Congresso Internacional de Termalismo

Tendências globais em Turismo de Saúde e Bem-Estar

PROJECT M & WEITBLICK | 14.11.2019

AHK Deutsch-Portugiesische Industrie- und Handelskammer
Câmara de Comércio e Indústria Luso-Alemã

65 JAHRE ANOS 1954 - 2019

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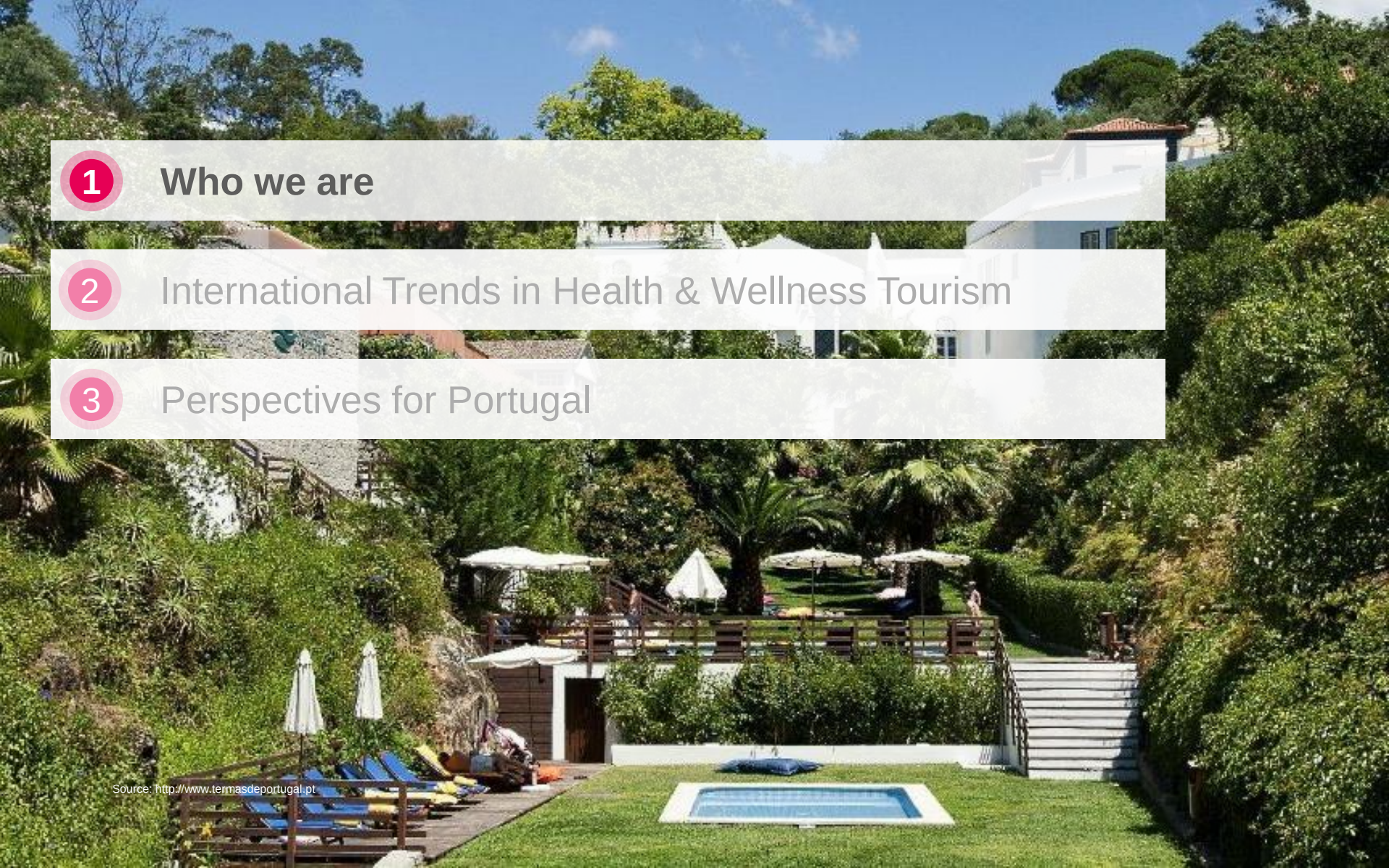
1. Who we are
2. International Trends in Health & Wellness Tourism
3. Perspectives for Portugal

Source: http://www.termasdeportugal.pt



1 **Who we are**

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3 Perspectives for Portugal

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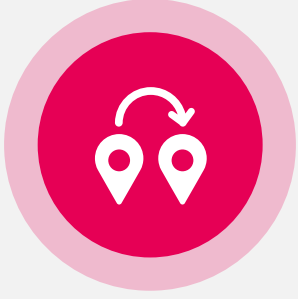
Leading strategy consultancy in tourism, leisure and health tourism

DESTINATION DEVELOPMENT & -MARKETING



MARKET RESEARCH & ANALYSIS

HEALTH- & MEDICAL TOURISM

INFRASTRUCTURE DEVELOPMENT

Company:

- Foundation: 1998 (as a Spin-off from the University of Lüneburg)
- More than 2.000 consulting projects in Germany, BeNeLux and Greece

Practice-oriented Team:

- more than 25 employees and 12 freelancers with an interdisciplinary alignment
- Economists, Marketing Experts, Tourism Experts, Market Researcher, Geographers, Urban and Regional Planners etc.

Company Locations:

- Hamburg, Munich & Trier
- *Lisbon* *in collaboration with* WEITBLICK

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We have sound tourism expertise on all levels – from Federal Government via national organizations to private companies

NATIONAL ORGANIZATIONS

NORD RHEIN WEST FALEN
HESSEN EINFACH EINMALIG
TourismusMarketing niedersachsen
Mecklenburg Vorpommern MV tut gut.
Rheinland-Pfalz Tourismus GmbH
BRANDENBURG
Baden-Württemberg MINISTERIUM DER JUSTIZ UND FÜR EUROPA

DMCs

BAD AIBLING Quellen fürs Ich
Bad Salzuflen ...ich fühl' mich wohl.
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ST. PETER-ORDING
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einfach MÜNCHEN
OBERSTDORF ALLGÄU
KAISER BÄDER

TOUR OPERATORS

DERTOUR Für mich. Perfekt.
TUI

FEDERAL GOVERNMENT & ASSOCIATIONS

KOMPETENZZENTRUM TOURISMUS DES BUNDES
BAYERISCHER Heilbäder-Verband e.V. ... das gesunde Bayern!
Bundesministerium für Wirtschaft und Energie
BÄDERVERBAND MECKLENBURG-VORPOMMERN e. V.
DTV Deutscher Tourismusverband e.V.

COMPANIES & ASSOCIATION

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ETAIPIA AKINHTΩN ΔHMOΣIOY
tim TOURISMUS INITIATIVE MÜNCHEN
Messe München
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MAKEDONIA PALACE
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HELLENIC REPUBLIC ASSET DEVELOPMENT FUND

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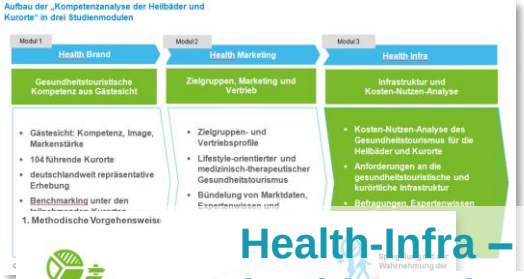
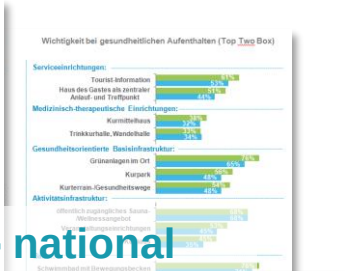
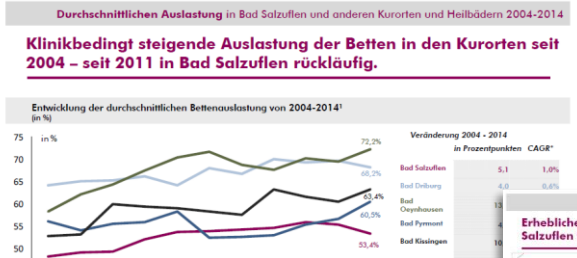
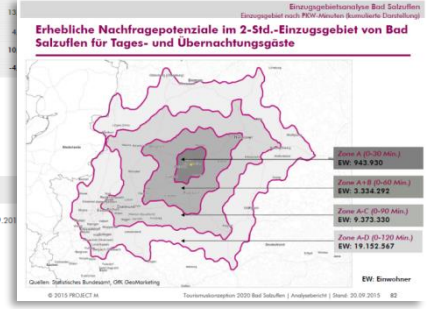
Health and thermal tourism is one of our core tasks – from long term consulting up to unique market research and studies

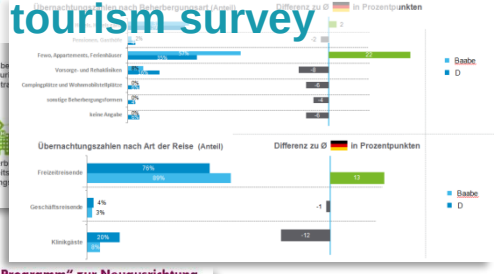








Health-Infra – national health tourism survey



Furthermore: Counselling of TOP 50 health resorts and spa towns!

