

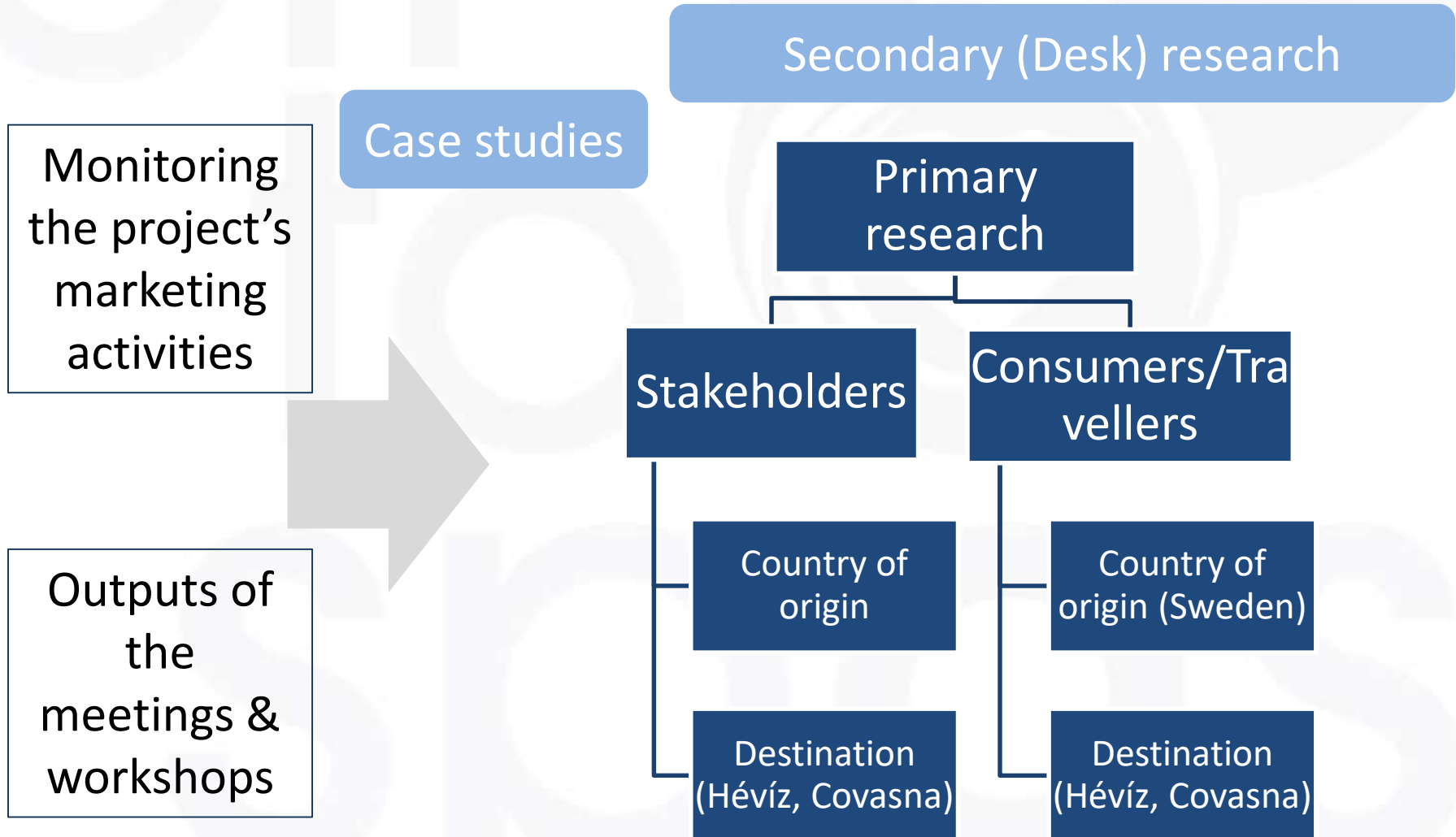


Understanding Seniors' Needs – Lessons Learned from Health Tourism Development

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Supported by a Comprehensive Research



