

## Innovative Investment: Hotel + Luxury Hideaway for Older People

No 1 January 2023

### 1. Starting Point

The market for hotels related to health can be characterized as follows:

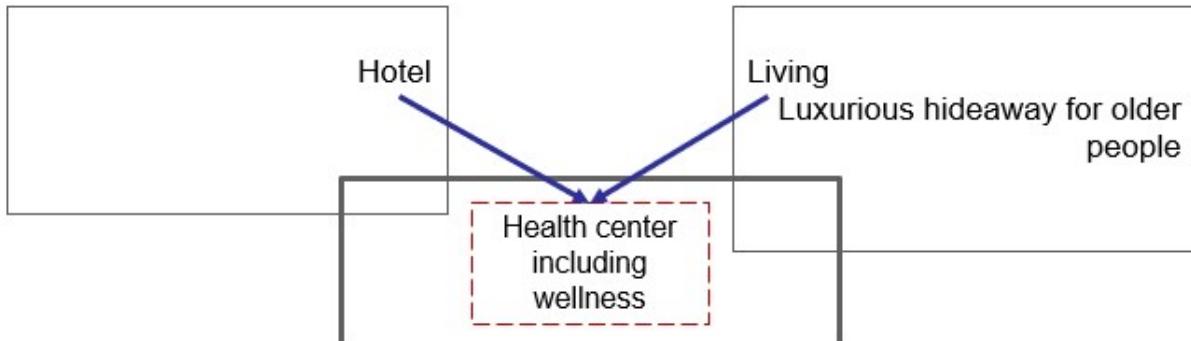
1. Hotels are looking for stable occupancy.
2. Demographic trends speak a clear language: we all get older and ask for more health services.
3. The sale of treatments in the hotel often exceeds the revenue from the rental of guest rooms.
4. Many regular hotel guests are getting older and want to stay close to their favorite hotel and benefit from its services (spa, kitchen, therapy, etc.).
5. Many wellness hotels try to enrich wellness with additional medical services.

We develop concepts that transform hotels into health-oriented and medical hotels to increase turnover and improve people's health simultaneously. The medical orientation can help to lure new guest groups.

### 2. Innovative Approach

The approach is to bring new target groups to the hotel. In addition, older people can enjoy high-quality preventive services. The steps to achieve this:

1. The hotel equips itself with health competencies and establishes a medical spa.
2. The medical spa disposes of competencies in geriatric medicine.
3. A new building near the hotel offers older people a new home. They can stay permanently or for a limited time. Longstay can also be provided.
4. The concept provides a neatly separation of target groups, yet no one is discriminated.
5. A health app should encourage all groups to lead a healthy lifestyle and can lead to even more lifestyle changes through rewards - tailored to the user groups - while also get acquainted with the region.
6. Synergy effects are realized because kitchen, administration, and health center work equally for both company parts (hotel and hideaway).



### 3. Project Development

We propose the following steps to implement the project:

1. The addition of a building of approximately 60 or more room units for the elderly.
2. The construction of a wellness and therapy center with services for all target groups.
3. Development of a treatment concept that provides hotel guests and older people with preventive concepts.
4. Setting up the investment (debt and equity capital, subsidies).
5. Preparation of a business plan.
6. Choosing an appropriate operator.
7. Implementation of the concept.

### 4. Synergies and Delimitations

The concept promises the following positive aspects for the hotel:

1. It can offer many more wellness and health services and, in this way, increase revenues.
2. Intelligent target group separation concepts mean no target group feels disturbed, but all receive first-class service.
3. The medical center treats hotel guests and customers from nearby luxurious home for the elderly in different rooms to maintain the separation of varying target groups.
4. The appropriate legal form enables the operation to continue working even in pandemic times.

### 5. Contact

Prof. Dr. Illing **TDC**

Address in Austria:

Prof. Dr. Kai Illing/TDC  
Floecking 194  
8200 Gleisdorf  
Mobile: +43 (0)688 819 8807  
[www.med-tourism.eu](http://www.med-tourism.eu)  
[info\\_tdc@web.de](mailto:info_tdc@web.de)

Germany:

Annastr. 18  
12247 Berlin  
Mobile: +43 (0)688 819 8807  
[info\\_tdc@web.de](mailto:info_tdc@web.de)

