

Thermal Health.Span

Outlook for Europe post-COVID19

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CEO & Co-founder



**Health
Tourism
Worldwide**





You May As Well FORGET

Past Reviews

Business Contacts

Accessibility

Previous Segmentation



NatureClutch

okt. 1. · 🌐



Studies show that watching a beaver eat cabbage lowers stress by 17%



7,8M megtekintés

👍❤️😂 17

6 hozzászólás

👍 Tetszik

💬 Hozzászólás

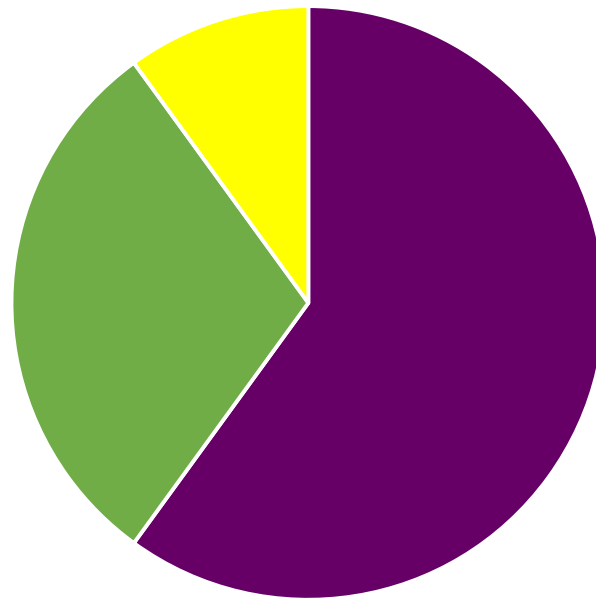
➦ Megosztás

Dependency

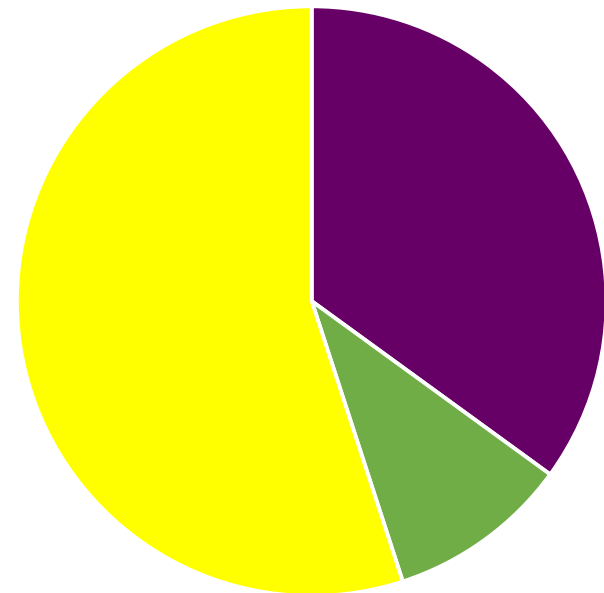
Options to Consider

Experiences: Temporary Shift?

