



HEALTH TOURISM

Dr László Puczkó
CEO & Co-Founder



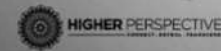


Health Anxiety

Word of the day:

Exhaustipated

(adj.) Too tired to give a shit.

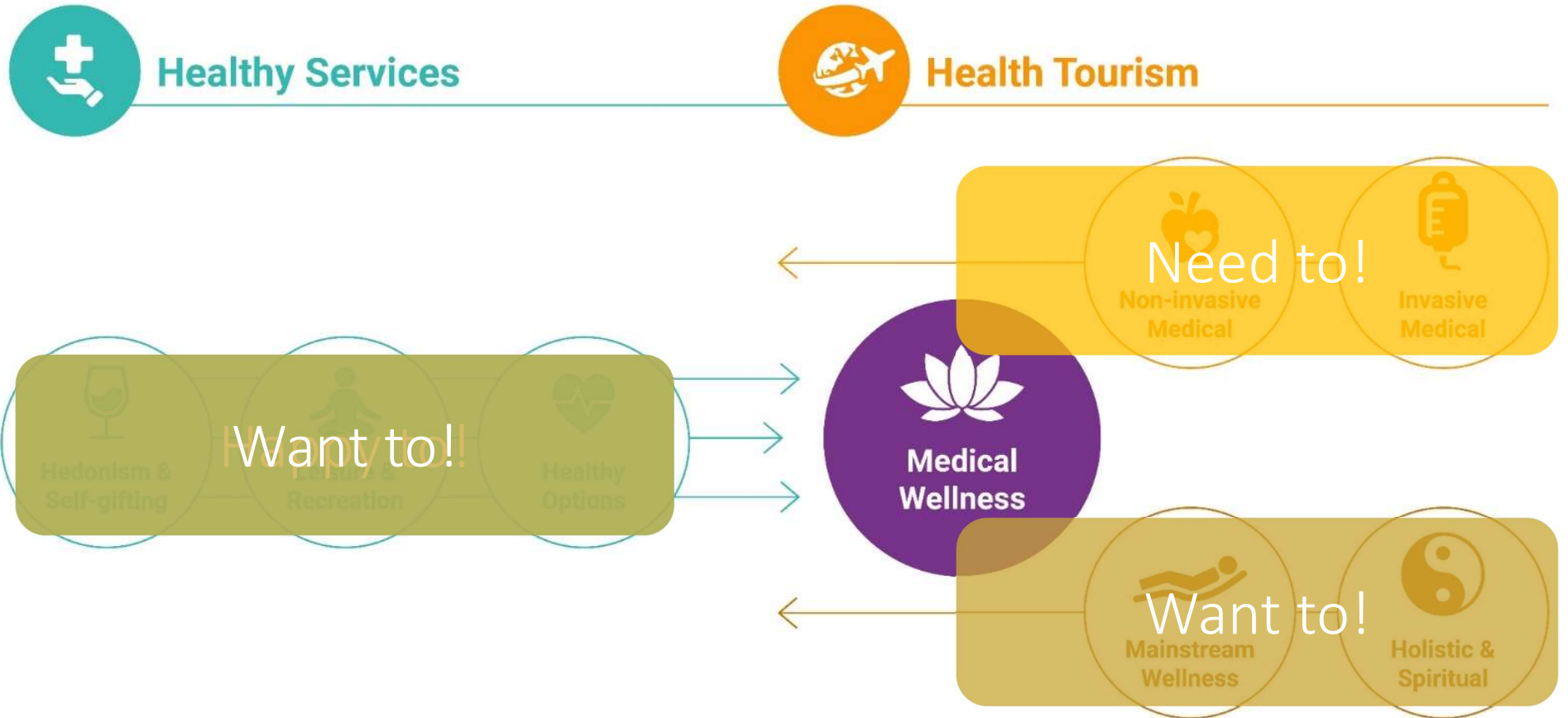


Featured

**15 Rare And Beautiful Words You've
Never Heard Before**



DEMAND & MOTIVATION



DEMAND & MOTIVATION



Healthy Services



Health Tourism

NOT Health Tourists - Health Consumers:

- ✓ Demand for wellness/medical services
- ✓ Demand for services that can improve health
- ✓ Appreciating local heritage and natural asset stories