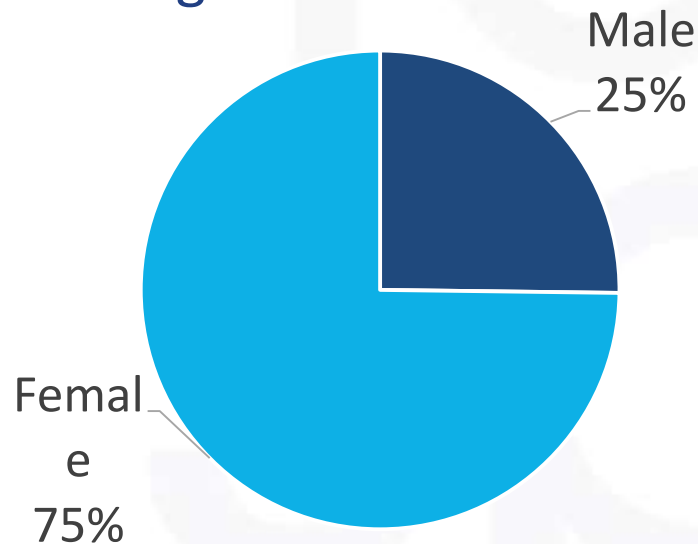


Desk research – Good potential for new developments

- Supporting external environment
- Health tourism = high quality, (expensive) trip, often not the ,main' holiday
- Strong influence of social-cultural background
- Openness of potential travellers, active seniors
- Differences in regulation
- Very complex value chain of health tourism

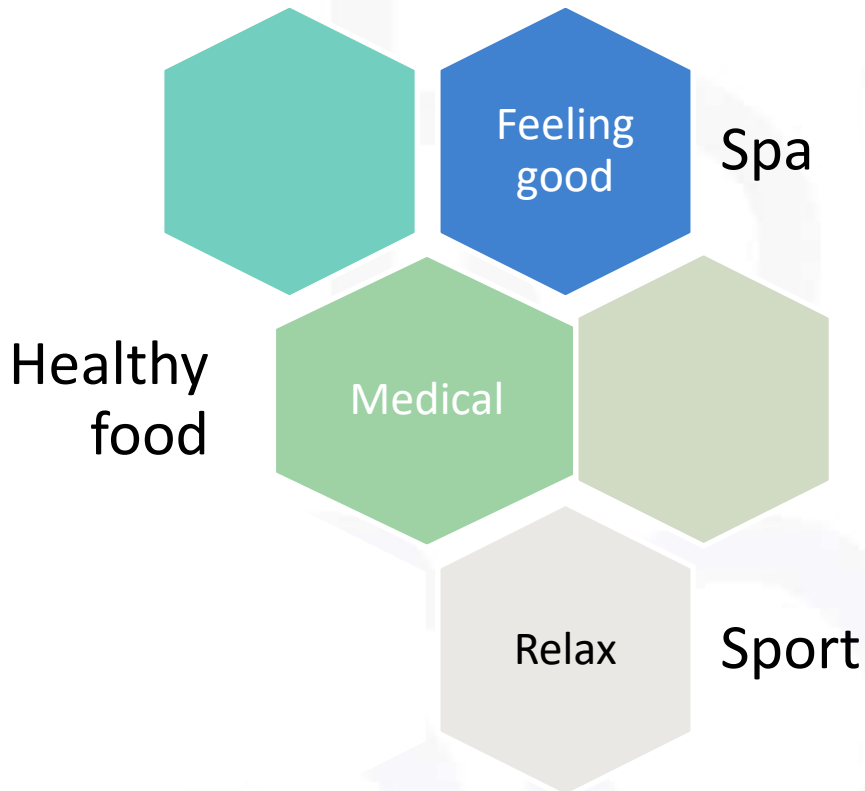
Methodology – Consumer Research

- **170 potential** traveller
- Seniors, mainly **Swedish**
- **54% retired**
- **13%** with children **living abroad**, **32%** with friends/relatives living abroad



Age group	Share
50-55 years	22.1%
56-60 years	16.9%
61-65 years	17.6%
65-70 years	18.4%
70+ years	25.0%

