

Advertising cooperation of European health resorts

Situated in the middle of the saxon "Vogtland", surrounded by Bavaria, Thuringia and Bohemia, is the royal town of Bad Elster. A highlight among the European health resorts. Today it's a public, saxon health resort and the mineral waters still spring from the same 11 mineral fountains, among them the "Moritz" and the "Marienquelle". In recent years the splendour of this resort was carefully restored. There are new wellness treatments in very stylish surroundings. The sensual experience stimulates the recovery process.

2.41

One spa is next to another. An integral health programme with dark beer springs, a horse milk bath and a goat butter massage (is offered here). This very unique wellness concept can be booked in the "Albertbad" in Bad Elster only.

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A constructional attraction in the field of hot springs is an indoor pool, made of glas. Star architect Benisch made it fit in perfectly with the saxon classicism. Very near is the franconian town of "Alexanderbad". Here you can combine the classical Kneipp cure with a mineral water cure. Goethe already travelled this street of Spas. Today he's used as an advertising medium.

3.38

And of course he as well visited "Karlsbad", found in 1350 by the bohemian King and latin emperor Karl the 4th. This is represented in an advertising cooperation called "Kurherz Europas" which is especially for German visitors.

3.55

Hot mineral springs can be found everywhere in the restored collonades of the city. There are 12 mineral springs in Karlsbad which are from 42 to 73 degrees celsius. International guests and celebrities come here to take the waters and to celebrate film-, music- and sports-highlights. Luxurious hotels offer the classical mineral water and therapeutic bath- cures. In the feudally equipped "Schlossbad", a SPA resort, you can by hour or day take a bath in the hot springs, book any kind of massage and combine it with different inhalations. A team of doctors orders the treatments. In Karlsbad the classical, medically advised therapeutic bath- cure is emphasised. In that ambience, surrounded by the Sudeten mountains,visitors find themselves in the heart of the European health resorts.