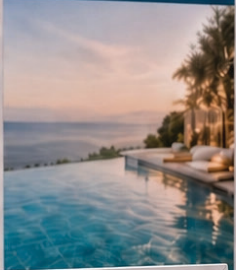




GesundReisen
21.-24. Januar 2027 | Messe Stuttgart



**Aktiv-Urlaub
Pakete**



**Wellness-
Wochenenden**



**Beauty-OP
im Urlaub**



Antalya

**HEALTH
TOURISM**
— TRAVEL —

Your Journey to Better Health
www.healthtourism.travel

**healthy.
Luxury**

THE WORLD BEST WELLNESS HOTELS

Halle 9



**Gesund
Reisen**

Hier werden
Sie beraten



**Zahnimplantate
Bulgarien**

Hochwertige Implantate ab 350 €
All-Inclusive Pakete
Deutschsprachige Betreuung



GesundReisen | CMT Stuttgart 2027
21-24 January 2027
Messe Stuttgart – Hall 9



CMT Stuttgart, one of Europe's leading and most highly attended consumer tourism fairs, is making a major strategic move into **global health tourism** in 2027. Welcoming approximately **265,000 visitors each year**, the fair is launching **GesundReisen**, a new international platform designed to bring the diverse sectors of health-related travel together under one roof and create a powerful meeting point for the global health tourism industry.

**CMT Stuttgart 2027
Makes a Historic
Move into Global
Health Tourism:
GesundReisen
Takes the Stage**





Holiday Health Care

COMFORT IN LUXURY HOTELS, WORLD-CLASS
HEALTH SERVICES AT YOUR SIDE

Dedicate your vacation to health and renewal; relax and experience a healthy transformation.

LUXURY HOTELS

- 5-Star Comfort and Superior Service
- Spa & Wellness Centers
- Gourmet Restaurants
- Private Beach, Pools and Lounge Areas

HEALTH VACATION AT YOUR SIDE

Easy access to all health units, VIP transfer and coordination support for a stress-free experience.

COMPREHENSIVE HEALTH SERVICES LOCATED RIGHT
NEXT TO LUXURY HOTELS

HAIR TRANSPLANTS	EYE TREATMENTS	DENTAL TREATMENTS	BEAUTY APPLICATIONS	AESTHETIC AND PLASTIC SURGERIES	MEDICAL WELLNESS
• Expert Staff • Advanced Techniques • Natural and Permanent Results	• Cataract Surgery • LASIK and Laser Treatments • Expert Care for Eye Diseases	• Implant Applications • Hollywood Smile • Aesthetic Dentistry and Whitening	• Skin Care and Rejuvenation • Anti-Aging Applications • Laser and Mesotherapy Solutions	• Nose, Breast, Tummy Tuck • Liposuction and Body Contouring • Safe and Natural Results	• Check-Up Programs • Physiotherapy and Rehabilitation • Private Health Counseling

GesundReisen | CMT Stuttgart 2027
21–24 January 2027
Messe Stuttgart – Hall 9



Organised directly and without intermediaries within **Messe Stuttgart, which is publicly owned in Germany**, CMT Stuttgart provides an exceptionally reliable institutional framework for GesundReisen. Its strong market position, high visitor numbers, international reach and long-established reputation offer an ideal foundation for connecting global health tourism providers with the European market.

Bringing together **Medical Travel, Spa & Thermal Travel, Wellness, Retreats and Mindfulness**, GesundReisen is designed to be much more than a new exhibition section. It is being developed as a next-generation international platform that creates lasting connections between healthcare institutions, destinations, professionals, travel agencies, business partners and consumers from around the world.





A 10,000-square-metre international meeting place for health tourism

GesundReisen will take place during the final four days of CMT Stuttgart, from **21 to 24 January 2027**, in **Hall 9 at Messe Stuttgart**, covering approximately **10,000 square metres**.

Hospitals, specialist clinics, dental and aesthetic centres, rehabilitation facilities, thermal resorts, spa and wellness hotels, retreat centres, health tourism destinations and specialised service providers from around the world will have the

opportunity to meet directly with potential customers, professional partners, travel industry representatives and decision-makers.

Hüseyin Baraner, who serves as a strategic advisor to **CMT GesundReisen Stuttgart** and has contributed for many years to the international development of tourism markets, is also playing an important role in the development of the GesundReisen concept.

1. Global Healthtourism Travel Summit (HTT SUMMIT) 22 January 2027

One of the major international highlights of the GesundReisen programme will be the **1st Global Health Tourism Congress**, taking place on **22 January 2027**.