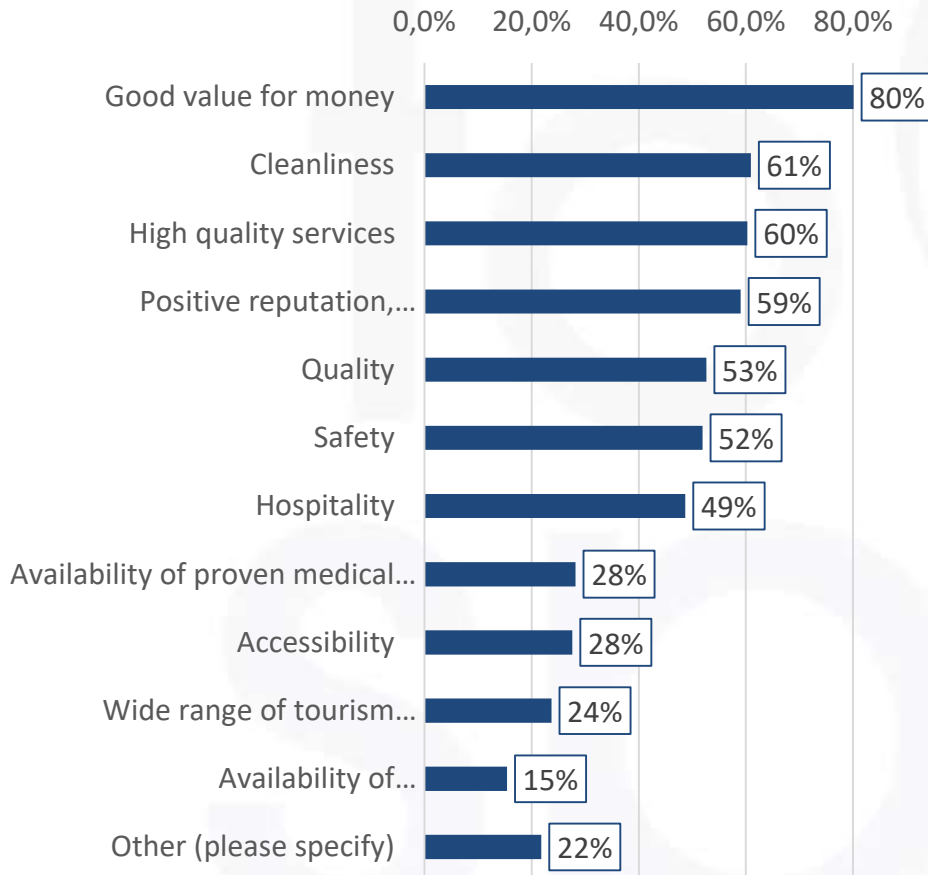
Attitudes towards health tourism



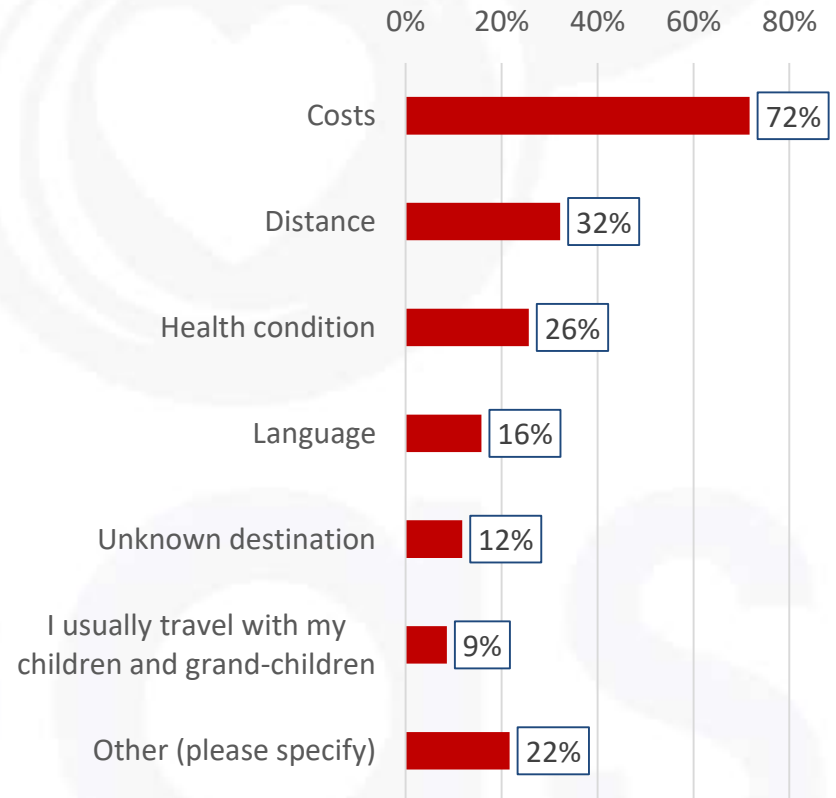
- Open-minded, affluent travellers with **good health conditions**
- **Taking care about health** (nutrition, physical and mental exercise)
- 9 out of 10 have **hobbies**

