

HTI – Health Tourism Industry

The leading hub for doing health travel and tourism business in Europe that brings together medical, spa & wellness professionals, service providers, associations, and destinations at events and projects supported by prominent European and global organizations.

HTI Products & Services

HTI Conference & Expo. A business-to-business event that offers educational sessions, exhibitions, and hosted buyers' program. Since 2011, the HTI has organized events in Austria, Belgium, Croatia, Germany, Israel, and some in partnership with other event organizers.

European HTI Summit. By invitation only, business-to-government event that gathers leaders of European umbrella organizations and prominent service providers. After being launched in 2017, the event now takes place in the European Parliament in Brussels.

EBI - European Buyers Initiative. A hosted buyers' network of several thousands of qualified international agents and facilitators with different specializations in health travel segments, accessible at HTI events and tailor-made buyers' trips.

HTI News Magazine. The first European business magazine that promotes and connects renowned stakeholders and service providers. It is published and distributed online at the HTI website, while the printed edition is distributed at +10 global and specialized events.

HTI Digital News. HTI Newsletters enable reaching the HTI database of +60,000 health travel and tourism professionals, usually twice a month. Other digital tools include promotion through the HTI website (logo, articles, expert's posts) and social media.

HTI Consultancy. A service offered by a team of global health travel & tourism experts on key source markets. Areas of expertise include strategic concept development, market research, feasibility study, destination development, medical facilitation, and medical hotels.

HTI Network. It is a new service that offers access to a broad network of health travel and tourism professionals, companies, partners, and representatives worldwide while securing promotional, educational, and global networking benefits.

EVENTS
BUYERS

MAGAZINE
DIGITAL NEWS

CONSULTANCY
NETWORK

HTI Partners

Besides collaborating with the European Parliament for hosting the European HTI Summit, other institutional partners include prominent Brussels-based umbrella associations such as:

European Travel Commission – *ETC*

European Spas Association – *ESPA*

European Historic Thermal Towns Association – *EHTTA*

European Union of Private Hospitals – *UEHP*

The world's largest tourism fair *ITB Berlin* Medical Tourism Pavilion, and the world's largest thermal spas' fair *Termatalia*, are also significant partners. HTI is a proud member of the *European Tourism Manifesto* that gets together the leading European tourism organizations.

About HTI

The brand *HTI Conference* was launched in 2011 in Croatia, becoming an international event in 2015 with 300 participants from 40 countries. HTI nowadays represents a European brand and health travel and tourism hub that aims to create synergies and boost health travel by backing up promotional efforts of European stakeholders. HTI offers B2B and B2G events in Europe and the Middle East, always focusing on leadership events, buyers & media trips, educational sessions, and a bespoke, personalized approach. The vision "*Your health tourism industry partner*" expresses the commitment to provide service excellence to clients and partners - medical, spa and wellness professionals, service providers, associations, and destinations.

Company Information

The head office based in Croatia oversees business activities carried out by HTI representatives in Germany, Italy, Russia, Turkey, Egypt, Middle East, China, and the USA. They are international health travel experts with significant experience and professional contacts in their markets and abroad. HTI also closely collaborates with market leaders in other European countries and India, covering wellness, spa, and medical tourism segments.

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