Medical spas and health resorts in Europe

traditional and new offers in health tourism

Thierry Dubois – President
Csilla Mezősi - Secretary General
68th UNWTO Commission for Europe, Sofia, 2nd June 2023
MAIN GOAL
Promoting health resorts, spas and balneology in Europe

Balneology, spa medicine, wellbeing healthy lifestyle – know how in Europe

- natural remedies based on mineral water
- sustainable and green destinations
- local remedies for healing methods /spa treatment
- prevention and rehabilitation
- relief and healing of chronic and civilization diseases
- developing new concepts for new target groups
- healthy lifestyle, mental health, corporate health
- four seasons attraction, rural areas, green destinations
ECONOMIC IMPACTS OF SPA CITIES

The European health tourism market has grown by more than 10% per year.

- 1,400 spa towns
- More than 1,000,000 direct and indirect jobs
- More than 5 trillion euros in annual turnover
- 6 years study in France about ECONOMIC IMPACT delivers the FIRST REAL DATAS of the spa industry

Well-being, Life Balance, Healthy lifestyle, Prevention, Rehabilitation
MINERAL PELOIDS

THALASSOTHERAPY
with sea water, brine and healing salina mud

BENEFICIAL CLIMATE WITH AEROSOLS

THERMAL & MINERAL WATERS

PEAT

1 2 3 4 5
OUR VALUES
IN EUROPEAN SPAS

HEALTH

NATURE, TRADITION & KNOWLEDGE

LOCAL & AUTHENTIC

EXCELLENCE
HEALTH TOURISM Concept

European Spas in green destinations the best modern medicine and the USP of Europe

SPA & Culture Experience built on a tradition of more than two millennia

- Naturally occurring local remedies
- The recognition of spa city, health resorts, spa facilities by government
- Qualified prevention and rehabilitation (medical competence)
- Regulations on environmental protection
thanks to the medical spas we have medical services in many rural regions

local remedies, local food, different levels of professionals are employed

indirect support for local communities
A unique e-library exclusively dedicated to balneology with evidence based medical studies, including newest studies about Long Covid treatments.
STUDY “SPA THERAPY & COVID – 2022”
Survey – digital online questionnaire from 16 countries

SPA THERAPY & COVID-19 ON THE EUROPEAN MARKET
A study and evaluation of best practices in European Medical spa Interreg InnovaSPA project


EUROPEAN LONG COVID STRATEGY
4 Million EU citizens should recieve special spa therapy programme!
European Spas invites you to KARLOVY VARY, 4-6th October 2023

Hot spot of the Health & Spa industry, where leading professionals from all segments of Spa medicine come together to exchange ideas, share knowledge and network with influential business partners and media.

www.europeanspas.eu
OUR ADVANTAGES IN NEW NORMALITY

- Closeness to nature, away from the crowds, countryside environment
- Holistic approach to an individual
- Our primary mission is taking care of health & well-being
- Superb programs and treatments to boost immune system and programs for rehabilitation of COVID-19 patients
- High standards of safety and hygiene
POSITIVELY WELL - ALL YOU NEED FOR HEALTH & WELL-BEING

CROSS SECTOR UNWTO – WHO

Prevention, diagnostics, treatment, healthy nutrition, rehabilitation