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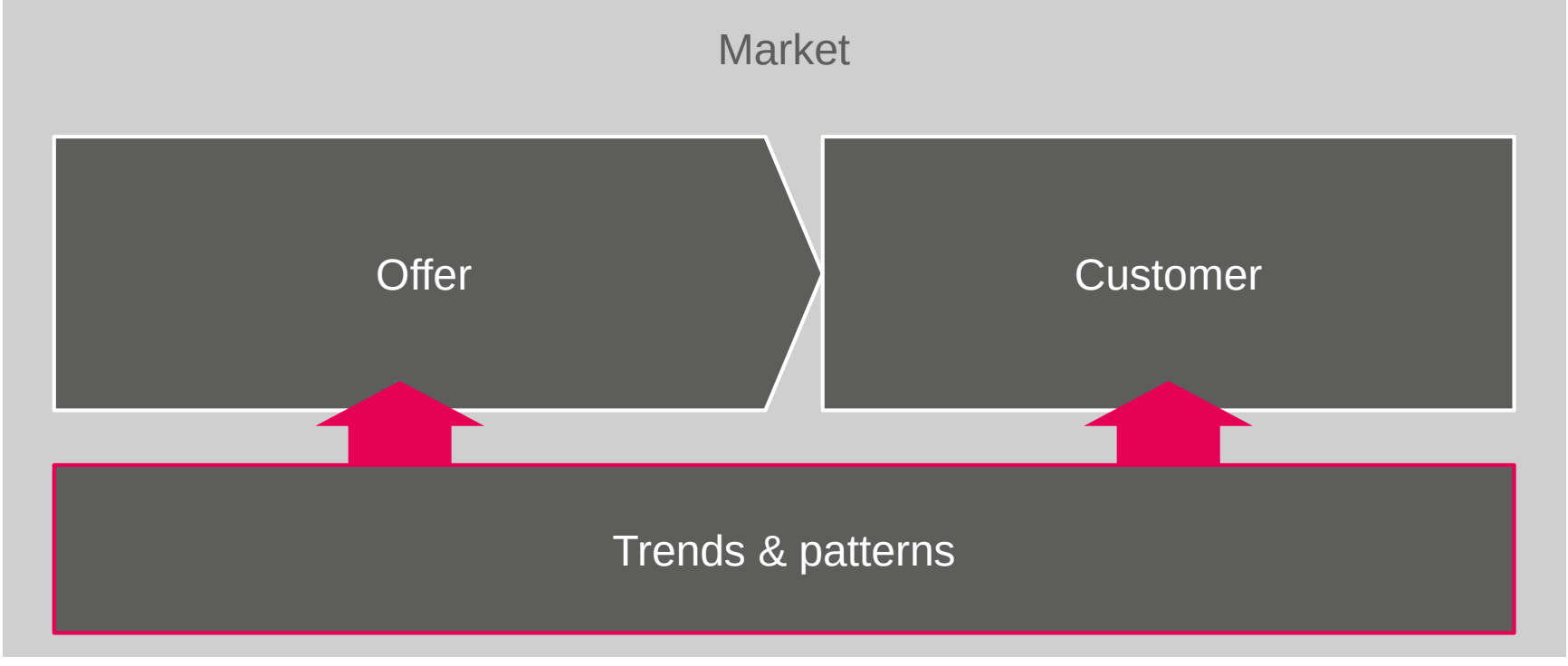
Structure of this chapter



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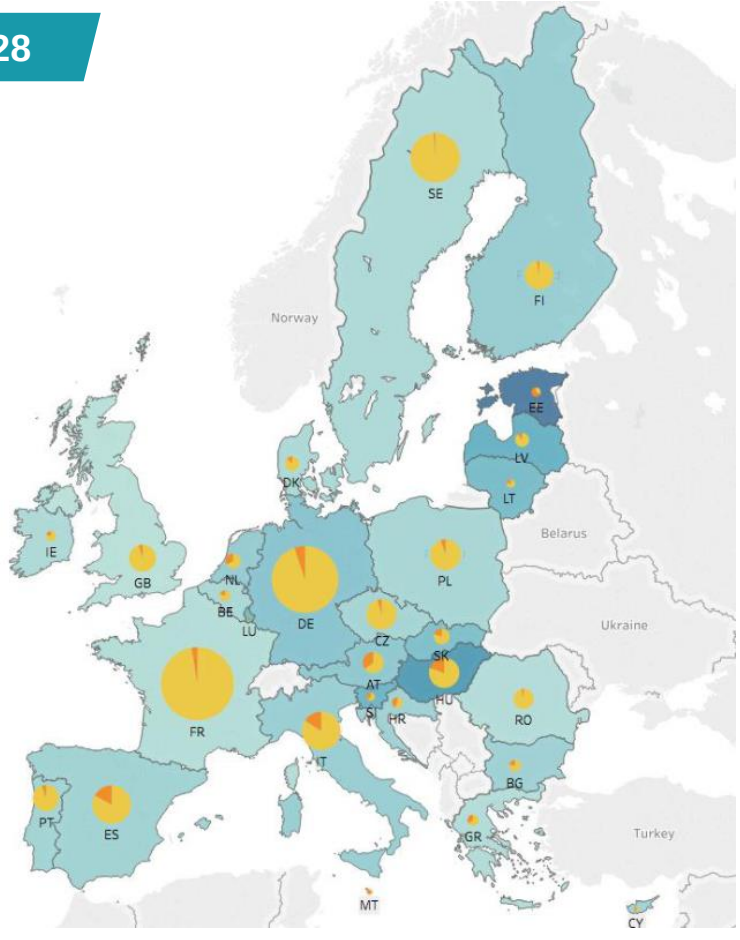
EU health tourism market – size and key figures

EU28



HEALTH = medical, wellness & spa
Wellness with biggest share (66-75%)
€47 billion revenue
56 million domestic arrivals
5.1 million international arrivals (8.3% total)
4.3% of all EU tourism arrivals
250 million guest nights
av. domestic length of stay: 4.1 nights
av. intl. length of stay: 8.5 nights

Source: EU parliament, study “health tourism in the EU: a general investigation

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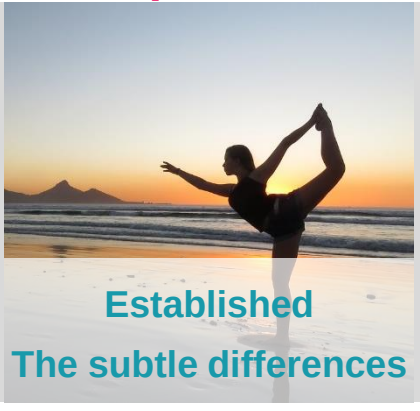
Main international target groups with a high affinity to health & wellness

Main Target Groups

Cosmopolitan- Avant-gardes *The future is today*

Performer

Passion to perform



Established

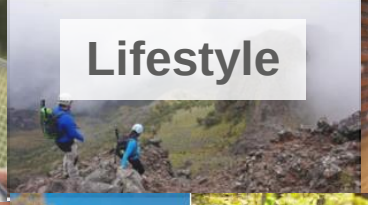
The subtle differences

Liberal Intellectuals

The route is the goal

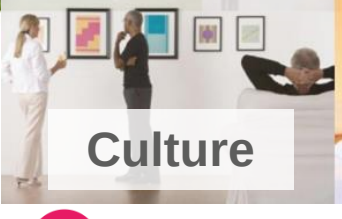
Summary Leisure & Holiday

Service & Quality



Lifestyle

Packages



Culture

Awareness

Sports & Fitness

Family

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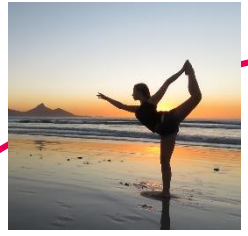
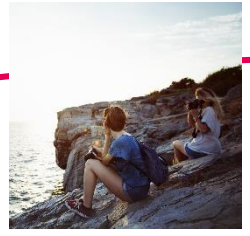
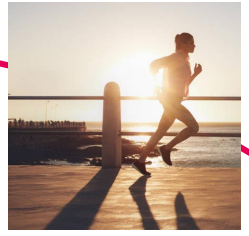
Respective holiday desires and a healthy lifestyle complement each other



Holiday Expectations

- Relaxation, Off Time, Break out
- Easy Living and Service
- Friendship and spending time together
- Authentic experience
- Modern Ambiente and Soulfood
- Action and Sports
- Celebration
- ...

