



Online session on European Health Tourism

9th December 2021

Platform for Discussion
for the European HTI Summit

Hosted by MEP István Ujhelyi

Country Partner Slovenia
- Green. Active. Healthy

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Online session on European Health Tourism

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Discussion for the
European HTI Summit

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Hosted by the Member of the European Parliament István Ujhelyi

Vice-Chair of the Committee on Transport and Tourism,
Member of the Committee on Environment, Public Health
and Food Safety, and UNWTO Special Ambassador



Slovenian Presidency

of the Council of the European Union 2021



09:00h Opening

Welcome note by the Member of the European Parliament
István Ujhelyi

Zdravko Počivalšek, Minister of Economic Development and
Technology / Deputy Prime Minister of Slovenia

“Slovenia – Green. Active. Healthy” presented by
Iлона Stermecki, Acting Director of the Slovenian Tourist Board

09:20h Roundtable on cross-border healthcare & prevention in European health destinations

Chaired by **Eduardo Santander**, Executive Director
of the European Travel Commission

Velina Pendolovska, Deputy Head – Health Security Unit,
DG Health, European Commission

Thomas Segretain, Policy Officer - Tourism Unit, DG Grow,
European Commission

Thierry Dubois, President of the European Spas Association

Iztok Altbauer, Managing Director, Slovenian Spas Association

10:00h Q&A / Conclusions

Overview

The pandemic has boosted the transformation of tourism into a sustainable concept focused on promoting wellbeing and better life quality. Thanks to natural resources and rich thermal heritage, Europe offers a wide range of health tourism products, including balneology with its unique knowledge and tradition. It comprises effective, enduring, not cost-intensive, and sustainable medical care in disease prevention, physical rehabilitation, and chronic disease therapies. Moreover, recent scientific evidence showed that natural healing remedies in European health resorts and medical spas could help prevent and help

to recover from the effects of Covid-19. Up to date programs for long-Covid, corporate health, primary care prevention, cancer after-care, and treating chronic diseases lead to better life quality and mobility of senior generations. Certified medical spas and health resorts guarantee long-lasting results and lower costs for health insurance systems. With that in mind, applying the cross-border Directive to balneology products may benefit all European citizens, reduce health inequalities for patients in access to healthcare and empower cooperation among European countries.

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