

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



CONTENTS INDEX

- 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



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







































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

2, 3 or + night experiences

Combined health and nature offer

Personalised getaway

Traveller Journey

Advice and reservation management

Premium Services

Multilingual website



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



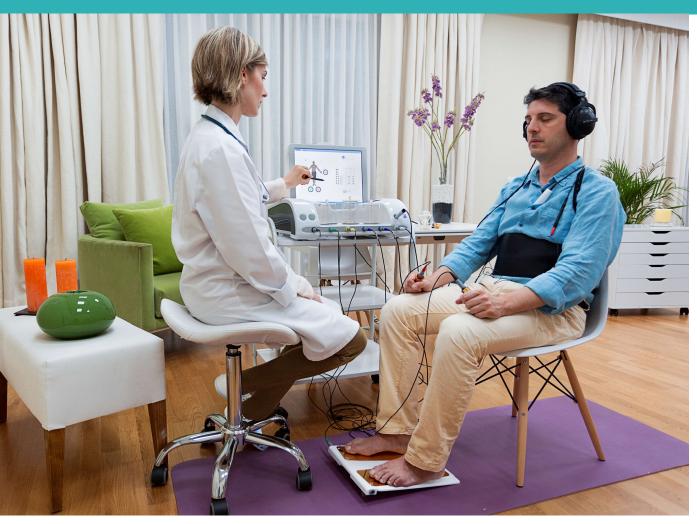
Thermal therapies



Integrative wellness



INTEGRATIVE TREATMENTS

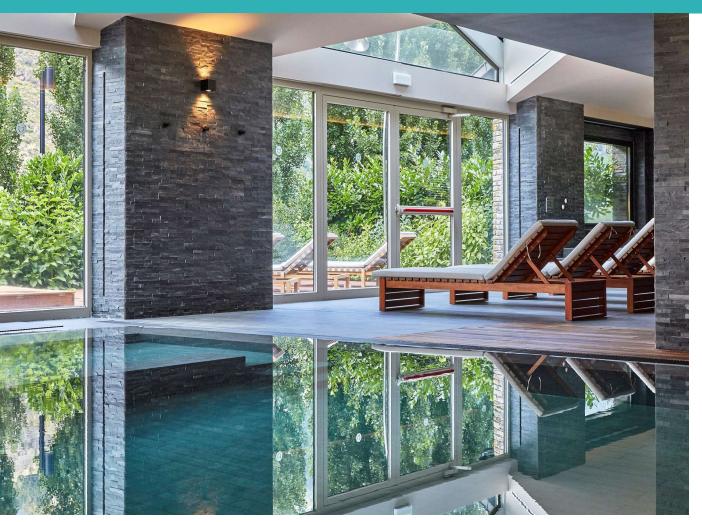


Integrative check-up and treatment

- 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.



INTEGRATIVE WELLNESS



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