Healthy Lifestyle

- Power and Strength
- Fitness and Performance
- Resilience and Mental health
- Orientation and Self Optimization
- Allergies and Nutrition
- Weight loss
- Desire to have children
- Beauty, Attractiveness
- …

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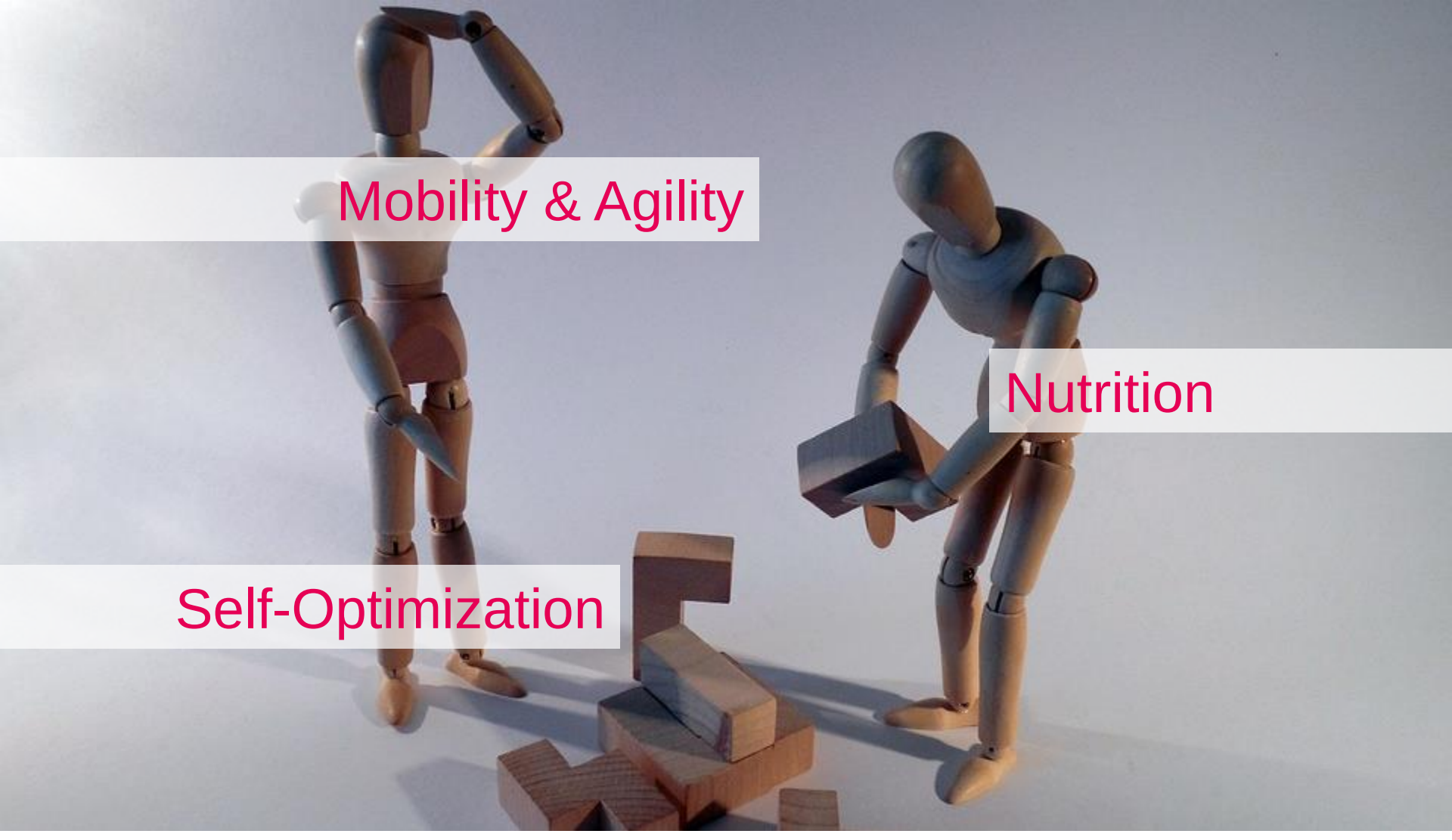

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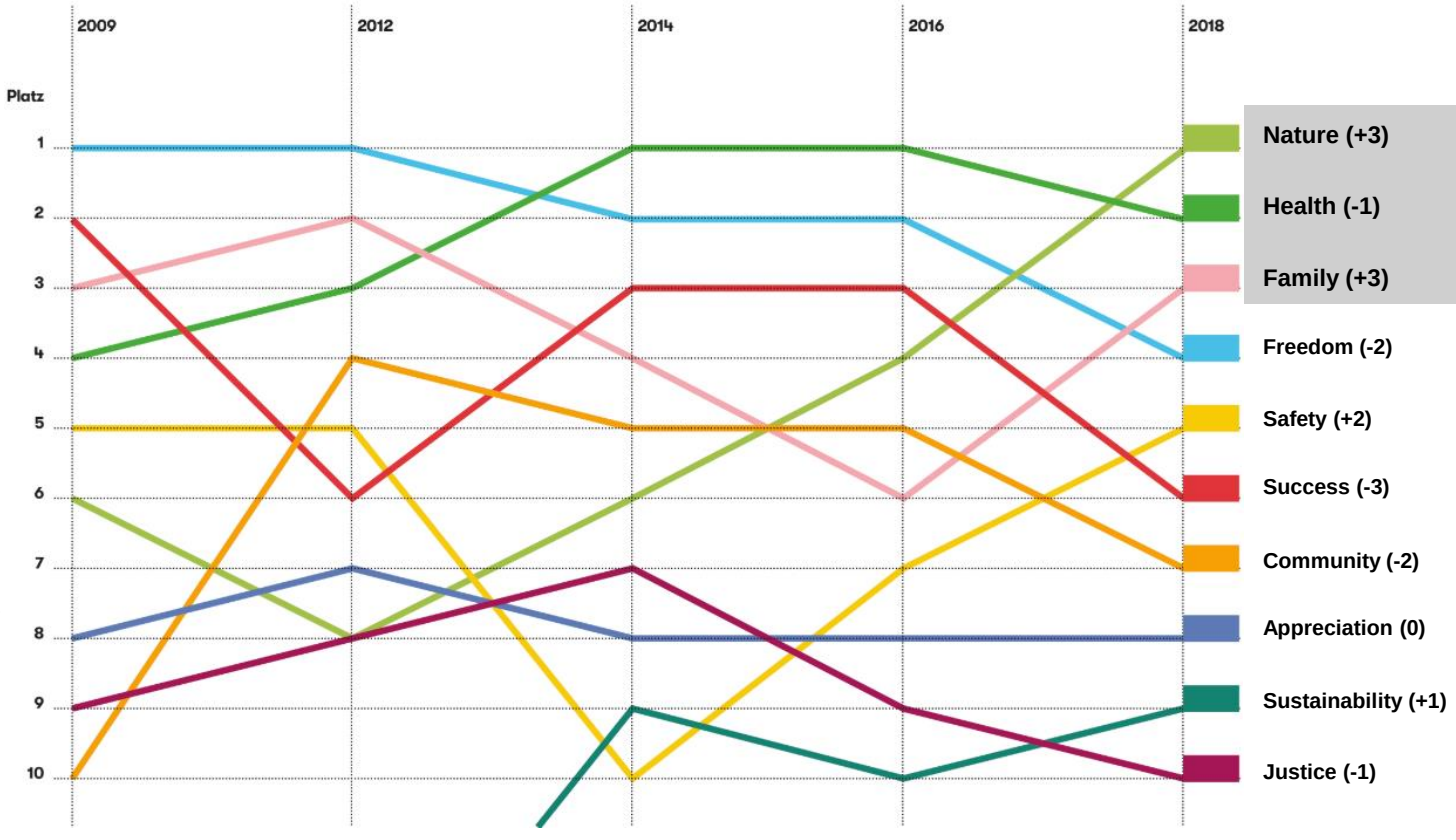
Nature, health and family are the TOP 3 values in the DACH region, the EU and even beyond in Western culture!



Source: kantartns...

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Differentiation in the market of modern health & prevention tourism with different access and themes – 4 fundamental segments

Motive	Healthy persons	Health Impairments / Illness
Holiday & Recreation	**1. Holiday for healthy persons – health as additional benefit** e.g. wellness & SPA, WellFit, active holidays and sports, holiday in the nature etc.	**2. Accessible holiday** for people with health impairments – holiday with medical assistance and attendance e.g. allergies, diabetes, ...
Primary health-oriented holidays	**3. Holiday to prevent illness and preservation of health** therapeutic promoting lifestyle e.g. fitness, attractiveness, performance, ...	**4. Holiday on medical-therapeutical motives** secondary and tertiary prevention, aggravation or recurrence of illness and e.g. plastic surgery, adipositas, ...

