

2024



Elitour

Greek Health
Tourism Council



About Us

The Greek Health Tourism Council (ELITOUR) was established in 2013 and its primary goal is to **promote Greece as a dynamic destination for Health and Wellness Tourism worldwide** by emphasizing the sectors in which the country has comparative advantages such as its well-educated medical and scientific human resources, state-of-the-art facilities, know-how, innovation, entrepreneurship, culture, civilization, history, and environment.

Elitour includes **100+ members from various industries**. It operates as a non-profit organization (NGO) focused on enhancing Greece's medical tourism sector through collaboration and quality standards.



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Elitour takes pride in leading the charge to transform Greece into a premier health tourism destination. Our mission transcends boundaries, seeking to redefine the connection between top-notch medical care and thrilling travel experiences.



Our Mission

What Sets Us Apart



Unified Strength in Health Tourism

Our strength lies in unity. Elitour **forms a network of passionate individuals and organizations** collectively working to position Greece as the ultimate hub for health tourism. We're united in our commitment to excellence.

Global Impact Through Strategic Coordination

We orchestrate the synchronized efforts of participants with a clear goal: **to promote health tourism in Greece and influence institutional policies.** We actively engage with ministries and contribute to the national strategy, ensuring a strong voice for health tourism.





International Allure

Elitour expands its reach globally. Through strategic initiatives, we draw health enthusiasts to Greece, showcasing not only our exceptional medical services but also the enchanting beauty of our country.

Knowledge Transfer and Expertise Enhancement

Beyond promotion, Elitour is dedicated to raising standards. We facilitate the transfer of international know-how, ensuring participants are equipped with **certifications and methodologies recognized globally.**

Building Networks, Overcoming Challenges

Elitour isn't just an organization; it's a community. We foster connections within our network and with global counterparts. Our committees address common challenges, conduct studies, and gather data to continually enhance our understanding of health tourism in Greece.

Education Advocacy for Health Tourism

Excellence

Elitour actively contributes to the development of health tourism by supporting the education and training of staff. Our programs adhere to relevant legislation, ensuring the continuous improvement of services in the health tourism sector.



Certification Standards and Quality Assurance



Elitour plays a crucial role in certifying systems and services within the health tourism branches. Our commitment to upholding current legislative standards ensures a benchmark of quality in the industry.



Elitour Actions & Events

- **International Health Tourism Conference 2023**, Athens 2023
- **International Health Tourism Conference**, Larissa 2023
- **2023 Year of In Vitro Fertilization for Greece**, Athens 2023
- **International Health Tourism Conference**, Crete 2023
- **The Global Wellness Economy Forum**, Athens 2023
- Co-organized the **IMTJ Medical Travel Summit 2018**, Athens 2018
- **Health Tourism in Greece Conferences and Meetings**: London 2018, Kos 2018, Los Angeles 2018, Montreal 2017, Chicago 2017, Ithaca 2017, Melbourne 2017, New York 2016 etc
- **4th Greek Tourism Expo**, Athens 2017
- **1st Global Healthcare Travel Council Forum**, Jordan 2017
- **IMTJ Medical Travel Summit**, London 2015 & **IMTEC Dubai**, 2014 & 2015



Elitour Members



Elitour comprises **more than 85 members** from diverse industries, including healthcare providers, transportation, travel agencies, hotels, medical tourism facilitators, scientific societies, and elderly care units.

- Healthcare: 60 members
- Transport: 5 members
- Hotel & Tourism: 3 members
- Accreditation/Education/Law: 6 members
- Health Tourism Facilitators: 6 members
- Scientific Societies: 6 members
- Elderly Care Units: 1 member



A STAR ALLIANCE MEMBER



ATHENS MEDICAL GROUP
Athens Medical Center



PERSONAL WELLNESS



Benefits of being a member



1. Promoting Health Tourism Regulations and Key Strategic MOU Cooperations

ELITOUR has signed a **Memorandum of Cooperation with the International Airport of Athens and the Greek Tourism Council for Health Tourism**. The aim is to leverage the strengths of both parties to enhance Athens' competitive position in Health Tourism and foster the sector's growth.

