



HTWW
Life



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THERMALISM 4.0

REDISCOVERING THERMAL LIFESTYLE

Dr László Puczkó
CEO & Co-Founder



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THERMALISM 1.0 – LET'S PLAY BINGO!

CURRENT CHALLENGES





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Heritage

Architecture

Tourist
Attraction

Healing &
Cure

Prevention

Leisure

Recreation

Socialising

Traditions

Natural
Wonder

Me-time

The Un-
known



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HERITAGE & ENTERTAINMENT





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NATURE & ADVENTURE





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NATURE & MISTERY





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THERMALISM 4.0

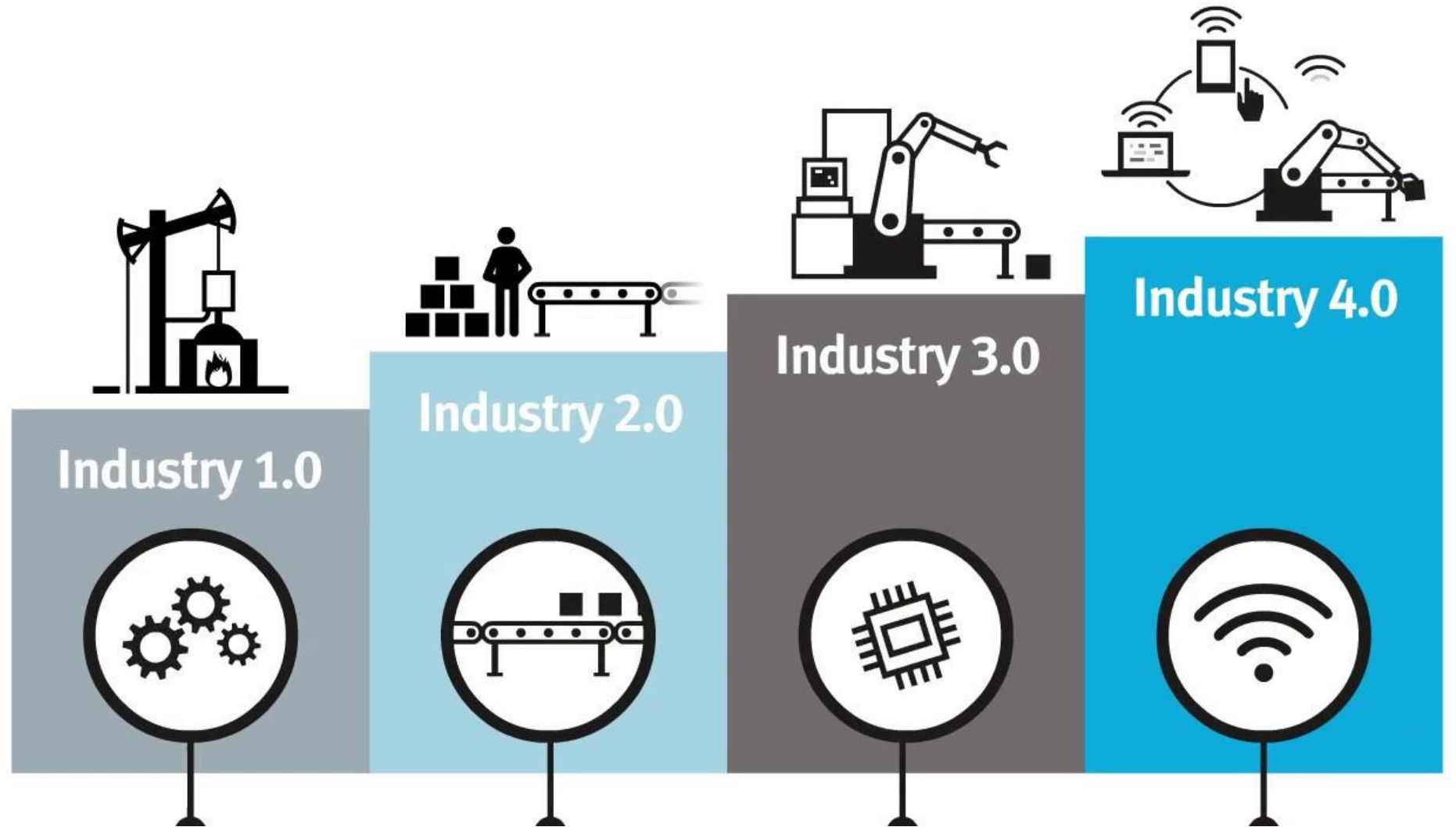




