Positioning Croatia’s Health Tourism Industry in the CEEC Context

Neda Telišman-Košuta
Institute for Tourism, Zagreb, Croatia
Institute for Tourism

- Public institution
- Research and consultancy in tourism and hospitality
- UNWTO Affiliate member

Authors of:
- Tourism Development Strategy of Croatia to 2020
- Health Tourism Development Action Plan
Croatia’s changing tourism industry

- Great diversity of landscape and heritage
- 10 UNECSO Heritage sites
- Tourism accounts for 10.4% of GDP (2011)
- 86.2 million overnights (2017)
- 6.2% yearly average rate of growth (2017/2010)
- From China (2017):
  - 235.000 overnights
  - +53% from 2017/2016
Health tourism: Croatia’s Strategic Orientation

Tourism Development Strategy of Croatia to 2020:

• Health tourism seen as one of Croatia’s leading tourism products
• Key role in extending the tourism season and in dispersing tourism activity beyond coastline

Source: Fiveprime
Market drivers

- Demographic change
- Unhealthy lifestyles
- Baby boomer state of mind
- Changing values

Source: Time Out
Market needs

- Treatments based on natural healing factors
- Treatment of ‘modern ailments’
- Esthetic treatment/surgery
- Laser vision treatments
- Dental treatments
- IVF
- Rehabilitation

Source: Hrvatske vode
The CEEC

- One of Europe’s traditional health regions
- Today becoming a new ‘hub’ in health, especially medical, tourism
Croatia’s valuable and unique resources

- Thermal spas
- Thalassotherapy
- Naphthalane
- Medical expertise
- Hospitality expertise

Source: Net.hr
Croatia’s focus

• Wellness
• Spa
• Medical

Source: Lošinj Health
Thank you

neda.kosuta@iztg.hr