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Bad Ems, the “Bath of the emperor” exhibit in Russia

Cooperation on the “Inwetex Travel Market”
in St. Petersburg



From the 13th to the 15th of October Bad Ems was showcased to the Russian public in St. Petersburg at the tradeshow “Inwetex Travel Market”. A delegation of 16 led by the mayor of the city, Mr. Berny Abt and the mayor Mr. Josef Oster. Bad Ems situated on the River Lahn is world renowned for its health and wellness facilities. Frequent visitors of Bad Ems were the Russian Tsars, Nikolaus I and Alexander II, as well as the famous writer Fjodor Dostojewski and the German emperor Wilhelm I.

The exhibition of Bad Ems on the “Inwetex”, where an official reception and workshop were held, gave the delegates an ideal platform to present themselves and meeting trade partners. The Häcker’s health resort, the hotel Monomach, the AOK-clinic, the Ayurveda-centre of health and the association of the city and tourist marketing were presented under one umbrella. “Such cooperation is unique for Bad Ems” said Ulf Klimke head of the tourism office. Furthermore he added: “It couldn’t have been done by one of us, but together we achieved the goal to enter a new market.” With more than 10.000 professional visitors to the tourism exhibition, this reflects the interest and enthusiasm for travelling abroad by the Russian population. A leaflet of Bad Ems was presented in Russian and was in high demand. The delegation had also brought along a “Bad Emser Emperor” who caused quite a stir and brought lots of people to the stand.



On the second day an official visit to the town hall of St. Petersburg was arranged, here Mr. Abt mayor of the city of Bad Ems and the mayor Mr. Oster presented Bad Ems and pointed out the historical relationship to St. Petersburg. Together with the Head of the Commission for Tourism, Mr. Andrei Tschernych, it was agreed to find ways of working together and for this purpose certain projects were set up.



It was important to establish real business contacts and therefore a workshop was held in the centre of St. Petersburg. This again gave delegates of Bad Ems the opportunity to meet and present themselves to Russian Tour operators, Travel agents, doctors and other professionals in the health sector. The workshop was well attended and some of the delegates managed to get a commitment from their new found partners to conduct further business and send tourists to Bad Ems. The coordinator of the trip and partner of home innovation Mr. Hans Gebert said that it was an excellent start for the delegation of Bad-Ems in St. Petersburg and that the Russian partners were very grateful for the opportunity to learn more about the health and wellness town of Bad Ems.