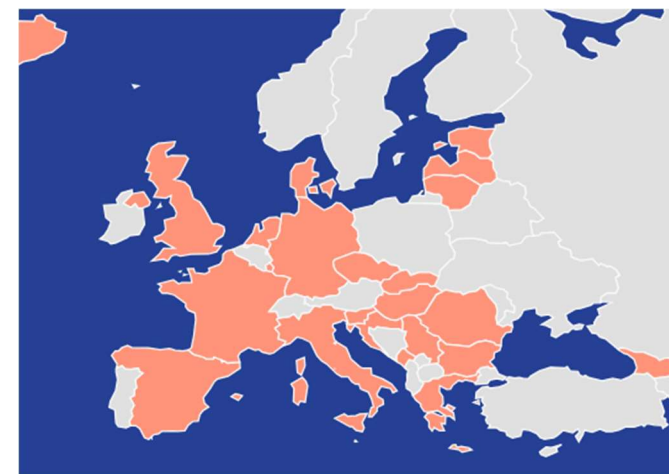


25
YEARS



ESPA
EUROPEAN SPAS ASSOCIATION



Medical spas and climate health resorts in Europe

Entering the world of well-being

Csilla Mezösi, Secretary General – European Spas Association BE

www.europeanspas.eu

12TH WORLD CONGRESS ON SNOW, MOUNTAIN AND WELLNESS TOURISM MOUNTAINLIKERS
20. March 2024, ANDORRA



**MINERAL
PELOIDS**

PEAT

**THALASSO-
THERAPY**
with sea water, brine and
healing salina mud

3

2

4

**THERMAL
&
MINERAL
WATERS**

1

5

**BENEFICIAL
CLIMATE
WITH AEROSOLS**

The coronavirus pandemic is a historical time for revival and recognition of Balneology and Climate Health resorts

BALNEOLOGY IN EUROPE

The European Spas Association is a network that facilitates contact between key players in the field, policy makers, and prominent figures in science and business, chaired by Thierry Dubois

AUTHOR: HTI News

The European Spas Association – ESPA – places health resorts within the framework of the European healthcare and tourism market and promotes spa medicine as a curative and preventive healthcare option, using natural remedies, rehabilitation techniques and educating the public on a healthy lifestyle. It focuses on the recognition of local natural resources, highlighting the importance of health tourism in general. The Association also promotes quality spa services and education, cooperating with Spa Associations in a number of countries and overseas markets. Thierry Dubois, its chairman since 2016, has provided more insight into the association's mission and vision.

Photo: Vladimir Prilic



How has medical and wellness balneology evolved over time?
- For more than 15 years medical and wellness balneology has experienced an annual growth of more than 10%. It, therefore, creates jobs, encourages substantial investment, and provides patients with natural treatments with no side effects. During their stay, the patients also consume goods and services (namely, accommodation, catering, leisure, transport, etc.). This is referred to as indirect impact, to which induced impact (that is, supplier consumption, job creation generated by the companies in question, etc.) must also be added.

The question all European medical spas face nowadays is how to combine offering high-level luxury services to spa clients with providing medical services to those in search of prevention and rehabilitation?
- Before answering this question directly, let me point out that there are two types of cure stays: those