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Excurse: Collection of results of the PROJECT M study “Competence Analysis of Kurorte & Heilbäder in Germany”

General information:

- The following data are results of the third module of the study “Competence Analysis of Kurort & Heilbäder in Germany – Health-Infra” (PROJECT M, 2015/2016)
- The results are based on the population representative survey of the demand-side of the German health-market

  Data: Health oriented and motivated one-day or overnight stays of the German population in a Kurort or Heilbad within the last twelve months (all groups of age) - one day stays n = 2.006; overnight stays n = 2.684
- The results can’t be applied one-to-one to the Portuguese market. Nevertheless the German health market is trend setting in Europe regarding health tourism

- **84% one-day** and **68% of the overnight-guests pay** their trip totally **without any grants** of the health insurance **(self-payer-market)**
- Health-motivated **one-day-guests spend 4-times the money a “normal” guest** does (visit of a thermal bath, treatments,…)
- Health motivated **overnight-guests spend about 10% more**

Examples for the **importance of high quality infrastructure***:

- 72% of all guests with a relaxation motivated stay define the **presence of a thermal-bath as important and very important**
- 50% of all guests with a relaxation motivated stay define the presence of a certain park as important or very important

Result from the **survey of over 40 of the about 360 “Kurorte & Heilbäder”**:

- **For 95%** of the “Kurorte” **the titles are estimated important or very important to address** all subgroups of **the target group “Health-Tourists”**

*Note: Results are present for 9 different motivations – here: relaxation as this motivation can possibly be addressed by every of the 7 sites

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Health tourism 1.0 & 2.0 – classical medical services and treatments changed into wellness treatments

Health tourism 1.0	Health tourism 2.0
Classical medical services for patients & guests. Predominantly financed by health insurance fund	**New circumstances since ‘90s forced to rethink New focus mainly on ‚Wellness‘**

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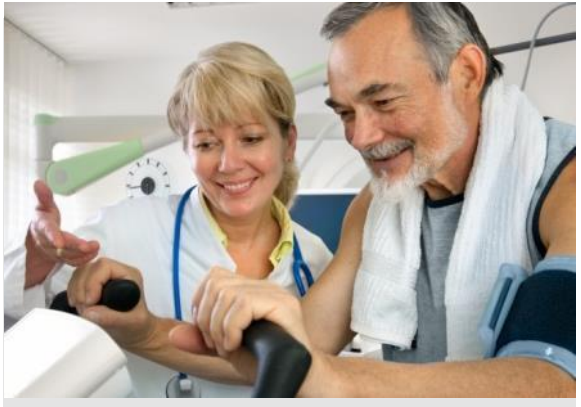
Health tourism 3.0: self-pay patients, indication-oriented offers and workplace health promotion

„Soft“ Health Tourism → **Health tourism 3.0** ← *classical medical services*

- recreation and fun
- wellness
- fitness
- nature
- being active
- …



- indication-oriented offers with focus on well-being
- mainly privately financed
- **increasing importance**: company-funded healthcare services

- financed by health insurance fund
- choice of the health resort becomes increasingly important

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Health tourism 3.0: new key factors and drivers with high impact on market development

1 **demographic change**

2 **change of social values**

the new Health Tourism

3 **change of the supply-side**

change of general conditions **4**

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Not to forget digitalization – pushing health-oriented lifestyle… towards Health tourism 4.0?

- **Lifestyle:** Tracking of fitness and health parameter, behavior of eating, drinking, sleeping and activity, user bahavior of smartphones, …
- **Healthcare:** digital health platforms, remote care of immobile patients, telemedical diagnostic systems, virtual consultation, digital surgery assistance, personalized medication based on big data, …

https://www.aerzteblatt.de/nachrichten/86977/Viele-Beschaeftigte-im-Krankenhaus-erleben-Digitalisierung-als-zusaetzliche-Arbeit#group

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Trend 1: Health Orientation

Thermal springs and spas as "competence centres" for health

- Setting to "**Megatrend Health**" with Fitness, Course and Wellness Offers
- **Personnel** with high professional competence as basic requirement
- **Preventive measures** for healthy and occupational health management
- **Fitness and movement trends**:
  - Waterborne: AquaCycling, AquaZumba, AquaPilates, Floating, etc.
  - Dry: course program, vibbing, personal coaching, telemetry (e.g. activity tracker)
- **Avoidance of the term "health"** in the name - still deterring effect on healthy people

New Development:
primary prevention and BGM

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Trend 2: Set quality characteristics - especially via personnel but also e.g. sustainability and accessibility

Regionality and energy efficiency

- **Cost-effective and environmentally friendly** heat supply through biomass heating plant (e.g. wood chips) or geothermal energy
- **Use of an energy management** system for energy, water and air conditioning technology
- **small water areas**: to reduce operating and maintenance costs
- **Use of regional products** in design, gastronomy and applications

Barrier Free

- Growth market with high revenue potential - **large target group spectrum**
- Travel behaviour: **high destination loyalty**, above-average number of off-season trips
- **important criteria**: no steps, guidance systems for the blind, lifts, roller conveyors

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Trend 3: Target group differentiation in the areas of use

Align business concept with spatial diversification

- **Courage to specialize**: clear positioning **within a facility**
- To consistently satisfy the **basic emotional needs of guests**
- **Creating shared experiences**: Adventure & fun + health offer (relaxation)
- **Demographic development** as a parameter - but: cross-generational offers
- **Target groups** according to areas of use:
  - **Fun/Action**: Offers for younger target groups – young people, families, active adults
  - **Relax**: Offers for better-off guests – health conscious, Best Ager, LOHAS

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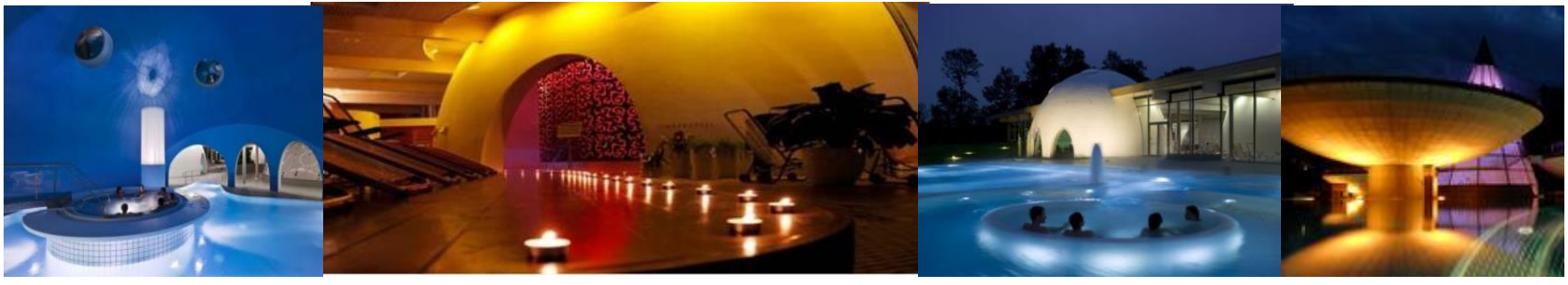
Trend 4: Uniqueness through architecture, design and quality

The demands placed on equipment and services are constantly increasing

- **Exceptional architectural forms**, design, construction quality and materials
- **Light and colour** to create an environment of commitment and trust
- **Focus on details** (e.g. theme-related, authentic accessories)
- **Inclusion of the landscape**: creating insights and outlooks into nature
- **Complete packages** (SPA and wellness offers as well as gastronomy offers)

➢ Baths with **little equipment** and offer **decrease**!

➢ "Story" in design, marketing and products



Quellen: European Waterpark Association e.V. (2010) „Baden in Erlebniswelten“, Nürnberg

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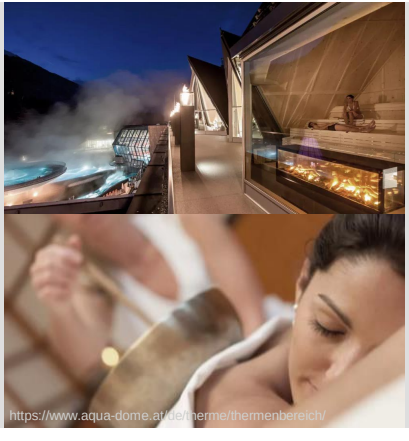
BEST PRACTICES: impressions of economically successful examples with national and international influence – incubators for the region

Therme Erding (www.therme-erding.de) – **The world`s largest**

- 3 areas: **Tropical Spa & Vitality Oasis**, **Sauna & Wellness**, **Wavepool & Slide –** connected to a wellness & event hotel
- Different events: Beach party, Music Friday,…
- **Large catchment area** (1/6 drives more than 350 kilometers)
- 1,8 M yearly visitors
- regular day ticket: 41€

Target group differentiation



Aqua Dome – Tirol Therme Längenfeld (www.aqua-dome.at)

- **Connected to a wellness hotel**
- Visitors: 50% of the guests from Tyrol and surrounding federal states and **50% tourist-guests**
- More than 50,000 m²
- 350 K yearly visitors
- regular day ticket: 33,50€

Health orientation

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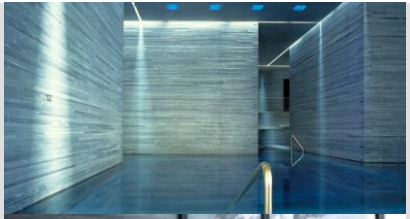
BEST PRACTICES: impressions of economically successful examples with national and international influence – incubators for the region



Therme Vals (7132therme.com)

- SPA Facilities: **skin clinic, water-massage, consultation area**
- two thematically linked hotels (5* & 4*)
- **award-winning architecture**
- 150 K yearly visitors
- regular day ticket: 80 CHF / 70€

Regionality & Design

Therme Meran (www.termemerano.it)

- in- & outdoor thermal pools
- 52,000 m² green thermal park
- **Special Medical SPA: inhalations, physiotherapy, thermal treatments, 26 treatment rooms**
- 400 K yearly visitors
- regular day ticket: 27€

all mentioned trends

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Health Tourism between Medical benefits & Lifestyle

