

Technical sheet

I. Overview:

Algeria has a huge water cure treatments potential that stretches across its national territory and is distinguished by the diverse therapeutic virtues of its waters.

Spa/thermal tourism and wellness should be a priority for development, considering the potential of this field, as well as the growing demand within a highly diversified population in search of city life, relaxation, body treatments and fitness services.

An updated financial analysis carried out in 2016 identified 282 thermal springs that spread across 38 provinces in Algeria.

Despite the significant potential and proven therapeutic values of its waters, the Algerian tender in terms of Spa/thermal tourism, health and wellness, remains insufficient even though there are currently 34 establishments in use and more than 30 projects underway.

Furthermore, in spite of the achievements in the field of Spa and thermal, the development of this sector is still in need of a better control of the establishments currently operating, investment encouragement, and finally a diversified use of water cure treatments and by-product services.

The Government's will and commitment to support revitalization of tourism activities, particularly Spa therapy and wellness, would require the implementation of a business development plan in this field.

This international forum aims at bringing together the know-how in the field of thermotherapy, in order to showcase investment opportunities in this sector with the intention to establish Spa and thalassotherapy treatment centers that comply with international standards.

1. Aims and goals:

- Promote investments that will enable the implementation of Spa and thalassotherapy treatment centers that comply with international standards, notably by means of foreign direct investment (FDI).
- Encourage partnerships between national and foreign investors,
- Create franchised Spas and thalassotherapy chains.
- Diversify services related to water cure treatments and similar by-products.

2. Target audience:

- Professionals of thermotherapy tourism: expert in thermotherapy and thalassotherapy, tour operators.
- Thalassotherapy and spa operators.
- Tourism investor.
- Mainstream media.

3. The approach:

- In view of the existing water cure treatment potential and the strong Government will to develop thermotherapy in Algeria, the following approach is recommended:
 - ✓ Target the area able to shelter projects of large scale, in order to thermal stations and thalassotherapy centers.
 - ✓ Evacuate the possibilities to be granted authorizations for these projects in collaboration with the local authorities.
 - ✓ Identify suitable areas / sites for these sites.
 - ✓ Create marketing video to promote investments on these sites.
 - ✓ Target potential national investors through employers' associations.
 - ✓ Target FDI through the diplomatic channels
 - ✓ Organize an international forum to promote the development of water cure treatments.

II. Program of the international forum on thermal tourism

The forum activities will be held over a day

Date: 28 & 29 April 2023

Place: Sétif, Algeria

Schedule

- **09h00:** Opening remarks by Minister of Tourism and Handcraft.
- **09h15:** 15 minutes movie screening on thermal and thalassotherapy in Algeria and the potential of water cure treatments.
- **09h30:** Presentation on the development business plan of thermal tourism and the opportunities of investment in Algeria.
- **09h45:** Presentation on Spa activities currently available at the HTT Group (Hotel Management, Tourism and Spa).
- **10h00:** Coffee break.
- **10h20:** Intervention of 04 international expert speakers.
- **11h20:** Presentation on the use of water cure treatment and its by-products for the production of cosmetic products.
- **11h40:** Presentation on job positions related hydrotherapy.
- **12h00:** Presentation on touristic projects funded under Islamic finance.
- **12h20:** Lunch break.
- **Panel discussions :** 2h00 pm – 4h30 pm

Panel n°1: Thermal resources in Algeria and the potential of investments in this sector: talks shall cover the following areas:

- Identifying Spa sites to be explored for large scale thermal projects.
- Funding mechanisms of such projects.
- Implementation of an action plan tailored by hydrotherapy that showcases the importance of the current thermal practices potential and boosts investment in this sector.

Panel n°2: The development and the standardization of thermal practices in Spa and in thalassotherapy centers: talks shall cover the following areas:

- Modernizing Spas that are currently operative.
- Review of modalities to be exploited in thermal springs and the differences that exist between Spa care and wellness.
- Defining Spa treatment practices that falls between medical and recreational wellness.
- Promotion of Spa services.

III. Participants:

Representatives of the Ministry of Tourism and Handcraft.

Representatives of ministries involved:

- Ministry of the Interior, Local Authorities and territory Development.
- Ministry of Water resources.
- Ministry of Health, Population and Hospital reform.
- Ministry of Finance.
- Ministry of environment and Renewable Energy.

Others representatives:

- The HTT Group (Hotel Management, Tourism and Spa).
- Representatives of state owned institutions under the Ministry of Tourism and Handicrafts (The National Agency for tourism Development, The Algerian National Tourism office ONAT).
- Directors of Tourism and Handicrafts of Algerian provinces.
- Financial institutions (Banks, investments funds).
- Experts and consulting firms who specialize in thermals.
- International experts (speakers).
- Potential investors (employers, FDI...).