Rückblick

Düsseldorf
Nähe trifft Freiheit

Wie wir konkret unterwegs waren: Roadshows, Reisemessen, Kampagnen

Golfstaaten

Die Lage

Die Themen der potentiellen Kunden aus dem gesamten GCC-Gebiet lauten: Luxus-Shopping, Health Tourism und Familienreisen. Düsseldorf bietet für diese Zielgruppe den perfekten Mix. Unsere Ansprache erfolgt gezielt über Social-Media-Kanäle und Radiosender.

Wo wir vor Ort waren

Outbound Travel Roadshow (OTR) Middle East
Februar 2018

- Dubai (VAE), Kuwait City (Kuwait), Doha (Katar)
- 400 Einkäufer aus der arabischen Reiseindustrie & Fachpresse
- In Kooperation mit Breuninger Department Store

Arabian Travel Market (ATM) Dubai
April 2018

- Größte Tourismusmesse in der Region (Mittlerer Osten + Indien)
- ca. 25.000 Besucher
- In Kooperation mit dem Universitätsklinikum Düsseldorf und Breuninger Department Store

Was wir zusätzlich umgesetzt haben

Social-Media-Aktivitäten in Kooperation mit „almaniah.com“

- Größte Online-Plattform für Deutschlandreisen in der Region = insgesamt ca. 1.6 Mio. Follower, Reichweite ca. 10 Mio.
- Präsenz in der Reise-App, auf Twitter, Instagram, Facebook und Website inkl. Verlinkung zur Health-Tourism-Broschüre

Link: www.almaniah.com/tourism/cities/4

DZT-Kampagne mit dem Radiosender „Al Khaleejya 100.9“

- Gewinnspiel in Kooperation mit der Fluggesellschaft Emirates beim wichtigsten Musiksender in der Golf-Region
- Zeitraum: Dezember 2017 – März 2018 (vor den Sommerferien!)

Link: youtu.be/fguwwhisEDw

Russland

Die Lage

Beim „Luxury Travel Mart Moskau“ konnten wir eine verstärkte Nachfrage nach medizinischen Behandlungsmöglichkeiten verzeichnen. Unsere gemeinsam mit Ihnen entwickelte Health-Tourism-Broschüre fand reißenden Absatz.

Wo wir vor Ort waren

Luxury Travel Mart Moskau (LTM)

März 2018

- Größte B2B-Luxusreisemesse in der GUS-Region
- 360 Einkäufer aus dem Luxusreisensegment
- In Kooperation mit dem Steigenberger Parkhotel

DZT-Medizinworkshop in Moskau „Health. Made in Germany“
September 2018

- Fachveranstaltung mit Fokus auf Medizintourismus
- B2B Matchmaking: 40 Einkäufer aus der Branche
- Inkl. Sales Calls bei führenden Reiseveranstaltern in Moskau in Kooperation mit der lokalen DMC Time Europe

China

Die Lage

Medizintouristen aus China sind noch nicht signifikant sichtbar, aber: Die Zahl der chinesischen Patienten, die ins Ausland reisen, hat sich im Jahr 2016 im Vergleich zu 2013 verfünffacht (Marktvolumen 2016 = 94 Mio. Euro). Deutschland gehört zu den Top-10-Zielen.

Wo wir vor Ort waren

Partnerships in European Tourism (ETOA) in Macau (China)
Oktober 2018

- B2B-Matchmaking (22 Meetings) und Konferenz
- Präsentation Düsseldorfs auch als Health Tourism Destination
- EU-Event im Rahmen des EU-China Tourism Year 2018

Partnerships in European Tourism (ETOA) in London
November 2018

- B2B-Matchmaking (23 Meetings) und Konferenz
- Präsentation Düsseldorfs auch als Health Tourism Destination durch den DT-Geschäftsführer Ole Friedrich
- EU-Event im Rahmen des EU-China Tourism Year 2018 und WTM London

