

HTI – Health Tourism Industry

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

HTI Products & Services

HTI Conference & Expo. A business-to-business event that offers educational sessions, exhibition, and hosted buyers' program. Since 2011, the HTI has organised events in Austria, Belgium, Croatia, Germany, and Israel, sometimes also in partnership with other event organisers.

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

EBI - European Buyers Initiative. A hosted buyers' network of +1,500 qualified international agents/facilitators who have experience in different specialisations within the 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 global health tourism events.

HTI Digital News. HTI Newsletters enable reaching the HTI database of 12,000 health travel and tourism professionals and leaders, usually twice a month. Other digital marketing tools include promotion through the HTI website (logo, articles, expert's posts) and social media.

HTI Consultancy. A service offered by a team of international health tourism experts who cover key source markets. Areas of expertise include strategic concept development, market research, feasibility study, destination development, health resorts and medical hotels.

HTI Network. A new service to be launched in Q1 2021 will offer access to a broad network of health travel and tourism professionals, companies, HTI partners, and representatives worldwide while providing promotional and educational 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 Spa Association – *ESPA*

European Historic Thermal Towns Association – *EHTTA*

European Union of Private Hospitals – *UEHP*

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

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, personalised 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 Zagreb oversees business activities carried out through HTI representatives in Germany, Russia, Turkey, Egypt, the 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.

Company: HTI PARTNER, Bednjanska 8, Zagreb

Business ID: 58993489972

Website: www.hticonference.com

Contacts: Leila Krešić-Jurić, Managing Director & Partner

M +385 98 441 458 (WhatsApp, Viber, Signal, WeChat)

E leila.kresic.juric@hticonference.com