- ### Medical Tourists:
- ✓ Elective treatments
 - ✓ Evidence-based treatments
 - ✓ Prescribed treatments
 - ✓ Life-saving treatments



- ### Wellness Tourists:
- ✓ Conventional wellness & spa
 - ✓ Medical wellness (e.g. derma)
 - ✓ Holistic wellness
 - ✓ Spiritual wellness





SALES

VOLUME

VALUE





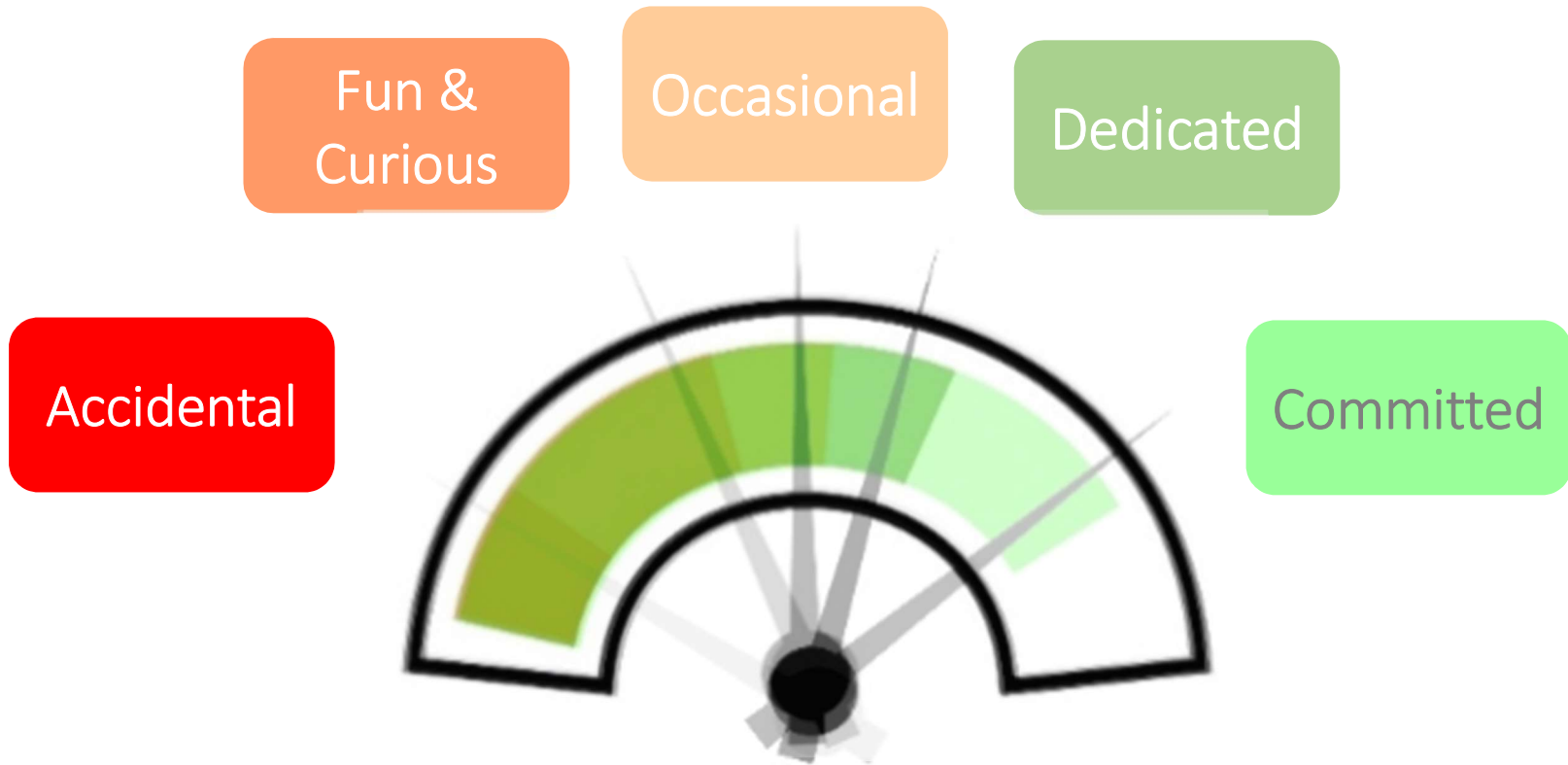
BUYING & PAYING FOR

SERVICES

BENEFITS & VALUES

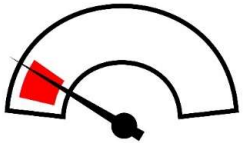


ENGAGEMENT OPTIONS



HEALTH ENGAGEMENT LEVELS

NUMBER OF GUESTS



