

A stethoscope with a black tube and silver binaural and chest piece is positioned diagonally across the frame. A small, bright red heart is placed near the top left of the stethoscope's chest piece. A white model of a commercial airplane is positioned below the heart, angled towards the bottom right. The entire scene is set against a solid orange background.

# The Quest for Wellness

## Health Tourism: Jet-Setting for a Jolly Fix

Utilizing the Quals.ai platform, an AI-powered qualitative research tool, we conducted 160 interviews in Germany and the UK between January 25-29, 2025. This included 80 participants who had previously traveled to Turkey for medical tourism and 80 who had not. Quals.AI conducted the interviews, analysed the conversations and came up with the insights.





Health tourism is not just about hopping on a plane for a medical procedure; it's about the complete experience of combining care with travel. Germans equate health tourism with affordable healthcare. Brits are focused on cosmetic procedures.

It's a mix of excitement and caution, with those who've taken the plunge often singing its praises, while the yet-to-be-converted remain skeptical, influenced by the media's horror stories.



*"Health tourism is like a free holiday. You get healthy, and you get to travel!" (Germany, Female, 36)*

*"I associate health tourism with aesthetic surgeries and dental treatments. I'd try it if I had the chance, but the media scares me." (UK, Male, 47)*

*"To me, health tourism is about not just saving money but also getting quality service." (Germany, Male, 48)*





## Motivations and Fears

The allure of health tourism largely hinges on cost savings. Germans love the combo of affordable and quality service, while the Brits are lured by low prices but spooked by potential risks. Concerns about aftercare, language barriers, and insurance are common themes.



Those who've yet to venture abroad for treatments tend to focus on these worries, while the seasoned travelers among us highlight their successful trips and the money they've saved.







*"Waiting times and high private care costs on the NHS pushed me to look abroad."  
(UK, Male, 53)*

*"It's not just about cost savings, it's also about getting things done quicker."  
(Germany, Male, 31)*

*"I'm worried about having to return for follow-ups, which could cost me more."  
(Germany, Male, 45)*



A close-up photograph of a person's mouth, showing their teeth and red lipstick. A dental mirror is visible on the right side of the frame, reflecting part of the mouth. The image has a red overlay.

## Turkey's Rising Star

Turkey emerges as a hot spot in the world of health tourism, with many Germans praising its affordability and quality services. Brits, on the other hand, can't help but mention the infamous "Turkey teeth" and other cosmetic stereotypes.

Those who've dipped their toes in Turkey's healthcare waters often return with tales of satisfaction and savings, while the skeptics remain wary of media horror stories.





*"I chose Turkey for dental treatment because it's affordable and provides top-notch service."  
(UK, Male, 50)*

*"I trust Turkish doctors' expertise, and my friends' experiences have been positive so that I had to do it."  
(Germany, Male, 39)*

*"Media sometimes exaggerates about Turkey, but I still find it worth trying."  
(UK, Female, 45)*



A background image showing a man with grey hair and a beard, wearing a grey sweater over a blue shirt, smiling and looking towards a woman with blonde hair. They are in a modern office or clinic setting with large windows and white walls. The image is overlaid with a semi-transparent blue gradient.

## Experiences and Expectations

Those who've taken the health tourism plunge often share glowing reviews. German participants rave about dental treatments in Turkey, while Brits focus on cosmetic procedures.

Both emphasize the importance of thorough research and gathering information for newbies considering health tourism.



*"I had dental treatment in Turkey, and it turned out perfect. I'd go back." (Germany, Female, 36)*

*"I chose Turkey for hair transplants; it was a smooth ride, and I got to holiday too." (UK, Male, 40)*

*"I was worried about aftercare and language barriers, but everything went well." (Germany, Female, 52)*



Health tourism continues to attract those seeking affordable and quality care, while concerns around language barriers, aftercare, and media-hyped risks remain in the background. Turkey stands out as an appealing destination, offering cost savings and perceived quality, yet some are still hesitant.

Experienced travelers share positive stories, encouraging the curious to take a leap of faith with proper research and caution. It's a globe-trotting adventure filled with diverse perceptions and experiences!