

# STANDORT

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## SUMMIT HISTORY

The first Global Wellness Summit – in those days called Global Spa Summit – took place in New York, in 2007, in order to give leaders and pioneers in the field an opportunity to discuss the future of the industry. In 2008, the second summit was held in the Big Apple, after which the international wellness conference took to the road: Interlaken 2009, Istanbul 2010, and Bali 2011. One year later, industry representatives met for the first time in Aspen under the banner Global Spa & Wellness Summit, then in New Delhi in 2013, and in Marrakesh in 2014. As Global Wellness Summit the event first took place in Mexico City, in 2015. To the honor of hosting the conference on its tenth anniversary, Kitzbühel beat co-candidates the United Arab Emirates, Singapore, and New Zealand. And so the biggest international wellness congress for invited guests in 2016 sets up shop at the foot of the Hahnenkamm.

## At the Cradle of Wellness Tourism

The tenth Global Wellness Summit sees the wellness industry come together in Kitzbühel, where it will both look back on the past and cast a glance into the future.

Even though it may be unusual for a US-dominated event to look into the past, we would still like to do so at the Global Wellness Summit in Kitzbühel," Franz Linser expands on the summit's motto, which is "Back to the Future." However, as the wellness expert quickly admits: "This will not be a nostalgic patting each other on the shoulder." The idea, much rather, is to take a look at past prognoses from the point of view of whether they have come true or not, whether the experience has been a positive one or not. And Linser dares to predict: "The answer is an extremely positive one. And, it seems to me, for a simple reason: wellness in its comprehensive form has become absolute mainstream. Wellness is not just present at hotels, in the meantime it is also present in our very lives."

An everyday presence that also finds expression in the (invited) guests of the summit. Around five hundred top representatives, not only from the hotel industry, tourism, wellness and fitness, but also from the fields of beauty, finance, medicine, architecture, design, realty, manufacture and technology, one year after the summit in the metropolis Mexico City now make their way to the "little Alpine town" of Kitzbühel.

That Tyrol is a worthy location for the anniversary event is also confirmed by Susie Ellies, President & CEO Global Wellness Summit, by saying that the congress was thus returning "to the cradle of wellness tourism." After all, this place, just as Austria in general, was "the



Besides winter sport and mountain adventure, guests are attracted to Tyrol by world-class wellness.

first country, twenty-five years ago, where people knew how to wrap up wellness intelligently and market it." Today, besides winter sport and mountain adventure, it is exclusive wellness landscapes and professional health packages that are the reasons for guests from Austria and abroad for deciding on a holiday in Tyrol.

Yet time, when it comes to wellness, has not stood still in Tyrol. The industry has moved away from exclusive wellness packages, which the guest merely takes advantage of as a bonus, and towards holistic concepts – coming with the local touch, such as alpine wellness packages relying on the health effects of the alpine altitudes, or on specialties such as massages with rock oil, innovative timber

construction, or using local organic produce in the kitchens.

"Tyrol's great credibility in the field of wellness" is also underlined by Tyrol's Governor Günther Platter, who refers e.g. to the Cluster Wellness Tirol which in the meantime lists no less than 105 businesses, "that generate a turnover of 461 million euro per year and employ some 7,000 people." People who, in the Tyrolean wellness tourism, work mainly in family-run businesses. In this light, as Franz Linser points out, Kitzbühel is the perfect location: "We put up the delegates as we put up our guests – in family-run, small establishments. Where you can't help but take in the place, enjoy looking at people. That, in Tyrol, is part of a wellness holiday." ]

EDITORIAL

Dear Reader,



Picture: Land Tirol

Tyrol is not only one of the global tourist hotspots, Tyrol has also long since established itself as a pulsating, innovative business location on an international stage. The country relies on a healthy sectoral mix of trade, industry and tourism. Among our companies are both world market leaders and niche specialists, as well as hidden champions. The success of these businesses not least is founded on the close cooperation with the local universities and research institutions, together with whom they develop innovations and thus secure a competitive edge. This cooperation has been supported by the State of Tyrol with 40.8 million euro in subsidies in the year 2015 alone, with an overall project volume of around 403 million euro.

In the fields of health and medicine too Tyrol is among the leaders. Top level research, world-class medical scientists, successful enterprises, state-of-the-art infrastructure, athletic, health-conscious people, and the surrounding nature – they all together, like pieces of a puzzle, make up the successful Tyrolean health management. Thus, for example, scientists in Tyrol are working on a new treatment for tumors on the basis of cancer-killing viruses.

What also makes the country stand out against its international competitors is the strategic decision to link up the Tyrolean know-how in health, technology and tourism. The vision behind this is to develop Tyrol into a Smart Region and the most popular power place of the Alpine world. We can achieve this by deliberately promoting lighthouse projects that serve to highlight the Tyrolean competences. Wellness and health in this context naturally play a central role.

The fact that the Global Wellness Summit, the most important get-together of the industry, is taking place in Tyrol on the occasion of its tenth anniversary, pleases me enormously. A better place for promoting this synergy of technology, health and tourism than Tyrol, I am sure, would be hard to find.

 **PATRIZIA ZOLLER-FRISCHAUF**  
Minister for Economic Affairs,  
Province of Tyrol

[ WELLNESS-DESTINATION AUSTRIA ]

## Precious Wellness Guests

According to the updated research report of the Global Wellness Institute, the worldwide wellness market is worth some 3.4 trillion dollars and thus three times as much as the entire drug industry. And the growth rates of the sector too are impressive. Wellness tourism, seen on a global scale, grows by some 50 per cent faster than tourism in general. As a mainstay of the wellness industry, wellness tourism turns over around 500 billion dollars. From an international perspective, Europe, with around 216 million wellness trips a year, is the number one. Austria, according to the report, occupies the top spot when it comes to profits per head from wellness tourism and is the fifth biggest market in the world. Austria's turnover in the field of wellness tourism in 2015 amounted to some 12.7 billion euro. And the wellness guest is a very precious guest, as some Tyrolean statistics are showing. Their daily expenditures in winter are 143 euro and thus much higher than the Tyrolean average, which is 119 euro. And also in summer the wellness guest spends considerably more than average, namely 158 as compared to 123 euro.