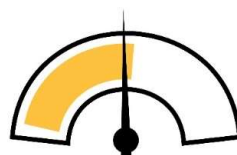
Accidental

- ✓ Treatment TO included in the package
- ✓ Seen a good price for check-up while at destination



Fun & Curiosity

- ✓ Treatment never tried or heard of before
- ✓ Gives the famous healing treatment a try



Occasional

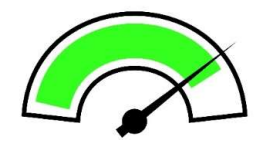
- ✓ Spiritual component of a cultural visit
- ✓ Combines cosmetic surgery with safari

SPENDING/VALUE PER GUEST



Dedicated

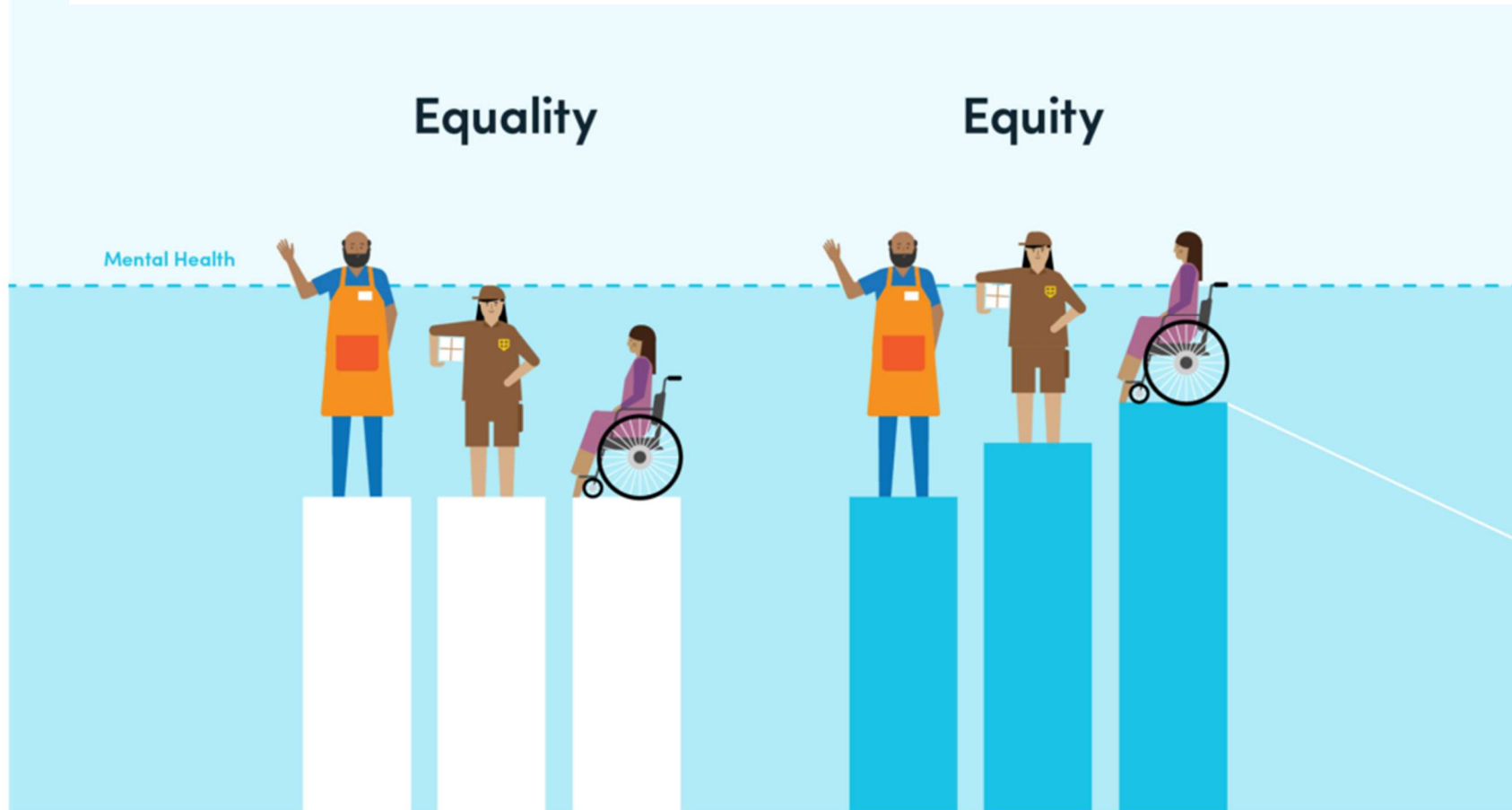
- ✓ One week yoga retreat
- ✓ Cancer treatment package