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HYPER-CONNECTIVITY





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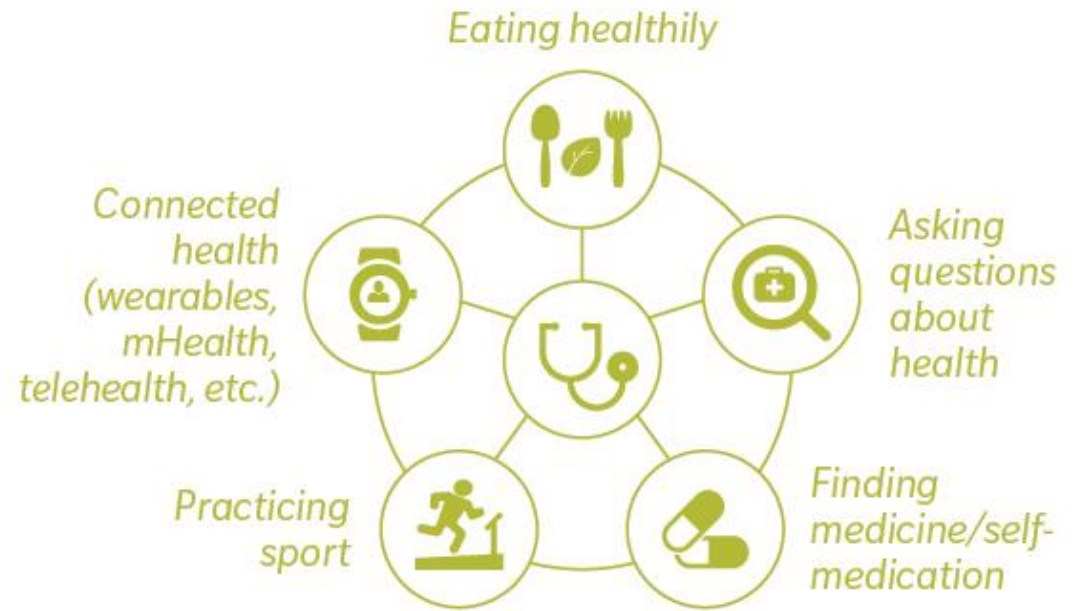
CONTEMPORARY VIEW OF HEALTHCARE: PARTICIPATORY HEALTH

FORMER PARADIGM: THE REACTIVE PATIENT



People used to worry about their condition only when they were sick and react accordingly

NEW PARADIGM: A PROACTIVE CONSUMER



Innovations and new technologies allow a more effective condition and wellness management, regardless of health status



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What They Buy

Benefits & Values

Services

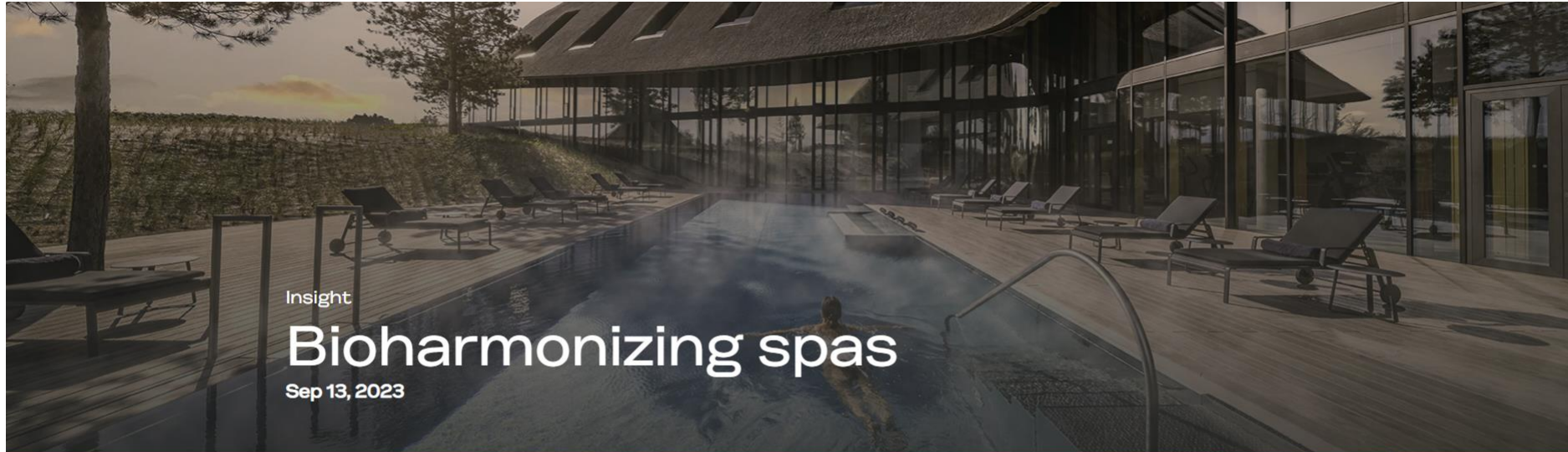
What They Pay For



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Insight

Bioharmonizing spas

Sep 13, 2023

Gone are the biohacking days, instead welcome bioharmonized balance.