Pre-COVID19

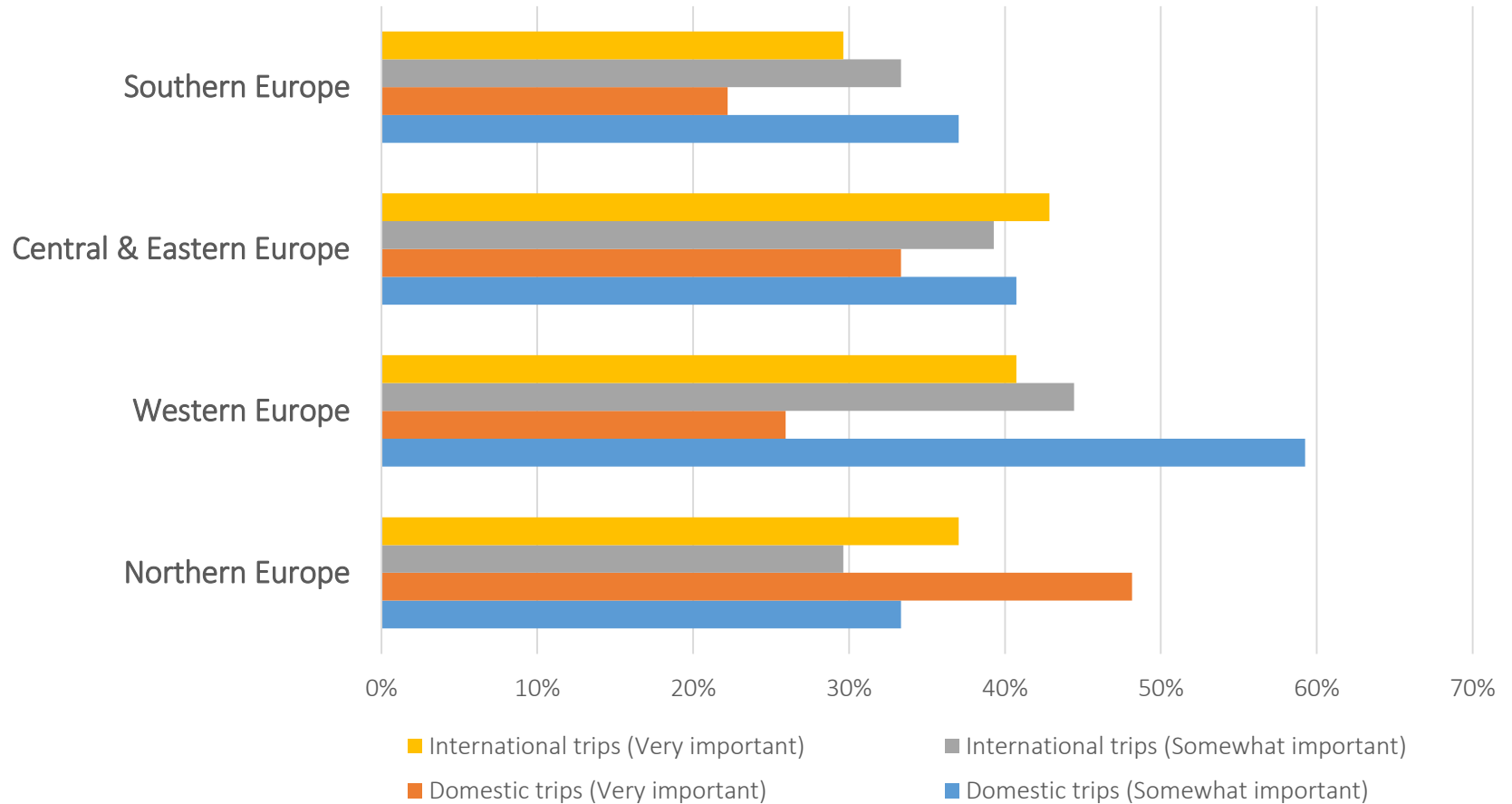


Post-COVID19

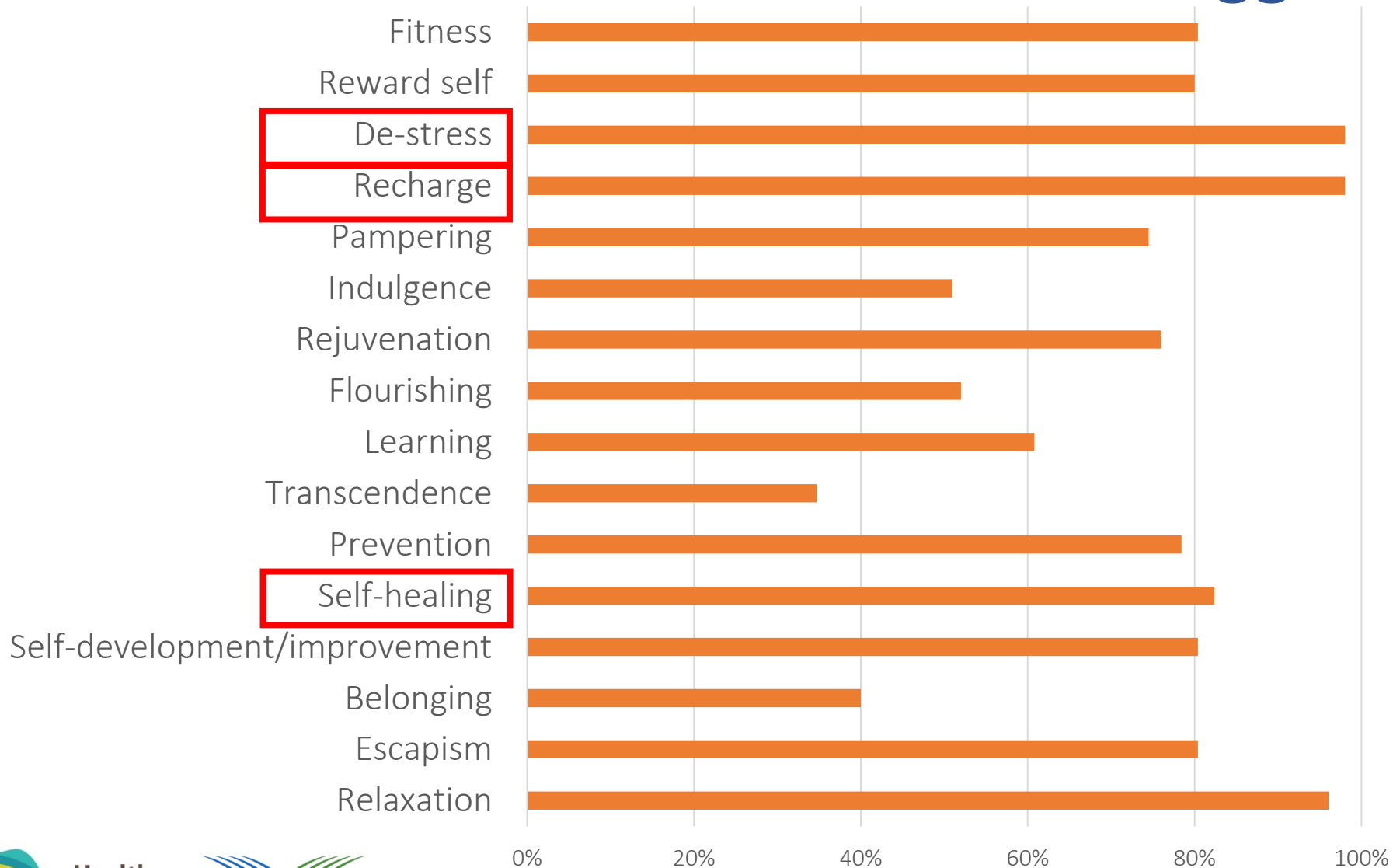


- Satisfaction
- Surprise
- Sacrifice

Role of Wellness Travel



Triggers



Growth Options & Directions

Trade & Industry



Northern Europe

Segments

Solo women

Couples

Groups of friends

Guests looking for healthy services

Facilities

Day spa

Destination spa

Workplace/corporate wellness trips

Eco-spas & wellness facilities

Services/Treatments

Rituals

Psychological therapies

Therapeutic recreation

Medical wellness & rehabilitation

Western Europe

Segments

Couples

Guests looking for healthy services

Solo women

Same sex couple

Facilities

Medical spa and hotel/resort/centre

Clinic

Wellness and spa hotel/resort/centre

Workplace wellness trips

Services/Treatments

Therapies based on natural resources

Psychological therapies

Medical wellness & rehabilitation

Nutritional and detox programmes

Central & Eastern Europe

Segments	Facilities	Services/Treatments
Guests looking for healthy services	Mineral/hot springs spa/bath	Therapies based on natural resources
Couples	Hotel spa (urban location)	Rehabilitation (both physical & addiction related)
Families with children	Medical spa and hotel/resort/centre	Medical wellness
Solo women & men	Wellness and spa hotel/resort/centre	Rituals