Committed

- ✓ Vegan, fitness & massage enthusiast

HEALTH EQUITY



<https://www.bighealth.co.uk/blog/providing-equitable-mental-health-care-in-an-unequal-world/>



Young Europeans Are Embracing “Feel Good” Wellness, in 3 Stats



PULSE

Young Europeans are expanding the definition of wellness beyond just physical or even mental health. Now, it’s all about how they feel...

TL;DR

- Gen Z and Millennials are pushing wellness culture away from *looking good* to *feeling good*
- Their feel-good approach to wellness is turning indulgence into a form of self-care
- Brands have an opportunity to lean into this new definition of wellness with marketing and products that encourage feeling good

<https://www.ypulse.com/article/2022/09/06/young-europeans-are-embracing-feel-good-wellness-in-3-stats/#>

JAMAIS VU

DÉJA VU



FUN WITH LEMOGA





SLOW WELLNESS

Val di Fiemme
(Trentino)



WILD swimming

[HOME](#) [BOOKS & APPS »](#) [BLOG »](#) [EXPLORE BY REGION »](#) [LOCAL EVENTS](#) [ABOUT »](#)



<https://www.wildswimming.co.uk/>

Monday, 23rd January 2023

POLITICS

SOCIETY

RELATIONSHIPS

LIFESTYLE

SPORT

Wild sitting, and other activities the middle classes will put 'wild' in front of

