Adriatic region and Croatia, health tourism destination

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THE NEXT LEVEL AND STEPS TO TAKE

How can we transform the existing resources into more efficient and raise quality offer?

ADRIATIC HEALTH AND TOURISM INVESTMENT FORUM
ZAGREB 12-13 OCTOBER 2017

PROJECT PRESENTATIONS, PLENARY BUSINESS PRESENTATIONS, B2B AND B2G NETWORKING, PRESENTATION OF ACTUAL HEALTH AND TOURISM OFFER

Croatia and Adriatic region as the full-time health and tourism European riviera
Who are the investors and what do we offer?
New investments in healthcare and touristic infrastructure

www.adriatichealth.com
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Health tourism as a global phenomenon

- health tourism is recognized as an attractive extension of health care
- benefits for the health services development
- tourism sector improve medical services
  - upgrade services available to EU citizens
  - sharing the best medical practice

Adriatic region - all year-round Riviera Europe
Adriatic region
What is health tourism?

- Different definitions of health tourism exist

- Traditional approach
  - Health tourism is traveling abroad for healthcare services

- Modern approach
  - HT therapeutic treatments for various diseases and for preventive and relaxation programs
Adriatic region
The reasons for investing and developing Adriatic region as health tourism destination

- Why Adriatic region? Why Croatia?
  1. European quality, the best practices and tradition
  2. Supreme professional medical staff
  3. Competitive prices
  4. Beautiful destinations
  5. Harmonised EU health insurance
Why CROATIA?
Medical, Spa and Wellness Tourism

Diocletian palace, Split: 1st spa in the history

The oldest health spas: Opatija, Lošinj, Crikvenica, Lipik and Varaždinske toplice
Natural Remedies

- Mild Mediterranean Climate
- Air purity
- Clean sea
- Mediterranean vegetation
- Aromatic and healing plants
- Thermo-mineral waters
- Sulfurous-mineral waters
- Hypertermal waters
- Curative mud
- Naphtalan

Paradise !!! ???
June – September
Summer holydays

4 months per year
6. – 9. mjesec
October-June

8 month per year
Medical Care – Privat Clinic

Cardio Clinic Magdalena
- Clinic Svjetlost
- Special Hospital St. Catherine
- Clinic Analiza
- Matell Dental Centar
- Clinic Lacrima
- Clinic Medikol
- Clinic Sunce
- Clinic Arcus
- Clinic Croatia
- Clinic Medico
- Clinic Oxy
- Clinic Sunce
- Clinic Terme Selce
- Dental Centar B2
- Clinic Arithera
- Clinic Croatia
- Clinic Leptir
- Clinic Medikol
- Clinic Sinteza
- Clinic Sunce
- Clinic Sv. Katarina
- Dental Clinic Rident
- Clinic Sveti Rok
Thermal and Spa Destination

- Health Resort Topusko
- Krapinske Toplice
- Naftalan
- Stubičke Toplice
- Varaždinske Toplice
- Istrian Thermal Spa
- Thalassotherapy Opatija
- Thalassotherapy Crikvenica
- Veli Lošinj
- Bizovačke Toplice
- Daruvar Thermal Spa
- Lipik
- Biokovka
- Kalos
Eden
Istra
Kempinski Hotel Adriatic
Lone
Maestral
Melia Coral

Hotels 4* and 5*
Mulino
Nautica
Parentium
Sol Garden Istra
Sol Umag
Valamar Club Tamaris
Valamar Diamant
Bluesun Hotel Kaj
Sheraton Zagreb
Sveti Martin Spa Golfer Hotel
Jezerčica Spa
Tuhelj Hotel Well
Villa Magdalena
Bellevue
Croatia Cavtat
Dubrovnik Palace
Excelsior
Grand Villa Argentina
Hilton Imperial Dubrovnik
Kazbek
More
Radisson Blu Res.&Spa
Rixos Libertas Dubrovnik
• Infrastructure - Limitations in development

• Hospitals

• Senior Health Village – Resorts

• Senior Citizen Hotels

• New Thermal and Spa Destinations on the continent

• Thalassotherapy along the coast and islands
• Professionals
• Services
• Education

• Business opportunities
• Diaspora
ZAGREB
Medical Tourism Destination

Two or more
Private Hospitals
Senior Citizen Hotels in Zagreb

• The newest project
• Already has investors
Health and Well-being in Croatia
Health and Well-being in Adriatic Region
Partners

Medical Wellness – hotels

Preventive Medical Treatments

Traditional Medical Treatments
Health Tourism in Croatia and Adriatic region

- Croatia as a leader recognizes favourable health tourism position (state strategic plans)
- Encourage investments linked to the health tourism - health tourism services and treatments

- Adriatic region and Croatia as „European Florida“ !!!!!!

- Lets do that together !!!!!!
Medical Group
CONSULTING - Discover the World of Health Tourism with Medical Group
www.medicinska-grupa.hr
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