



# INNOVA SPA WEBINAR

**24. February 2022.**



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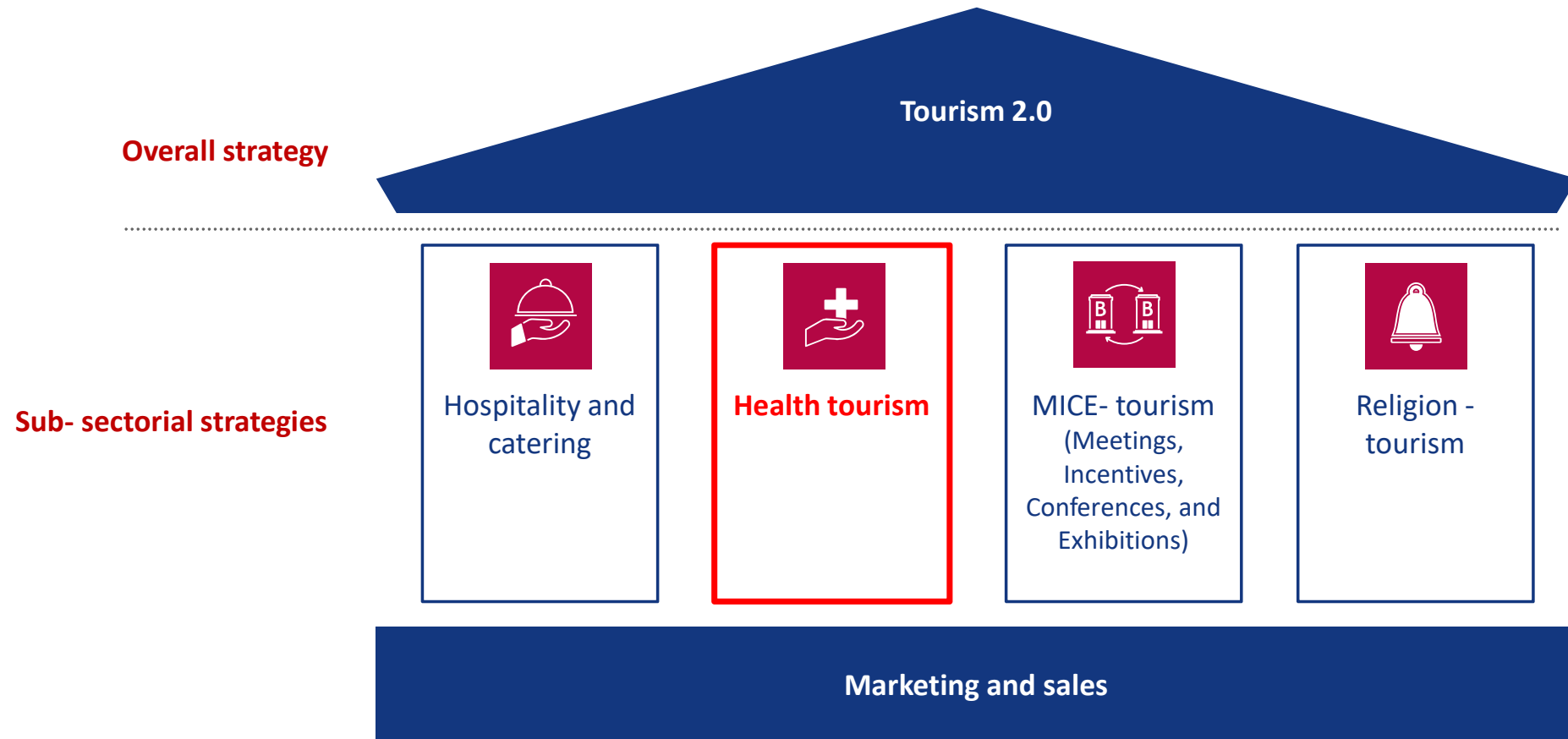
- 1. General overview of the National Tourism Strategy 2.0 – Health tourism**
- 2. 2014-20 Economic Development and Innovation Programme**
  - **General overview**
  - **Supporting schemes of spas**
  - **COVID-19 related measures**
  - **Supporting SMEs at health industry**
- 3. 2021-27 EDIOP PLUS Programme**
- 4. Plans for supporting spas (2021-27)**