20th January 2023





+ WUNDERMAN
THOMPSON



Insight

Tech-free destinations

Aug 28, 2023

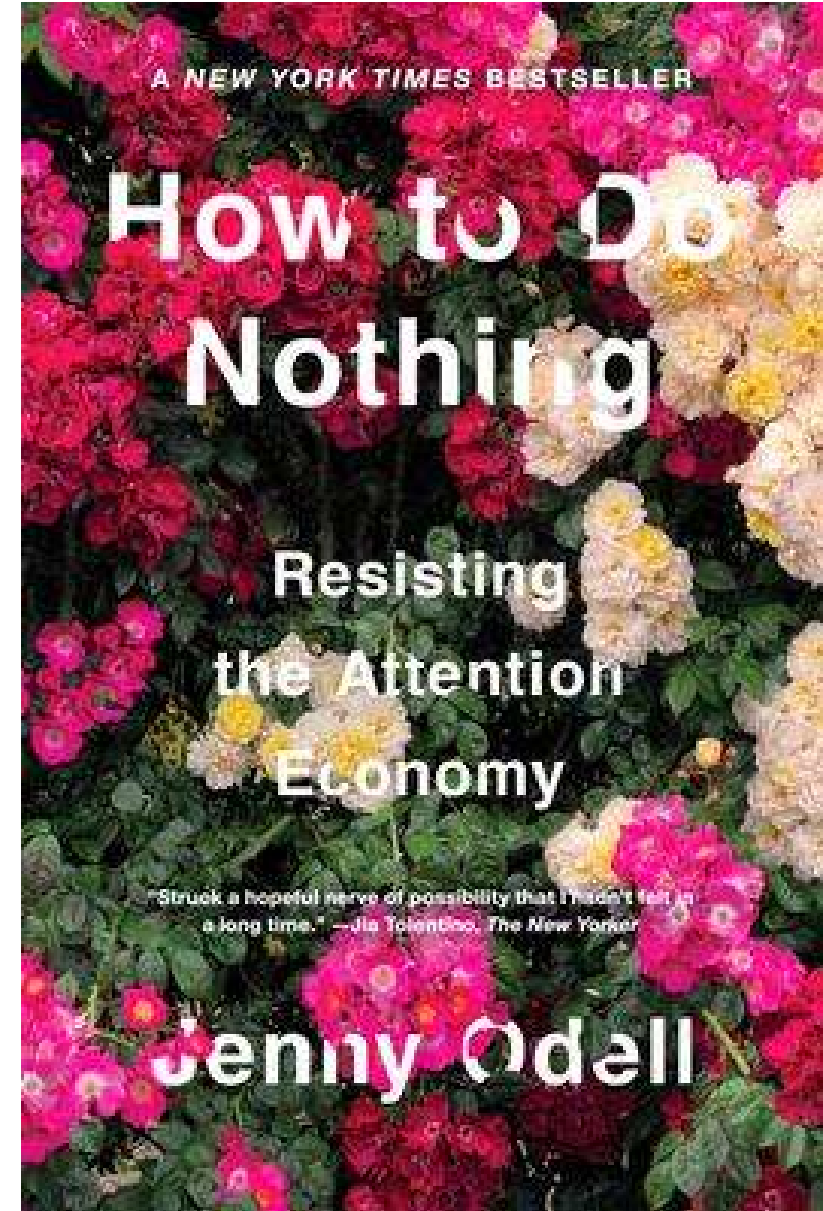
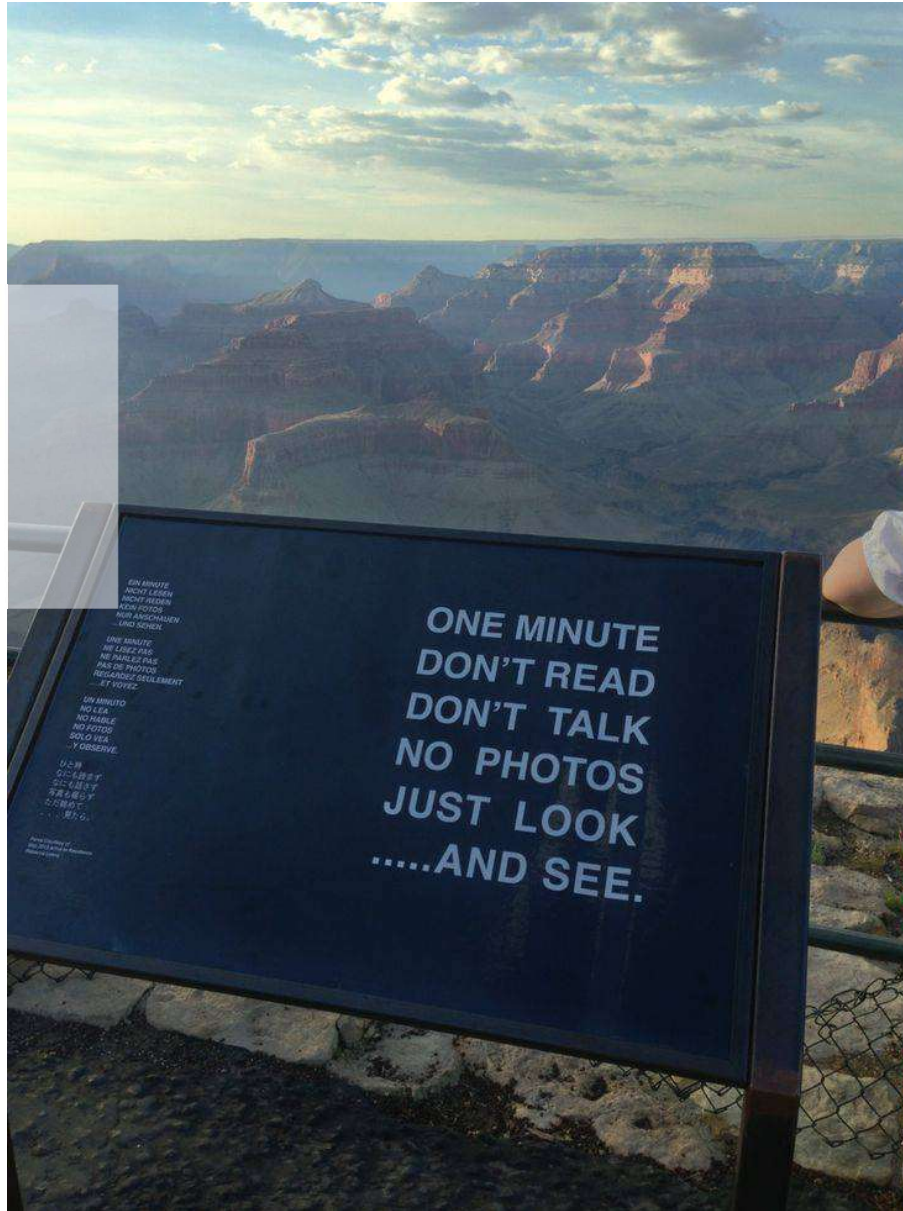
As travel picks up, tourist spots are reinforcing intentional travel which involves ditching the smart phone.







