



# B2B study tours & pilot travellers

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Off to Spas Final Conference & Workshop  
18-20 November 2016, Hévíz (Hungary)

# Health tourism product development process

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# B2B Study Tours – Senior associations

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- Destinations: Hévíz, Covasna
- Participants: 31 persons
  - CP2 AGE from German speaking areas, and
  - CP6 VEGA from the Scandinavian countries invited potential partners
- Date (3 days):
  - November 2015, February 2016 (Hévíz)
  - November 2015 (Covasna)
- Program:
  - Balneological product, (wellness and medical services)
  - Introduction of the destination
  - Non-health tourism activities (culture, gastronomy, sport)



# Evaluation

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- Printed questionnaires distributed at the beginning of the trip
  - Study tour's programme
  - Impressions
  - Suggestions
  - Future intentions (recommend, re-visit)
- Personal talk and evaluation at the end of the trip





# Hévíz

Study tour 2-5 November 2015  
Vega Resor – Travel Specialist Group



# Hévíz

Date:

**2-5 November 2015**  
**23-26 February 2016**

Location:

**Hévíz**

Participants :

**16 + 9 persons**











































## Hévíz - Feedbacks

### Positive

- Natural environment
- Destination for seniors
- Farmers' market
- Thermal lake
- Hotels & catering
- Health tourism services

### Negative

- Language
- Distance
- Short opening hours

# Hévíz – what to develop?

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One stop during the transfer

City trips in the capital

Better English

Health tourism services

Details about Hungary

Evening program

Swedish speaking guide

# Covasna

Study tour 23-26 November 2015  
Vega Resor – Travel Specialist Group





# Covasna

**Date:**

**23-26 November 2015**

**Location:**

**Covasna**

**Participants :**

**9 persons**







































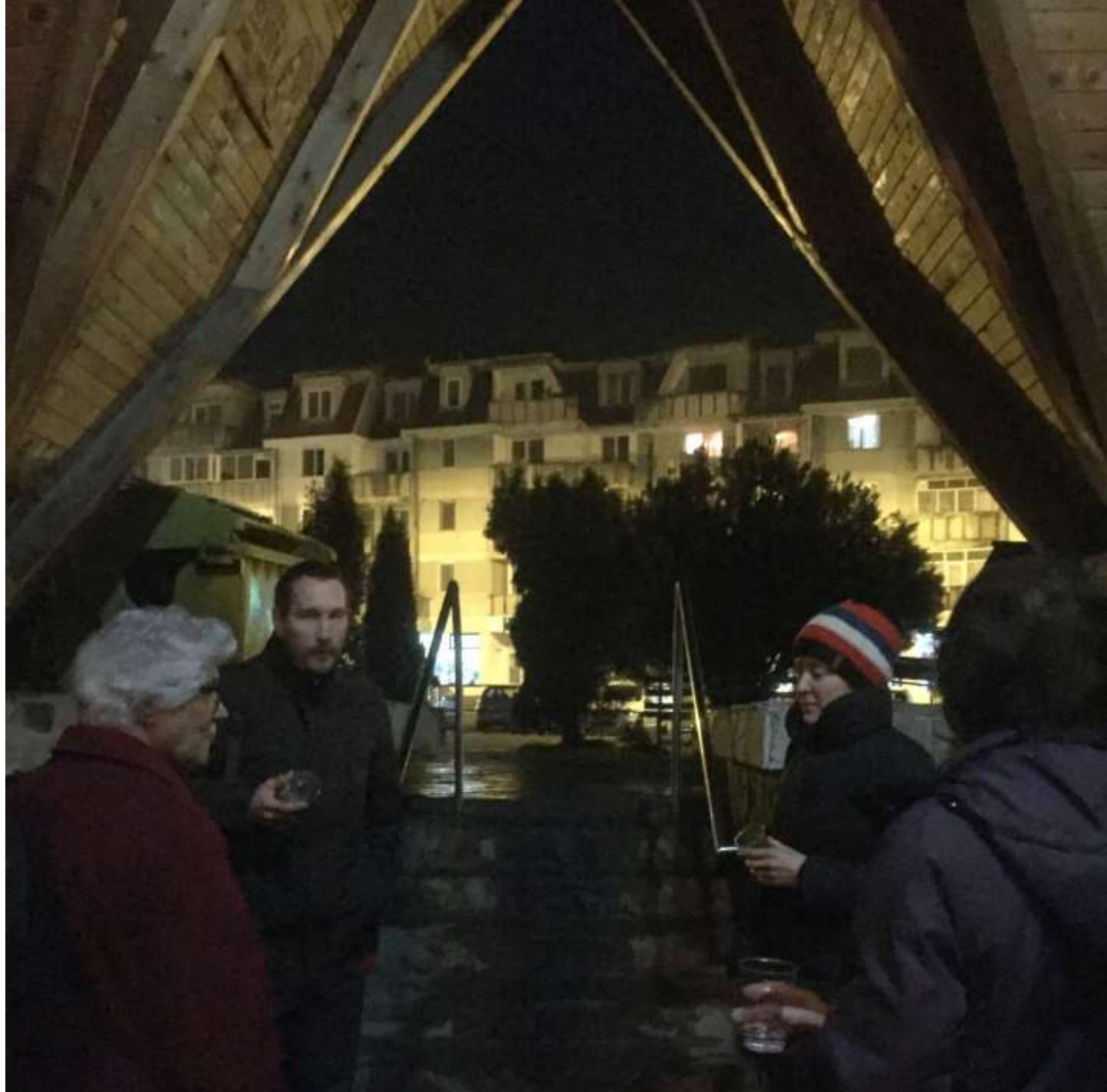




































































## Covasna - Feedbacks

### Positive

- Natural environment
- Hotels
- Dracula's Castle
- Health tourism services
- Catering
- Active tourism services

### Negative

- City centre
- Weather
- Lack of supporting services



# Covasna – what to develop?

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Details about Covasna  
method, and about the  
mofetta

Shorter transfer (airport)

Better English

Visit the capital

Local shops

More supporting services

## Hévíz vs. Covasna

- „Wellness holiday”
- Shorter average length of stay
- Relaxation is the main motivation
- **Active tourism** is more attractive

Hévíz

Covasna

- Natural healing assets
- Longer average length of stay
- Treatment is the main motivation
- **Culture** is more attractive



## Conclusions

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- Importance of **distances** (international airport)
- **Wellness** and **leisure** could be the main driver
- Need for **explanation** of health tourism services/treatments
- **Lack of perceptions** as health tourism destinations
- **Language** problems
- **Medical treatments** were less attractive than **wellness** dimension (benefits of healing is less known)
- Besides health tourism, **gastronomy** has the best potential



**Thank you for your attention!**



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Co-funded by the COSME programme  
of the European Union

