

News

29.05.2009

Successful eccos pro User Meeting 2009

157 participants from 57 spa and health resort projects and 21 well-known exhibitors turned the eccos pro User Meeting that took place on 7 and 8 May at the Frankenland Hotel in Bad Kissingen, into a special experience.

"Wellness instead of Economic Crisis – how spa and health resort operators can lower their costs and increase their turnover" was the motto of the lecture programme with which well-known branch experts met with great interest on the part of the audience. Right from the start, Roland Klement from the sale-away advertising agency encouraged the participants to re-position themselves away from the usual guest scenarios as "active leisure time designers for people with specific interests".

In his descriptive field report, Wolfgang Hermle, managing director of FILDORAD, recommended innovative fitness systems as a customer loyalty tool, whilst Edmund Bauer of BOSE GmbH emphasised the importance of music and sound system for efficient consumer marketing. "70 percent of all purchase decisions are made directly at the point of sale", was also the credo of VIDERO AG that impressively brought it home to the plenum how a significant increase in sales can be achieved by the use of professional, digital bills (digital signage).

Contemporary tanning concepts with the health-conscious "50 plus" generation in mind were just as much part of the range of topics at the User Meeting as geomarketing, the medical/wellness trend and increases in sales due to web shop offers. Wolfgang Ruhland of insitu Ltd. struck a chord with numerous spa and health resort managers with the topic of "energy efficiency management".

Lectures and workshops all about the mafis guest management system were particularly sought after by the participants, for example "statistics as efficient analytical and planning tool" by Judith Pickert (eccos pro).

The invitation issued by Dr Stefan Kannewischer, managing director of Kannewischer Management AG, in his welcoming speech to view the nearby KissSalis Spa where an eccos pro system is also in use, was also seized gladly by the guests. To exchange opinions with branch experts and colleagues from other leisure facilities in a relaxed and sociable atmosphere has always been one of the plus factors of the User Meeting mentioned most frequently by the participants. The accompanying trade exhibition, evening event and many an "informal" discussion also offered varied possibilities to that end.

As a humorous highlight, stand-up comedian Oliver Tissot fascinated the audience with improvisation, an elaborate play on words and unerring punch lines into which he

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skillfully and quick-wittedly incorporated information about the hosts, guests, products and the event.

Sincere thanks go to our guests and sponsors, who made a contribution to the success of this year's branch event and encouraged us with their notably positive feedback.

The date for the next eccos pro User Meeting will be announced at short notice.

Attachment: Photo impressions

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