Was wir umgesetzt haben

China Visitors Summit Europe (CVS) Düsseldorf

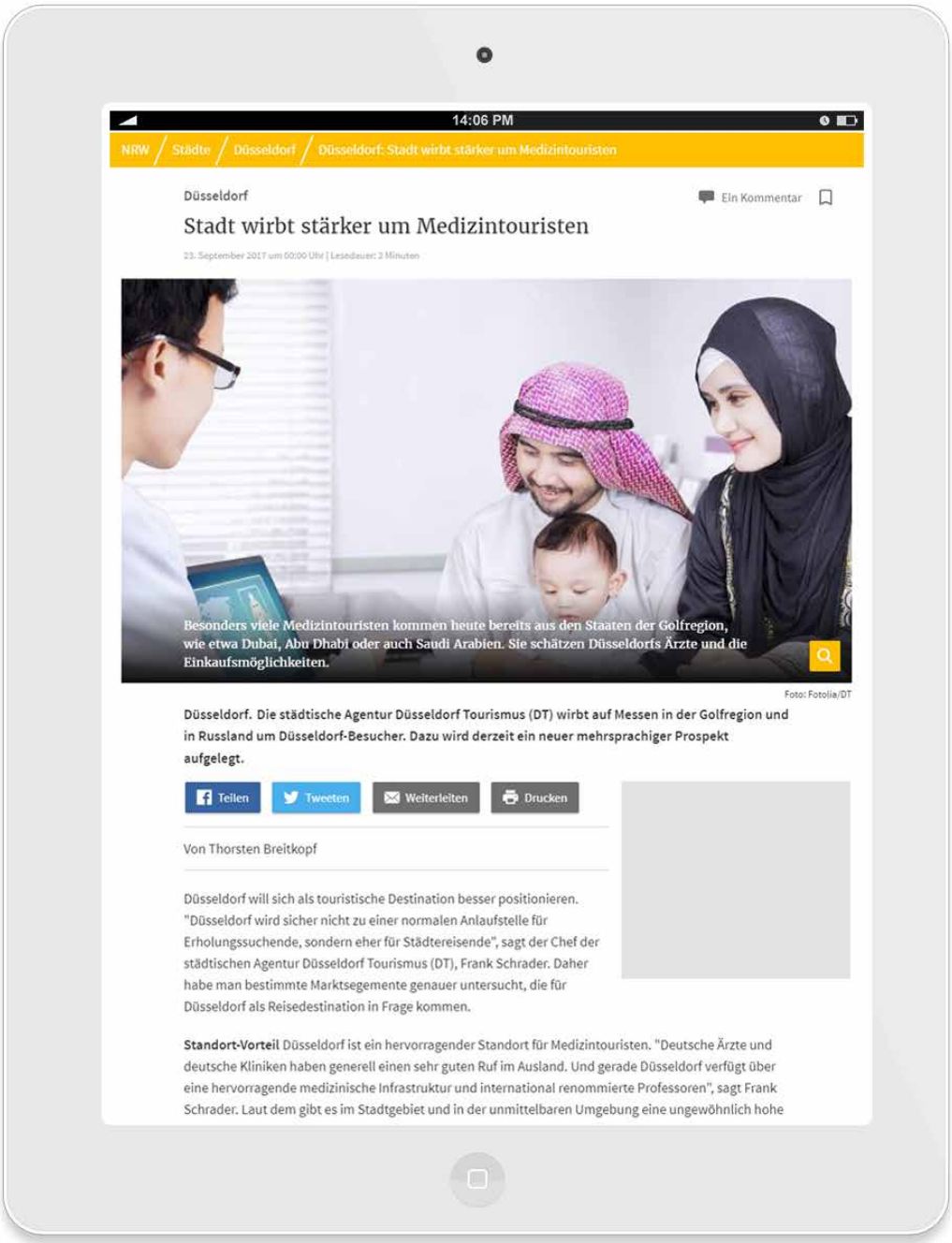
Mai 2018

- Zum ersten Mal in Europa
- 100 Einkäufer aus der chinesischen Reiseindustrie trafen auf 100 Anbieter touristischer Dienstleistungen aus der ganzen Welt (4.800 Gespräche)
- „Düsseldorf Day“ – (Stadt-)Touren und Site Inspections für chinesische Einkäufer
- Allgemeine Steigerung der Bekanntheit bei chinesischen Partnern
- Hier können Sie eine Zusammenfassung als Video anschauen: youtu.be/pXSelaCvQws