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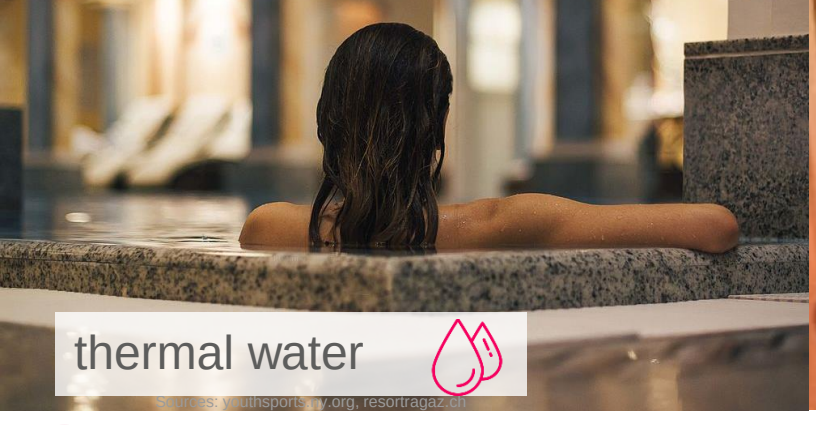
A holistic health & wellness tourism approach is based on the healing and relaxing attributes of water

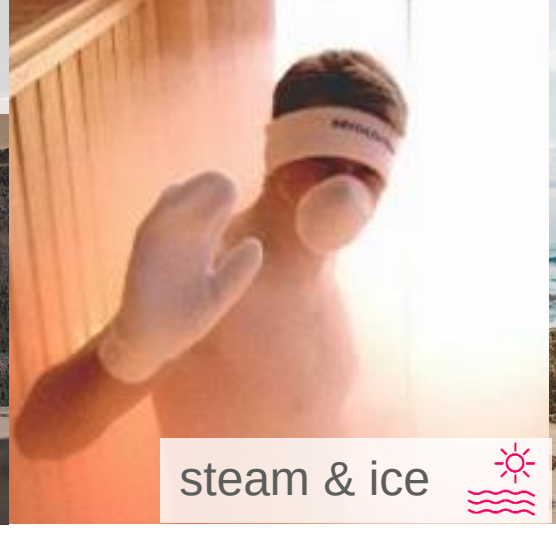
„SANUS PER AQUAM“

sparkling water

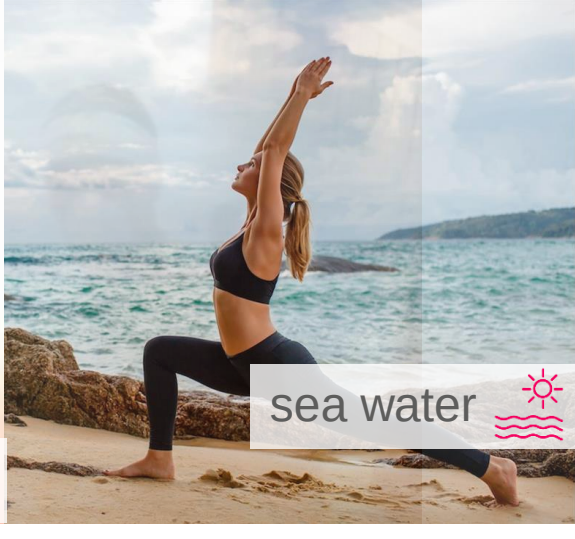


thermal water

Sources: youthsports.ny.org, resortragaz.ch



steam & ice



sea water

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The epitome of health: “water” in all its forms and possibilities

Hydrotherapy: techniques of therapeutic bathing and use of water

Balneotherapy: therapeutic bathing in medicinal and thermal springs

Thalassotherapy: the therapeutic use of ocean bathing and marine products

Kryotherapy: the therapeutic use of ice water

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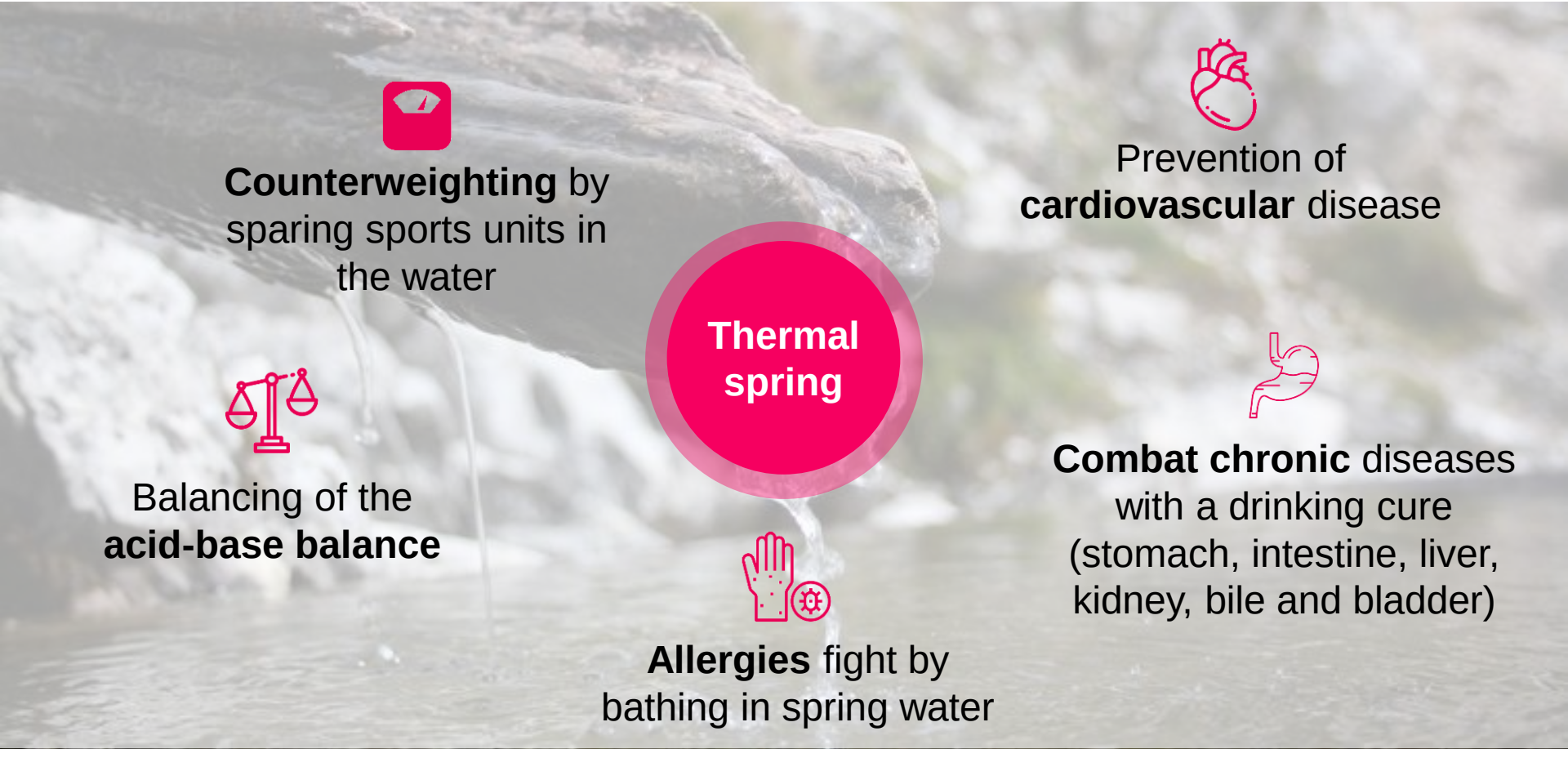
Some civilization diseases can be prevented and combated by thermal water



