



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

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



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## 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





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## 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



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## 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



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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.
- Bio resonance 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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