

Health and Wellness Tourism in Europe - September 2014

Report Price: £295.00 | \$477.74 | €374.74

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



“Wellness tourism is poised to reshape tourism as we know it. Now that the industry has such compelling statistics it's time to decide on the message it wants to convey and shout about it. Millions more [people] every year [are] demanding destinations that deliver physical, emotional, spiritual and environmental health – along with enjoyment.”

This report looks at the following areas:

- Which continent takes the most health and wellness trips annually and how many?
- Who are the world's most sophisticated, experienced wellness travellers?
- By what percentage is the wellness tourism market predicted to grow through 2017, compared with the overall tourism market?
- What are the two types of medical tourism in Europe?

This report examines health and wellness tourism in Europe – a continent rich in healing traditions with an eclectic choice of medical and wellness options in a variety of locations and environments. While wellness tourism is the main focus of the report, some overlap between wellness and medical tourism is inevitable, given that both are components of health tourism.

BUY THIS
REPORT NOW

VISIT:
store.mintel.com

CALL:
EMEA
+44 (0) 20 7606 4533

Brazil
0800 095 9094

Americas
+1 (312) 943 5250

APAC
+61 (0) 2 8284 8100

EMAIL:
reports@mintel.com

DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

Health and Wellness Tourism in Europe - September 2014

Report Price: £295.00 | \$477.74 | €374.74

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Table of Contents

Introduction

Figure 1: A comparison of medical & wellness health paradigms, 2014

Data Sources

Overview

A niche area of European tourism

First era – the Roman influence and its aftermath

Second era – the Renaissance, medicine and revival of therapeutic springs, thalassotherapy

Third era – development of Europe's spa towns and eventual decline of the traditional English spa

Fourth era – the rise and rise of wellness tourism

Figure 2: European wellness tourism market size & impact, 2012

Health Tourism Typologies

Medical tourism (surgical)

Figure 3: Motivations for dental & surgical medical tourism in Europe, 2012

Figure 4: Average duration of stay at European destinations by medical tourists, 2012

Medical wellness tourism

Figure 5: German medical spa categories, 2014

Wellness tourism

Figure 6: Facts about the wellness tourism economy, 2013

Figure 7: Most popular wellness tourism facilities, treatments & activities, 2012

Health and Wellness Tourism Providers

Figure 8: Services offered by European wellness tourism providers, 2014

European medical and wellness tourism providers

Medical tourism

Hospitals and clinics

Medhotels

Medical spas (medispas)

Traditional spas

Thalassotherapy resorts

Therapeutic lifestyle retreats

Wellness tourism

Destination spas

Spa hotels and resorts (known as wellness hotels in Europe)

Holistic, spiritual and New Age retreats

Figure 9: European retreat categories, 2013

European Health and Wellness Tourists

The Silent Generation

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: reports@mintel.com

Health and Wellness Tourism in Europe - September 2014

Report Price: £295.00 | \$477.74 | €374.74

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Baby Boomers
 Generation X
 Millennials

Health and Wellness Treatments and Therapies

Water treatments
 Balneotherapy (from the Latin 'balneo' to bathe)
 Flotation (floatation)
 Hydrotherapy
 Hydrotherapy
 Figure 10: Beneficial effects of balneotherapy/hydrotherapy including exercise in water, 2014
 Kneipp Therapy
 Liquid Sound
 Thalassotherapy (from the Greek, thalasso – sea)
 Watsu
 Heat – hot (and cold) treatments
 Cryotherapy
 Hammam
 Hot sand therapy
 Rasul/Serail
 Sauna
 Earth-sourced products and treatments
 Amber therapy
 Fangotherapy/Pelotherapy
 Hay baths
 Salt therapy
 Vinotherapy
 Air-related health and wellness treatment and therapies
 Carbon dioxide (CO2) treatments
 Heliotherapy
 Inhalation
 Radon therapy

Health and Wellness Tourism – Regional Analysis of the European Scene

Figure 11: Regional characteristics of European health & medical tourism, 2012

Central and Eastern Europe
 Czech Republic and Slovakia
 Poland
 Hungary
 Other EEC countries
 Northern Europe

**BUY THIS
 REPORT NOW**

VISIT: store.mintel.com
 CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094
 Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100
 EMAIL: reports@mintel.com

Health and Wellness Tourism in Europe - September 2014

Report Price: £295.00 | \$477.74 | €374.74

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

The Baltic countries

Russia

Scandinavia

Southern Europe

Western Europe

Switzerland

Austria

Germany

France

UK

New opening

Surprising closure

Europe's Health and Wellness Industry Players

European Spas Association

The Royal Spas of Europe

The Global Spa & Wellness Summit/Global Wellness Tourism Congress/Global Wellness Institute

The Tourism Observatory for Health, Wellness and Spa

Spafinder Wellness

Medical Tourism Association

The Good Spa Guide

What Next?

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: reports@mintel.com