Picture: Best Alpine Wellness Hotels / Schönham



# HEALTH

Subject: [ BUSINESS LOCATION TYROL ]  
Research at the heart of the Alps

■ Having been founded in 1668, the University of Innsbruck is among the oldest universities in Austria. Some 350 years later, it no longer has a monopoly, though. Together with the Medical University of Innsbruck, the private health & life sciences university UMIT, the three universities of applied sciences (FH Gesundheit, MCI, FH Kufstein), as well as two teacher training colleges the University of Innsbruck forms a strong Tyrolean research cluster. The latter in numbers: almost 35,000 students, 6,300 staff, and an annual budget of 400 million euro.

## Phytopharmacy: The Healing Powers of Edelweiss



The edelweiss is the star among the Alpine flora. Hermann Stuppner coaxed two substances from it, which could be interesting both for cosmetic and medical uses.

Although he works at the University of Innsbruck and his specialty are botanical agents, the edelweiss, as Hermann Stuppner admits, for a long had not been on his radar. This changed when some guy from Innsbruck got in touch and asked if Stuppner didn't fancy examining the edelweiss more closely at the laboratory. The man was an edelweiss grower and had some to spare right then. Why not, the scientist told himself, especially when some initial research showed that the edelweiss had been used in popular medicine for treating stomach pains in the past. First phytochemical and pharmacological examinations followed, which proved that both the above- and the below-ground parts of

the edelweiss had "interesting anti-inflammatory properties." The team at the department of pharmacognosy only really could get going, though, through a contact in Switzerland where the protected plant is being grown on a large scale.

"We now know some sixty components, which we have isolated, characterized and for the most part examined pharmacologically," Stuppner says. Especially two substances, described for the first time, are causing excitement among the researchers – edelweiss acid and leoligin. The former, as scientific analyses have shown, is a highly antioxidant compound and a radical quencher, therefore, among other things, seemingly protecting the edelweiss from the

intense UV radiation in high alpine altitudes. "There's already a lot of interest from the cosmetic industry, of course," says Stuppner. "Whether edelweiss acid could be able to halt the aging process of the skin, at least for a certain time, we will find out in a project together with the Innsbruck Institute for Biomedical Aging Research."

The leoligin gained from the roots has been looked at together with the University Hospital for Thoracic Surgery. "We found out that leoligin protects us from the arteriosclerotic change of vessels," the professor of pharmacognosy reports. As there is also a risk of artery-walls thickening after bypass operations, a leoligin depot was built up around implanted

vessels in the mouse model. "We detected a significant difference to the group without leoligin," Stuppner says.

Two patent applications have been filed by the Innsbruck researchers for their edelweiss discoveries. In a large research network the active ingredients have been examined more closely and synthesized, as well as numerous derivatives gained, with in parts even better results. While no toxicological effects of leoligin have been proven so far, Stuppner says, the overall toxicological examination of the substance – a complex, and above all a very expensive procedure – was still pending, in order for it to become interesting for a potential drug development. ]

FACTS. NEWS.  
[ Subject: Research ]

■ Tyrolean research projects in the fields of medicine and health are globally recognized and linked up, and many large international projects coordinated from Innsbruck. Thus, for example, Erich Gnaiger with his company Oroboros leads the EU project MITOEAGLE (see article bottom left), Hermann Stuppner (article left) coordinates the project medihealth, in which partners from ten countries explore edible plants and their influence on healthy aging.



Picture: MUJ/Heidegger

The gynecologist Nicole Concin (picture left) leads the EU-wide consortium GANNET53, which researches an innovative new therapy for ovarian cancer. In the APERIM project, meanwhile, coordinated by the Innsbruck bioinformaticist Zlatko Trajanoski, new bioinformatic solution approaches are developed for data editing in personalized immune therapies. In the context of the Human Brain Project, a flagship project of the European Commission, training programs are worked out, under the leadership of Alois Saria (Medical University of Innsbruck), that shall meet the future requirements of neuroscientific research. And Michaela



Picture: MUJ/Heidegger

Kress, physiologist at the Medical University of Innsbruck (picture left), together with international partners works towards the development of new perspectives in palliative care in the context of ncRNAPain.

## Questions of Cell Breathing

Oroboros is the world's number one when it comes to measuring cell breathing. In future, the know-how shall also be used to support lifestyle diagnostics.

It is not so easy to say how many cells a human being consists of. What can safely be said, though, is that each cell is a marvel, taking care of its own energy supply. Often described as the cell's powerhouse, the mitochondria control cell breathing, a biochemical process in the course of which nutrients, especially carbohydrates and fatty acids, are burned for producing energy and for sustaining life processes, and chemical energy stored in the form of adenosine triphosphate (ATP). Biologist Erich Gnaiger has specialized in the measurement of this process of cell breathing. At the beginning of the nineties, he brought his first measuring device on the market, today the instruments produced by his company Oroboros, based in Innsbruck, are used at some 800 laboratories around the world.

"With the help of small samples of muscle tissue or blood we can measure the intensity of cell breathing – and we can do so with a resolution that is unequaled," says Gnaiger. An auxiliary module in his Oxygraph-2k enables optical fluorescence measurements, so that it is also possible to determine, among other things, the production of oxygen radicals and ATP, calcium concentration or the mitochondrial membrane potential. These are values that play an important role in the diagnosis e.g. of type 2 diabetes or dementia. Yet Gnaiger



Gnaiger: "A measuring of cell breathing for the purposes of preventive medicine."

wants more, he wants to use the measurement of cell breathing for the purposes of preventive medicine and lifestyle diagnostics.

Part one of this research project deals with the question of whether mitochondrial functions "are showing a measurable alteration at such an early stage that they can be used for an early warning system." If they are, Gnaiger is convinced, the measurements can be done with the help of his Oxygraph-2k, which is why he and his team, in a project supported by the State of Tyrol, are working towards a globally harmonized measuring standard, in order for study outcomes from all over the world then

to be collected in a data bank. The data (Gnaiger: "We're thinking of data from 400,000 people.") would form the basis for getting to the bottom of questions as to the link between the measurable mitochondrial fitness and lethargy, nutritional behavior, exercise, or obesity. A vision, as Gnaiger points out, that has also found a sympathetic ear in Brussels. In September, a four-year EU project called MITOEAGLE, led by Gnaiger, has got underway that involves some 300 to 400 partners and deals with the subject of "Mitochondrial Mapping: Evolution – Age – Gender – Lifestyle – Environment." For more information go to [wiki.orooboros.at](http://wiki.orooboros.at) ]

## Airflow in a Pipe

The sensor system developed by the Tyrolean company CubileHealth measures data as we sleep.

