

Ladies and gentlemen, dear business partners,

The city of Klášterec nad Ohří is keen to continue its long-lasting effort to run the spa complex Evženie and revitalize and rebuild the site to become a fully modern and competitive spa complex.

Due to this reason we have decided to look for a long-term strategic private sector partner, who would run the spa according the modern trends and quality standards in terms of services provided and still ensure the economical benefits for both sides. Business partner, who would support us in defining the very detailed factors of revitalization as well as the design of the spa and who would also participate in revitalization itself to ensure all aspects of succesful business model and aesthetics are fulfilled.

To customize the plan details and to be at one with the strategies of our potencial partners, it is more than important to understand the current market situation and to get the valuable information through a market survey.

We are looking for a business partner who would keep the historical tradition of spa in Klášterec nad Ohří, who would secure the long-lasting sustainability of the business model and his acting would generate the profit for both sides.

Our strategic partner should join the project of reconstruciton right from the beginning. The partner should bring his experience and main concept to ensure the best business results. The city of Klášterec nad Ohří would keep its role as a supervisor of quality and range of services provided and the city goverment is prepared to partly-cover the cost of the investment.

I see the future of the Evženie spa in balanced combination of traditional spa treatment with recondition, preventive and relaxation stays. That is the way the economical sustainability of the project can be ensured according to the modern trends in current spa industry.

I will be very glad if you contact with tips, or if you give us your feedback about range of services which can be interesting for our spa complex from your business expert point of view.

Please send your feedback to our email adress lazneevzenie@muklasterec.cz. For further details please contact me directly via the phone +420 725 062 488.

Ing. Štefan Drozd
mayor



Location

Kyselka 104, 431 51 Klášterec nad Ohří, Czech republic

The spa area is located on the bank of the Eger River and the ruins of the castle Šumburk rise above it. The river valley is surrounded by the hills of Doupovské vrchy and the Krušné hory Mountains.

Estimated cost for revitalization and reconstruction

Revitalization of the current site – 400.000,- €

New spa building (accommodation and spa) – 4.000.000 €

Key factors

- Located in calming and beautiful green valley next to the river with Ore mountains around
- Next to the castle of Klášterec nad Ohří
- Near to the newly signed UNESCO region – Montanregion Ore Mountains
- Spa tradition from 1883
- Mineral and healing springs – Mineral springs have a positive effect on the digestive tract and support the metabolism of sugars and fats. Mineral baths have an extraordinary effect on degenerative diseases of the musculoskeletal system and act as prevention of cardiovascular diseases.