Exploring Health Tourism
Key Market Factors

- Working & Leisure Time
- State Incentives
- Supported Holidays
- Cross-border Patient Mobility
- Healthcare Systems
Key Market Factors

Socio-cultural Environment

- Urbanization
- Life Expectancy
- Ageing
- Wellbeing Initiatives
- Healthy Diet & Lifestyle
- Work-life Balance
- Living with Disabilities
- Chronic Diseases & Obesity

Living with Disabilities
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

<table>
<thead>
<tr>
<th>International patients</th>
<th>Health-aware traveller</th>
<th>Health tourist</th>
</tr>
</thead>
<tbody>
<tr>
<td>(e.g. having a medical check-up while on holiday; tourists using emergency services without pre-planning)</td>
<td>(e.g. business tourists using a hotel gym; leisure tourists visiting a day spa while on another type of holiday)</td>
<td>(e.g. medical tourists having an operation; tourists staying in a destination spa)</td>
</tr>
</tbody>
</table>

### Spectrum of Health Services’ Consumers

<table>
<thead>
<tr>
<th>Recreational leisure time consumer</th>
<th>Occasional health consumer</th>
<th>Health-conscious consumer</th>
</tr>
</thead>
<tbody>
<tr>
<td>(e.g. using spas for fun or recreation only)</td>
<td>(e.g. goes to the spa or gym irregularly)</td>
<td>(e.g. healthy diet, regular exercise)</td>
</tr>
</tbody>
</table>

### Health Motivation

| Low | High |
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.

UNWTO elibrary, [www.e-unwto.org](http://www.e-unwto.org)

[Exploring Health Tourism Report](http://www.e-unwto.org)
[Exploring Health Tourism Report- Executive Summary](http://www.e-unwto.org)