

## **Italcare: the Federterme project bringing Italian wellness to the world**

Rome, September 28 – Launched in October 2024, **Italcare** is the initiative promoted by **Federterme–Confindustria** and co-financed by the **Italian Ministry of Tourism** to position Italy as a leading destination for health, wellness, and preventive healthcare tourism. Conceived as a next-generation digital platform, Italcare enables Italian and international travelers to discover, compare, and directly book spa treatments, specialist care, and regenerative stays—combining the country’s thermal tradition, the high standards of its private healthcare system, and the excellence of Italian hospitality in a single seamless experience.

The project was born in a market already rich with potential: Italy boasts 317 thermal establishments, about 90% of which are accredited by the National Health Service, and in 2022 the sector generated revenues of nearly €1.4 billion. Italcare responds to this opportunity by offering an international showcase and a practical booking tool to enhance the entire supply chain.

At launch, the platform already featured more than 50 partner facilities, over 200 treatments, and 20 wellness and prevention programs. In less than a year, the network has grown to over 100 facilities and more than 300 services, including centers of excellence such as **Gruppo San Donato** (IRCCS Galeazzi and San Raffaele Hospitals), **Policlinico Universitario Fondazione Gemelli**, **Ospedale San Carlo di Nancy** in Rome, **Mater Olbia Hospital**, and the **Habilita** group. Thanks to a multilingual portal—currently available in Italian, English, and German and soon to expand to French and Spanish—Italcare has already generated over **9 million international impressions** in its first few months, attracting particular interest from the United States, Germany, and Austria.

One of the most innovative chapters is **Silver Age**, dedicated to an aging Italy, where more than 24.7% of the population is now over 65. Silver Age offers a digital gateway for international retirees and temporary residents, providing information on tax incentives—such as the 7% flat tax for those transferring residency—as well as opportunities to stay in thermal villages or partner facilities, booking personalized prevention and wellness programs. Federterme has also conducted a survey of more than 30 thermal facilities to assess their potential transformation into residences for independent seniors, paving the way for new “retirement village” and senior housing models, particularly in Southern Italy.

On the strategic partnership front, in 2025 Italcare signed an agreement with **AIOP** (Italian Private Hospital Association), allowing private hospitals to join the platform free of charge through the end of the year and to promote their healthcare services to foreign markets. Even more recently, Italcare partnered with **Destination Italia**, a leading inbound tourism company, bringing with it the **Hubcore.AI** technology and a global network of tour operators and travel advisors. Through this collaboration, Italcare can integrate customized travel packages, support users from treatment booking to travel logistics, and launch targeted promotional campaigns in key foreign markets.

Meanwhile, several operational initiatives are already underway: the platform is expanding language options to improve accessibility for international travelers; digital marketing campaigns are active across Europe, the United States, and the Middle East to attract new users and investors; technological features powered by **Hubcore.AI** are being enhanced to make searching and booking faster and more intuitive; and Italcare continues to participate in leading trade shows and international events, including **Health Tourism & Medical Odyssey in Dubai**, which has already showcased the Italian model and facilitated meetings with buyers and investors.

Less than a year after its launch, Italcare has evolved from a project into a growing ecosystem that unites health, wellness, and tourism in a single digital hub. With its expanding network, ongoing collaborations, and forward-looking initiatives, the platform is on track to become the first national brand capable of exporting Italy's excellence in medical and thermal tourism worldwide—offering travelers certified, safe, and personalized experiences while generating new development opportunities for local communities.

“With Italcare we aim to share the uniqueness and value of Italian thermal spas with the world. These are not only places of care but true hubs of health, prevention, and wellness,” says **Raffaella Di Sipio**, Project Director. “Our goal is to build strong relationships with international markets, promoting a tourism model that blends tradition, innovation, and sustainability.”