



Hydrotherapy and Tourism Programmes For the Elderly

PROGRAMME OBJECTIVES

These programmes were started in 1985 and 1989, as complementary services of the social security benefits.



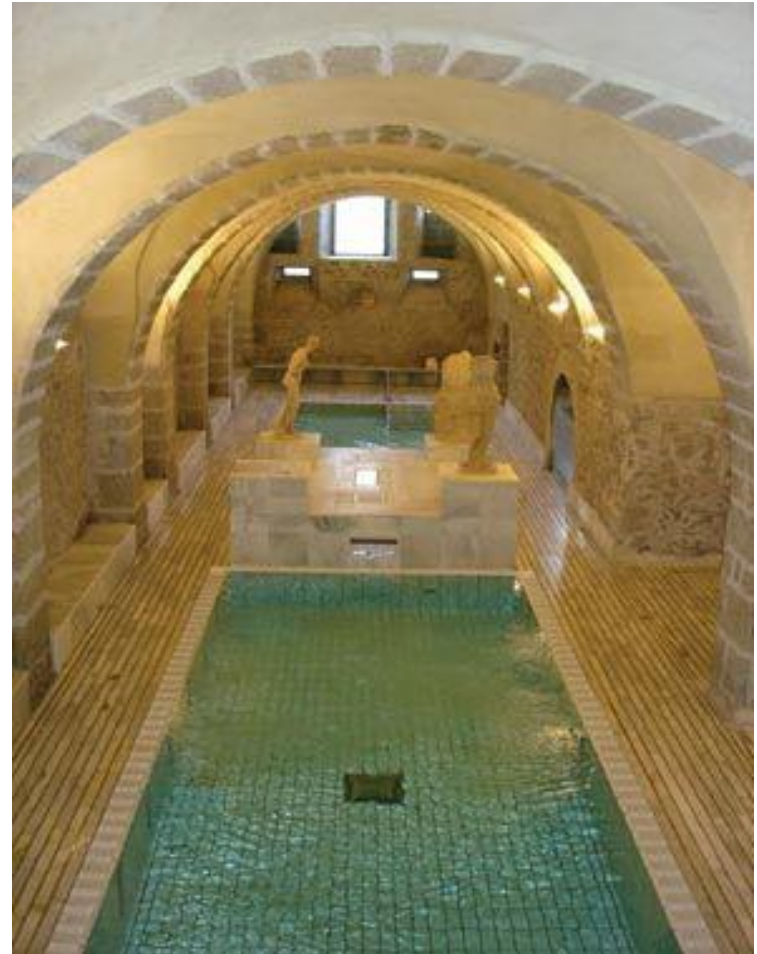
The quality of life of the elderly

Preservation of employment

Boosting economic activity

HYDROTHERAPY PROGRAMME


- Social/healthcare benefit
- In spas with medicinal mineral waters declared of public use
- Target groups in the Programme:
 - Widowhood pensioners < 55
 - Unemployment benefits < 60
 - Over 65 s
- Regulates services, funding systems, instructions on the development of each season.
- **New contracts:** The new Specifications for the procedure in progress: 2 years with possible extension:
 - No. of places: 208.500
 - No. of spa establishments: 107.
- Employment creation 2019: 13.512