BEING IDLE





HEALING LANDSCAPES (E.G. HOSPITALS)

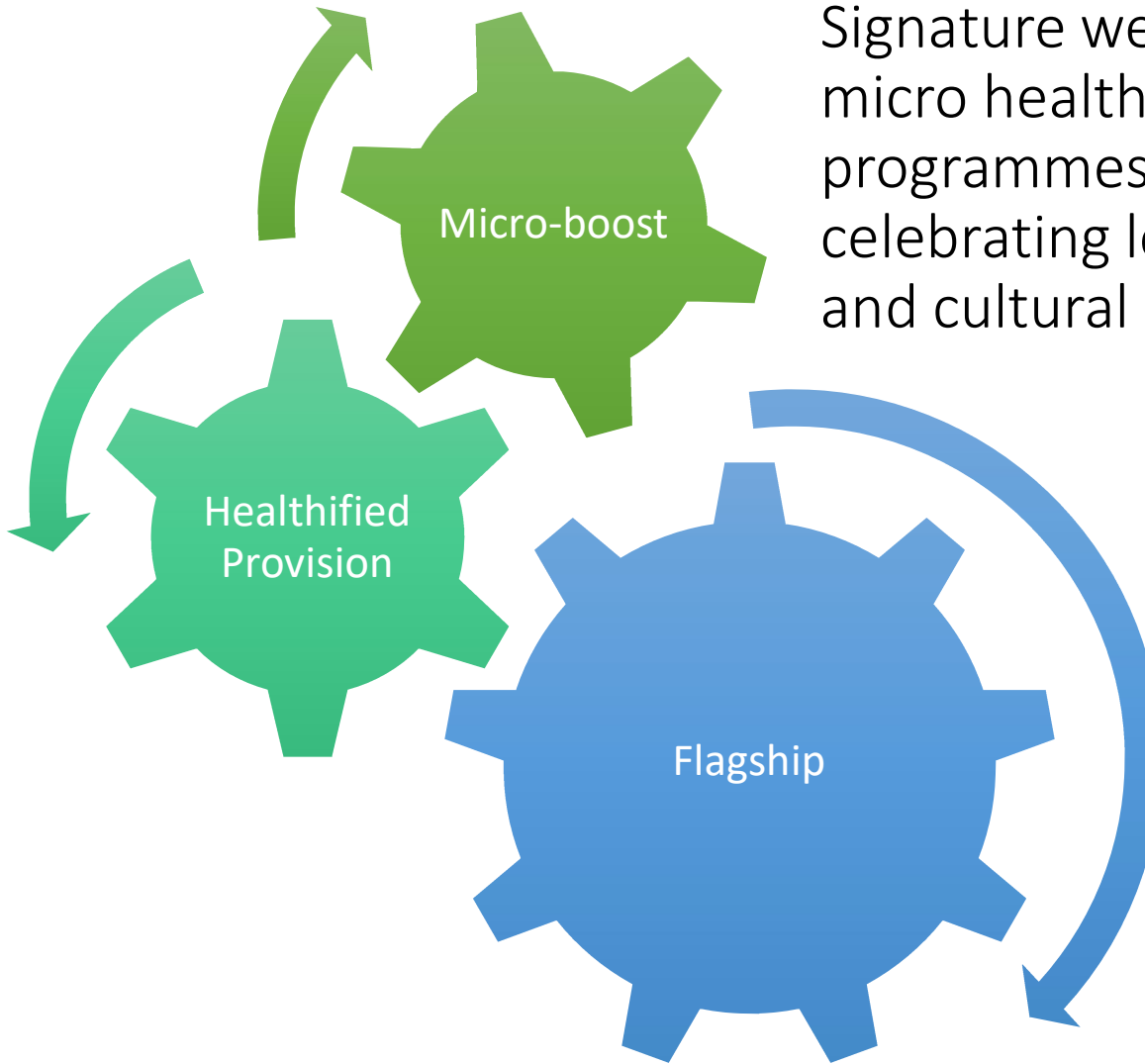




LAND ART YOGA



Healthified services all through the guest journey