Presse

Düsseldorf
Nähe trifft Freiheit

Rheinische Post 23.09.2017



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NRW / Städte / Düsseldorf / Düsseldorf: Stadt wirbt stärker um Medizintouristen

Düsseldorf

Ein Kommentar

Stadt wirbt stärker um Medizintouristen

23. September 2017 um 00:00 Uhr | Lesedauer: 2 Minuten

Besonders viele Medizintouristen kommen heute bereits aus den Staaten der Golfregion, wie etwa Dubai, Abu Dhabi oder auch Saudi Arabien. Sie schätzen Düsseldorfs Ärzte und die Einkaufsmöglichkeiten.

Foto: Fotolia/DT

Düsseldorf. Die städtische Agentur Düsseldorf Tourismus (DT) wirbt auf Messen in der Golfregion und in Russland um Düsseldorf-Besucher. Dazu wird derzeit ein neuer mehrsprachiger Prospekt aufgelegt.

Teilen | Tweeten | Weiterleiten | Drucken

Von Thorsten Breitkopf

Düsseldorf will sich als touristische Destination besser positionieren. "Düsseldorf wird sicher nicht zu einer normalen Anlaufstelle für Erholungssuchende, sondern eher für Städtereisende", sagt der Chef der städtischen Agentur Düsseldorf Tourismus (DT), Frank Schrader. Daher habe man bestimmte Marktsegemente genauer untersucht, die für Düsseldorf als Reisedestination in Frage kommen.

Standort-Vorteil Düsseldorf ist ein hervorragender Standort für Medizintouristen. "Deutsche Ärzte und deutsche Kliniken haben generell einen sehr guten Ruf im Ausland. Und gerade Düsseldorf verfügt über eine hervorragende medizinische Infrastruktur und international renommierte Professoren", sagt Frank Schrader. Laut dem gibt es im Stadtgebiet und in der unmittelbaren Umgebung eine ungewöhnlich hohe

Online-Artikel:
Klicken Sie das Bild um zum Originalartikel zu gelangen.