# **General overview of the National Tourism Strategy 2.0**

## **– Health tourism**

# General overview of the National Tourism Strategy 2.0 – Health tourism

## Structure of the Tourism 2.0 strategy

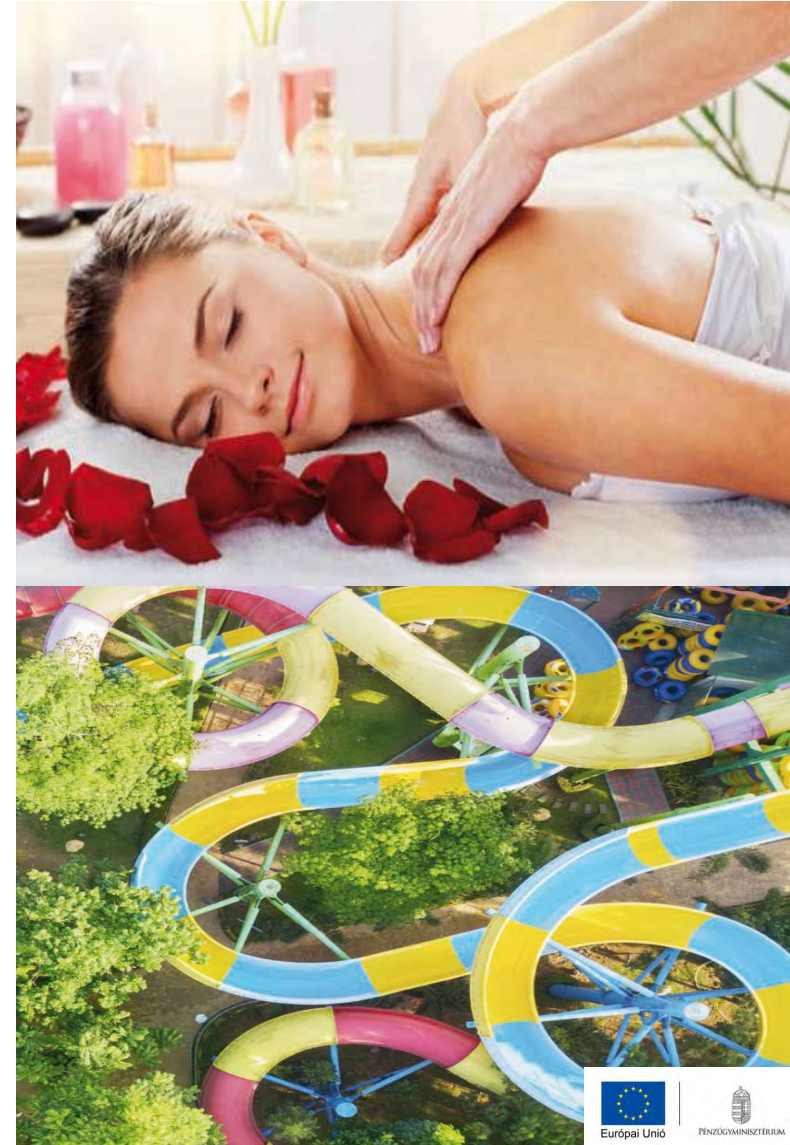


# Health-tourism substrategy

## Performance of the national health tourism before the pandemic

- ❖ In 2019, 71.1% of the overnight stays excluding Budapest were generated in a municipality affected by health tourism
- ❖ The aggregated number of visitors to Hungarian spas reached 42 million in 2019.
- ❖ 8 out of 10 foreign guests visited our country's rural settlements as their main motivation for visiting spas.
- ❖ The annual number of visitors to spas for tourism purposes is 28.8 million

