“Exploring Health Tourism”

Webinar

Thursday 28 February 2019
14:00-14:45 (CET)
Index

- Recommended Taxonomy
- Spectrum of Health Tourists
- Supply in Health Tourism
- Key Market Determinants
- Initiatives around the world
- Planning Health Tourism: The Toolkit
- Key Findings & Recommendations
Travel (and consequently tourism) is an activity that can contribute to the creation or the improvement of wellbeing such as feelings of contentment, satisfaction and happiness by supporting, facilitating and initiating the improvement of mental and emotional health, work-life balance, self-realization, and the ability to connect with oneself and others.
Health Tourism as an Umbrella

Health Tourism

Forms of tourism which have as a **primary** motivation the contribution to physical, mental and spiritual health through medical and wellness-based activities which increase the capacity of individuals to satisfy their own needs and function better within their environment and society.

Medical Tourism

Wellness Tourism
Suggested Taxonomy

Wellbeing

- Health Tourism
- Medical Tourism
- Wellness Tourism
- Medical Wellness
- Holism
- Spirituality
<table>
<thead>
<tr>
<th>Spectrum of Health Tourists</th>
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<tbody>
<tr>
<td><strong>International patients</strong> (e.g. having a medical check-up while on holiday; tourists using emergency services without pre-planning)</td>
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<tr>
<td><strong>Health-aware traveller</strong> (e.g. business tourists using a hotel gym; leisure tourists visiting a day spa while on another type of holiday)</td>
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<tr>
<td><strong>Health tourist</strong> (e.g. medical tourists having an operation; tourists staying at a destination spa)</td>
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<th>Spectrum of Consumers for Health Services</th>
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<tr>
<td><strong>Recreational leisure time consumer</strong> (e.g. using spas for fun or recreation only)</td>
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<td><strong>Occasional health consumer</strong> (e.g. goes to the spa or gym irregularly)</td>
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<td><strong>Health-conscious consumer</strong> (e.g. healthy diet, regular exercise)</td>
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<th>Health Motivation</th>
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<td>Low</td>
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<td>High</td>
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Diverse Supply of Health Tourism

- MedSpas
- Hotel & Day Spas
- Thermal Medical Spas (Baths)
- Destination Spas
- Wellness Hotels & Resorts
- Medical Hotels & Resorts
- Longevity Centres
- Leisure Baths
- Hospitals & Clinics
- Retreats
- Cruises
- Healthy Hotels & H2H Conversions
- Traditional Healing Destinations
- Health Cities/Villages
Key Market Determinants

Socio-cultural Environment

- Life Expectancy
- Urbanization
- Ageing
- Wellbeing Initiatives
- Healthy Diet & Lifestyle
- Living with Disabilities
- Work-life Balance
- Chronic Diseases & Obesity
- Work-life Balance
- Urbanization
- Ageing
- Wellbeing Initiatives
- Healthy Diet & Lifestyle
- Living with Disabilities
- Chronic Diseases & Obesity
Key Market Determinants

- Working & Leisure Time
- Supported Holidays
- Cross-border Patient Mobility
- Healthcare Systems
- State Incentives

Political Environment
Initiatives Around the World
Planning & Development Cycle

- Development Team Set Up
- Inventory Analysis
- International Benchmark & Competitor Analysis
- Development
- Planning & Incubation
- Consumer Data & Segmentation
- Positioning & Branding
- Implementation & Monitoring
- Review
Key Findings & Recommendations

1. **Taxonomy**: Cultural and Regional Differences
   - Wellbeing as a concept
   - Health tourism as an umbrella
   - Sub-categories

2. **Regulatory & ethical** measures are very much necessary.

3. Health tourism is also important at **national and domestic** level.

4. (Re)Discovery of **evidence-based** therapies and **natural** healing resources.

5. Investments, existing operations need **guidance, knowledge-sharing** and **cooperation**.
Key Findings & Recommendations

6. Harmonized data collection would be necessary.

7. Medical and/or wellness services can complement other forms of tourism.

8. Technology is changing the healthcare paradigm.

9. Role of national, regional and local governments in development is essential.

10. Health tourism requires knowledge of tourism AND health.
The report

Exploring Health Tourism

- Provides a **better understanding** of the growing segment of wellness and medical tourism.

- Presents a **comprehensive taxonomy** that serves as a common reference for tourism destinations operating in this field.

- Includes a **practical toolkit** to assist NTOs and DMOs with their planning and management of health-related tourism activities.

Where to find it?
UNWTO elibrary, [www.e-unwto.org](http://www.e-unwto.org)

Exploring Health Tourism Report
Exploring Health Tourism Report- Executive Summary
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