

## Tenerife set to be the next health tourism destination

*The largest of the Canary Islands launches a new brand to drive its position as a must-visit destination for medical treatments and procedures*



The Tenerife Tourism Corporation has announced that it is gearing up for the launch of a new brand “*Tenerife Medical Destination*”, which will promote the island’s medical tourism offering. Visitors to Tenerife can benefit from a range of top quality medical, surgical and wellbeing treatments at very competitive prices, due to the island’s tax incentives, while also enjoying the island’s stunning landscapes and all-year-round spring-like temperatures.

The new brand, Tenerife Medical Destination, which was designed to provide visitors to the island with access to trusted healthcare professionals and medical facilities, such as hospitals, spas and hotels, taps into the increase in demand for health tourism in Tenerife.

Mr. Alberto Bernabé, Tourism Minister for the Tenerife Island Government, comments: “the number of tourists combining healthcare treatments with their holidays in Tenerife keeps increasing”. In order to meet this demand, Tenerife Tourism Corporation has launched the new Tenerife Medical Destination brand to offer visitors advice and help in finding top-quality services across the island.

Visitors looking to find out more about medical tourism can access this information through a specific section on the island’s tourist page, which receives more than four million visits per year: [webtenerife.com/turismomedico](https://www.webtenerife.com/turismomedico). It is translated into seven languages and provides users with a comprehensive overview of the island’s medical tourism offering, including what medical and wellness treatments are available and from which facilities.

Treatments available on the island include therapeutic recreation and rehabilitation, dentistry and cosmetic surgery, and aesthetic or cardiovascular treatments. Wellness treatments are also available, these include yoga and meditation, as well as beauty treatments.

For more information about Tenerife Medical Destination, please visit:

<https://www.webtenerife.co.uk/healthtourism/>.

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### **About Tenerife**

Tenerife is the largest of the Canary Islands and one of the most popular and easily accessible holiday destinations for UK travellers. Guaranteed sunshine, diverse landscapes, idyllic beaches and charming villages make the island an ideal holiday choice all year round, while its vast array of fantastic activities, from year-round whale watching and stargazing on Spain's tallest peak to caving adventures inside Europe's largest lava tubes, ensure that the island's variety of experiences are as unforgettable as its flavours and friendly people.

For general tourism information on Tenerife, please visit: [www.webtenerife.co.uk](http://www.webtenerife.co.uk) or follow Tenerife Tourism Corporation online:



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