**HEALTH TOURISM IS A DRIVING FORCE IN  
THE TOURISM SECTOR,  
INFLUENCING TRAVEL DECISIONS**



## Main figures on health tourism sites

1453 thermal water  
well

278  
Mineral water well

275  
SPA locations

7  
medicinal mud

5  
medicinal cave

2  
Medicinal gas

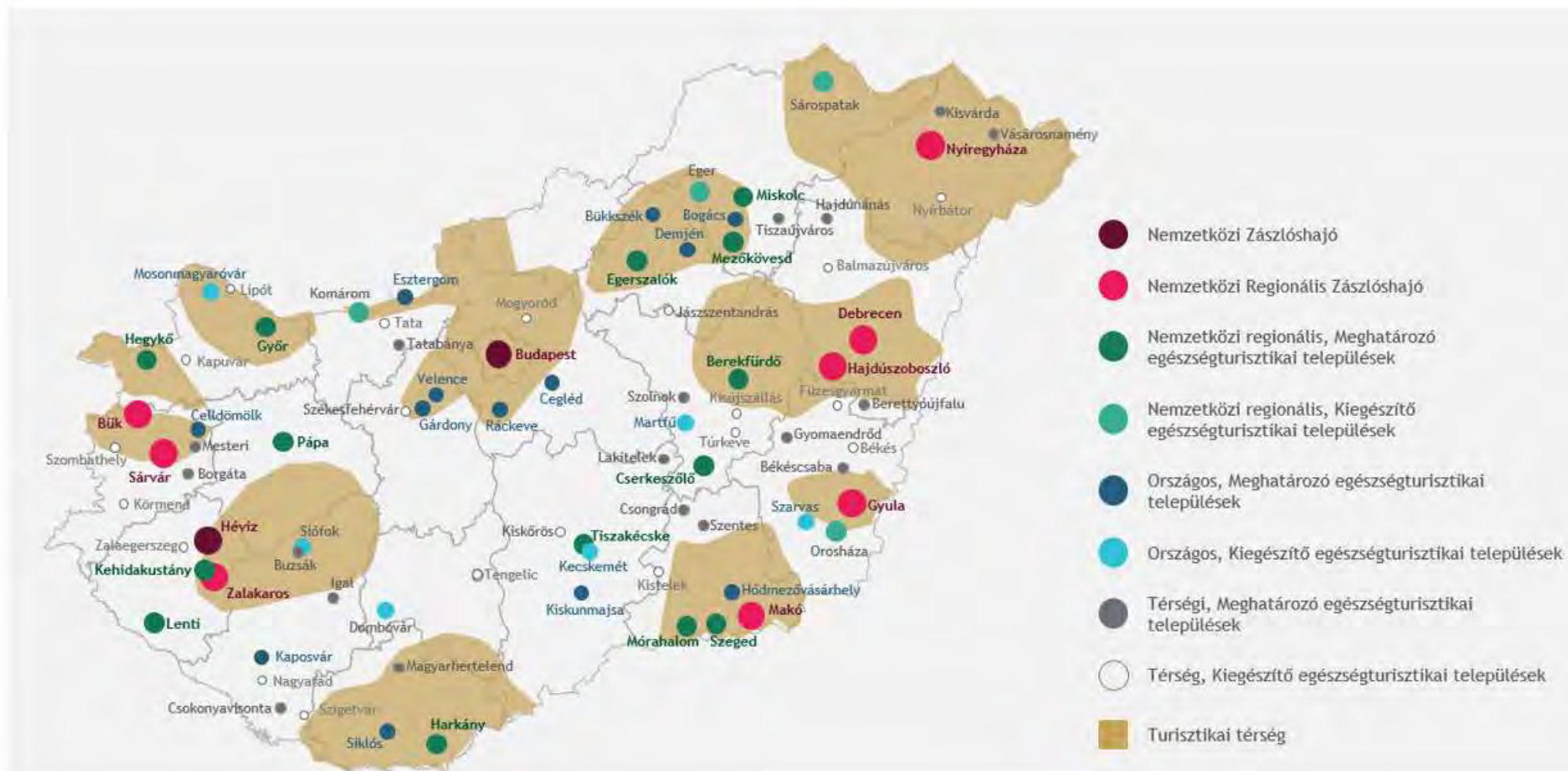
1  
Medicine  
climate

- ❖ **224** baths in **175** municipalities of which **103** are **certified spas** (11 of them in Budapest)
- ❖ **42** certified spa hotels
- ❖ **39** certified spa resorts in 38 municipalities