Organised by **Healthtourism.travel**, part of ITC Baraner, and developed in cooperation with institutions and professionals from the international healthcare sector, the congress will bring the present and future of global health tourism to the international stage in Stuttgart.

Industry leaders, hospital and clinic executives, health tourism professionals, investors,

destination representatives, technology providers and decision-makers will discuss key topics including **international patient mobility, digital transformation in healthcare, quality and trust standards, the wellness economy, the future of thermal tourism, new source markets, cross-border healthcare cooperation and sustainable growth in global health tourism**.

The congress is intended to become a major meeting point for ideas, innovation, investment and international cooperation, bringing together stakeholders from both established and emerging health tourism markets.



GesundReisen exhibition and participation segments

MEDICAL TRAVEL

Hospitals, specialist clinics, dental clinics, aesthetic centres, rehabilitation facilities and international patient departments will have the opportunity to present their treatment options, medical expertise, specialised healthcare packages and international patient services directly to an international audience.

SPA & THERMAL TRAVEL

Thermal destinations, spa centres, health resorts and premium thermal facilities will present traditional healing cultures and natural therapeutic resources in combination with modern healthcare, hospitality and wellness standards.

WELLNESS TRAVEL & SPA HOTELS

Spa resorts, wellness hotels, longevity concepts, preventive healthcare programmes and next-generation health-focused accommodation facilities centred on physical and mental renewal will form another major pillar of GesundReisen.

RETREATS & MINDFULNESS

Centres offering yoga, meditation, detox, mindfulness, stress management, mental renewal and holistic wellbeing programmes will bring the rapidly growing global trends of inner balance, healthy living and personal regeneration to Stuttgart.





Hair transplantation



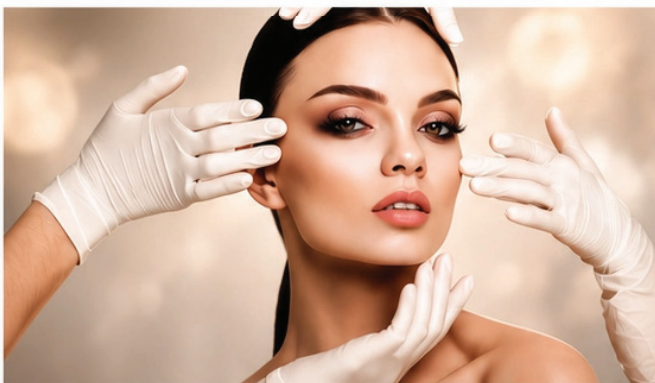
Eye treatments



Dental treatments



Obesity



Plastic and Aesthetic Surgery



Medical Check-up

THERMAL TRAVEL

Thermal travel is experiencing a strong revival as more travellers actively seek holidays that combine relaxation, prevention, wellbeing and natural healing resources. Thermal destinations are increasingly becoming attractive not only for guests looking for medical or therapeutic treatments, but also for people who simply want to slow down, recover from everyday stress and invest in their long-term health.

At GesundReisen Stuttgart, thermal destinations, spa centres, health resorts, rehabilitation facilities and premium thermal hotels will present their unique healing traditions and natural therapeutic resources to an international audience.

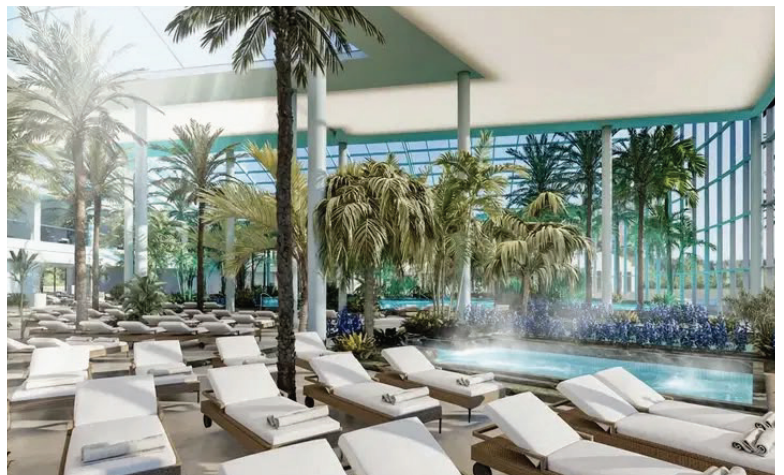
From mineral-rich thermal waters and healing muds to climate therapy, hydrotherapy and traditional bathing cultures, exhibitors will demonstrate how centuries-old knowledge can be successfully combined with modern healthcare, medical expertise, hospitality, wellness and contemporary lifestyle concepts.