Services offered by the Program

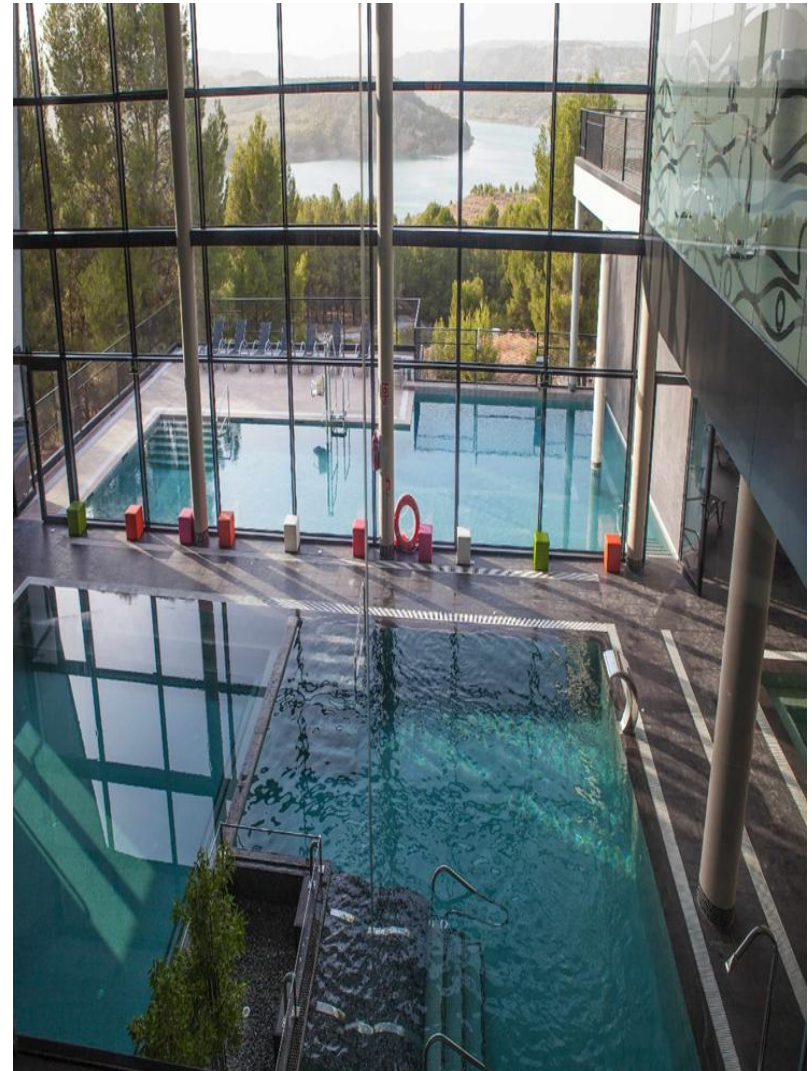
Services:

- **Bed and board**
- **Basic spa treatments:**
- **Medical examination on entry**
- **Spa treatment: cure**
- **Collective insurance policy**

 **10 y 12 days**

 **From February to
December**

Without transportation.