## Location and classification of baths

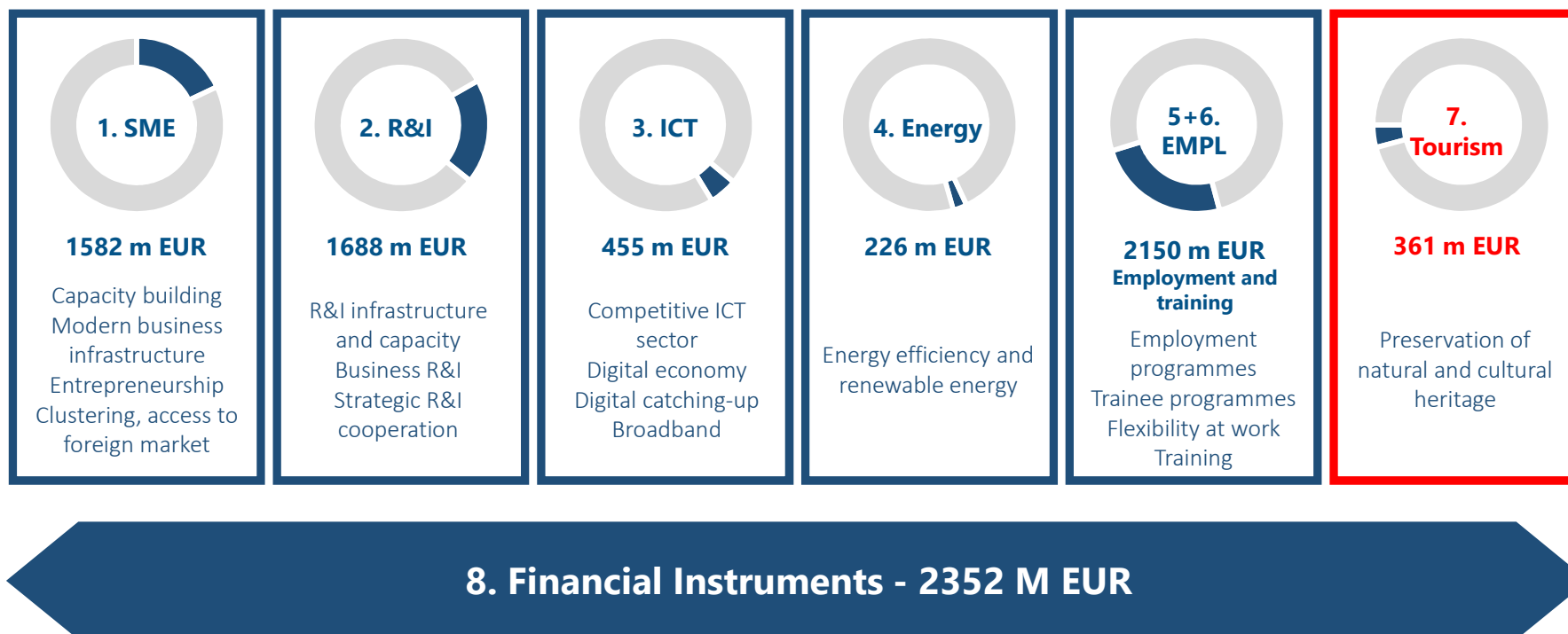


## **2014-20 Economic Development and Innovation Programme**

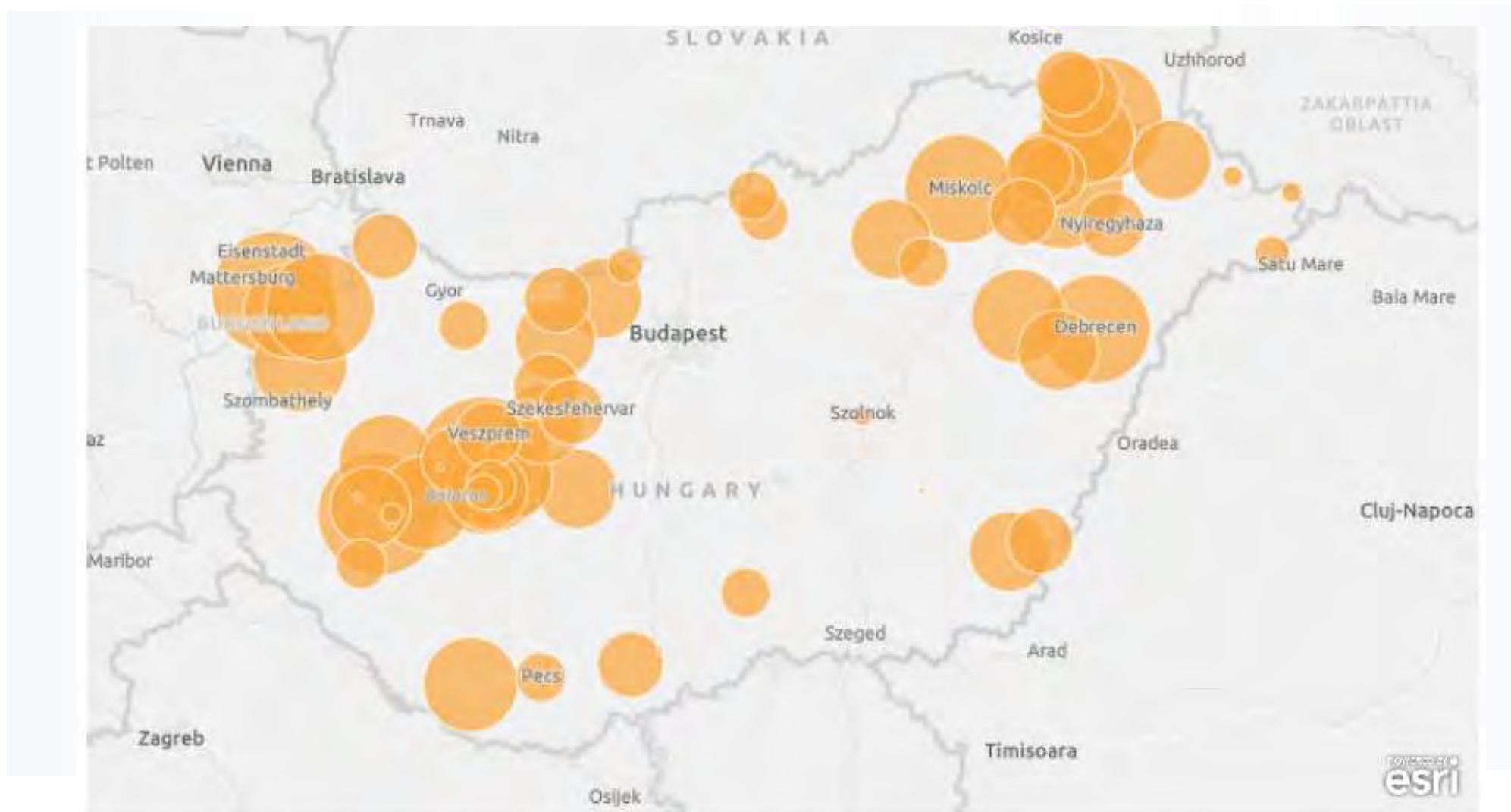
- **General overview**
- **Supporting schemes of spas**
- **COVID-19 related measures**
- **Supporting SMEs at health industry**



# Economic Development and Innovation OP – Priorities



# Territorial focused touristic projects



# Complex tourism development of SPAs (EDIOP-7.1.3-2016)

## Aim of the call

Supporting beneficiaries to create the image, create a competitive environment (internationally) and increase the level of supply of health centres.

## Eligible applicants

**Municipalities (CERTIFIED SPA)**, budgetary authorities and their business and non profit organizations

## Number of applications

27 applications (6 contracted; total supported amount 18,8mEUR)