In fact, it is just a packet of foam sealed air-tight, around fifty by ten centimeters in size, and just under a centimeter thick, no metal and no electronics. When you press the pad, however, air will escape through a thin pipe. "A flow sensor at the end of the pipe measures the speed of this air flow," Johannes Hilbe explains the system, which in the truest sense of the word detects a whisper. Placed underneath a mattress, it reacts to restlessness during sleep, but also to simple breathing movements, and sends air into the pipe. To deal with the data thus gained, Hilbe needs his partner Karl Fritscher. The bioinformaticist has developed an algorithm that calculates breathing and heart rate from the flow data, which moreover are processed for display on a monitor,

and sent via app to Smartphone or PC. "Besides simple questions, such as, When and how does someone sleep?, or, When does someone get up?, we can also measure more complex things like heart and lung activity," Hilbe describes their joint invention Cubile. The fields of application primarily envisaged are nursing and hospital care, in order to make work easier for the nursing staff. However, the potentials of Cubile, Hilbe says, are practically endless. "Cubile can also be used as a simple life check during a wellness stint, in order, for example, to demonstrate to guests the recreational value they receive by way of sleep-related data," Hilbe looks into the future of Cubile, which is expected to be ready for the market in the spring of 2017. For more info go to [www.cubilehealth.com](http://www.cubilehealth.com) ]



Johannes Hilbe (left) and Karl Fritscher want to put Cubile on the market in 2017.



# LIFESTYLE

Subject: [ COWO TIROL ]  
Urban working on Alpine summits

■ This October, the highest co-working space in the Alps will be situated in Tyrol. International and local companies will find urban infrastructure at COWO Tirol on the Patscherkofel near Innsbruck, at 1,963 meters above sea level. After the test phase, further COWO options will be looked for in Tyrol. Info: [www.cowo.tirol](http://www.cowo.tirol)

## Light Promoting Well-Being

planlicht, the Tyrolean lamps and lighting systems specialist, has evolved into a world player over recent years. One of the secrets of its success was relying on new technologies for “healthy light.”

Light, says Felicitas Kohler, had been a part of her life from the beginning. Small wonder, considering she literally sucked it in with her mother's milk. In 1986, her father founded his company planlicht. To begin with, it was merely a lighting business, since the nineties, though, it has developed and built its one's own lighting systems. Today, the company employs 160 people. Lamps made by planlicht now are to be found around the world, yet the main market remains to be Europe. In 2013, Felicitas Kohler took over from her father – and light still fascinates her: “Most of all I'm interested in what a lamp is capable of as to its technical output.” And especially in this respect the development over recent years has been “bombastic,” as she says. The traditional light bulb, illuminating rooms, is a thing of the past. Nowadays, light artists, like those at planlicht, even manage to emulate natural daylight inside a building through Human Centric Lighting (HCL).

HCL often is described as “healthy light” or “biodynamic light” because it has a positive effect on our performance and our wellbeing. “With HCL we simulate daylight with the



“With Human Centric Lighting we simulate daylight with the help of lamps,” planlicht boss Felicitas Kohler explains.

help of a lamp, as it were, from the cool morning light to the warm evening light,” the planlicht boss explains the principle, that takes consideration of our light needs which change over the course of the day: in the morning we need a lot of daylight, in order to start well into the day, in the evening we relax in candlelight. This “healthy light” is ideal e.g. for kindergartens, schools, nursing homes, and generally for rooms “where people work or spend a lot of time.” The programming of the various lamps corresponds to the light's

development throughout the day, and it can also be adapted individually to the customer's needs, as Kohler points out.

Customers that the Tyrolean company increasingly finds abroad. Since 2013, the focus, in view of risk minimization, has been on export. Foreign business in the meantime amounts to 70 per cent. The label Tyrol helps, Kohler admits: “Be it Germany or France, almost everyone knows Tyrol. And when I say to people I produce exclusively in Tyrol, that is a promise of quality.” A promise that planlicht



customers, especially light planners and architects, can rely on. The flexibility of the family business, Felicitas Kohler is convinced, distinguishes planlicht from the big players in the lighting sector: “We are able to react spontaneously and deliver quickly.” Sales branches, e.g. in Germany, France, Finland or Sweden, guarantee first-class customer service. “And in terms of products we make sure to be at the forefront when it comes to technology leaps,” Kohler says. As in the case of Human Centric Lighting. Info: [www.planlicht.com](http://www.planlicht.com) ]

FACTS. NEWS.

[ Subject: Lifestyle ]

■ The goal of move effect is to help companies motivate their staff to take exercise and live healthily, thus to keep them fit, and it does so online. The web platform, developed by the member of the Cluster Wellness Tirol, is working with so-called sMILES, points that can be collected online with every activity and that the company, at the end of the year, converts into a financial contribution to social projects. The more members of staff invest in their health, the more sMILES are being donated. For more information go to [www.moveeffect.com](http://www.moveeffect.com)

■ So as to experience alpine lifestyle close to nature in winter, Austria's first snow village, the Igloo Village in Ötztal, was created in 2007. The combination of adventure, romance and natural experience invites visitors to spend an unforgettable night in the Tyrolean mountains. What awaits them at the comfortable four-person igloos is a mixture of adventure and luxury in a world of ice. After a nighttime hike with torches and a tobogganing outing, guests retire to their igloos, where an expedition sleeping bag guarantees a cozy night's rest even if temperatures were to drop to forty degrees below zero. For more information go to [www.schneedorf.com](http://www.schneedorf.com)



Picture: Schneedorf

## Alpine Meadow on the Wall

The Tyrolean Company Organoid Technologies process grasses, blossoms, leaves, etc. into natural decorative coatings that give rooms a special fragrance.



Dried blossoms, thanks to Martin Jehart's know-how, are turned into decorative coatings, as does ground pine bark.