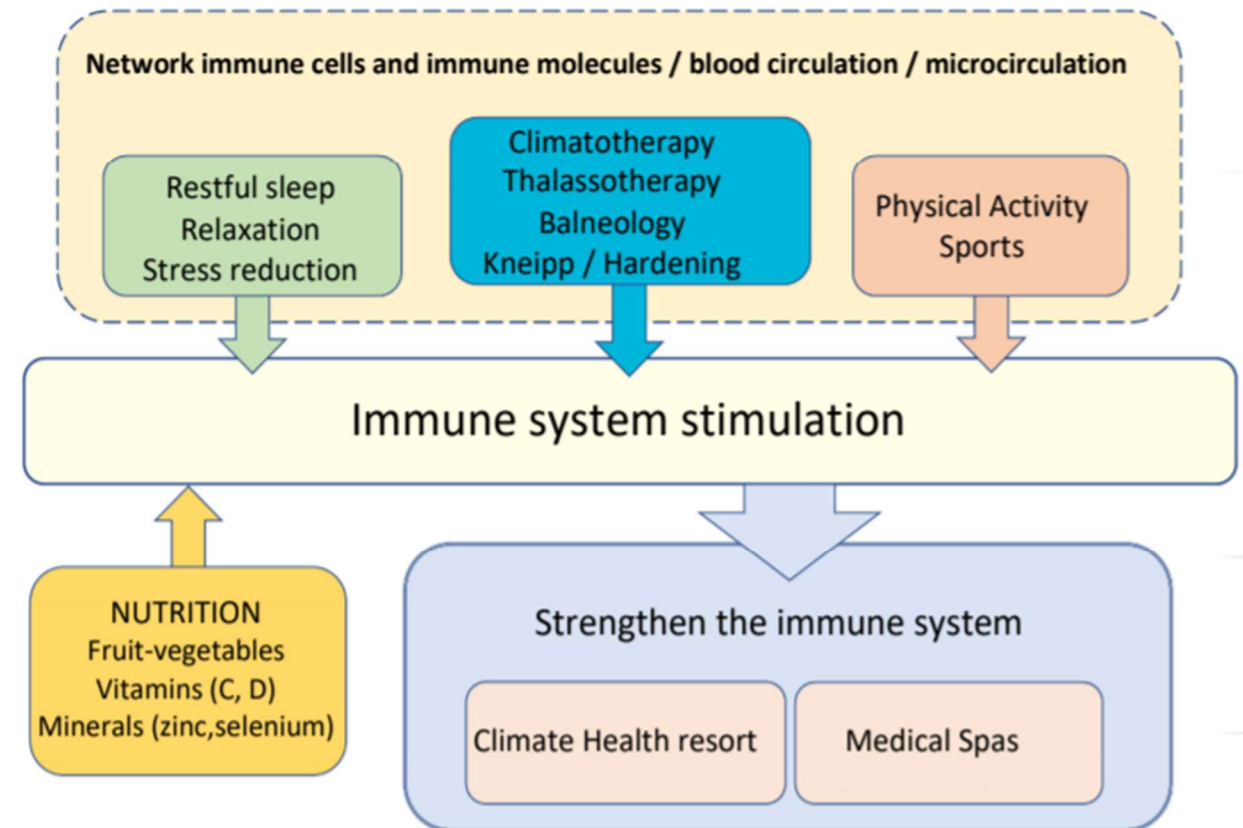
Two years ago, the ESPA's medical committee launched an epidemiological study in Europe in order to study conditions treated by balneology

covered by national health insurance funds and those which are not. The first type consists of medical care, determined by national health regulations, which generally account for total, or at least partial funding (care, medical fees), sometimes with the addition of a special allowance for accommodation and catering. This participation of national health insurance funds is generally limited and often dependent on the patient's own resources. It does not allow the providers to offer luxury service, regardless of how extensive the coverage is. Therefore, this type of service is limited to a certain number of European countries such as Spain, Italy, Germany, France, Czech Republic, Slovakia, Poland or Romania.

And what about the stays that are not covered by national health insurance funds?
- A number of European countries have developed an offer of exceptionally high-quality, with extremely comfortable 4 or 5-star hotels and modern spas furnished with state-of-the-art equipment. These "spa resorts" are becoming increasingly common in a number of European countries and attract a wealthy foreign clientele. They can be found, for example, in the Czech Republic, Croatia, Slovenia, Bulgaria, Germany and Italy. These spa resorts offer an exceptional medical service, supervised by specialist doctors, with care provided by paramedical staff (physical therapists, nurses, sports coaches...) and advice given by other specialised staff, such as psychologists or dietitians. This market is expanding rapidly worldwide and is growing at an annual rate of around 10%.

Can you tell us something about the specific programmes that are being developed in medical spas?
- France is a good example of a country that has developed specific programme for the treatment of certain conditions, such as the support of women in

Univ.- Doz. Dr. Friedhart Raschke, Norderney Germany



Demand in Health Tourism 2024

Health Spas, Thermal Cure, Medical Wellness

Holistic Medicine- FUSHION / Balneology, Ayurveda, TCM

Wellbeing, Relaxation & Beauty

Healthy Nutrition: Detox , Fasting & Weight Management

Pure Nature Wellness Experience, **Forest and Alpine Well-being**

Deluxe World's Best Spa & Luxury Spa Resort

Special Themes, **Active Leisure**

Tailored concepts:

Resorts with **high medical competencies** in a feel-good atmosphere

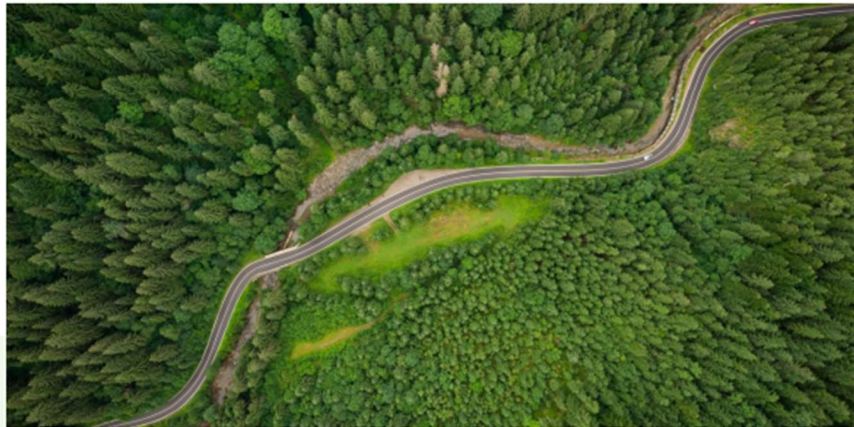
Nature medicine (thermal water, mud, Healing climate) **natural and effective resources**

Active Fitness Movement and **relaxation in nature**, spa garden, and landscape parks

Forest Wellness, Forest bathing, Healing forest

Healthy nutrition with fresh organic products

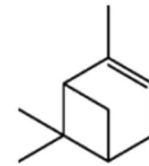
Forest characteristics



Target Groups

- Health caregivers
- Wish to maintain physical health
- Wish to maintain mental health
- Enjoy movement and relaxation
- Expect high-quality treatments

Monoterpenes



α -pinene



β -pinene

- anti-inflammatory,
- anti-cancer,
- antioxidant,
- neuroprotective effects.

Rufino et al., 2014, Nam et al., 2014, Matsuo et al., 2011, Chen et al., 2015, Kusuvara et al., 2012, Cheng et al., 2014, Porres-Martinez et al., 2016.

USP:

The emanation of potentially healing substances and elements from natural sources

Biological effects of negative air ions on human health



- Anti-inflammation effect
- Lowering blood pressure
- Anti-oxidation reaction
- Improving body immunity
- Promote energy production
- Enhance metabolism

Iwama et al., 2002, Bailey et al., 2018, Pino and Ragione, 2013, Jiang et al., 2018, Wiszniewski et al., 2014, Goel et al., 2005.

Trends in Health & Spa Tourism

Time in motion



Number of Best Agers increases

Best Agers nowadays are experts in travelling

Affinity to well-being and health lifestyle

Demand for variety



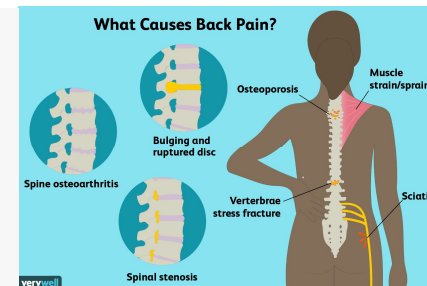
Health Tourism in Medical Spas, Climate health resorts

Goals:

- preventing and treating chronic diseases
- decreasing the health effects of lifestyle disorders
- increasing overall physical activity
- as well as a rapidly aging population...
- preventing exposure to environmental hazards

Medical Spa offer healthy lifestyles and well-being

Treat: Respiratory problems – Stress – Obesity – Backpain- Tiredness ...



MINERALWATER



DonatMg: the richest natural mineral water of Magnesium

- Magnesium helps reduce tiredness, supports muscle function and the nervous system, and promotes healthy bones and teeth.
- MAGNESIUM requirements with only 3 dl of Donat Mg[®] water a day. The high content of hydrogen carbonates can help relieve heartburn



The HEALING FOREST is a special natural pharmacy = green pharmacy



Respiratory



Cardiovascular



Orthopedic



Psychosomatic

Spa for LONGEVITY



Escuela De Longevidad



SABER MÁS: DESCARGAR REVISTA
ESCUELA DE LONGEVIDAD



Medicina de Estilo de Vida

Aproveche su estancia para aprender cómo vivir más años con calidad e independencia.

Descubra sus factores de riesgo y cómo prevenirlos

Spa resorts provide a holistic healing journey addressing both our **mental** and **physical health**, offering a haven for complete regeneration.



An aerial photograph of a mountain resort town nestled in a valley. The foreground shows a winding road and a parking lot. The middle ground features a cluster of buildings, including hotels and residential structures, surrounded by lush green hills. In the background, majestic mountains with patches of snow rise under a cloudy sky. The text is overlaid on the left side of the image.

The concept of the health resort /spa therapeutic landscape presents a huge perspective for the development, where the focus can shift from merely being sites of spa hotels, ski resorts... to becoming HUBS of holistic well-being

**Together we can lead in a brighter, healthier and sustainable future
for our beloved climate health resort, spa towns
Thank you for your attention!**

**POSITIVELY WELL -
ALL YOU NEED FOR
HEALTH & WELL-BEING**



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