

# CASE STUDY

## ROMAN THERMAL SPAS OF EUROPE



## SITUATION

The Roman Thermal Spas of Europe is a network of thermal baths and health resorts of Roman origin located in Germany, Portugal, Hungary, Greece, Romania, Italy, France, Serbia, and Bulgaria. Based on the intersection of spa and cultural tourism, each destination offers a unique experience, combining wellness with history. With the uptick in wellness tourism in the United States, The Roman Thermal Spas of Europe sought to enter North America as a new market to further enhance awareness and ultimately, to increase bookings. As a newly formed network, The Roman Thermal Spas of Europe was unsure about the most effective way to enter the U.S. market.

## SOLUTION

The Thermal Roman Spas of Europe engaged WTW to determine the best methods of marketing opportunities. Focusing on the developing key relationships, WTW worked closely with Roman Thermal Spas to determine effective evaluation criteria for travel industry events. The final deliverable included report outlining top events during a 24-month period summarizing attendees, exhibitors, sponsorships, media, networking opportunities and the ability to pre-schedule meetings. This information along with critical insights and recommendations aided Roman Thermal Spas to decide where best to invest their time, money & energy.

## SATISFACTION

“ Ms. Hoheb delivered and exceeded expectations with a comprehensive report outlining recommendations which were excellent and resulted in valuable tour operator contacts. Ms. Hoheb provided valuable and practical information and is a pleasure to work with. We can highly recommend her services. ”  
- Tobias Managing Director,  
Roman Thermal Spas of Europe