Picture: Andreas Friedle, Chesa Muntanella

Whenever Martin Jehart speaks of alpine hay, his eyes begin to sparkle. It is mown by hand, grown on the slopes of the Wildspitze, Tyrol's highest mountain. From 1,700 metres above sea level it is taken down to the valley, dried and processed in Fliess, a small village near Landeck. By way of a specially developed technology the processed alpine hay is used to coat panels that serve as decorative elements in apartments, offices, (wellness) hotels and shops. Yet alpine hay is not the only fragrant coating that Jehart's company Organoid Technologies has in its repertoire. It works with a large number of natural materials, such as blossoms, mosses, grasses, leaves,

grains, or timber, which come from local producers whenever possible.

In 2013, Jehart and his partner Christoph Egger started out in a garage, today, together with their staff, they command some 1,200 square metres. Sales – going to some 45 countries – are outsourced. Over the years, the Tyroleans have won numerous national and international design awards. In the meantime, they also offer coated acoustic panels. It is not just local customers, such as the Schlosshotel Fiss or the Chesa Muntanella – the cube pictured above is coated in Roscht, finely powdered pine bark – that have gone “organoid,” but also the Swisscom Shop in Zurich, a whole floor at the World

Trade Center in The Hague, or a private villa in Taipei. “We receive between fifteen and twenty new enquiries a week,” Jehart says. One of the questions that has kept popping up was whether the coatings could be used in other ways than just on laminate panels. The latter, according to Jehart, can be processed like a normal Resopal™ panel by any carpenter. The Organoid team experimented and found a special foil solution which, says Jehart, adheres practically anywhere. These days Organoid coatings are to be found on wooden spectacles from South Tyrol, cell-phone covers, and lampshades. And further applications are being planned as we speak. Info: [www.organoids.com](http://www.organoids.com) ]

[ specifically SEEN ]

## The Healthy Scent of Pine

The power of Swiss pine (German Zirbe) and its positive effects on humans have been known in Tyrol literally forever, and the soothing fragrance of its timber has been pervading the bedrooms and kitchens of its farmhouses for centuries. And it was also this fragrance which Benedikt Handler wanted to bring into his room – yet without the Swiss pine bed. Together with his friends Carl Simbruner and Nikolaus Stieldorf he began experimenting with a Swiss pine box and after a few prototypes they had their room ventilator made of the timber from the alpine conifer. “In the autumn of 2014, we sold our first zirb,” Handler looks back. In the meantime, they have a whole product series on the market. The elegant zirb.s are available in three sizes. The zirb.Lüfterl, only 27 centimetres tall, takes care of a space of some two metres in circumference, which is ideal for the bedside table or the work desk. The larger zirb.Luft and zirb.Bergluft are designed for rooms of up to 100 square metres.

But how does zirb. work? On a base only a few centimetres in height, made of four interlocked Swiss pine boards, rests the trunk, the continuation of the four boards. Its lower end holds the electricity-powered ventilator, producing a sound of no more than eight decibels, while the upper part is filled with zirb.Locken (shavings), in order to “have a Swiss pine surface as large as possible,” as Handler says. The trunk also contains



The zirb.Luft provides pine fragrance across some thirty square metres.

a bowl that can be filled with water, to further intensify the Swiss pine fragrance in the room. “The crucial thing is the quality of the zirb.Locken. They are almost one millimetre thick and derive from the heart of the Swiss pine trunk which contains a lot of resin and essential oil.” In order not to have to change the zirb.Locken at short intervals, Handler, Simbruner and Stieldorf developed a drip-proof and patented fragrance release system that can be fitted into the zirb. Pure essential Swiss pine oil – eighty per cent of which is gained from hand-cut needles – increases the fragrance's intensity and keeps the air fresh much longer. So far so good. But Handler already thinks of other oils, in order to bring not just the smell of Swiss pine indoors, but the fragrance of an entire wood. Info: [www.zirb.at](http://www.zirb.at)



# HARDWARE

Subject: [ ENGINEERING ]  
Zooming in on the sauna

■ KLAFS, market leader in the field of saunas and spas, zooms the sauna in on the wall – and back out. The revolutionary SI is the first sauna in the world that, at the touch of a button, a bit like a camera zoom, makes itself very small. In its retracted state it is merely sixty centimeters deep, extended it allows room for the whole family. [www.klafs.at](http://www.klafs.at)

## “We were persistent”

Physiotherm, Tyrolean manufacturer of infrared cabins, not only counts on the mere effect of heat, but proves the beneficial effect of its heat applications by way of specially commissioned studies.

**STANDORT:** When it comes to infrared cabins, you rely on the Physiotherm principle. What is behind this principle?

**JOSEF GUNSCH:** Physiotherm has been in existence for twenty years and we have always tried to give priority to the benefit for the customer, especially when it comes to the interaction between radiation heat and room temperature. In the beginning, we worked with the customers' experiences, then we did our own medical research. The principle is based on warming the body by applying the radiation heat directly to the back muscles, at a room temperature of 35 to 38 degrees centigrade. It is this interaction that marks out Physiotherm.

**STANDORT:** Why between 35 and 38 degrees?

**GUNSCH:** Because within this range – the thermal neutral zone – the body is in balance. It doesn't require any energy in order to warm itself up or cool itself down as the external temperature is equal to the body temperature.

**STANDORT:** And the radiation heat enters the body via the back muscles?

**GUNSCH:** Yes, that's what makes for the positive effect. Body circulation

is thus stimulated, the immune system strengthened, etc. And via the direct radiation on the spinal muscles we also achieve a positive effect on back pains.

**STANDORT:** Can the effect of infrared radiation be proven scientifically?

**GUNSCH:** A little over ten years ago, we looked for a physician to do a study. The general opinion was that it was a heat application like a sauna, that heat was heat. However, we were persistent, as we knew about positive effects and wanted to prove them. In the study the Physiotherm principle was compared to a control application, blood samples were taken from the test persons and various body functions measured. The result showed that our method, using ceramic emitters filled with lava sand and low-temperature infrared technology, really had an effect. The physician who did the study with us was skeptical to begin with – now he is our medical superintendent.

**STANDORT:** With your new application Sensocare you have developed a technology that makes infrared applications also possible while lying down. How did this come about?

**GUNSCH:** The starting point was a conversation on the use of infrared



Josef Gunsch: “We have 7,000 hotels and 70,000 private households among our customers.”

cabins for a Tyrolean paralyzed from the neck down, who after all has no more sensation in his back. How can he sit in the cabin, enjoy the heat, and how can he be safe doing so? The challenge was to carry out a measurement of the skin temperature within the radiation field and then to apply radiation heat optimally. So our own research and development department developed Sensocare. By way of sensors it takes non-contact measurements of the exact skin temperature, so that we can get even closer to the body with our radiation heat.