Drivers & limitations – health tourism

Drivers



Limitations

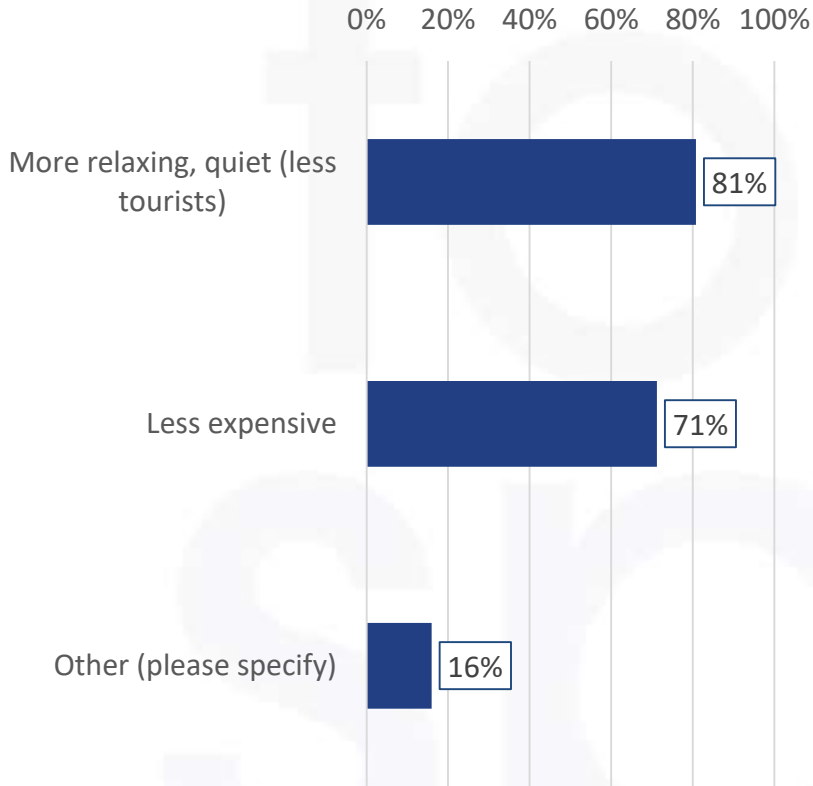


Source: Off to Spas consumer survey (n=170)

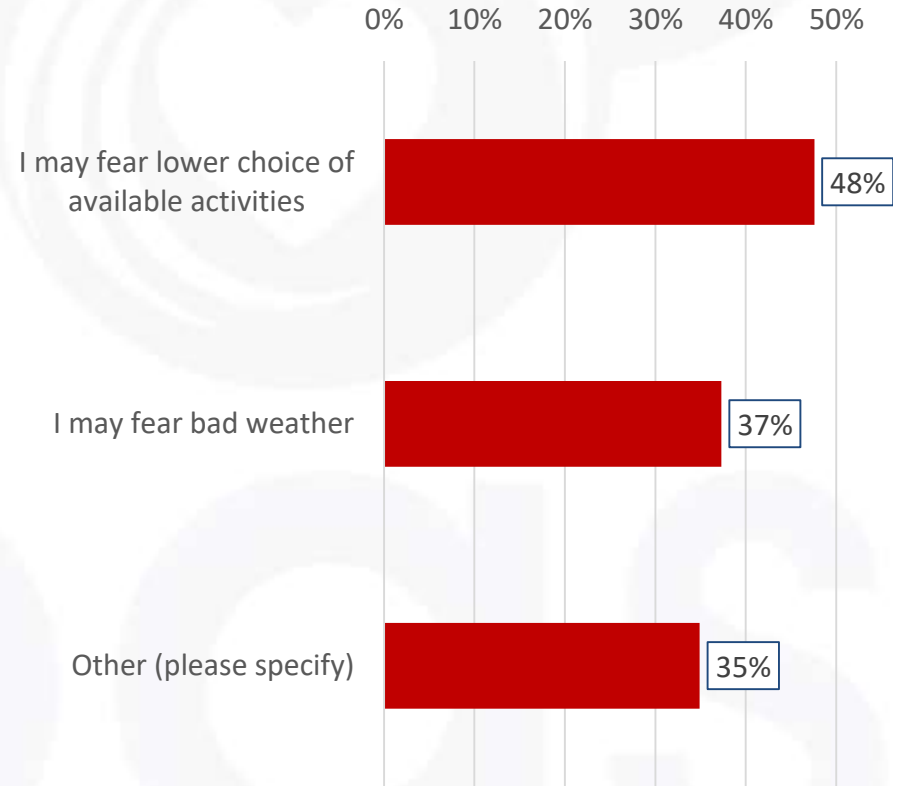


Drivers & limitations – off-season health tourism

Drivers



Limitations



Source: Off to Spas consumer survey (n=170)