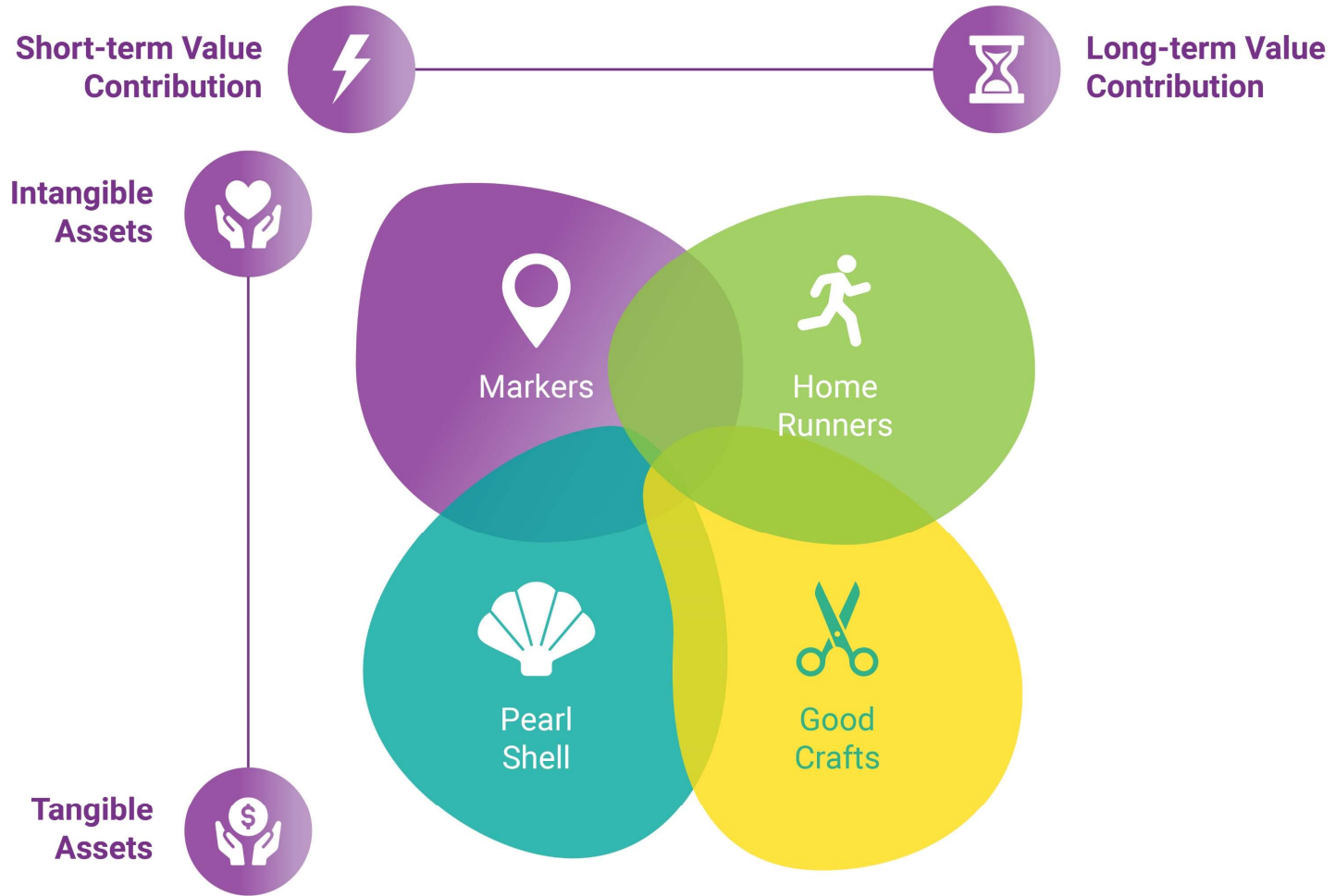
Signature wellness & micro health-boosting programmes (e.g. celebrating local natural and cultural heritage)