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Wellness Pragmatists

REAL RESULTS AND SIMPLE SOLUTIONS

Optimal health without hassles. That's how Wellness Pragmatists tackle self-care. Consumers want quick, effective solutions that enhance their bodies and minds. Proven efficacy will influence purchase choices.

Products need to be backed by facts and easily blend with current habits. Companies should offer practical options that leverage the power of science and technology.



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FUNSCAPE

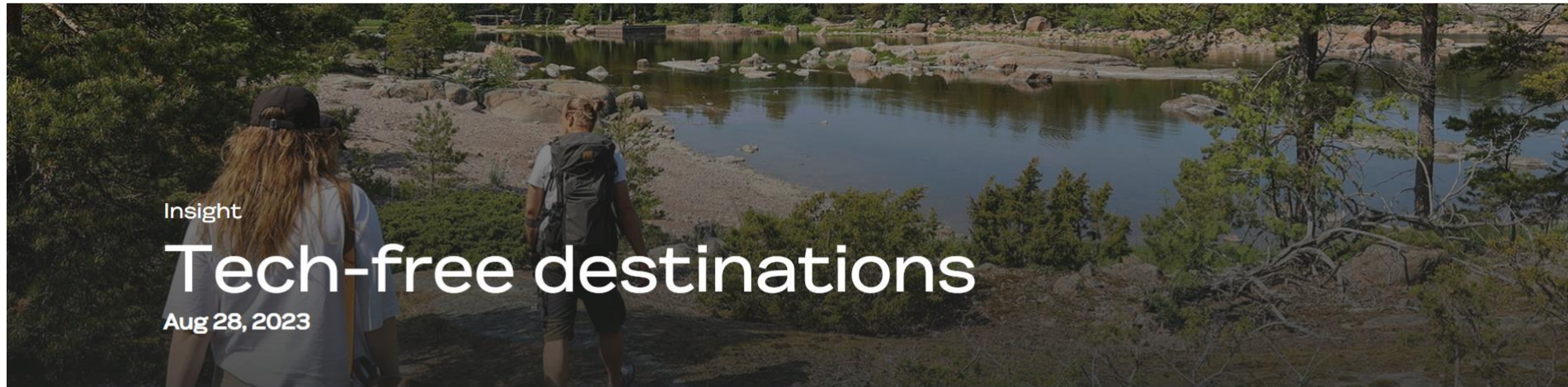




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Insight

Tech-free destinations

Aug 28, 2023

As travel picks up, tourist spots are reinforcing intentional travel which involves ditching the smart phone.



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Insight

Idyllic idleness

Sep 11, 2023

Can the act of doing nothing be the secret to a healthier and happier life?



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Delightful Distractions

A SWEET ESCAPE

Consumers want to take their minds off everyday stressors. They need a little relief from their anxieties and a chance to break away from the mundane.

Delightful Distractions invigorate and uplift emotions. These thrill-filled and feel-good moments can leave a meaningful impression.

Brands that find opportunities to sprinkle in bliss—from touchpoints to campaigns—will build strong connections with customers.





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DELIGHTFUL DISTRACTIONS

Three tactics for 2024

Incorporate playful, fun, positive messaging into customer interactions—both high- and low-touch.

