



**AHD**  
**ANDORRA HEALTH**  
**DESTINATION**

**12È CONGRÉS MUNDIAL DE TURISME DE NEU, MUNTANYA I BENESTAR**

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## STARTING POINT: The birth of AHD

- 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





## MEMBERS OF AHD





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## 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

## TRENDS AND PREFERENCES OF HEALTH TOURISTS VISITING AND

**We combine the best health and wellness experiences with a great customer experience**





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# THE CHALLENGES OF HEALTH TOURISM IN ANDORRA

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



Odontology



Thermal  
therapies



Integrative  
wellness



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## INTEGRATIVE TREATMENTS



### Integrative check-up and treatment

- Sometimes traditional medicine is not enough.
- Biomedical techniques and methods to complement traditional medicine.
- Bioresonance therapy to find out the state of our internal organs.





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## INTEGRATIVE WELLNESS



### Thermal reconnection

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



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## 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!

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