The modern thermal holiday is becoming much more diverse. Guests today are looking for short wellness breaks, preventive health programmes, regeneration and recovery stays, healthy ageing concepts, stress-reduction programmes, rehabilitation support and longer therapeutic holidays. At the same time, couples, families and younger travellers are increasingly discovering thermal destinations as attractive year-round holiday experiences.



This development creates new opportunities for destinations and providers to position thermal travel as an important part of the growing international health tourism market.

GesundReisen Stuttgart will bring these providers directly into contact with consumers, travel agencies, tour operators, healthcare professionals and international business partners, creating a strong platform for presenting the new generation of thermal travel: natural, preventive, restorative and inspiring.



Direct B2B and B2C access to the European market

One of the key features distinguishing GesundReisen from a conventional trade fair is that participating organisations will receive far more than four days of exhibition space.

They will benefit from a **comprehensive international business development process that begins well before the fair itself.**

Through a dedicated appointment and B2B planning system established via the **Healthtourism.travel** infrastructure, participating organisations will be able to identify and schedule meetings with potential partners before arriving in Stuttgart.

This will allow exhibitors to attend the event with a professionally prepared programme of appointments, contacts and business opportunities.

Travel agencies, travel agency associations, tour operators, healthcare facilitators, international patient consultants, insurers, corporate buyers and health tourism professionals from across Europe will be specifically invited to GesundReisen.

Media representatives specialising in health tourism, wellness, medical travel, thermal tourism, healthcare innovation and the tourism economy are also expected to attend.

This international structure will enable participating institutions and destinations from around the world to present their services directly to consumers, travel professionals, healthcare partners and potential business contacts.



Connecting global supply with European demand

GesundReisen is designed to create a direct bridge between **international health tourism providers and European demand**.

Healthcare institutions and destinations will be able to present their medical, thermal, wellness and preventive healthcare services directly to a large and diverse market, while European

consumers and professionals will gain access to a broad range of international health travel opportunities.

This direct exchange will create new opportunities for cooperation, patient mobility, investment, partnerships and long-term market development.

A permanent global health tourism network extending from Stuttgart

The objective of GesundReisen goes far beyond organising a four-day event in January 2027.

The structure being developed under **Healthtourism.travel** is intended to evolve into a **continuous and permanent international health tourism network**, connecting institutions, professionals, destinations and potential customers long after the fair has ended.

The centre will also be developed as a **legal and institutional hub for the professional management of customer enquiries, business contacts and market data generated within the health tourism sector, in accordance with German and European Union data protection legislation**.

Enquiries collected through the platform will be processed, structured and matched with

suitable healthcare providers, wellness facilities and destinations worldwide.

At the same time, B2B relationships will be developed, international partnerships will be supported, and market data relating to global health tourism will be professionally managed and evaluated.

In this way, **Healthtourism.travel** aims to become much more than an online promotional platform.

It is being developed as a permanent international centre that connects global health tourism demand with suitable institutions and destinations, creates professional business relationships, supports access to new markets, evaluates market trends and contributes to the long-term development of health travel worldwide.

A global platform for new markets and new partnerships

The international health tourism sector is becoming increasingly diverse.

Patients and travellers are looking not only for medical treatment, but also for preventive healthcare, rehabilitation, longevity programmes, thermal experiences, wellness concepts, mental wellbeing, personalised services and new forms of holistic regeneration.

At the same time, healthcare institutions and destinations are seeking reliable access to new international markets.

GesundReisen brings both sides together.

By combining the reach of CMT Stuttgart with the international network being developed through Healthtourism.travel, the platform will create new opportunities for providers from around the world to establish partnerships, reach new customer groups and strengthen their position in international health tourism.

Stuttgart as an international meeting point for health tourism

Taking place from **21 to 24 January 2027**, GesundReisen aims to establish Stuttgart as a major international meeting point for the future of health tourism.

The platform will offer healthcare organisations, destinations, wellness providers, investors and tourism professionals the opportunity not only to reach new customers, but also to build

long-term brand value, credibility, trust and international business networks.

GesundReisen is therefore not being developed simply as another trade fair.

It is being positioned as a **global marketplace, knowledge platform and permanent international network for the future of health tourism.**



PARTICIPATION AND FURTHER INFORMATION

GesundReisen – CMT Stuttgart 2027
21–24 January 2027
Messe Stuttgart – Hall 9 / Stuttgart, Germany

CONTACT: ITC Baraner
Mainzer Straße 36, 55411 Bingen am Rhein Germany
Email: office@healthtourism.travel

Hüseyin BARANER