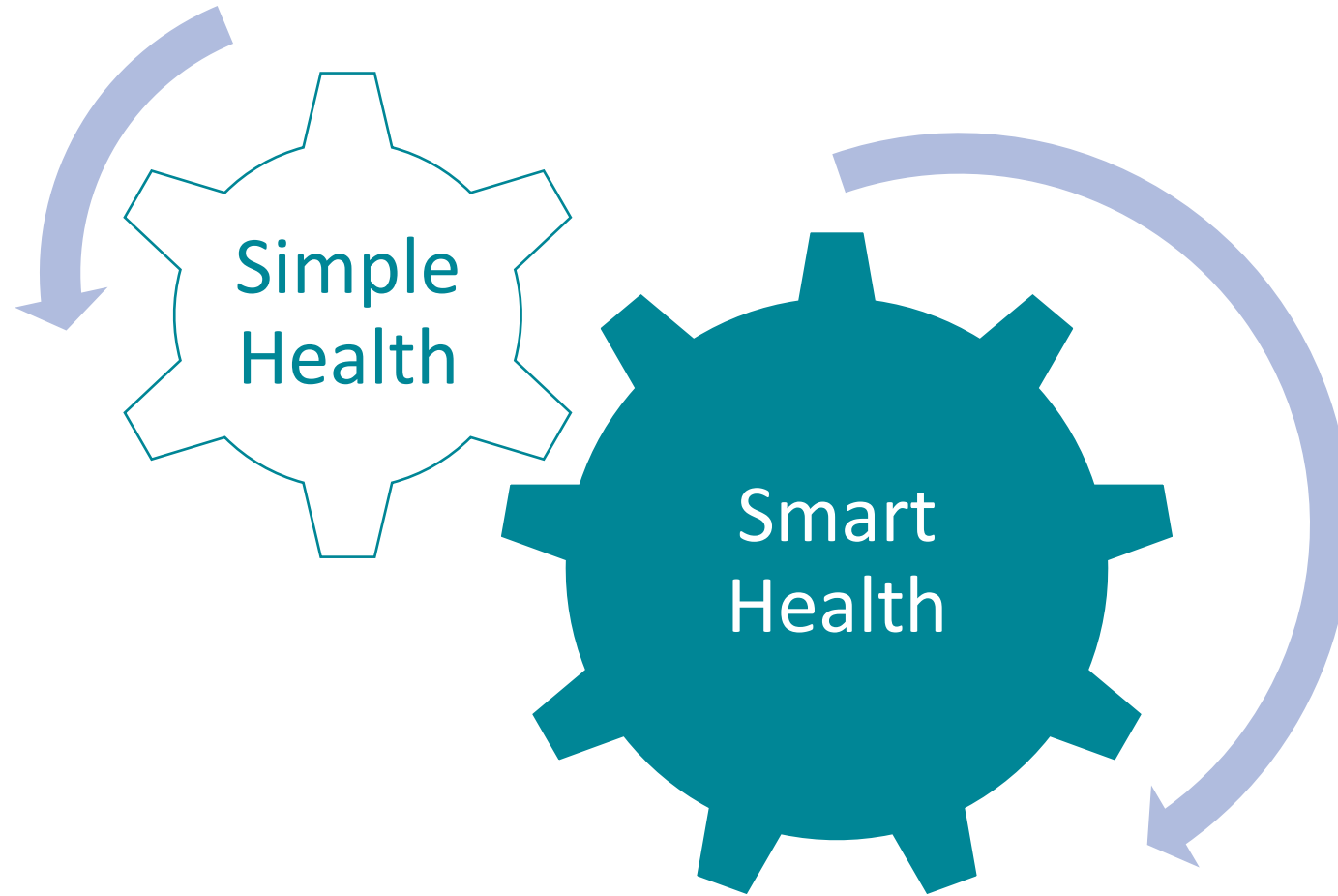
Add pops of colour, visual effects or audio in branding and product design that appeal to the senses.

Create memorable, feel-good moments to build stronger bonds with your audience.



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HEALTH

'Silent walking' trend: Psychiatrist shares stress-relieving benefits of strolling in silence

Dr. Raafat W. Girgis describes the benefits of learning to block out the 'noise of the world'



By **Angelica Stabile** · Fox News

Published August 31, 2023 6:00am EDT





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'Silent walking' trend: Psychiatrist shares stress-relieving benefits of strolling in silence