## Intensity rate Amount of subsidy

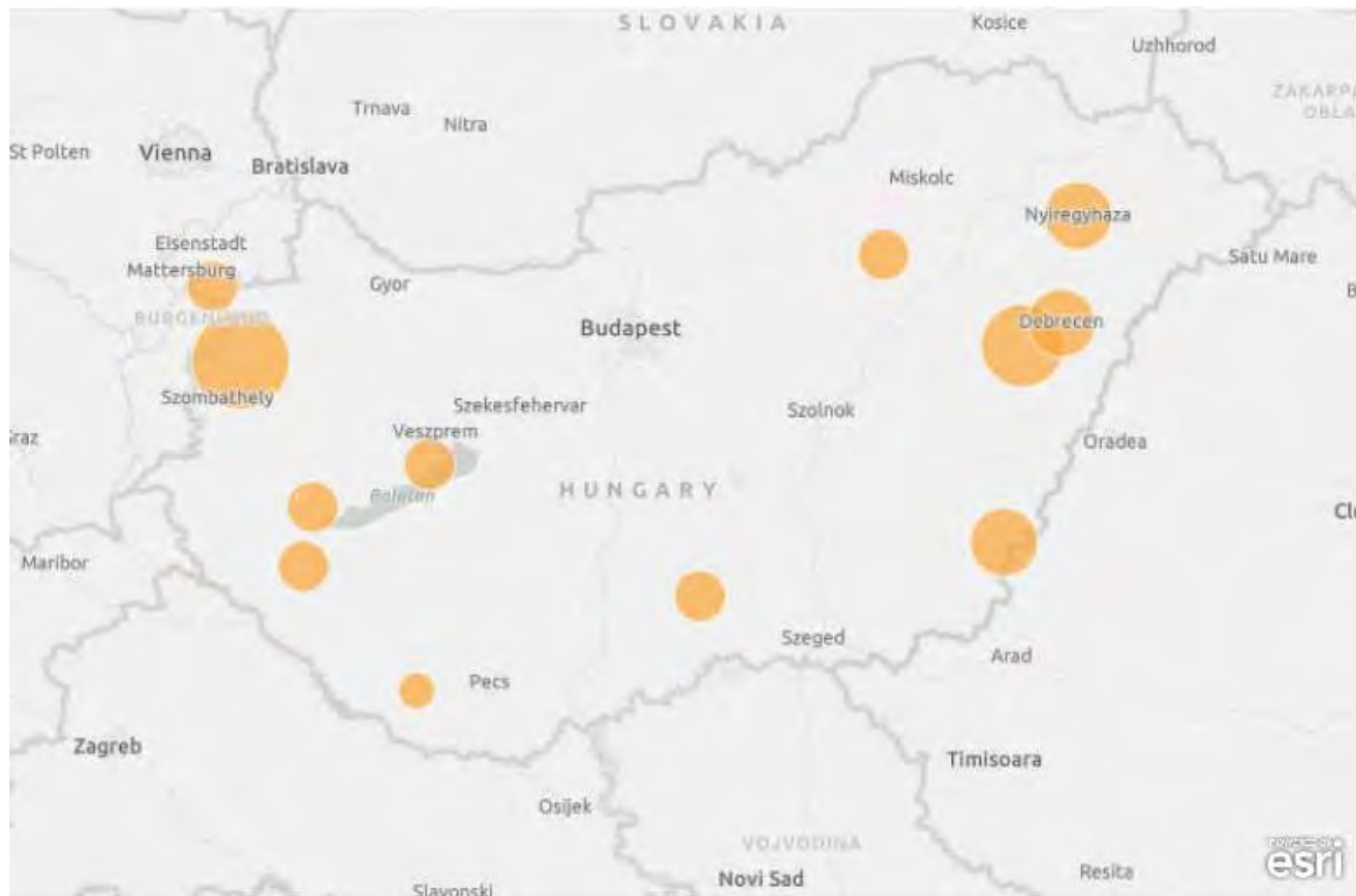
Max. 100%

0,8 – 8,3 mEUR non-refundable subsidy

## Supported activities

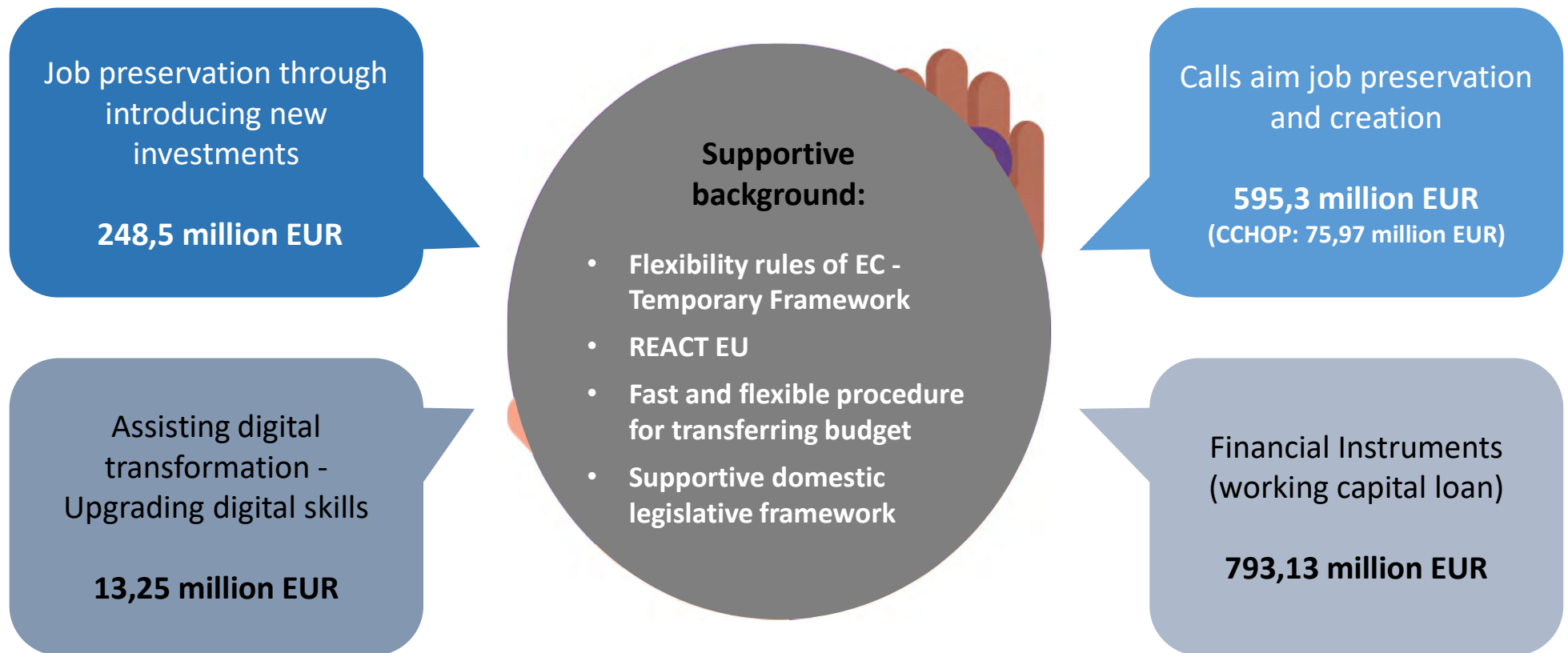
- **Tourism services complementing the natural health factor**
  - innovative attraction development,
  - creating visitor-friendly conditions (hospitality spaces, experiential elements, interactive displays)
  - development of infrastructure for cultural and artistic events; services for active recreation,
- **Developments identified in the strategy for the SPA:**
  - Creating an attractive townscape: landscaping, information panels, specific improvements such as music pavilions, drinking fountains;
  - Easy access to the attraction: parking, infrastructure development of transport links,
  - other infrastructure improvements related to the main activities
    - energy efficiency of buildings, use of renewable energy sources.
    - electric bicycle/car charging facilities.
    - infrastructure for souvenir shops, catering facilities
- **Services related to the needs of people with disabilities**
- **Marketing**

## Location of supported spa projects



# COVID RELATED MEASURES OF EDIOP

# Role of EDIOP in assisting SMEs in COVID-19





## First results of the main EDIOP „crisis calls”



102.200  
pc.