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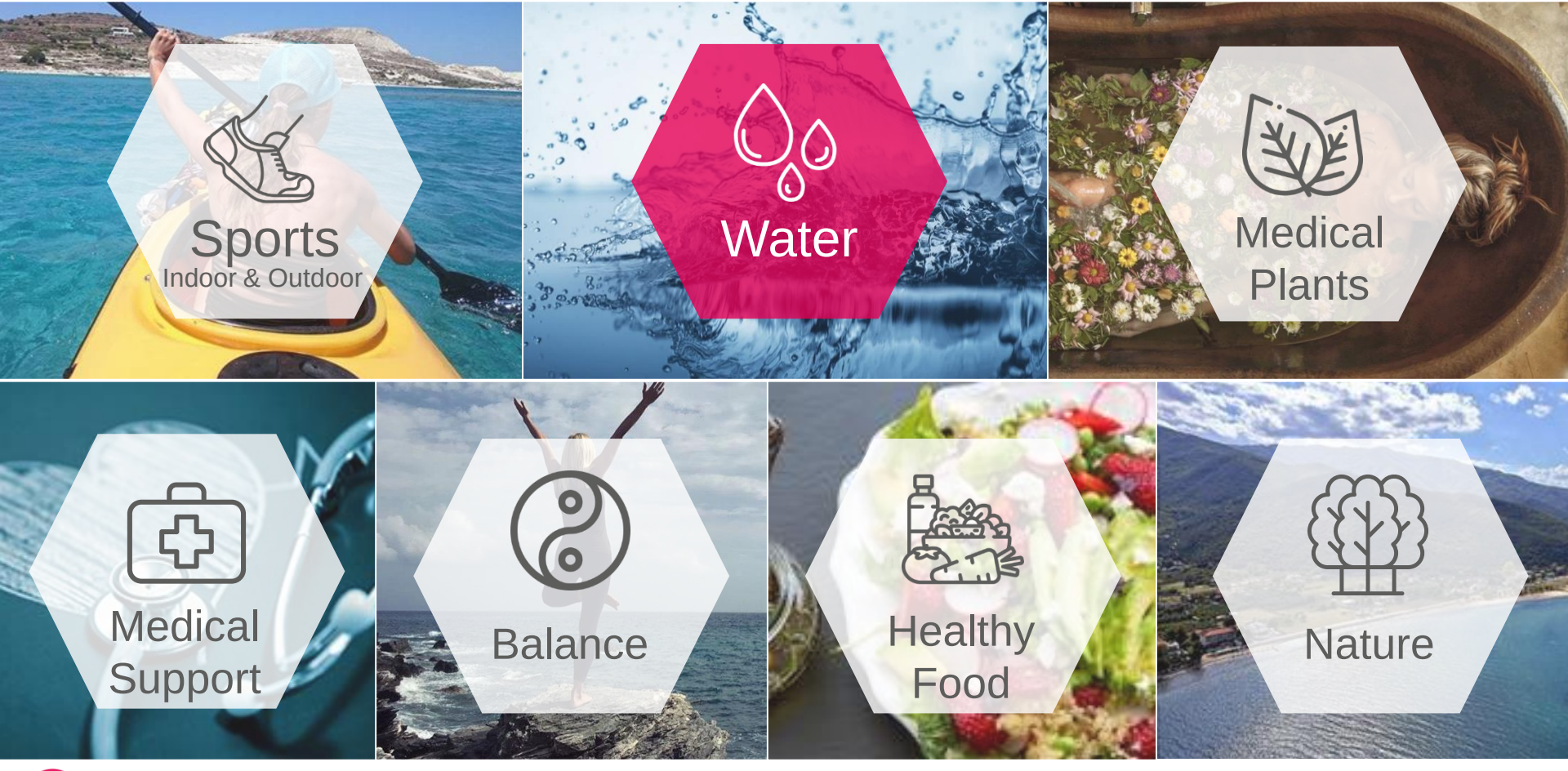
Important for a health-related concept is a holistic approach for well-being – authentical, regional, high qualitative and water as “The Source” of it all



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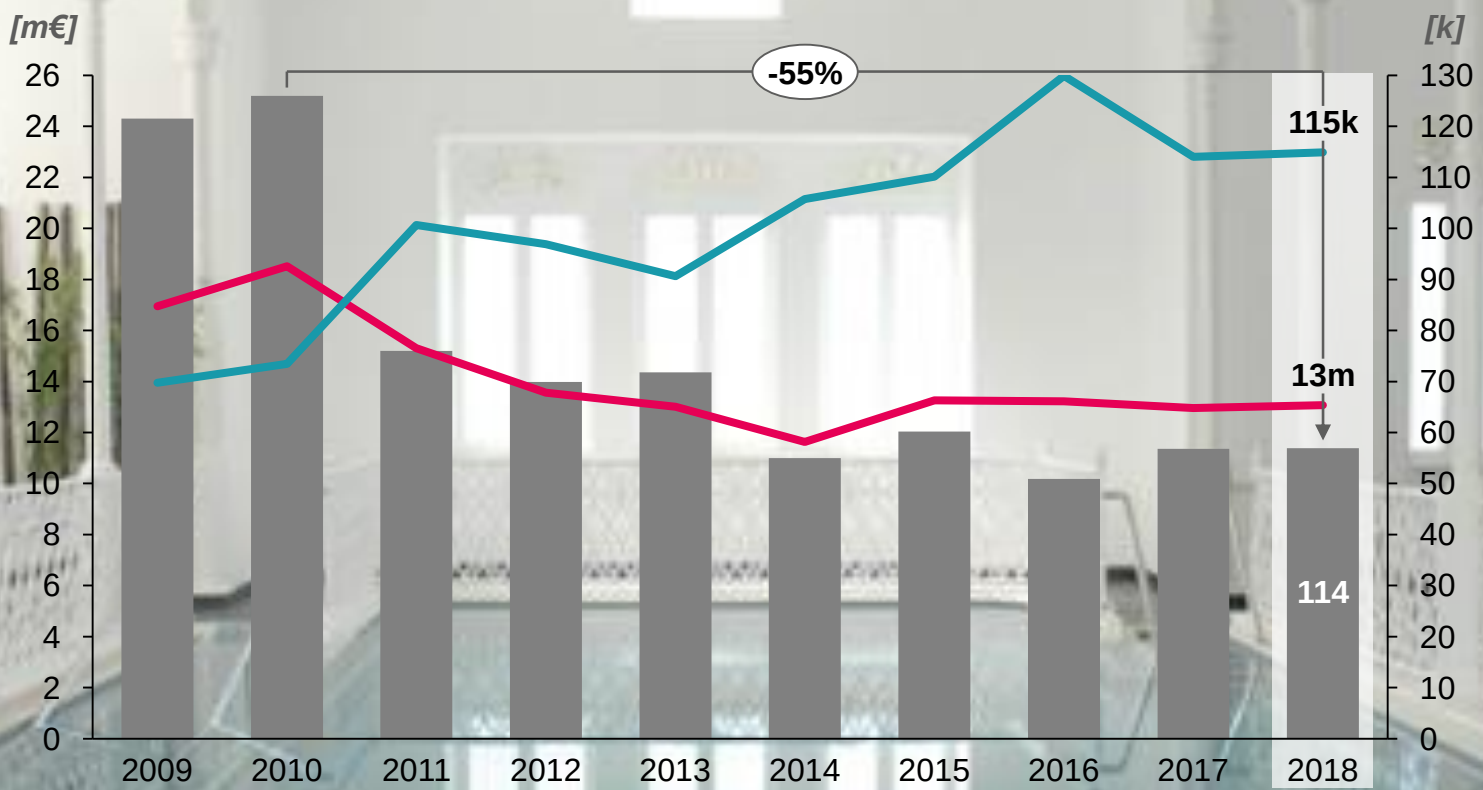
Portugal‘s health & wellness tourism demand development



Albeit a constant rise of inscription numbers, overall revenues have decreased to ~13m€ p.a.

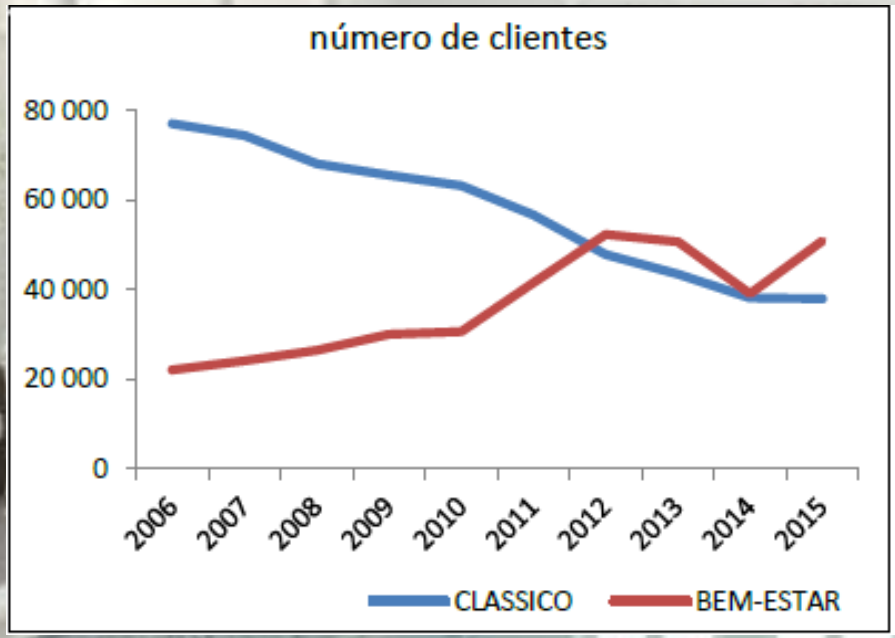
Fonte: DGEG/DSRHG

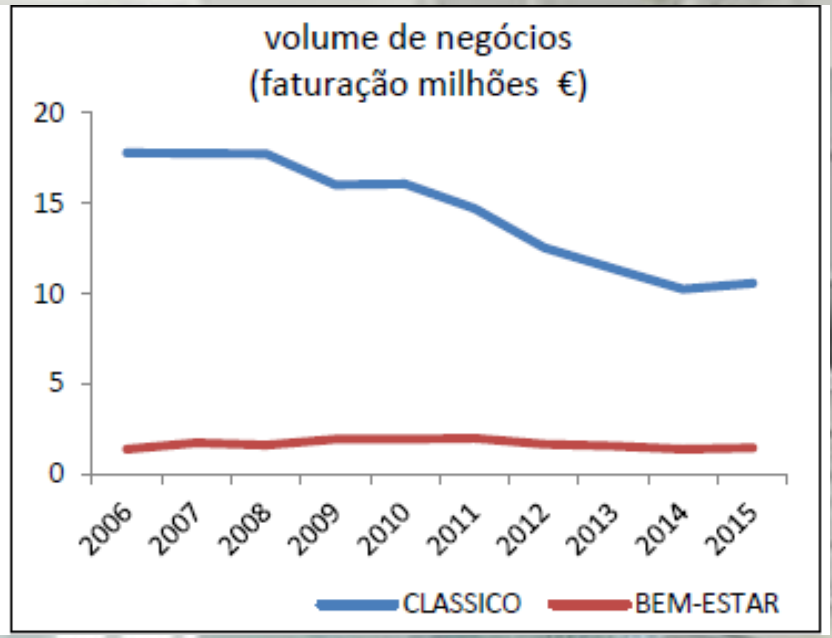
Installed base was constructed for *termalismo clássico*. However, *termalismo de bem-estar e lazer* is gaining importance

Termalismo clássico
(terapêutico e convencional)

vs.

