

# Health and Wellness Tourism in the Czech Republic

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## Abstracts

Health and wellness tourism in the Czech Republic saw a good year in 2013, recording overall current value sales growth of 3%. Growth was positively affected by improved promotional tools for tourists seeking medical attention or spa treatment. Better online advertising and a dedicated website for health and wellness tourism have been used, just to name a few. Medical tourism is the more significant within health and wellness tourism, accounting for 61% in current value terms in 2013, and...

Euromonitor International's Health and Wellness Tourism in Czech Republic report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest market size data 2009-2013, allowing you to identify the sectors driving growth. It identifies the leading companies and offers strategic analysis of key factors influencing the market - be they new legislative, technology or pricing issues. Background information on disposable income, annual leave and holiday taking habits is also included. Forecasts to 2018 illustrate how the market is set to change.

**Product coverage:** Medical Tourism, Spas.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

### Why buy this report?

Get a detailed picture of the Health and Wellness Tourism market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Travel and Tourism in the Czech Republic Witnesses A Good Year in 2013

Holiday Destinations for Czechs Are Increasingly Designated Outside Europe

Growing Popularity of Shorter Domestic Trips

Value Added Tax on Travel and Tourism Services Increases Again in 2013

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