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# Wellness tourism in Spain

# Defining Wellness Tourism

There is much that is unwell about travel today. Wellness tourism is *travel associated with the pursuit of maintaining or enhancing one's personal well-being.*

## Unwell Travel



Unhealthy & over-eating



Travel stress



Excessive drinking



Poor sleeping



Disruption of fitness routine

## Wellness Travel

Healthy living



Rejuvenation & relaxation



Meaning & connection



Authentic experiences



Disease prevention & management



### Primary Purpose Wellness Traveler:

Wellness is the sole purpose or motivating factor for their trip & destination choice.

### Secondary Purpose Wellness Traveler:

Seek to maintain wellness while taking any type of trip.



Spanish Health Service is one of the best in the world and has the 7th position in The World Health Organization (WHO).



# Tendencies and specialties in health & wellness tourism in Spain

- *Curative*
- *Preventive*
- *Aesthetic*
- *Wellness*



Madrid is one the favorite destinations



# What are proposed:

- *Rehabilitation, Anti-aging and aesthetic*
- *Aesthetic and plastic surgery*
- *Nutrition*
- *Natural therapies*
- *Wellness Hydrotherapy*
- *Alternative therapies*



The advantage of Madrid is that it possesses good transport connections with almost the whole world.