Termalismo de bem-estar e lazer



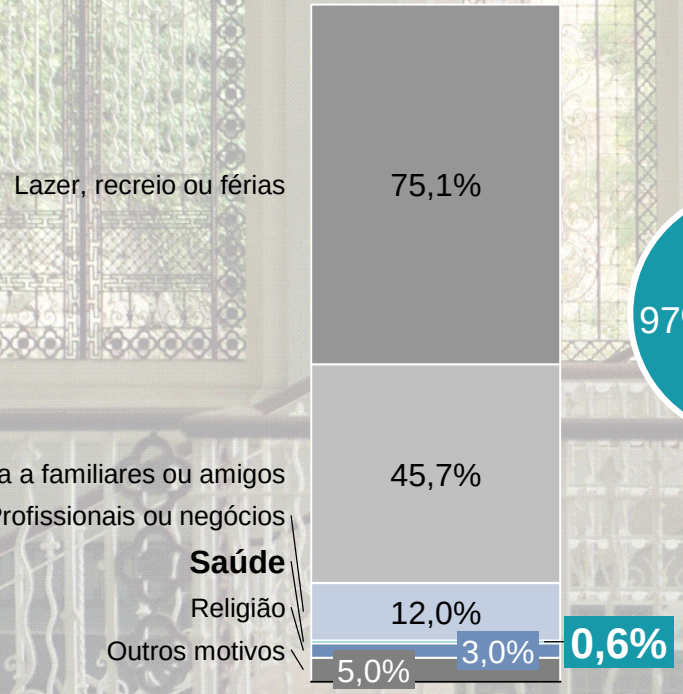


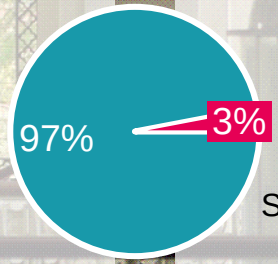
Revenues from wellness tourism have not been able to make up for losses from classical thermal treatments, due to smaller ticket sizes and shorter length of travel

Fonte: Grupo de Trabalho Interministerial: Atividade Termal em Portugal, Relatório Preliminar

Health tourism with little relevance on domestic level (<1%). Low level of international demand, which is concentrated on 2 major source markets

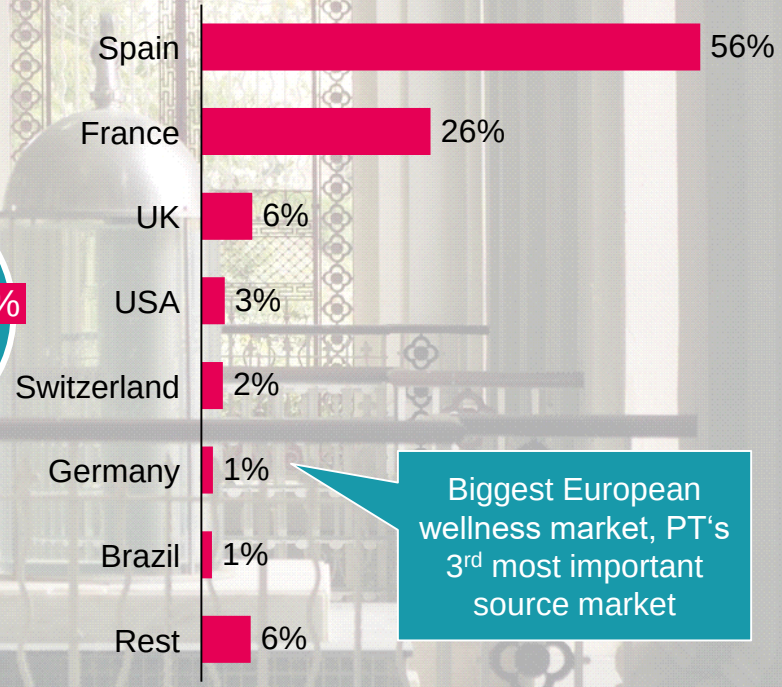
Relevance of health tourism (domestic market)





Health as a reason for travel is on comparably low levels

International demand [of total 3%]



Biggest European wellness market, PT's 3rd most important source market

>80% of international demand from Spain & France

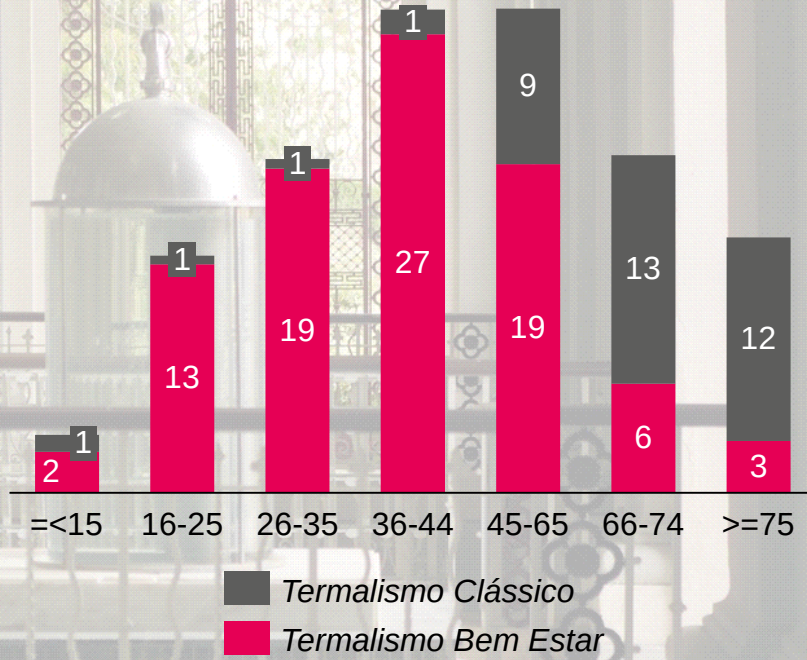
Fonte: INE, DGEG/DSRHG

Wellness & health tourism as a catalyser for structural change

Regional distribution Termas de Portugal

Health & wellness tourism de-centralizes tourism demand, thus fostering socio-economic regional development

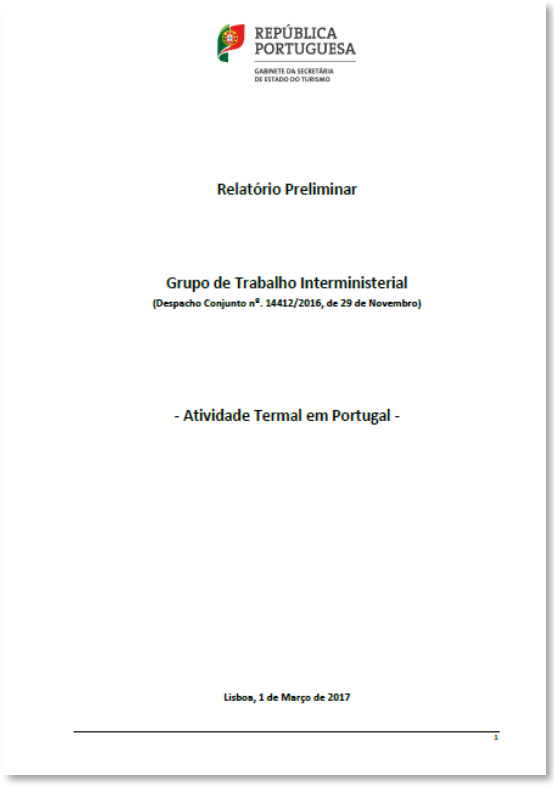
Demand by age groups [k visitants]



Wellness tourism addresses younger age groups

Fonte: DGEG/DSRHG

Portugal – an action plan has been proposed and partially implemented



REPÚBLICA PORTUGUESA
GABINETE DA SECRETÁRIA DE ESTADO DO TURISMO

Relatório Preliminar

Grupo de Trabalho Interministerial
(Despacho Conjunto nº. 14412/2016, de 29 de Novembro)

- Atividade Termal em Portugal -

Lisboa, 1 de Março de 2017

1

- Create conditions for the **qualification** of Termas de Portugal
- Capture new markets via **international promotion** campaigns
- **European market** identified as target market (besides Portugal)

Action plan: E.1. Criação de valor e internacionalização

- **A.1** Sensibilização dos Empresários para as Redes e Parcerias
- **A.2** Inovação em Produtos, Serviços e Processos
- **A.4** Estruturação de ofertas temáticas
- **A.6** Promoção da Oferta Termal para … Mercados-alvo Internacionais

Measures regarding internationalisation have not been carried out

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A case for internationalisation: doubling current inscription base!