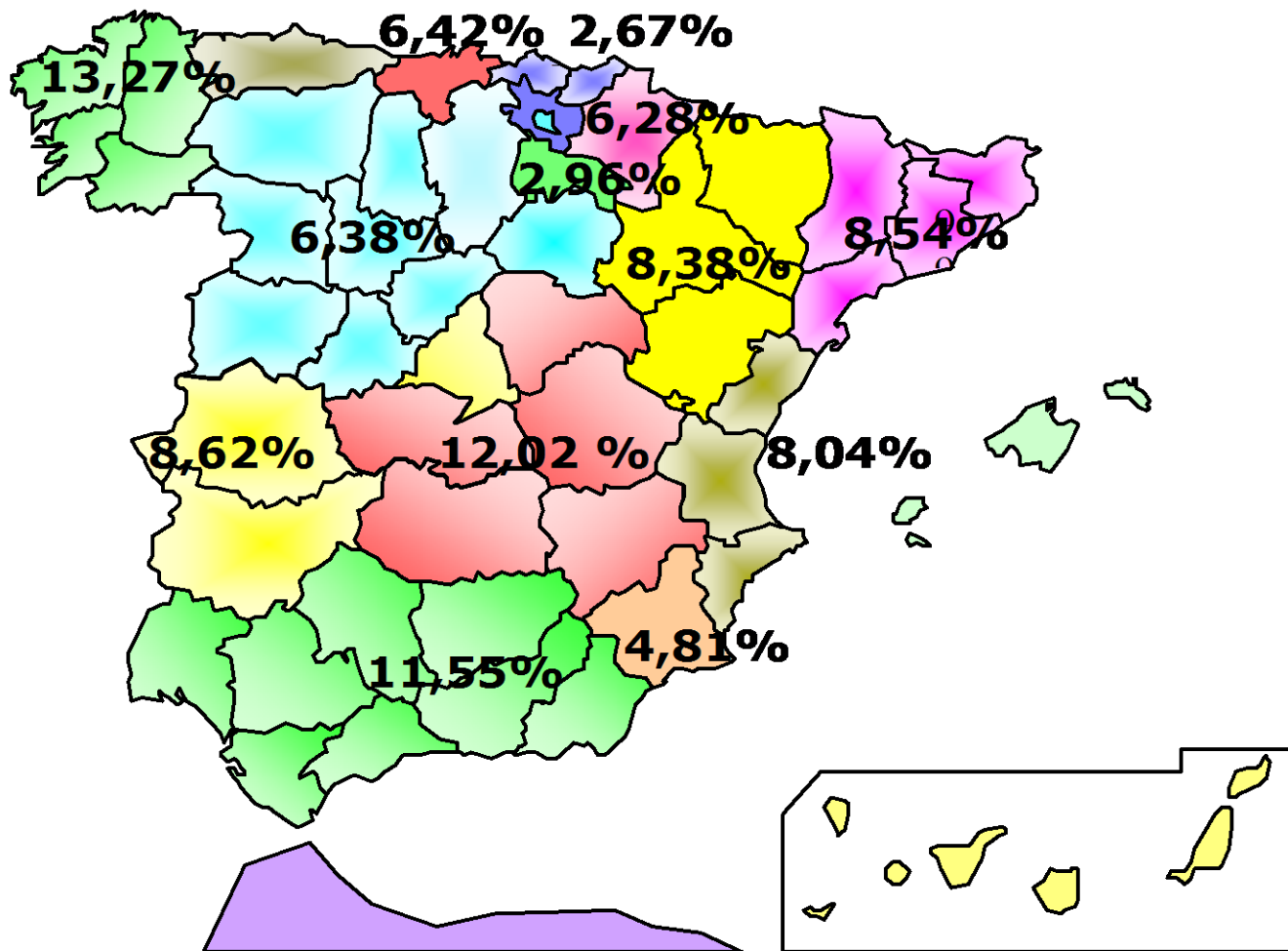
Evolution of n° Spa Establishment and places

| | Spa establishment | Places | | | Spa establishment | Places |
|------|-------------------|---------|--|------|-------------------|---------|
| 1990 | 31 | 29.965 | | 2005 | 68 | 125.168 |
| 1991 | 34 | 36.000 | | 2006 | 76 | 158.226 |
| 1992 | 39 | 45.000 | | 2007 | 80 | 169.395 |
| 1993 | 43 | 49.790 | | 2008 | 84 | 183.872 |
| 1994 | 47 | 53.108 | | 2009 | 90 | 196.399 |
| 1995 | 49 | 57.960 | | 2010 | 103 | 204.158 |
| 1996 | 49 | 61.279 | | 2011 | 105 | 206.770 |
| 1997 | 53 | 65.000 | | 2012 | 103 | 201.003 |
| 1998 | 57 | 69.000 | | 2013 | 103 | 187.761 |
| 1999 | 57 | 75.000 | | 2014 | 104 | 183.568 |
| 2000 | 61 | 79.961 | | 2015 | 105 | 183.148 |
| 2001 | 65 | 84.359 | | 2016 | 105 | 184.074 |
| 2002 | 69 | 91.675 | | 2017 | 105 | 182.814 |
| 2003 | 69 | 92.902 | | 2018 | 103 | 208.500 |
| 2004 | 67 | 118.499 | | 2019 | 107 | 208.500 |

