

ITB Berlin Convention and *visit*Berlin present:

ITB Health Tourism Battle *visit* Berlin

ITB Destination Day, 09 March 2012

Be part of the
ITB Health Tourism Battle!



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ITB Health Tourism Battle



Background Information

- Worldwide increasing number of destinations and travel companies, which focus on health tourism and develop new products in this sector
- Health tourism is one of the long term tourism growth markets
- Due to the rising importance of this topic, the ITB Health Tourism Battle will present the audience with international best practices, challenges and trends



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The Event: What?

- Nine short and dynamic presentations of 4 minutes each
- Language of the presentation: English
- Content of the presentations:
excellent, creative, unique or innovative products,
destinations and/or locations with reference to health tourism
- Promptly at the end of the 4 minutes there will be a light
and/or sound signaling the time is up
- The best project, voted by the audience, will receive an award
and win a city trip to Berlin



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How to Apply

- Email the [application form](#) and a brief summary of your presentation consisting of a maximum of three charts with the following content to [Eva Guha](#):
 1. who you are / company profile
 2. what you have to offer
 3. what is the innovation and USP of your product
- **Deadline: 13 January 2012**



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Further Procedure

- Selection of the presentations according to specific criteria by a jury consisting of scientists and health tourism experts
- Announcement of the participants of the ITB Health Tourism Battle
- Submission of the final presentation of 12 charts maximum until 20 February 2012 to [Eva Guha](#)
- Presentation at the ITB Health Tourism Battle on 09 March 2012



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Please do not hesitate to contact us for further information.