Health Tourism in Greece
Challenges & Perspectives

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Typology of Health Tourism

The Greek Legislation
Law 4582/2018, article 20 on Health Tourism
Law 3498/2006 on Thermal Tourism

Medical Tourism  Thermal Tourism  Wellness Tourism
Health and wellness

Hippocrates of Kos: the father of modern medicine
5th century BC
“If you want to learn about the health of a population, look at the air they breathe, the water they drink, and the places where they live”

84 thermal springs with officially recognized therapeutic properties

35 Thermal spas facilities, thalassotherapy centers to treat body, mind and soul

More than 350 hotels with spa facilities (4* & 5*)
Thermal Tourism in Greece

84 officially recognized Thermal Springs

By Region

- **Western Macedonia**: 4 thermal springs
- **Central Macedonia**: 7 thermal springs
- **Eastern Macedonia and Thrace**: 11 thermal springs
- **Thessaly**: 4 thermal springs
- **South Aegean**: 8 thermal springs
- **North Aegean**: 8 thermal springs
- **Epirus**: 4 thermal springs
- **Central Greece**: 18 sources
- **Crete**: 1 thermal spring
- **Attica**: 8 thermal springs
- **Western Greece**: 10 thermal springs
- **Peloponnese**: 4 thermal springs

Source: Ministry of Tourism – updated March 2024
The Case of Loutraki
The Case of Pozar Baths
Health tourism in Greece’s Recovery and Resilience Plan

Call for proposal to invest in thermal tourism: creation and upgrade of existing thermal centers, thalassotherapy centers etc.

Budget: 28 m. €
Subproject 3, 16931 Tourism Development
Wellness tourism is offered throughout Greece mostly in hotel spas incl. several hotel-based thalassotherapy centers.

Following a first wave of internationally inspired treatments – such as therapeutic techniques mostly of Asian origin – a growing number of hotel spas is now turning to Greek history and local products for creating offerings with a strong sense of place.
The name – Anazoe – derives from the Greek word for rejuvenation and encapsulates the underlying aim of the spa, which is total revitalization of body and spirit in accordance with the ancient Greek maxim “a healthy mind in a healthy body”.

**Oleotherapy® Signature Treatments**

At Anazoe we have developed signature treatments that constitute a harmonious combination of ancient wisdom and modern science. The therapeutic olive-oil treatments (oleotherapy®) are based on local practices inscribed on clay tablets discovered at the nearby Palace of Nestor. Many of the therapies expand on the ideas and knowledge of Hippocrates, known in the West as the father of medicine, who described olive oil as “the great therapeutic”. Building on this ancient knowledge, treatments are totally individualized to address your personal ‘type’ and specific needs, identified through a questionnaire and private consultation. European massage techniques using select products are then combined with the appropriate mix of treatment technologies and aromatherapy, to the accompaniment of therapeutic music composed exclusively for Anazoe, to offer a total spa experience with visible results.

**Messianin Salt & Honey Scrub**

This luscious honey-based scrub uses the honey of Messinia to soften your skin while lifting your spirit with a combination of healing oils and local herb essences. 50 minutes

**Oleotherapy® Rosewood & Rosemary Scrub**

Enjoy a smoothing, hydrating and nourishing rosewood and rosemary exfoliation that will transport you to a complete state of relaxation and well-being. 50 minutes
Wellness Tourist Profile in Greece

1. Mostly Women
2. Middle-aged
3. Higher Income
4. Married
5. Higher Education
6. Employed

Medical Tourism

**Quality**
- Highly skilled doctors educated in the best medical schools of the world
- High-end clinical environment / 5-star level of hospitality

**Affordability**
- Reasonable cost/competitive prices
- Internationally certified medical services

**Accessibility**
- High air-connectivity
- Greater mobility

**Availability**
- Access to the latest technology
- Full range of medical treatments
Medical Tourism

• Legislative framework review ensuring the highest quality of services
• Industry co-established clusters as DMOs responsible for the promotion of medical tourism in Greece.
• InMedTour Project funded by INTERREG 2014-2020 (GR-IT) brought together health tourism providers from Greece and Italy (B2B networking) and created an e-tour facilitator platform/GIS tool promoting health tourism in the cross-border area
Difficulties in Promotion. To identify and approach source markets.

Product development involving other segments

Lack of reliable, comparable data for evidence-based policy making

Need for sustainable approach

Rule and Regulation

Upskilling for health and tourism workforce
Health Tourism: The Road Ahead

- **Investments** on health tourism services
- Capacity building and **continuous improvement** in services and facilities
- **Benchmarking** and adoption of best practices
- Scientific, quantifiable **research**
Thank you for your attention!

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