,Ideal' health tourism package 1 week with spouse/partner & friends

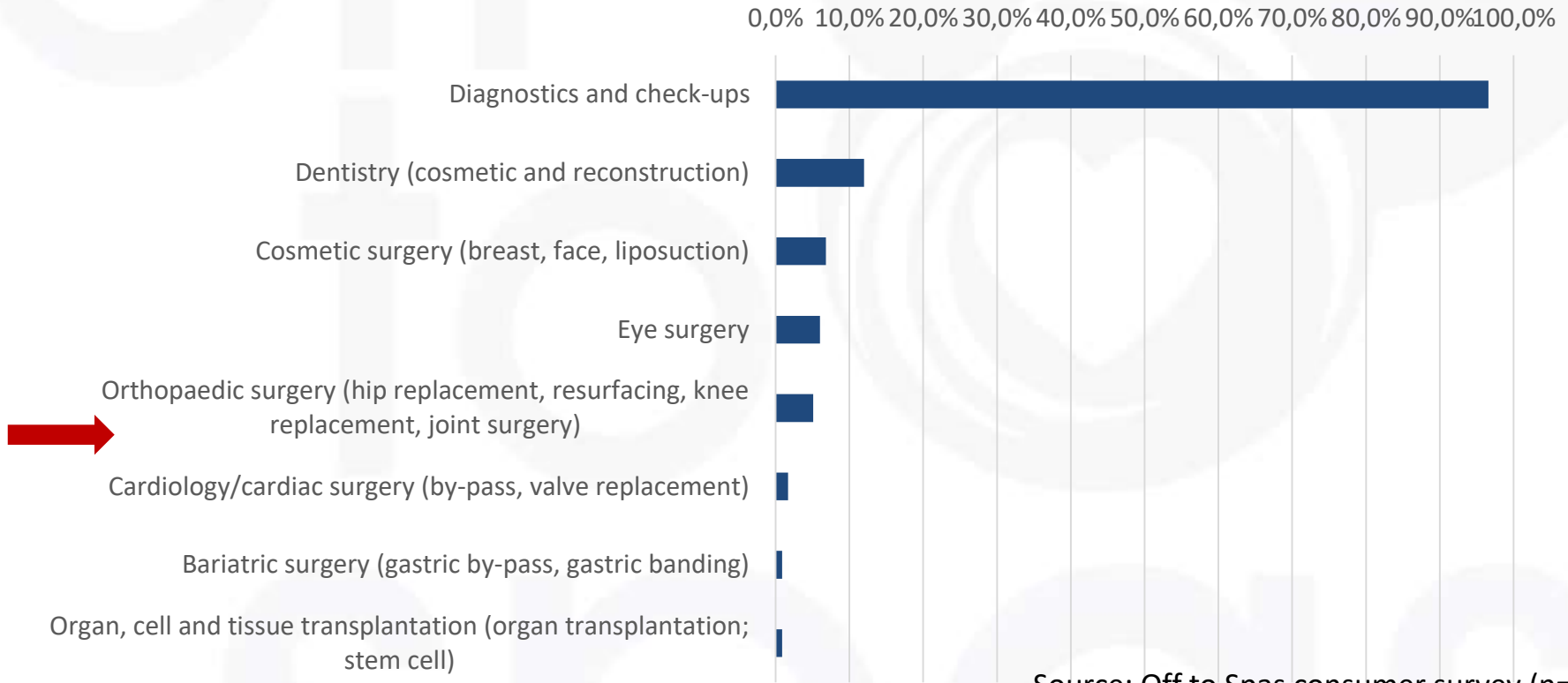
Dietetic food, medical assistance

Wine & gastronomy, fitness, **high** quality accommodation, **medium** quality accommodation, active tourism, medical treatment

Wellness treatment, cultural attractions



What kind of medical treatments?