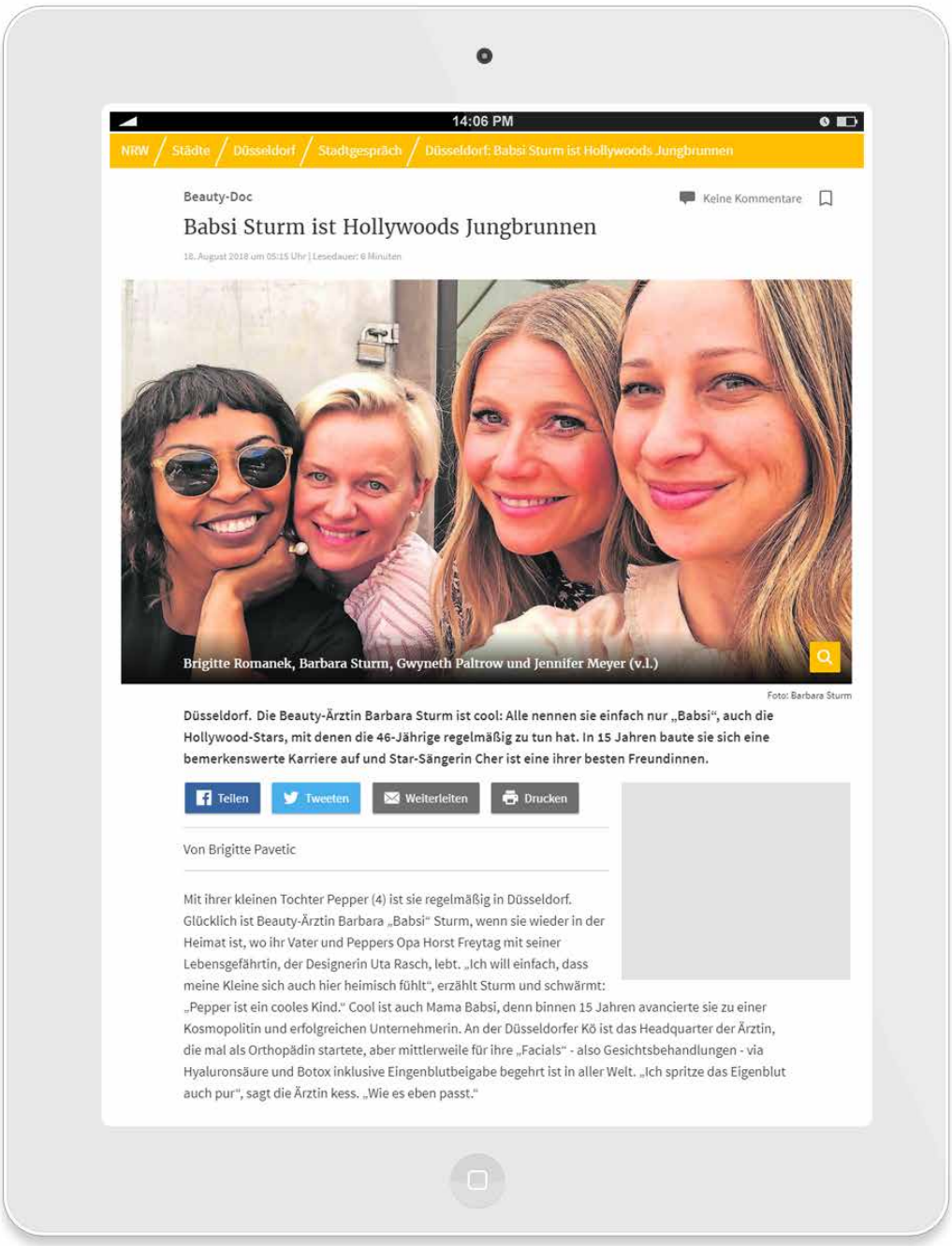
SAT1 NRW 29.03.2018

Online-Mediathek:
Klicken Sie das Bild um zum
Originalbeitrag zu gelangen.

FOCUS Gesundheit Juli/August 2018

Top-Ärzte in Düsseldorf:
Klicken Sie das Bild um zur Liste mit den Top-Ärzten aus Düsseldorf laut „FOCUS Gesundheit“ zu gelangen

Rheinische Post 18.08.2018



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NRW / Städte / Düsseldorf / Stadtgespräch / Düsseldorf: Babsi Sturm ist Hollywoods Jungbrunnen

Beauty-Doc

Keine Kommentare

Babsi Sturm ist Hollywoods Jungbrunnen

18. August 2018 um 05:15 Uhr | Lesedauer: 6 Minuten

Brigitte Romanek, Barbara Sturm, Gwyneth Paltrow und Jennifer Meyer (v.l.)

Foto: Barbara Sturm

Düsseldorf. Die Beauty-Ärztin Barbara Sturm ist cool: Alle nennen sie einfach nur „Babsi", auch die Hollywood-Stars, mit denen die 46-Jährige regelmäßig zu tun hat. In 15 Jahren baute sie sich eine bemerkenswerte Karriere auf und Star-Sängerin Cher ist eine ihrer besten Freundinnen.

Teilen | Tweeten | Weiterleiten | Drucken

Von Brigitte Pavetic

Mit ihrer kleinen Tochter Pepper (4) ist sie regelmäßig in Düsseldorf. Glücklich ist Beauty-Ärztin Barbara „Babsi" Sturm, wenn sie wieder in der Heimat ist, wo ihr Vater und Peppers Opa Horst Freytag mit seiner Lebensgefährtin, der Designerin Uta Rasch, lebt. „Ich will einfach, dass meine Kleine sich auch hier heimisch fühlt", erzählt Sturm und schwärmt: „Pepper ist ein cooles Kind." Cool ist auch Mama Babsi, denn binnen 15 Jahren avancierte sie zu einer Kosmopolitin und erfolgreichen Unternehmerin. An der Düsseldorfer Kö ist das Headquarter der Ärztin, die mal als Orthopädin startete, aber mittlerweile für ihre „Facials" - also Gesichtsbehandlungen - via Hyaluronsäure und Botox inklusive Eingenblutbeigabe begehrt ist in aller Welt. „Ich spritze das Eigenblut auch pur", sagt die Ärztin kess. „Wie es eben passt."