Also, ELITOUR has entered into a **Collaboration Agreement with the Hotel Chamber of Greece**. This partnership is dedicated to the advancement and promotion of Health Tourism in Greece, aiming to bolster the industry's future.

Finally, ELITOUR has established a **Memorandum of Agreements with Enterprise Greece**. This MoU sets the framework for collaborative efforts to position Greece as a premier destination for Health Tourism, highlighting the country's unique offerings in the sector.



Benefits of being a member



4. Digital Exposure & Branding

Electronic promotion through presentations and news features on Elitour's website and social media platforms. Use the Elitour logo on your company's website and in all print or digital communications. Contribute with news and press releases in Elitour's monthly newsletter.



5. Education and Training

Enjoy discounted rates on Elitour's seminars and participate in various conferences and workshops. Access key research and data on Health Tourism, contributing to tourism development and economic growth.



Benefits of being a member



6. Endorsement, Recognition, and Networking

Opportunities for ELITOUR Members

Being recognized as an 'Elitour Member' not only serves as a mark of quality and prestige but also provides support or endorsement for member companies' events. This membership opens doors to unparalleled networking and collaboration opportunities with other member businesses, fostering a community of growth and mutual success within the health and wellness tourism industry..



"Join Elitour's community and help make Greece the ultimate health tourism destination."



NEW YORK
29 & 30 OCTOBER 2016



MONTREAL
28 & 29 MARCH 2017



CHICAGO
28 & 29 APRIL 2017



BUCHAREST
3-5 NOVEMBER 2017



**τροοπτικές του Τουρισμού Υγείας στο
κεντρο του Συνεδρίου του Διεθνούς
του Τουρισμού Υγείας στο Βουκουρέστι**



στούλης: Η Ελλάδα διεκδικεί μερίδιο στον ιατρικό τουρισμό
14/11/2017 10:10



**μικτός ο στόχος για έσοδα 2 δισ. από τον
τρικό τουρισμό την επόμενη τριετία**
14/11/2017 10:10



**ιστούλης: «Στόχος μας η αναδείξη της
θδας ως αξιόπιστου και ελκυστικού
ορισμού Τουρισμού Υγείας»**
14/11/2017 10:10

«Ποιότητα στην υγεία και στην αναζωογόνηση, η Ελλάδα μπορεί να γίνει ο προορισμός για όλους τους ανθρώπους που θέλουν να ζήσουν καλύτερα».

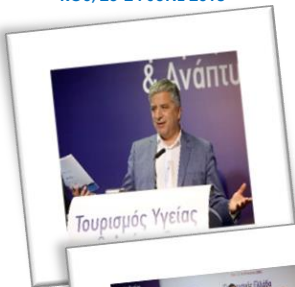
MELBOURNE
25-26 NOVEMBER 2017



LOS ANGELES, 3 JUNE 2018



KOS, 23-24 JUNE 2018



LONDON
23 NOVEMBER 2018

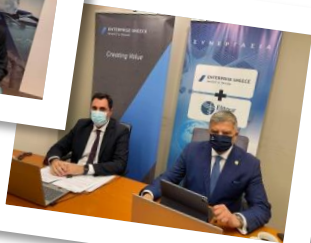


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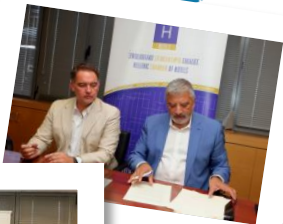
**MEMORANDUM OF COOPERATION
ELITOUR - ENTERPRISE GREECE
28 JANUARY 2021**



**MEMORANDUM OF COOPERATION
ELITOUR – ATHENS INTERNATIONAL AIRPORT
20 JUNE 2022**



MEMORANDUM OF COOPERATION
ELITOUR – HOTEL CHAMBER OF GREECE
27 JULY 2022



Join Elitour's community and help make Greece the ultimate health tourism destination.

 www.elitour.org/become-a-member/



How to Reach Us

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