Southern Europe

Segments

Couples

Solo women

Guests looking for healthy services

Families with children

Facilities

Thalasso hotel/spa/centre

Resort spa

Wellness and spa hotel/resort/centre

Family spas & wellness facilities

Services/Treatments

Spiritual practices

Complementary natural medicine

Sports & fitness

Therapeutic recreation

Take Home Messages

Travellers



Travellers in Europe

➤ Want to **GAIN** better knowledge

Travellers in Europe

- Start to **THINK** about wellness-focused trips

Travellers in Europe

- Will **LOOK** for wellness-contributing options during their trips

Take Home Messages

Trade & Industry



Trade in Europe

- **Wellnessification** of services is as important as wellness-focused travel

Trade in Europe

- **Specialist wellness knowledge** is expected from agents & providers

Trade in Europe

➤ Importance of **remote/secluded** destinations

Trade in Europe

➤ Role of **established** brands



Books, arts and culture

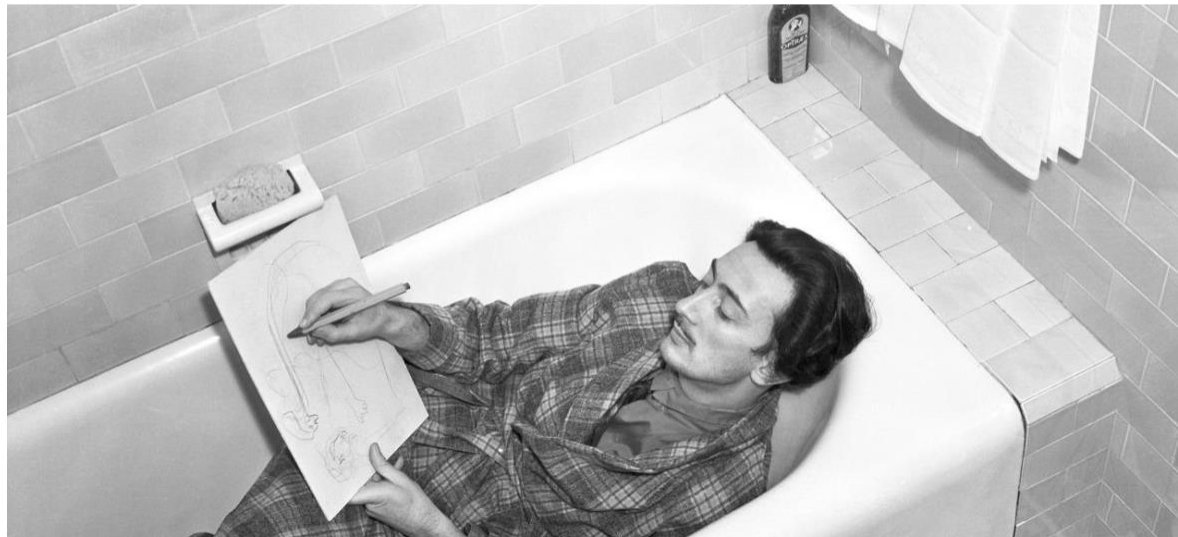
Prospero

Immersion therapy

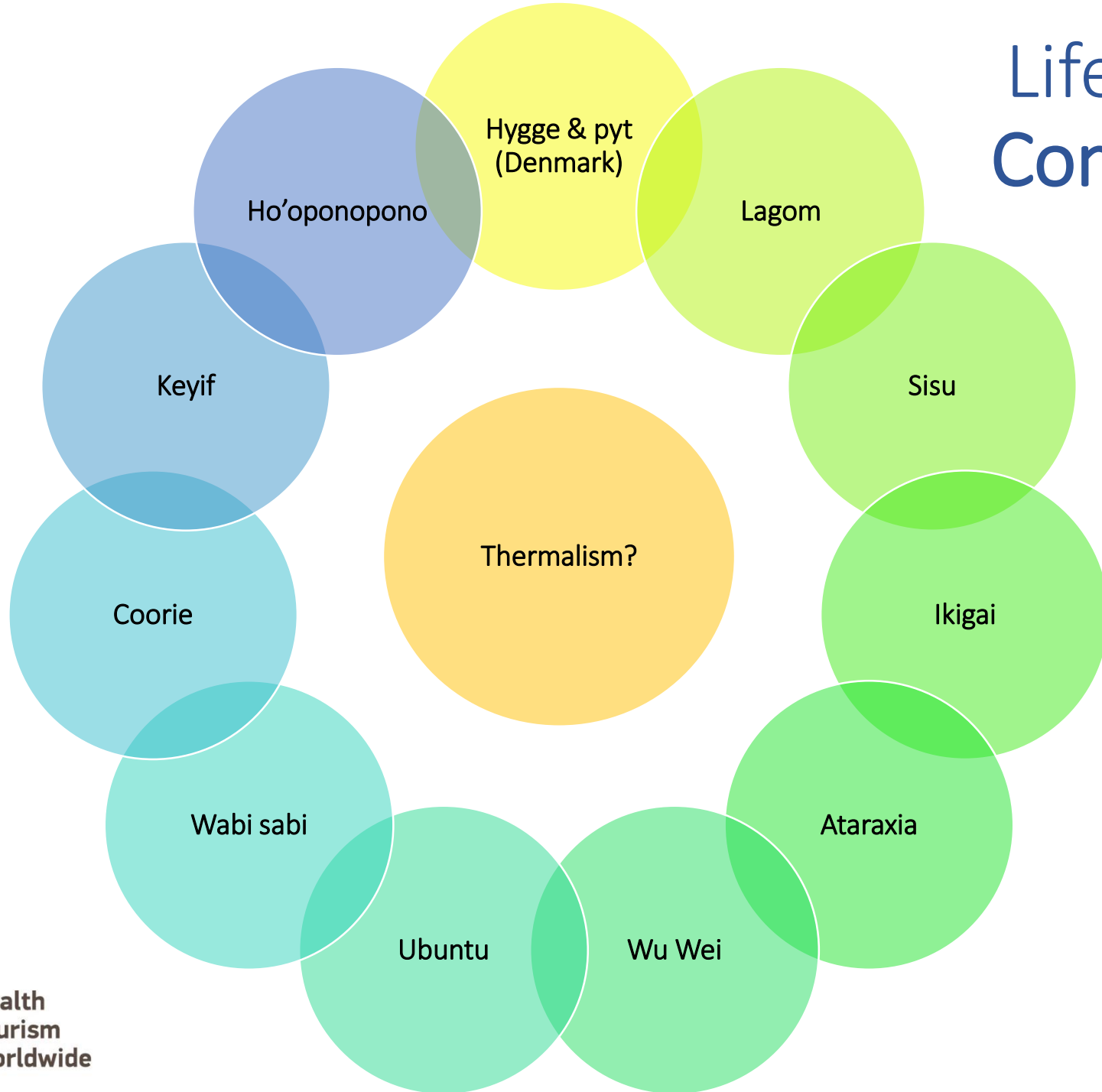
Why do baths incubate ideas?



Many writers, artists and philosophers have sought inspiration in the tub



Lifestyle Concepts







(CC) H-A-R-Z.NET



Kurpark (Bad Sachsa)



Barfußpfad Bad Orb



Barefoot Trail

DEMAND & MOTIVATION



Healthy Services



Health Tourism

Happy to!

Hedonism & Self-gifting
Recreation
Healthy Options

Need to!

Non-invasive Medical
Invasive Medical

Medical Wellness

Want to!

Mainstream Wellness
Holistic & Spiritual



More intelligence about wellbeing,
leisure & travel @htww.life

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