**STANDORT:** Today, Sensocare serves as Physiotherm's flagship product.

**GUNSCH:** We quickly noticed that it has a huge advantage also for the healthy user: the heat application works even more optimally, as we get more heat into the body, and there is maximum security, because it works in a lying-down position, i.e. also while sleeping.

**STANDORT:** How often do you sit in one of your cabins yourself?

**GUNSCH:** A little more rarely in the summertime, otherwise two or three times a week. I check and answer my e-mails while I do so.

Info: [www.physiotherm.com](http://www.physiotherm.com) ]

FACTS. NEWS.

[ Subject: Hardware ]

■ The Tyrolean hotel developers Geisler & Trimmel have been specializing in tourism projects for more than twenty years. How to plan “alpine” architecture without resorting to blatant symbols à la edelweiss, etc. is borne out by one of their latest projects. At the new waldSPA of the Hotel Forsthofgut in Salzburg the specialists relied on luxurious frugality in order to translate the subject of the wood and alpine nature subtly and abstractly into architecture and contemporary design. For more information go to [www.geisler-trimmel.com](http://www.geisler-trimmel.com)



■ The company Wellwasser, based in Innsbruck, has developed a three-stage high-tech water processing unit to produce water of the best quality that can be used by hotels and restaurants in still or sparkling form as an alternative to bottled waters. The special filter system cleans water and in many cases makes it drinkable again. Moreover, foreign odors or tastes are absorbed by the activated charcoal filter. A bacterial filter reliably removes all bacteria and germs from the water, while its stability and durability are influenced positively by way of crystals. For more information go to [www.wellwasser.com](http://www.wellwasser.com)

## Hearing with the Whole Body

The body sound treatment concept, developed by Ernst Musmann, makes possible a multi-dimensional experience with guaranteed deep relaxation.



Ernst Musmann: “As if you were being rocked on an air mattress.”

You may lie down on a Swave, yet that is all that the body sound technology developed by Ernst Musmann has in common with a lounger. “An embryo takes in all the sounds as vibrations via the mother's body and feels comfortable and safe,” says the engineer. A similar experience one makes while reclining on the body sound system created by Musmann. With his patented method, special music is not distributed via the air, as with conventional loudspeakers, but passed on directly to the body by way of oscillation frequency generators via

the table's surface, and the special sound pads, in the form of pleasant vibrations. Which means that music is heard with each cell of the body (if desired, headphones further enhance the sound experience with the traditional acoustic dimension). Thanks to a 3D wave joint built into the system and the swinging surface the effect is as if you were floating weightlessly in three-dimensional space. “It's an experience as if you were gently carried and rocked on an air mattress of ocean waves,” says Musmann. The invention is the end result of several years' development

work, after the high-end audio specialist had come across a conventional sound lounger and knew right away: “I want more than that.”

The outcome is Swave, an artificial word put together from the words sound and wave, as the entrepreneur from the Tyrolean Stubaital valley explains. The technology can be used in a variety of ways: simply as a relaxing body sound and music experience; for the purposes of stress and burnout prevention; for improving sleep quality; for a better regeneration after physical exertion. Used as a massage table, Swave enhances the effect of every massage treatment; indeed, massages are even possible with clothes on.

In 2014, Musmann with his Swave technology won the European Health & Spa Award in the category Best Spa Innovation Technique. Since then, the entrepreneur has developed Swave into a comprehensive treatment concept. “The Swave system in the meantime can be put together modularly and individually according to the requirements and the positioning of the hotel in question,” says Ernst Musmann. The goal, however, should always be the same – to offer the Swaver a complete and thus regenerating and vitalizing experience of deep relaxation. For more information go to [www.swave.at](http://www.swave.at) ]

[ specifically SEEN ]

## Cooler than Cool

It was his fascination for freezing cold temperatures that brought Wolfgang Lausecker, after a stint in the United States, to Tyrol's Ausserfern region. In 2009, he turned this fascination into a business and the name of his undertaking itself says it all – CoolTech. In the beginning, Lausecker focused on cryogenic treatment (at minus 180 degrees centigrade) of industrial products, in order to make them, among other things, more resistant to wear. As a second string to his bow he added musical instruments. Cooling them down, under controlled conditions, to minus 180 degrees improves their response behavior and changes their tone color. For two years now, Lausecker has also let his cold temperatures loose on people – in the cryosauna.

“Cryogenic applications we are familiar with from cold chambers. These take up a lot of space, though, and also incur high costs in building and running them,” the technician explains. Which does not apply to a cryosauna, a one-person cabin, in which – with the help of nitrogen as cold gas – the body is exposed to a dry cold of minus 135 to 145 degrees centigrade. “Maximally for three minutes,” says Lausecker. The “felt temperature,” he continues, is not so bad, though. One would feel a lot colder after spending half a minute in the waters of the Lech River. On leaving the cryosauna, there is a slight tingle and one feels, says the CoolTech boss, just “damned

fine.” The perfect addition to a wellness area, you will say. Yet Lausecker's customers still mainly are found in the medical field, where the cryosauna is used, for example, for treating pains of the locomotor system or rheumatism.

Yet the whole-body therapy is also very popular with athletes, as on the one hand it helps the body regenerate after fitness training or competition, and on the other also improves performance in general. “Studies have shown,” Lausecker points out, “that endurance performance can be improved by up to eighteen per cent, and physical strength by up to four per cent.” Info: [www.cooltech.at](http://www.cooltech.at)



Wolfgang Lausecker: “Leaving the cryosauna you feel damned fine.”





# Tirol. Let nature move you.

**Time. Space. Peace. Nature. Health.  
Happiness. Those are the true luxury  
goods of our time. Tirol, the Heart of  
the Alps, is rich in these treasures.**

A region with around 700,000 inhabitants and 573 mountains stretching over 3,000 metres into the sky. A region where rural traditions and local culture are celebrated and which world-renowned companies such as Swarovski call home. A region with a quality of life matched by few other places in the world. This outstanding standard of living is without a doubt one of the reasons why every year around 11 million people decide to spend their holidays in Tirol. They appreciate not only the fine hotels and excellent infrastructure, but also the chance to relax in a stunning natural landscape accessible in both summer and winter thanks to modern cable cars and a network of hiking and cycling trails. Tirol's mountains have no fewer than 10,000 natural springs, while the water in almost all the region's many lakes is clean enough to drink. A third of Tirol is covered by forest – trees are nature's lungs, and the fresh woodland air will leave you feeling refreshed and invigorated.