61.200  
persons



401.200  
persons



1 299  
million EUR

	 Subsidised SMEs	 Jobs created	 Jobs retained	 Payment
Investment for job retention (EDIOP 1.2.8)	3 k	-	84 k	197,4
Short time work scheme, Retention of R&D workforce (EDIOP 5.3.10., 5.3.16)	17,7 k	-	219 k	135,9
Wage subsidy for job creation ( EDIOP 5.1.1., 5.2.1)	52,2 k	61,2 k	-	154,1
Digital training (EDIOP 6.2.8.)	-	-	1 k	8,3
Ensuring financial liquidity ( EDIOP 8.3.5/B)	2,3 k	-	n.d.	462,3
Restart loan (9.1.1) – EDIOP REACT EU	8,4 k			200,7
Sectoral wage subsidy (10.1.1) – EDIOP REACT EU	18,6 k	-	97,2 k	140,8

## Development of SMEs in the production of healthcare products related to COVID (EDIOP-1.2.15.)

### Aim of the call

Support for SMEs that plan to develop healthcare products to contribute to the development of the domestic healthcare industry and to the fight against the COVID-19 epidemic.

### Eligible applicants

SMEs

### Results

Budget 64,2 mEUR; contracted amount: 52,2mEUR; 61 supported SMEs

### Intensity rate Amount of subsidy

- Max. 80% (depending on the size of the company, and if it relates to COVID or not)
- 83.300 EUR - 5.5mEUR

### Supported activities

- Purchasing new machineries, introducing new technologies (at least 30%)
- ICT development
- Purchasing licence, know-how
- Infrastructure developments, buildings
- Consultancy, training

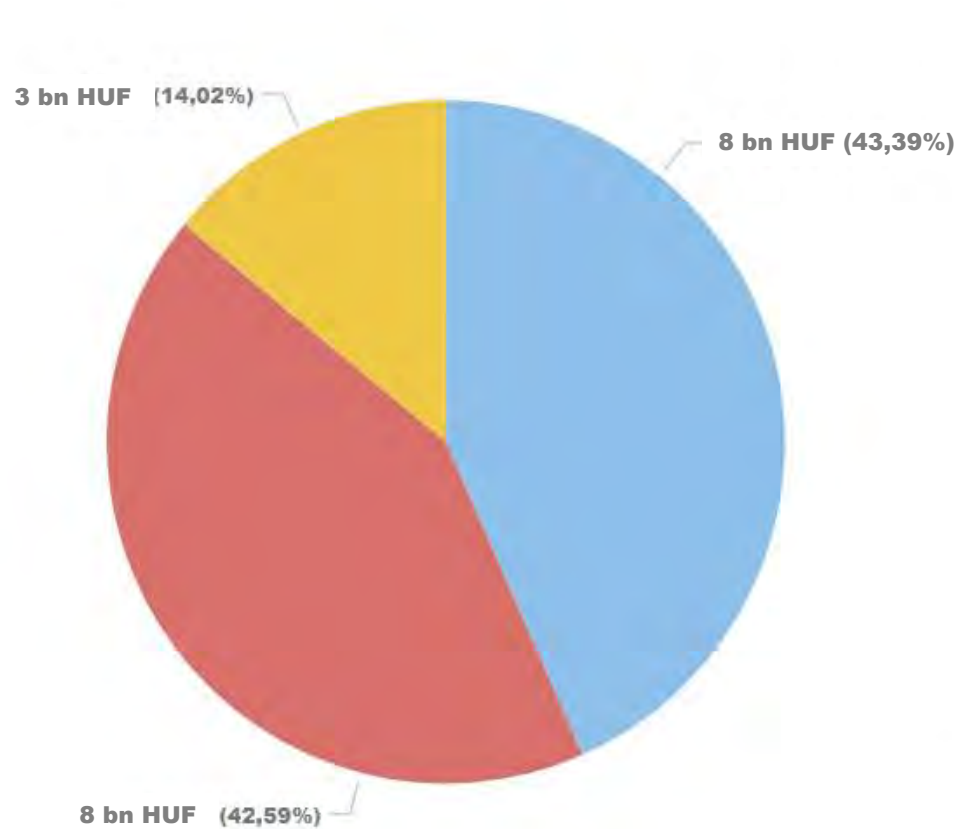
### Project duration

COVID related development – 6 months duration  
Non-COVID related development – 18 month duration