Cofinancing. IMSERSO- Beneficiaries

| | IMSERSO (Euros) | Beneficiaries (Euros) | Complete Programme (Euros) | % Imserso |
|-------------|----------------------------|----------------------------------|---|----------------------|
| 2000 | 14.089.424,59 | 20.844.233,48 | 34.933.648,07 | 40,33% |
| 2005 | 18.752.530,00 | 33.980.608,64 | 52.733.138,64 | 35,56% |
| 2006 | 24.395.750,00 | 46.545.342,42 | 70.941.092,42 | 34,39% |
| 2007 | 27.589.593,48 | 53.691.439,20 | 81.281.032,68 | 33,94% |
| 2008 | 31.968.832,71 | 60.995.858,56 | 92.964.961,27 | 34,39% |
| 2009 | 31.982.684,13 | 71.475.488,07 | 103.458.172,20 | 30,91% |
| 2010 | 33.827.654,17 | 74.938.235,48 | 108.765.889,65 | 31,10% |
| 2011 | 34.701.682,03 | 77.634.614,60 | 112.236.296,63 | 30,92% |
| 2012 | 33.625.083,60 | 76.606.008,00 | 110.231.091,60 | 30,50% |
| 2013 | 30.185.988,61 | 67.507.979,07 | 97.693.967,68 | 30,90% |
| 2014 | 30.509.001,60 | 70.867.205,23 | 101.376.206,83 | 30,09% |
| 2015 | 30.570.575,02 | 69.807.928,83 | 100.378.503,85 | 30,46% |
| 2016 | 31.408.546,62 | 73.301.835,78 | 104.710.382,40 | 30,00% |
| 2017 | 31.020.626,33 | 72.029.974,27 | 103.050.600,66 | 30,10% |
| 2018 | 35.628.356,96 | 79.918.687,74 | 115.547.044,70 | 30,83% |

107 thermal spa



TOURISM PROGRAMME

- Enjoy vacation in warm climates: peninsular and insular coastal area
- Making Inland Tourism: cultural travel for history and art of Spain:
- Organization by IMSERSO
- Realization by travel services company
- Employment creation 2019: 90.000



Target Group Tourism Programme

➤ Target groups in the Programme:

- Widowhood pensioners < 55
- Unemployment benefits < 60
- Over 65 s



Distribution of the Imerso Tourism Programme

| | | |
|--|---|--|
|  | <p>Batch 1: Coastal mainland area:</p> <ul style="list-style-type: none"> • With or without transport. | <ul style="list-style-type: none"> • 15 days • 10 days • 8 days |
|  | <p>Batch 2: Coastal island area:</p> <ul style="list-style-type: none"> • With or without transport. | <ul style="list-style-type: none"> • 15 days • 10 days • 8 days |
|  | <p>Batch 3: Inland Tourism:</p> <ul style="list-style-type: none"> • Cultural Circuits • Nature Tourism • Provincial Capitals | <ul style="list-style-type: none"> • 6 days • 5 days • 4 days |

Services offered by the Program

- **Programme marketing:**
 - Agencies
 - On-line
- **Trip with tour guide**
- **Bed and board: 3 and 4 star hotel**
- **Animation socio cultural**
- **Further healthcare**
- **Collective insurance policy**



Activities



- Cultural:
 - ❖ Conferencies: Nutrition, sport benefits
 - ❖ Chats
- Sportives Activitites:
 - ❖ boules
 - ❖ swim
 - ❖ gymnastics
- Participations Activitites
 - ❖ Dancings
 - ❖ Singing
 - ❖ Disguises
 - ❖ Films

Management model of the tourism programme

Management model of the tourism programme

The joint and centralised management of the programme implemented by tourism companies solves issues and enhances the effectiveness compared to a separated management of the various sub-programmes.



IMSERSO: it contracts the travel spots in an open request for tenders

Awarded company/companies: they are in charge for the organisation, management and implementation of the programme:

- They commercialise the travel spots in travel agencies authorised by the IMSERSO and also online.
- They manage: hotels, transportation, supplementary activities, support services, etc.

