

TAC is among the winners of the European Health & Spa Awards



Hartberg/ Vienna, June 10th, 2010

For the second time, the Agency for Wellness and Health presented the European Health & Spa Award at the Spa Event on June 8th in Zell am See, Austria. TAC Digital Signage was the only software solution nominated.

Spas, treatments and innovative products competed in nine different categories for the popular European Health & Spa Award, which is given away every year by the Agency for Wellness and Health. The Austrian software vendor TAC with its Digital Signage solution was nominated for "Best technical product innovation".

The electronic posters of TAC Digital Signage automatically offer all guests in the spa available treatments and appointments. This presentation draws the guests' attention to near-term treatments so that they increasingly make use of these offers. In this way, dead times are avoided and additional sales are generated.

Thomas Rössler, Managing Director of TAC, accepted the prestigious award: "The European Health & Spa Award is one of the most sophisticated and recognized awards in the spa industry. All the more we are happy that we can not only convince more and more hoteliers of our Digital Signage solution, but also such a high-class jury."

Spa Event

The Spa Event on June 8th in Zell am See, Austria, was dedicated to the topic "Successful Marketing and Branding for Wellness- and Health Businesses". International experts and industry insiders discussed current trends and developments of the spa and wellness industry. Lectures on social marketing, quality management in the spa and positioning in the wellness sector completed the program.

For more information, please see www.health-spa-award.com.

TAC IT GmbH

The Austrian TAC GmbH is specialized in the development of innovative software solutions for the hospitality industry. Reservation Assistant Spa & Activity Software coordinates and optimizes all work processes that run in every wellness operation. The customers include Hyatt, La Mamounia Marokko, Grand Hotels Bad Ragaz, Interlpen Tyrol, The Dolder Grand, Rogner Bad Blumau, Grand Hotel Victoria Jungfrau and Belle Mare Plage Mauritius.

With TAC Digital Signage TAC offers another possibility to increase the average utilization of the spa and therefore also raise profitability. Reservation Assistant Spa & Activity Software reports available treatments and automatically offers them on all electronic posters of TAC Digital Signage. This presentation attracts the guests' attention and in this way generates additional sales.

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