Little wonder that guests spend most of their time not in their hotels but out and about. In contrast to many other spa regions,

in Tirol it is not only the resorts themselves but also the surrounding landscape which deliver relaxation for mind, body and soul. Why simply feel closer to nature when you can actually get out and explore it at first hand? Whichever valley you visit, this area in the mountains is ideal for a relaxing yet active stay. In Tirol, spa holidays mean much more than just a few treatments within the four walls of your hotel. We aim to provide visitors with a holistic sense of wellbeing through a balanced combination of activities, health, fitness and relaxation. There is no destination better to realise this precious balance than Tirol with its first-class hotels, almost countless leisure and sports activities, outstanding regional cuisine and many hotels and spas dedicated to health tourism. One such hotel is the Lanserhof, situated just a few kilometres from the regional capital Innsbruck. For over 30 years it has focused on spa and health holidays. Today the Lanserhof is known as one of the leading health centres in Europe. But wherever you decide to stay in Tirol, the region's unique mountain nature will leave you feeling relaxed, rejuvenated and revitalised.



# TOURISM

Subject: [ TOURIST HOTSPOT TIROL ]  
The Tourism Year 2014/2015

Between November 1, 2014, and October 31, 2015, some 10.9 million guests visited Tyrol. On average, they spent 4.2 days in the country and stayed overnight 45.6 million times. Most of the guests came from Germany (51.1 per cent of total overnight stays), followed by the Netherlands (10.3 per cent), Austria (8.6 per cent), Switzerland (6.0 per cent) and the United Kingdom (3.7 per cent). With a staff of around 60,000, the turnover generated was some 8.4 million euro.

FACTS. NEWS.  
[ Subject: Tourism ]

Tourism, besides industry, is the most important sector in Austria's overall economy. One business segment in tourism growing even more strongly than others is the area of health-oriented hotels. A study done at the Danube University Krems looked at the Austrian health tourism as an economic factor. The results have shown that the number of businesses relying on health tourism Tyrol alone has grown from 331 to 395, between 2011 and 2014, which amounts to an annual growth rate of 6.4 per cent.

In the mid-eighties, a small group of Tyrolean hoteliers sat down together with two business consultants in order to exchange experiences. They subsequently worked out a concept that was new to the Alps, entitled "Leben mit Wellness" (Living with Wellness). In 1992, an association of Tyrolean Wellness Hotels was founded. After changing its name to Wellness Hotels Austria and Best Wellness Hotels Austria, the association since 2015 has been calling itself Best Alpine Wellness Hotels. Today, it counts nineteen selected, family-run wellness hotels in the Alps among its members, which, besides recreation, exercise, body and cosmetic treatments, also offer individual dietary programs. For more information go to [www.wellnesshotel.com](http://www.wellnesshotel.com)



Picture: Sandor Agnator Tirol

## "The guests have developed too"

A lack of snow caused the Pirktl family to look for alternatives for their guests in the eighties. "A few wellness applications on the side" turned into a philosophy of "sustainable health and well-being."



Picture: Alpine Resort Schwarz

Alpine Resort Schwarz: from eight-room country inn to wellness oasis.

Here with us," says Franz-Josef Pirktl with a smile, "climate change has begun as early as the nineteen-eighties." When he says "here with us" the boss of the Alpine Resort Schwarz means the Mieminger Plateau, a medium-altitude terrace above the upper Innal valley in Tyrol. In the summer, until then, the guests had come for the landscape and for hiking in the stunning mountain scenery. In the winter, they had been drawn by the cross-country ski tracks on the sunny

plateau. "When we couldn't rely any longer on the snow, though, we had to look for alternatives," says Pirktl. "And the answer was wellness."

In those days, it was his father who ran the hotel, the main building of which was erected in 1694. In the nineteen-forties the first summer visitors came, and Franz Pirktl sen. enlarged the eight-room country inn to bus capacity. The nineteen-eighties then saw steps towards individual guests and wellness. "At first," Pirktl jun. admits, "that meant a few extras

on the side: sauna, swimming pool, and steam bath, simple wellness programs like dew cures and treading water." It was also at that time that he looked for allies, in order "not to have to reinvent everything ourselves," the hotelier says. In 1992, a number of like-minded family-owned hotels came together to form the Best Wellness Hotels Austria, today called the Best Alpine Wellness Hotels. Over the years, and decades, the clientele has developed at the same rate that the hotel and its wellness packages have done: "They are very savvy when it comes to matters of health. For us this means that we have to keep moving forward."

Hence the professionalism that the Alpine Resort Schwarz offers its maximally 240 guests on more levels than one. For instance, there are 5,500 square meters of water, sauna and relax landscapes, including wellness program. Besides a 27-hole golf course, there are natural bathing ponds, an award-winning garden, as well as a private clinic – and, above all, a staff of 240 people: "The infrastructure in Tyrol has developed enormously. There can hardly be another region where you'll find as many hotels with such an infrastruc-

ture." However, as Pirktl points out, the guests of the future expect ever more authentic, original and regional offerings. "This power place the Alps, with its clean air and its nature, is being rediscovered." Only fitting, therefore, that the Alpine Resort Schwarz should present the Mieminger Plateau in all its variety all year round. "Here with us," says Pirktl, "every season is beautiful." For more information go to [www.schwarz.at](http://www.schwarz.at)



Picture: Andreas Friele  
Franz-Josef Pirktl: "This power place the Alps is being rediscovered."

[ specifically SEEN ]

## Hobbies Turning Profession

We have turned our hobbies into our profession," say Barbara and Josef Stock, smiling. In 1976, they opened their restaurant Bratpfandl in Finkenberg. Both of them were keen on sports, liked skiing, cycling and hiking. With Barbara, there was also an interest in massage and cosmetics. Why not pass this on to guests, the couple thought at the beginning of the eighties, and add a few rooms. Their Sporthotel Stock opened in 1983, today there are a "few rooms" more. No less than 110 in all, to be precise, and 160 members of staff looking after the guests all year round. They wouldn't have thought that wellness was going to be such a big hit, the two are saying today. Moreover, the Sporthotel Stock only included the term in their name in 1992, result of an informal exchange of experiences with other hoteliers and the consultants Josef Knabl and Reinhard Schrott which led to the foundation of Wellness Hotels

Austria. The undertaking – today run by Barbara and Josef together with their children Christine and Daniel – since then has developed enormously and become the Stock Resort. In 2012, a fifth star was added.

