



Press release  
For immediate release  
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## The 8<sup>th</sup> edition of SPA-CE to be held in one of the oldest spas in Europe

**The 8th SPA-CE, the first and only specialized spa and wellness trade show in Central Europe, will be held from 17 to 19 November 2016 in Dolenjske Toplice, Slovenia. Around 30 spa and wellness providers from Central Europe will meet with more than 40 cherry-picked hosted buyers to find new business connections, learn and enjoy the authentic experience highlighted by the warm Slovenian hospitality.**

For centuries the wine region that is also home of Slovenian wine Cviček and thermal waters have been attracting people to river Krka and Dolenjske Toplice Spa, one of the oldest spas in Europe. A great balance between medical spa treatments and superior wellness offer with a touch of orient makes Dolenjske Toplice a perfect host for this boutique B2B event dedicated to spa and wellness tourism. Iztok Altbauer, Director of Slovenian Spa Association and SPA-CE organizer: *“The 8th edition of SPA-CE is proving again that the workshop is strengthening its position each year. This year we are returning to Slovenia again and we will be meeting in Dolenjske Toplice, in Hotel Balnea from 17 to 19 November 2016.”*

Over the years SPA-CE has become known as the first and only trade show of Spa and Wellness tourism in Central Europe. Since its beginnings, this boutique show has been organized in different spa & wellness destinations throughout Slovenian and Hungary and has hosted more than 160 providers of Spa and Wellness services and more than 220 buyers from all over Europe. The number of B2B meetings has in this time surpassed 3.300.

For the eight year in the row, SPA-CE will gather the most important providers of spa and wellness services from Central Europe and travel organisers, tourist agencies, representatives of insurance companies and other potential buyers of spa & wellness service in one place. Mr. Altbauer continued: *“We are extremely happy to host spa and wellness providers from Central Europe to come and present their offer and we also extend a very warm welcome to hosted buyers who are looking to discover new spa and wellness programmes presented at SPA-CE. We are certain this is the right place for you, a place where new ideas, new programmes, marketing incentives and good practices are born every year. Definitely a place and time not to be missed!”*

Next to the business aspect of the show where the focus will be on pre-scheduled meetings between providers and hosted buyers, SPA-CE will offer a great educational programme and fam trip for hosted buyers to selected Slovenian spas. This year the organizers are looking forward to introducing more interactivity and authentic experiences. From healing cooking, medical treatment, healing waters & aquapark programme and from wellness to selfness experience, SPA-CE will have it all. *“A New year brings new opportunities and so does our SPA-CE. This year we added new content to strengthen the connection between knowledge and business to widen your horizons in the world tourism most prosperous part – The Spa and Wellness Business,”* said Iztok Altbauer.

Registrations for [exhibitors](#) and [hosted buyers](#) are already open. Different [exhibitor packages](#) are available for spa and wellness providers at an Early Bird price till 15 July 2016.

To find out more about SPA-CE please visit [www.spa-ce.si](http://www.spa-ce.si) or write to [info@spa-ce.si](mailto:info@spa-ce.si).

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