# First results of the call

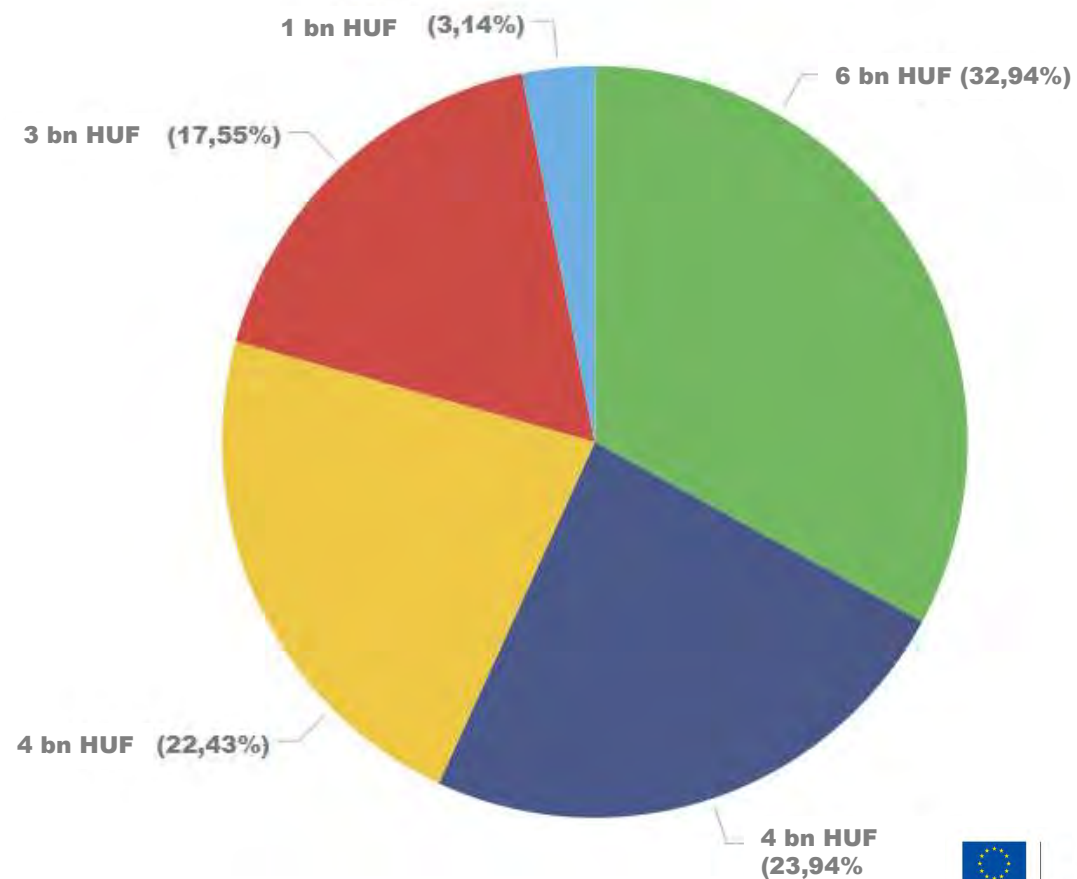
## Assistance approved by types of SMEs

Type of SME   Small   Medium   Micro



## Assistance approved by main focus

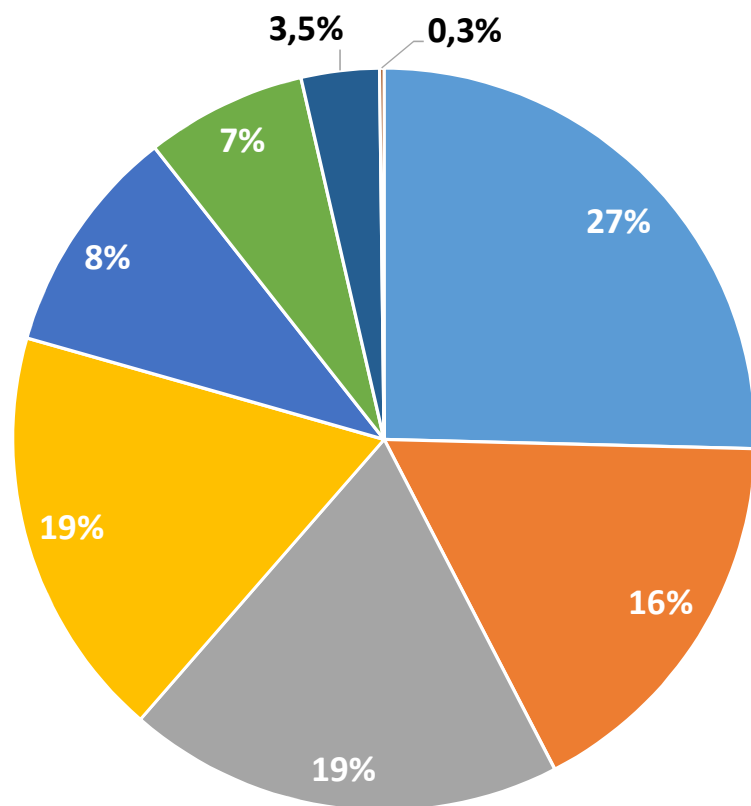
Type of COVID related development   Disinfection   Diagnostic tool   Medical device   COVID protection device   Medicine



# 2021-27 EDIOP PLUS Programme

## The EDIOP Plus is planned to be financially the biggest program in the next cohesion period

MFF 2021-2027 planned allocation (%)

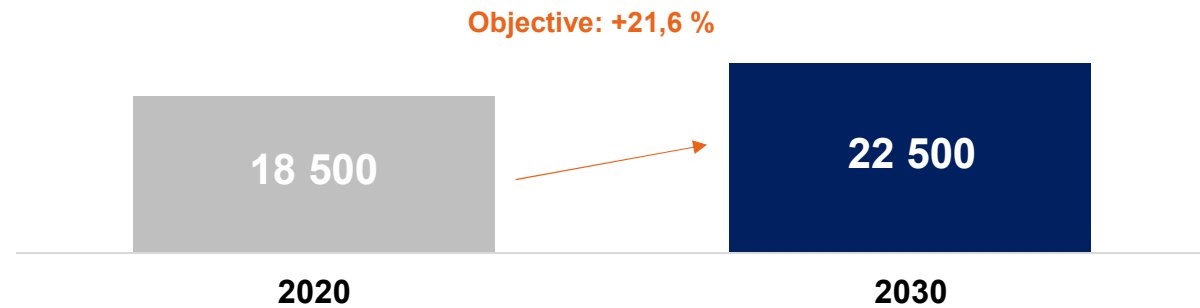


- Economic Development and Innovation Operational Programme Plus (EDIOP Plus)
- Environmental and Energy-Efficiency Operational Programme Plus (EEEOP Plus)
- Integrated Transport Development Operational Programme Plus (ITOP Plus)
- Territorial and Settlement Development Operational Programme Plus (TOP Plus)
- Digital Renewal Operational Programme Plus (DROP Plus)
- Human Resources Development Operational Programme Plus (HDOP Plus)
- Implementation Operational Programme Plus (IOP Plus)
- Hungarian Fisheries Operational Programme Plus (HFAOP Plus)