What also has developed are the guests, Barbara Stock remarks. "The guest now is more discerning, more widely traveled, better informed, and looking for quality." Thus, for example, many people in the past didn't know about wine, "but today they have a wine cellar at home." The Stocks reacted to these developments with constant training for their staff, but also with ideas of their own on how to meet their guests' wishes. There is vegetarian and vegan cooking, for instance. And guests are also interested in regional products. Hay-fed milk and meat comes from a local farmer, and management sits down together with the baker to bring bread from freshly ground corn on the table. Info: [www.stock.at](http://www.stock.at)



Picture: Stock Resort

"A few beds extra" became the Sporthotel Stock and, in 2012, the Stock Resort.

## With Consistency and Quality

There were quite a few who called him crazy when Johann Mauracher turned his Sonnhof into an Ayurveda Resort. Today, the latter is booked out all year round.

The people of Thiersee hadn't seen anything like it. The village, home to a little less than 3,000 inhabitants, looks back on a long history. First mentioned in a document in 1224, it used to belong to Bavaria, was sacked at the beginning of the eighteenth century, during the War of the Spanish Accession, for more than two hundred years has been hosting famous passion plays, has served as location for numerous film productions, yet an Ayurveda hotel here in Hintertiersee, that was new. "In the village, indeed throughout the valley, people said: now he's gone crazy," Johann Mauracher remembers. In 1987, his family had taken over the Sonnhof, subsequently to run it "totally traditionally, with group packages, day visitors, children free." Around 2002 the family realized, "this doesn't make sense anymore," and changed course. It was friends who were enthusiastic about Ayurveda, and who didn't want to go to India all the time, who suggested the idea, says Mauracher, and so they simply went for it.

"It wasn't easy," the entrepreneur says today, yet it worked better than expected, not only in spring and autumn, but throughout the year. "The guests kept pushing us all the time with requests and suggestions," says Mauracher. In 2006, finally, the



Picture: marketing delius

At the Sonnhof Resort the Tyrolean interpretation of Ayurveda, the Indian art of healing, has successfully been put into practice.

entire hotel was switched to Ayurveda and since then, building on the three cornerstones of Ayurvedic Nutrition, Diagnosis & Treatment, and Yoga & Spirituality, has been offering medically supervised Ayurvedic

packages. However, from the very beginning the resort has gone its very own way, a Tyrolean way. "Our idea was to adapt Ayurveda to Europe and to Tyrol, to cook with our own foodstuffs, herbs and spices so that the outcome would fit in with the Ayurvedic concept," says the boss of the Ayurveda Resort Sonnhof. European Ayurveda at the heart of the Tyrolean Alps, this is what the Maurachers call their concept, which they are spoiling their sixty guests with all year round, and for which they also have won numerous awards (e.g. a ranking among the fifty best spas in the world). A specialization, Johann Mauracher is convinced, that the guest is looking for and that is possible in many areas. Yet, he adds: "Consistency and quality are an absolute must."

As far as his staff is concerned, the entrepreneur encourages them to keep investing their energy and their know-how into the Ayurveda Resort Sonnhof. "This is the reason why I always wanted to have a year-round business. Without this constancy you will not be able to keep the quality." And he expects them to keep in balance, to live according to the principles of the Indian art of healing. Which Johann Mauracher himself has been doing for a long time. For more information go to [www.sonnhof-ayurveda.at](http://www.sonnhof-ayurveda.at)



# WELLNESS

Subject: [ TOURISM STUDY ]  
The wellness philosophy is bearing fruit

■ A study of the Austrian Hotel and Tourism Bank paints the following picture: eighty-five per cent of hotels that generate more than 50,000 euro GOP (gross operating profit) per room follow a clear philosophy (and are geared towards a specific target group); sixty-five per cent of these focus on wellness, and ten per cent of the latter specialize in supplemental medical programs

## Wellness Hotels – A Healthy Alternative World

Interview:

**STANDORT:** We have a bed to sleep in, we have food and a shower, can use the sauna and get a massage. Why then do we go to a wellness hotel?

**FRANZ LINSER:** Because wellness hotels are conceived as a kind of alternative world, or they should be. Back at home, books are piling up on the bedside table, in the holidays I want to have time to read. In my day-to-day life I live unhealthily, in my holidays I want to experience what is healthy. This alternative world works best when it encompasses the central aspects of our life: eating, exercise, sleep and body care – the latter not just in the sense of cosmetics, though, but in the sense of body care from within.

**STANDORT:** In other words, a returning of stressful everyday living to a state of normality?

**LINSER:** Yes, that is one of the main functions of a good wellness hotel. It should be able to bring about well-being, for us to say to ourselves, “I feel comfortable in my skin.” Looking at it from this perspective, a simple wellness area in the basement, with a sauna hot until 10 p.m., will not be enough. After all, wellness was developed in the United States as a philosophy of life and not just as another service offered at a hotel. Many of those who take this view now find themselves in a vicious price war cycle, as customers naturally say to themselves: “They’re all offering the same thing.”



Picture: Andreas Friedle

**STANDORT:** Can this alternative world, this return to normality, work in a big hotel having hundreds of beds to fill?

**LINSER:** Around here there was a tendency for a long time to increase size. Yet we must not forget one thing: in Tyrol the wellness hotel industry has managed to turn seasonal into year-round businesses – a remarkable feat of the mid-nineties that has never been fully acknowledged. If you apply the basic principle “I let rooms” to a wellness hotel, you have to ask your-

**Franz Linser** studied sport science and English at the University of Innsbruck where, after two years in the United States, he worked as a lecturer. From 1989 to 1992, he coached the Austrian national ski team. In 1993, he founded a consultancy firm and since then has been an entrepreneur in the field of wellness and health tourism and has been developing hotel concepts in Austria and beyond. Info: [www.linserhospitality.com](http://www.linserhospitality.com)

self where the money for wellness is coming from. Wellness around here still comes free of charge. It began with 150 beds and a few saunas. That worked for years, for the guests, the hotel owners, and the staff. In the meantime, though, what we define as wellness costs more than the rest of the hotel. A new wing of hotel rooms is cheaper than the wellness area, and the same applies to running costs.