Online-Artikel:
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Medical tourism is growing rapidly

With a predicted annual growth rate of 8.5 per cent during 2018-2023, medical tourism is not to be taken lightly. Here we discuss its regional scope and the challenges associated with it

THE global medical tourism market was valued at $15.43 billion in 2017, and is expected to register a compound annual growth rate (CAGR) of 8.5 per cent during the forecast period of 2018-2023. According to Mordor Intelligence's recently released report 'Global Medical Tourism Market - Segmented by Treatment Type and Geography - Growth, Trends and Forecasts 2018 to 2023', Asia-Pacific accounted for the largest share of around 40 per cent of the global market, whereas, North America was estimated to register the fastest CAGR over the forecast period.

Governments across the globe have taken up various initiatives to stimulate and improve medical tourism in their respective countries, to improve patient quality care and boost the market. Many countries recorded significant economic development potential in the emergent field of medical tourism. Cosmetic surgery, dental care, elective surgery, fertility treatments, cardiovascular surgery, and genetic disorder treatments are the most preferred forms in this sector.

Countries in Asia-Pacific, Middle East, and South America provide high-quality medical services at a much lower rate, compared to the developed economies. There are companies that cater to all the medical and non-medical needs of tourists, during their travel.

REGIONAL DEVELOPMENTS

The UAE has been ramping up efforts to improve its medical tourism offering by continually investing in its healthcare system. It was reported last month that details of patients who travel to Abu Dhabi to seek medical care will be recorded on the Abu Dhabi Department of Health's Shafafiya e-portal starting September. Also last month, the Dubai Health Authority (DHA) announced plans to open an oncology and research centre in Dubai by 2020, aiming to provide state-of-the art oncological services for all types of cancer and across all age groups under one roof. In its first phase, the centre will cater to 700 patients, which is 35 per cent of the total number of diagnosed cancer patients in Dubai, some of whom are most likely travelling outside Dubai to seek related treatment.

Munro… Medical travellers require different and more care management

The Saudi Commission for Tourism and National Heritage (SCTH) has been promoting medical tourism to boost the local tourism sector. As a part of its plan to pave the way for investment in touristic sites, the SCTH established public facilities around the geothermal waters of Al-Dobdobah well. The sulfuric hot spring waters are known for their medicinal properties and attract a lot of medical tourists.

In October 2017, the Indian ministry of finance, in association with the ministries of tourism and health, launched a portal, www.indiahealthcaretourism.com, for helping medical travellers with a comprehensive information base. The portal offers information in Arabic, Russian, and French.

EXPORTING TECH

This April, Seoul National University Bundang Hospital signed a $5 million contract to export its software system to the Clemenceau Medical Center at Dubai Healthcare City. The consortium's digital storing and data processing for patients' records and administrative processes has been popular with users and was successfully installed in six hospitals in Saudi Arabia in 2014. Clemenceau, an affiliate of Johns Hopkins Medicine International, is headquartered in Beirut, Lebanon and recognised as one of the top 10 hospitals globally for medical tourism by the independent international organisation Medical Travel Quality Alliance (MTQA). Another regional hospital that has made it to their 2018 top ten list is the The Speciality Hospital in Amman, Jordan.

Julie Munro, founder and president of MTQUA, "There is generally still a great deal of confusion as to what [the medical tourism] industry is. I'm not confused. Medical travellers require different and more care management than local patients do. Medical tourism stands on three legs. One leg is care management. The other legs are trust and communications. If any one of these is off kilter with the others, the provider's medical tourism programme is not sustainable."

MTQA has partnered with Iata on a medical travel specialist programme for travel agents. The first of several courses is now online and is titled Assisting Travelers with Special Needs.

CHALLENGES FACED

Medical procedures, such as heart surgeries and joint replacements, sometimes require patients to follow up for longer periods of time. These follow ups can last for three to six months. However, in the case of medical tourists, they leave for their home country as soon as they are deemed fit for travel. Therefore, follow up mostly happens through online consulting. Online consulting is not always as effective as in-person consulting and can lead to unintentional skipping of important points.