Baseline
(total inscriptions 2018)

115.000

Calculations
(indicative)

Source markets with highest share of EU health tourism revenues[1]
Germany
Sweden
Poland

Source markets with relevant Portuguese diaspora[1]
Luxemburg
Switzerland
Belgium

Current number of incoming tourists (from 6 stated source markets)
2.8mn

Health tourism share of all EU-arrivals
avg. 4,3%*

Potential
(Additional inscriptions)

120.000

“New normal”
(following successful internationalisation)

235.000 (factor 2)

(*) Health tourism shares only take *termalismo* into consideration, entire potential is higher.
Our own representative panel[2] reveals that 1/3 of German adult population is interested in wellness vacation. The existance of a thermal spa is revealed as necessary cornerstone

(1) and not yet highly relevant for Portugal; (2) 2014 & 2016, n=2.600, population >= 18y of age. Source: INE, DGEG/DSRHG

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SWOT Health & Spa Tourism Portugal

Strengths

- **Strong installed base** regarding *termalismo clássico*
- **Ideal natural offer**, e.g. climate and abundance of water
- **Active association** with good political and international contacts
- Strong relevance for **structural development** (regional, seasonal, age groups)

Weaknesses

- Domestic wellness demand has not been able to counterbalance **losses from *termalismo clássico***
- Installed base and **product offer not ideal** for responding to international demand. No segmented product offer, few attractive packages available
- Lacking (international) **marketing & sales activities**. No relevance within existing sales networks

Opportunities

- **Rising global demand** for health & wellness tourism
- Capitalize on **Portugal's sound touristic profile** & demand
- **Create attractive products** (&packages) – in source markets with high demand for health & wellness tourism
- Make health & wellness tourism a cornerstone of Portugal's touristic offer. **Invest in (international) communication** and marketing activities

Threats

- **Rising international competition**, implying necessity for quality standards and communication.
- **Lacking investments** in innovation, education and internationalisation bears risk of declining revenues

Source: Project M & WEITBLICK

Core requirements for sustainably successful health and SPA destinations

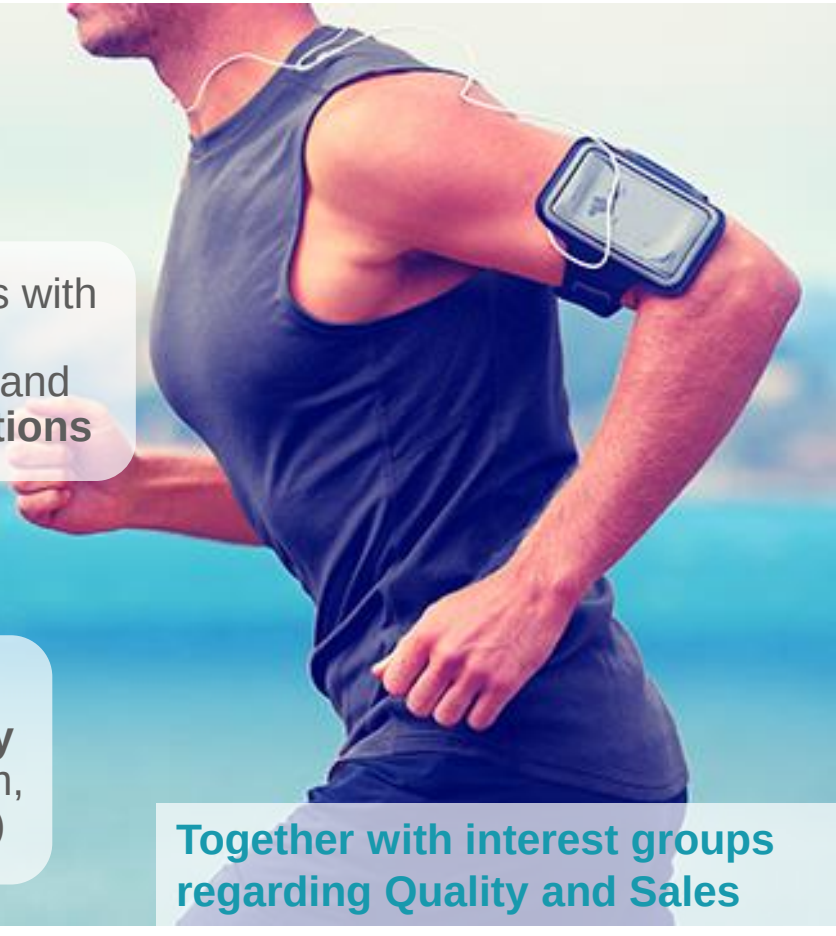
Possess **unique natural** and **cultural** resources

Create products with **medical components** and **special indications**

Form an **interdisciplinary network** (Tourism, Science, Health)

Focus on **few core themes** and optimize them in a **dynamic and innovative** way

High-quality and guest need-oriented **infrastructure**



Together with interest groups regarding Quality and Sales

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The Preventive Health Tourism market offers multiple development opportunities for Portugal

More dimensional approach to **regional development** on the basis of natural and cultural resources

Expansion of the **product portfolio**

Attracting **new target groups** and more guests from the international market

Significant **season extension** through targeted multi-day programs and packages

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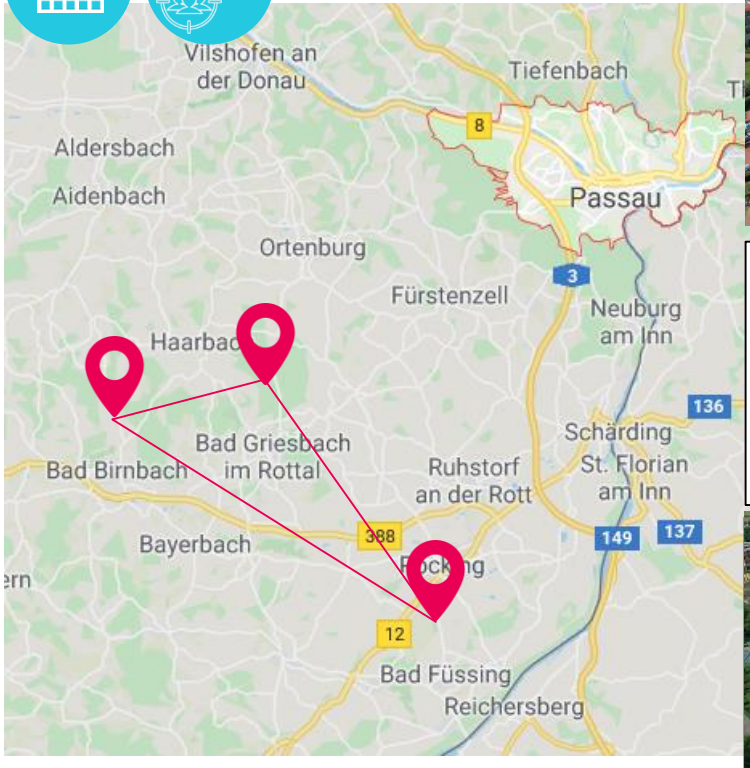
“The Bavarian Thermal Triangle” – Bad Füssing, Bad Griesbach, Bad Birnbach – synergies of a differentiation in the health touristic offers



BAD GRIESBACH

The „Wellbeing SPA“ for stressed-out and elderly people

BAD BIRNBACH

Health and relaxation in The middle of a natural environment

BAD FÜSSING

The Thermal Paradise for young and old and more active oriented target groups

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“The Rhön-region – natural activities and a unique nature accompanied by health touristic & thermal offers on a high level

- Germany‘s most popular SPA Town as „draft horse“
  (survey by PROJECT M – Health Marketing)
- High level thermal bath for locals and guests
- Broad variety of target groups

- Focus on health & cure for elderly people
- Prevention and reabilitation
- 2/3 of the revenue by the health center (based on thermal spring!)

- New building of the old thermal bath
- Making it an addition to the existing health-touristic offers
- Goal: an authentic thermal bath as a representation of the Rhön region

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The county of Osnabrück: coordinated product development and marketing of smaller units for a profiling Big Picture

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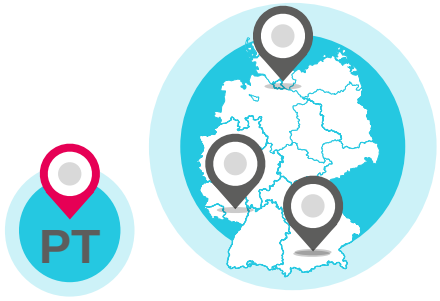
Thank you for your attention!

PROJECT M *in collaboration with* WEITBLICK



PROJECTM.Tourismusinnovation

www.eti-institut.de

www.gesundheit-tourismus-blog.com

www.destinationquality.de

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