**STANDORT:** Do you see alternatives?

**LINSER:** I perceive two options. For one thing, to invest in software, not in more hardware.

**STANDORT:** What do you mean?

**LINSER:** By offering programs and concepts in the context of existing infrastructure, you can find your way back to services you can charge guests for. Asking them to pay just for the sauna you are going to turn them away. The alternative is to employ a trained professional, who knows about saunas and is able to give advice, e.g. if such and such a sauna is compatible with a guest's blood pressure. Or you offer individually adapted multiple-day programs for losing weight, to help with chronic insomnia, etc., which may come at a price, which also have to have an effect, though.

**STANDORT:** And the second alternative?

**LINSER:** Many middle-class hotels take the top resorts as an example and believe if they follow it they will do fine themselves. Which is a mis-

take. What the others have built over thirty years, you will not achieve over night. However, as our society is increasingly dealing with psychological problems – for example burnout – and the desire for peace and quiet, for being away from it all, is getting ever stronger, there will also be an increasing demand for small-scale packages. There is a potential there.

“Wellness is turning into a product categorized under ‘I need that’.”

Above all, this is something that Tyrol has always been good at, namely at being genuine, informal, personal.

**STANDORT:** Which direction, in your opinion, is wellness heading in?

**LINSER:** Up until now, wellness has been a product that one indulged in, coming under the heading “I want that.” More and more, though, it is turning into a product categorized under “I need that.” This is a development that we’re not yet able to estimate, and that reaches well beyond the tourist industry. An American physician once said: “In the future, we have to teach people how to live.” I’m absolutely convinced that he was right. Which is why wellness 2.0, or 3.0, extends into our everyday lives, we are looking at a sort of life coaching. ]

[ specifically SEEN ]

## Pooling Core Competences



Picture: Andreas Friedle

**Harald Gohm:** “We are promoting selected lighthouse projects.”

Around the world, Tyrol is known as a tourist destination that attracts millions of guests both in winter and in summer. However, Tyrol has also developed into a business and technology location that stands for innovation, creation of value, and growth, as well as health and quality of life. “Yet there remains one question,” as Harald Gohm, CEO of Standortagentur Tirol, points out. “How, aside from slogans such as ‘lovely country’, ‘highly qualified staff’, and ‘central location’, which also our neighboring regions are marketing themselves with, can we become unmistakable?” One possible answer is: by way of smart specialization through a pooling of the Tyrolean competences in

the fields of technology, tourism and health.

As early as the nineteen-seventies, the recipe proved successful with the combination of wellness and tourism, where Tyrol has been an international pioneer. Today, Standortagentur Tirol promotes selected lighthouse projects, as e.g. Sinfonia, a 27-million-euro EU project that deals with energy efficiency in urban construction and living. Another subject looked at is artificial snowmaking. “Here we’re trying to establish a development center for innovative methods of producing snow for ski slopes in which economy and science together develop products, services and methods with which artificial snowmaking and slope management can be made more efficient and the use of resources at the same time reduced,” Gohm explains.

Also in the field of health tourism, he says, the idea was to promote specializations in which the whole spectrum, from prevention via treatment to regeneration, went hand in hand with tourism. This is a future market opening up for Tyrol, Gohm is convinced. “There are also great chances here for the wellness sector, from construction to the development of innovative business models and food production, as well as architecture and medicine. Tyrol is literally predestined to take on a pioneering role in these areas and to use its competences in order to make itself clearly stand out.”

## Active Collaborations

In the Cluster Wellness Tirol more than one hundred members work together towards innovations.

It is a network that stretches across the whole of Tyrol, comprising 105 members who employ around 7,300 people, and having generated a turnover of 461 million euro in 2015 – the Cluster Wellness Tirol. “Our clusters are networks of businesses, research institutions, educational establishments and special interest groups in fields of economic and technical strength,” Harald Gohm, CEO of Standortagentur Tirol, describes the Alpine innovation platforms. The members use joint synergies in order to promote innovations, as well as special services. “At home and abroad the joint approach improves the visibility of the sectors and their competences,” says Gohm. The work of the Cluster Wellness Tirol currently focuses on projects in the fields of medical and health tourism applications, alpine health tourism, the optimization of

wellness facilities, and innovative business models in the second health market. What is also actively promoted, though, is the collaboration with the other four Standortagentur clusters (Renewable Energies, IT, Mechatronics, Life Sciences). Almost four hundred members, around 50,000 jobs, and an annual turnover of ten billion euro make for a powerful platform that is amply being made use of. In 2015, some 2,500 participants visited workshops, information events, excursions and conferences. “Subjects such as e-health, telemedicine, or robotics in medicine have to be approached by thinking across sectors. Wellness and health is a case in point here: it touches not just on medicine, nutrition, and psychology, but also on mobility, food production, energy and energy efficiency, etc.,” Harald Gohm points out. Info: [www.standort-tirol.at/wellness](http://www.standort-tirol.at/wellness) ]

FACTS. NEWS.

[ Subject: Wellness ]



Picture: Aqua Dome

■ Together with eight partners from Salzburg, South Tyrol, and the Province of Udine, the Cluster Wellness Tirol has submitted an Interreg Project on the subject of health tourism in winter. This project, entitled WinHealth, aims for a sustainable valorization of the natural and cultural spaces of the Alps in terms of a health tourism in winter, in order to confront the growing pressure to adapt and diversify that results from climate change and altered guest needs. The goal is to develop, across the borders, innovative value chains and business models for the winter season that are not meant to replace the snow-based core products, but to supplement them.

■ By merging the subjects of health and tourism, the Cluster Wellness Tirol promotes evidence-based health tourism on the management level. In the project “Wellness mit Wirkung” (lit. Wellness With Effect), traditional wellness elements such as sauna, yoga and massage are given a foundation in scientific studies, carried out together with medical partners, and presented in an intelligible information brochure to the entrepreneur.



Picture: Standortagentur Tirol

Around 2,500 participants visited the events of the five clusters in 2015.



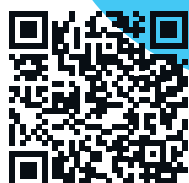


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