Some ethical concerns regarding medical tourism, like differentiating between the standards of treatment for foreigners and the locals, can hamper the market. In addition, the people from developed countries or other places are prone to diseases/infections in the host country. All these factors are anticipated to restrict the market's growth. ■

All's well with Germany's excellent facilities

FROM preventative care to rehabilitation or treatment for acute cases, Germany offers around 2,000 hospitals using the latest technologies, ensuring transparent quality and hiring the best, most highly trained doctors. Swift diagnosis and intense collaboration between different medical fields enable German doctors to offer holistic treatment approaches and new cures at the cutting edge of research.

Around thirty of the country's hospitals, most of which are university hospitals, are known for their supramaximal level of care, with a wide range of medical technology and specialisations. In addition to high-tech medicine, Germany has an excellent infrastructure for preventative care, rehabilitation and the treatment of chronic diseases, making it a natural choice for medical travel.

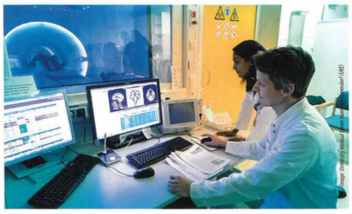
We spoke to Sigrid de Mazieres, director, German National Tourist Office, Gulf countries, for more.

How many Arab tourists visited medical facilities in Germany last year and is the number expected to grow?

Germany's healthcare system is among the best in the world, and hospitals and clinics throughout the entire country offer high quality standards and excellent value for money. So it is no surprise, that patients from the Gulf countries have a long tradition of seeking health treatment in Germany – with Saudi Arabia, Kuwait and the UAE being the largest source markets.

As a result of this strong relationship between Germany and the GCC Countries, the German healthcare infrastructure is well-equipped to accommodate the needs and requirements of the Gulf Clientele offering not only highly advanced medical treatment, but also comprehensive medical-related services for the patient and the accompanying family members.

Though medical tourism is important for the local industry, it is hard to source reliable data and even harder to drill down the numbers according to countries. Estimates based on a survey of the University Bonn-Rhein-Sieg stated that 253,000 international patients from 181 countries underwent medical treatment in 2016 in German clinics, and it can be estimated that around 50 per cent travelled intentionally to seek medical treatment.



German University Clinic in Hamburg

Looking at the numbers, the medical tourism market may appear small, but it is a very lucrative segment, bearing in mind that patients tend to stay longer periods and are often accompanied by several family members, which results in a positive impact on the local tourism industry and economy in general as visitors will not just stay in hotels, and go shopping but also take advantage of recreational activities or even purchase own properties.

How popular is Germany for medical tourists?

The German health system offers a level of infrastructure far above the average. It is in easier reach than, for example, the US, also more affordable and with its high-quality hospitals and professional medical care it matches the expectations of Arab travellers. Studies show that Germany ranks on top five position as per its medical tourism value generated, and great investments are being undertaken to further attract overseas patients. As per the start of the year hospitals and clinics took a positive outlook on medical tourism numbers, and we will continue to further review this particular area.

What are the most popular destinations for medical tourism within the country?

Southern Germany, and particularly Munich has traditionally been the hot spot for most GCC travellers, but it is important to highlight that Germany offers a wide network of professional hospitals and clinics throughout the entire country.

Munich is home to hundreds of clinics, specialists and hospitals treating the full spectrum of medical conditions and the beautiful city and great natural landscapes of Bavaria or also Baden-Wuerttemberg make Germany a great destination not just to undergo medical treatment, but also to recover and seek rehabilitation programmes.

Also the region Berlin-Brandenburg offers over 130 hospitals, including the world renowned Charité, Europe´s largest university clinic, which is at the forefront of cardiac surgery and many other specialties.

Traditionally, also Bonn, Duesseldorf, Hamburg, Cologne and Frankfurt have been popular medical tourism destinations, due to their well-established medical infrastructure, their accessibility and great touristic portfolio.

It goes without saying that hospitals should be selected based on one's condition and the best suitable treatment, but for minor medical procedures the leisure aspect of a destination is certainly a decisive factor, when choosing where to go for a medical trip. ■

LinkedIn September 2018

LinkedIn-Post:
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