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*Silent
Bathing?*





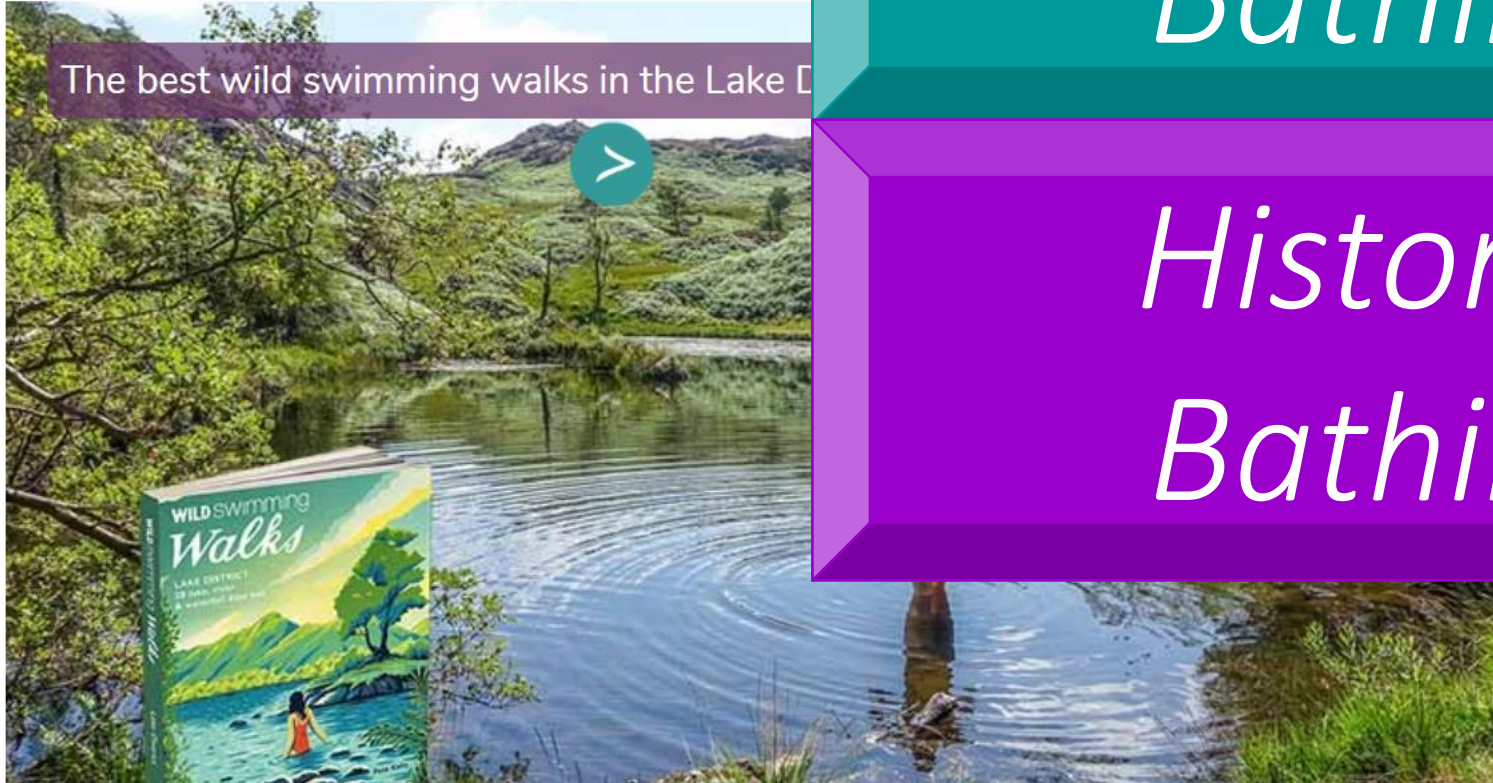
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WILD
swimming

HOME BOOKS & APPS » BLOG » EXPLORE BY REGION »

The best wild swimming walks in the Lake District



*Regenerative
Bathing?*

*Historical
Bathing?*



<https://www.wildswimming.co.uk/>



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EMGAGEMENT LEVELS

Fun &
Curiosity

Serious
Leisure

Prevention

Spectacle

Cure





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DIGITAL ART
BATHING



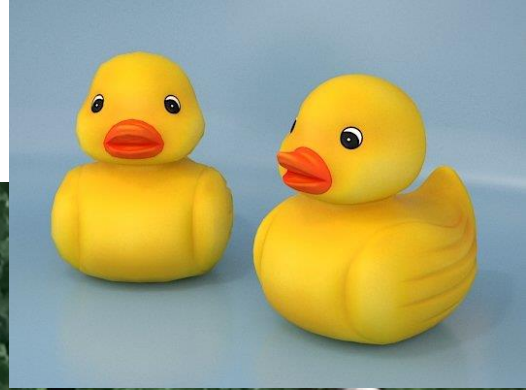
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FUN BATHING



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THE BOTTOM LINE

AVOID

- Assuming that everyone sees hot springs the same way
- Believing wellness has uniform understanding
- Spending on infrastructure before defining your story
- Pushing pools as they are

CONSIDER, DO & APPLY

- Double Regeneration Principles
- Multi-Sensory Immersion
- Define Your Wellness Story/Your Healing Story
- Hot springs for **reconnection, restoring and rebalancing**
- Seek triggers and redefine your UVPs accordingly



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Industrial Revolution 4.0

Digital
Connectivity

Thermalism 4.0

Re-connection
with Self, Nature
and Others

Wellness 4.0

Conscious,
Transformative
and Happier Life



#sosi

Sensation of Soaking In



#joi
Joy of Immersion



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Danke schön/Thank you!

More Intelligence & Inspiration About
Wellbeing, Leisure & Travel
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