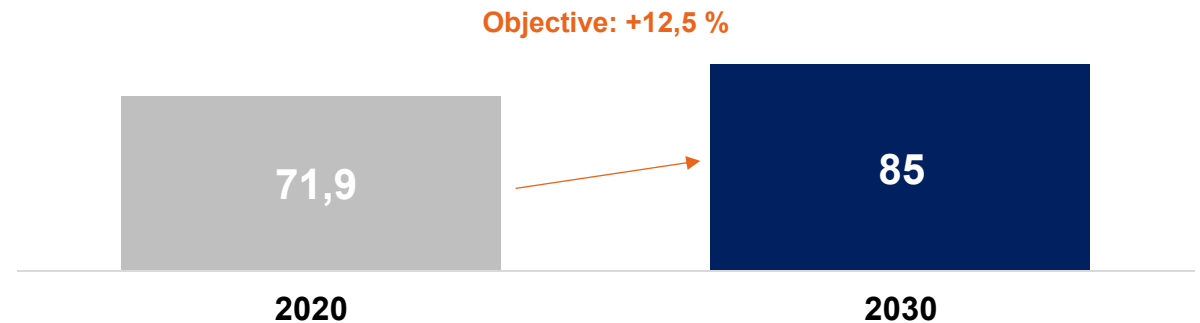
## The general strategic objectives of the EDIOP Plus

The most important objectives of the EDIOP Plus are to increase the domestic value added and the employment rates.

Added value in the domestic SME sector per employed (EUR)



Employment rate (%)







## Planned priorities of EDIOP PLUSZ

Earmarked budget – not accepted by the COMM

**SME development**

**2375 mEUR**

**R+D+I**

**2052 mEUR**

**Sustainable  
employment**

**707 mEUR**

**Youth Guarantee**

**527 mEUR**

**Higher education,  
vocational education**

**474 mEUR**

**Tourism, cultural  
heritage**

1. National castle and fortress programme
2. Service development of SPAs

**505mEUR**

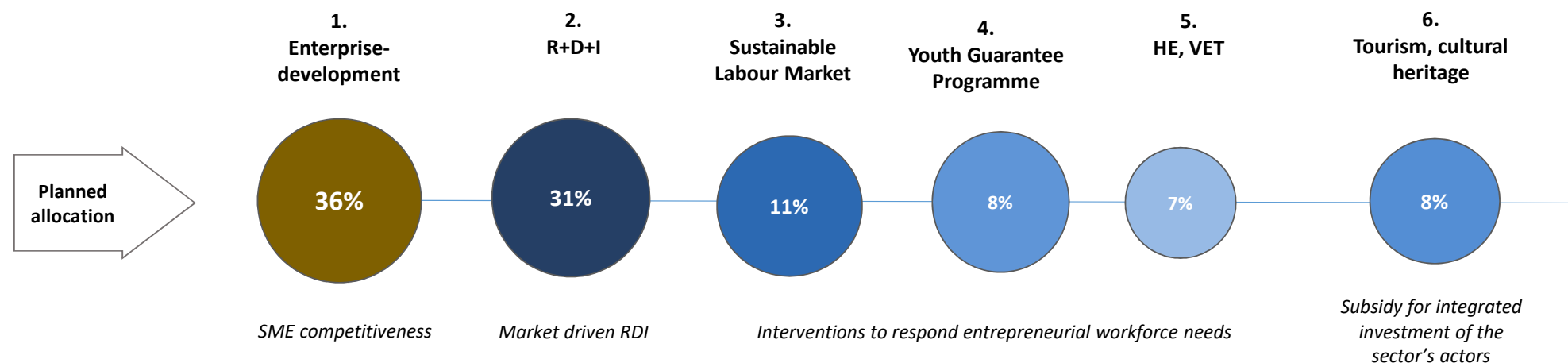
# The main national economic development goals are displayed in the OP with respect to Commission's proposals

## Country report Annex D

- S3 strategy
- SME strategy
- RDI strategy
- National Digitalisation Strategy
- Further sectorial strategies

- Gearing up in HE
- VET 4.0
- Further sectorial strategies

- National Tourism Development Strategy 2030



# Plans for supporting spas (2021-27)

Negotiation with the COMM is still ongoing for the whole OP

## Main principles:

- Using the principles of the PO5 – involving territorial players (planning & decision making);
- Aim is to develop products that are in line with the positioning of tourist areas and the regional features;
- Important to identify and develop unique products/ services that will enhance differentiation in the tourism supply market;
- Spas and health resorts:
  - Improving the technical infrastructure – energy efficiency, renewable energy;
  - Product and service development;
  - Development of the local environment;
- Network approach – environment of the SPA must be involved, multiplicative effects;
- SPAs of national and international importance in the focus (demarcation with other OP);

# Complex development of spas with national and international importance and their environment

## Eligible applicants

Maintainer of the SPA, local municipality;

## Other requirement

National and international importance (number of guest nights at the settlement, revenue of the spa, visitors of the spa)

## Planned budget Amount of planned subsidy

- 140m EUR
- Max 22mEUR/ project

## Supported Activities - planned

- Energy efficiency modernisation;
- Infrastructural improvement of the service quality (building, pools and their surroundings);
- Product and service development of spas, development of a unique tourism profile:
  - developing a portfolio of health tourism services
  - regional thematic package offers
  - innovative service development
- Development of the digital environment of spas;
- Development of the municipal tourism environment of spas;
- Indirect costs of the project implementation (preparation, project management, publicity, communication, training, marketing);



NOT MISS A VISIT TO HUNGARY!!!!