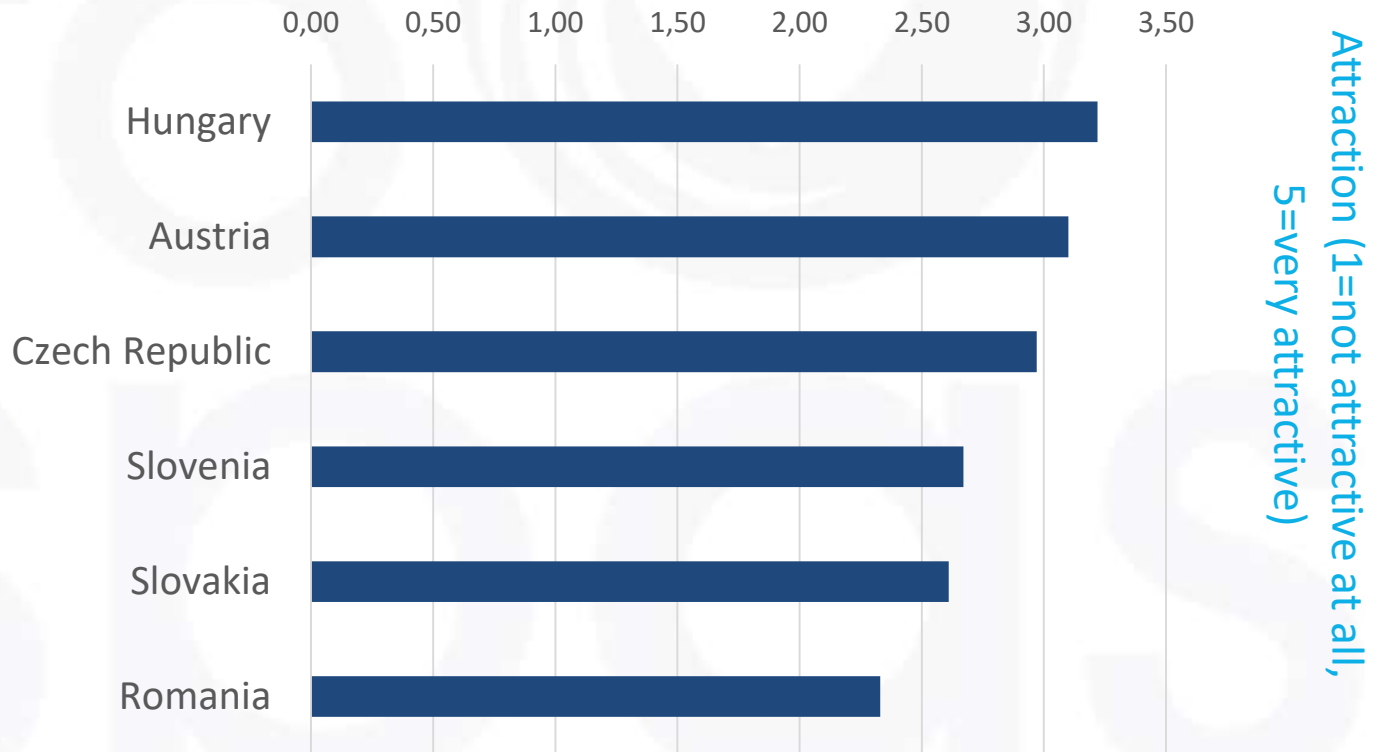


Source: Off to Spas consumer survey (n=170)



Image and awareness of Central and Eastern European destinations

- Reputation of traditional health tourism destinations (Estonia, Hungary, Czech Republic, Mediterranean)



Source: Off to Spas consumer survey (n=170)

USP of the involved destinations

Hévíz

- Thermal spa/bath, price, culture, food, *don't know*, medical treatment

Covasna

- *Don't know*, nature, price, culture, new experience

Limited potential of health insurance

- They consider themselves rather **,travellers'**.
- Good health condition, **active lifestyle**.
- Seeking new experiences, exploring new destinations.
- **Perception problems** about health tourism abroad, and cures/methods.
- **Cultural background**.

Source: Off to Spas consumer survey (n=170)



How to reach travellers?

Information sources	%
Internet	91.8%
Friends/family recommendation	60.3%
Past experience	56.2%
TV programme	42.5%
Newspaper/Magazine articles	37.7%
Travel agency	27.4%
Travel information received by e-mail	24.0%
Guide books	21.9%
Social media	18.5%
Newspaper/Magazine advertisements	15.8%
Travel information received by mail	15.8%
Maps	10.3%
Medical referral	8.2%
Health Insurance Company	8.2%
Radio programme	6.2%

Conclusions

- Target group: active ageing, open-minded with a wide array of travel experience, no need for special care.
- Health tourism is attractive for low-season tourism, international destinations can be a good choice.
- Good value for money.
- Wider approach of health tourism experience.
- Diagnostics and check-ups.
- Similar behaviour compared to ,average' travellers.



Thank you for your attention!



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