretical concepts, new approaches or methodologies, new findings.

Eligible to enter: Universities, Researchers

The impact of the Research:

Fill the form

| |
|---|
| 1. Originality and time of the Research |
| 2. Use of modern methods to prove evidence based effects |
| 3. Importance for the science |
| 4. Relevance to practice |
| 5. Implementation and application |

I hereby certify that the information above is true and accurate.

| | |
|-------------------|-----------------------------|
| Signature: | Date of Application: |
|-------------------|-----------------------------|

Contacts for further information:

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BELGIUM



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