State-of-the art medical/wellness-focused services and facilities

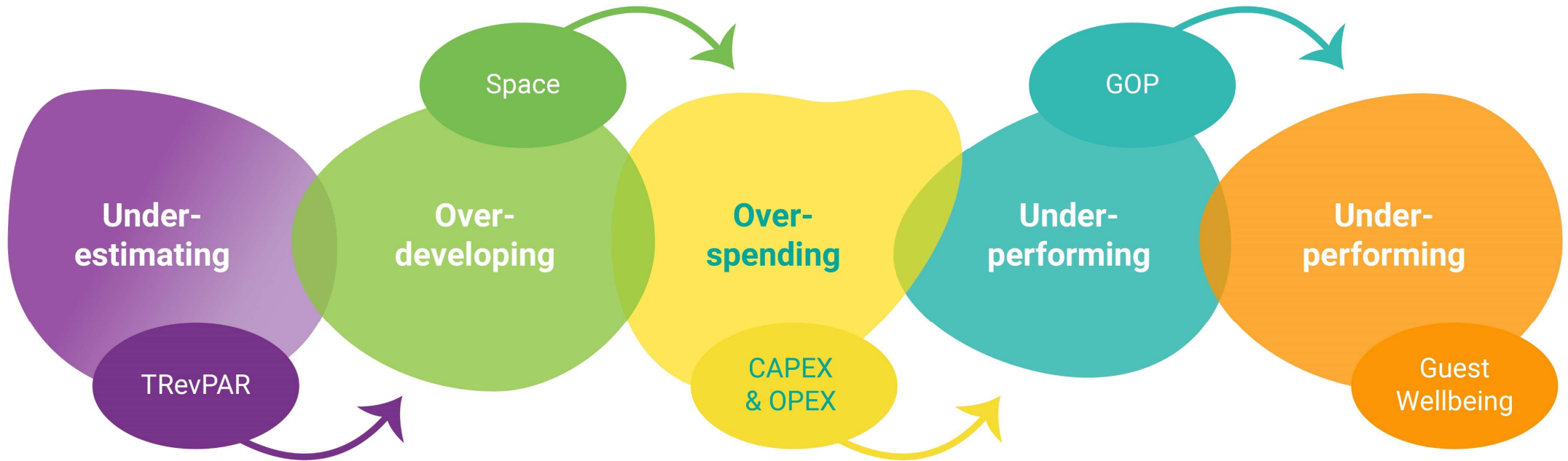
DESTINATION WELLBEING LANDSCAPE



HOSPITALITY & HEALTH INVESTMENTS



HOSPITALITY & HEALTH INVESTMENTS







THE BOTTOM LINE

AVOID

- Assuming that Health/Wellness is Static
- Assuming the Other Tourism Forms are Independent
- Selling Only Treatments & Services
- Assuming that Everybody Seeks Wellness / Health
- Believing that Favourable Price Level is Enough
- Copying What Others Do
- Mixing Value & Volume
- Expecting Quick Return

CONSIDER, DO & APPLY

- Understand Demand Trigger Points
- Evaluate What the Move from Me/Me to Us/Us Approach Mean to Your Business
- Define What Consciousness Means to Purposeful Tourists
- Enable Guests to Find Their Health Equity
- Define & Create Your Health Assets & Stories
- Turn Assets to Touch-points & Journeys
- Introduce Story in Different Forms / Journeys /Rituals, e.g Micro Sensations



Gracias! / Thank You!

More intelligence about wellness,
hospitality, leisure & travel
[@htww.life](https://www.htww.life)

László Puczkó
CEO & Co-founder
laszlo@htww.life

