1. Starting point: the birth of AHD
2. Andorra, the destination for health and wellness tourism - VIDEO
3. Members of AHD
4. Trends in health tourism applied to Andorra
5. Trends and preferences of health tourists visiting Andorra
6. The challenges of health tourism in Andorra
7. AHD’s offer to the health tourist
• More of 8 million visitors per year
• 34% of visitors come for wellness reasons
• Average length of stay – 3 days
• Public-Private Partnership between Andorra Business + Andorran Health and Wellness companies
TRENDS IN HEALTH TOURISM APPLIED TO ANDORRA

• **Steady growth** of health tourism in Andorra
• Highly reputed physicians interested in **working in Andorra**
• Biomedical research is a **strategic pillar** of the Government of Andorra
• **Wide range of health and wellness activities**, with thermal water, multidisciplinary centres and outdoor activities in nature
• **Wide and diverse hotel offer** adapted to all targets
We combine the best health and wellness experiences with a great customer experience.

- Personalised getaway
- Traveller Journey
- Premium Services
- Multilingual website

- 2, 3 or + night experiences
- Combined health and nature offer
- Advice and reservation management

TRENDS AND PREFERENCES OF HEALTH TOURISTS VISITING AND...
1. **Strong commitment to biomedical research** to become a destination for differential medical treatments

2. **Ability to compete** with other destinations

3. **Ability to adapt to the preferences** of tourists by diversifying the offer
AHD’s OFFER TO THE HEALTH TOURIST

Sports focused Health Services
- Sports medicine
- Rehabilitation
- Podiatry
- Regenerative medicine
- Nutrition
- ENT

Medical / Wellness / Thermal
- Dermatology
- Aesthetic medicine
- Holistic therapies
- Odontontology
- Thermal therapies
- Integrative wellness
Integrative check-up and treatment

- Sometimes traditional medicine is not enough.

- Biomedical techniques and methods to complement traditional medicine.

- Bio resonance therapy to find out the state of our internal organs.
Thermal reconnection

- The sulfuric thermal water of Andorra provides:
  - Muscle relaxation.
  - Oxygenates the body.
  - Improves circulation.
  - Releases endorphins.
INTEGRATIVE TREATMENTS FOR ATHLETES

Pain treatment for athletes

• Regenerative medicine applied to sports injuries has become a key treatment.

• There is an increasing number of published cases related that have been treated with regenerative medicine and stem cells.
Thank you very much!

www.healthdestination.ad