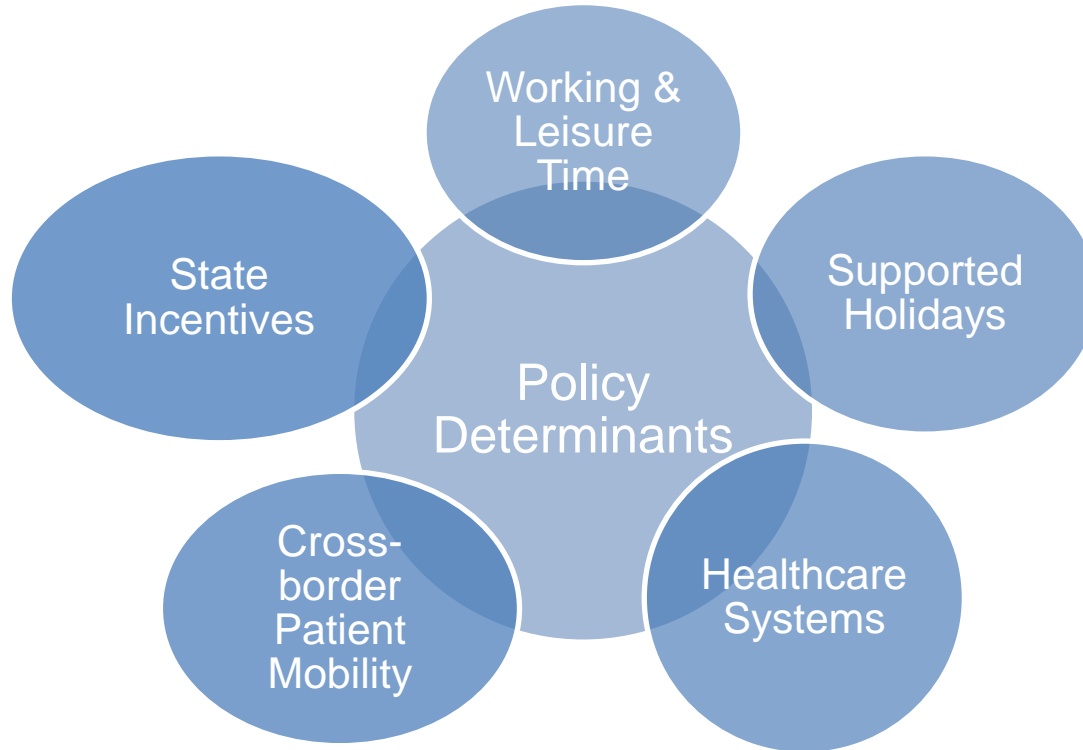


Exploring Health Tourism



Key Market Factors



Key Market Factors



Health Tourism

Health Tourism

Forms of tourism which have as a **primary** motivation the contribution to physical, mental and spiritual health through medical and wellness-based activities which increase the capacity of individuals to satisfy their own needs and function better within their environment and society.

Medical Tourism

Wellness Tourism

Spectrum of Health Tourists

International patients (e.g. having a medical check-up while on holiday; tourists using emergency services without pre-planning)

Health-aware traveller (e.g. business tourists using a hotel gym; leisure tourists visiting a day spa while on another type of holiday)

Health tourist (e.g. medical tourists having an operation; tourists staying in a destination spa)

Recreational leisure time consumer (e.g. using spas for fun or recreation only)

Occasional health consumer (e.g. goes to the spa or gym irregularly)

Health-conscious consumer (e.g. healthy diet, regular exercise)

Spectrum of Health Services' Consumers

Low

High

Health Motivation

The report



- Provides a **better understanding** of the growing segment of wellness and medical tourism.
- Presents a **comprehensive taxonomy** that serves as a common reference for tourism destinations operating in this field.
- Includes a **practical toolkit** to assist NTOs and DMOs with their planning and management of health-related tourism activities.

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