

Best Health Tourism Facility 2023 - Benicassim

Since its inception 50 years ago, Palasiet Thalasso Clinic & Hotel has been dedicated to helping its guests live healthier lives, supporting their health and wellbeing through five fundamental pillars. These are thalassotherapy, nutrition, physical activity, specialised medical treatments, and emotional balance. It has become the Spanish doyen of thalassotherapy and one of the most prestigious establishments in world health tourism.

Born in 1935, Dr. Joaquín Farnós Gauchía, a renowned Valencian doctor and politician, was one of the first to specialise in Spanish rheumatology and functional rehabilitation. At the beginning of the 1960s, he discovered the healing value of seawater at one of Europe's oldest thalassotherapy and functional rehabilitation centres. He was inspired to bring the concept of using seawater for therapeutic purposes to Spain.

Dr. Farnós founded the Helió Marino de Benicàssim Thermalism Centre in 1966, an organisation that pioneered the landscape of rehabilitation therapies until its closure in 1991. Serving thousands of patients across Spain, the Thermalism Centre introduced rehabilitation techniques using thalassotherapy, which was a phenomenal success.

In light of this positive reception, Dr. Farnós was inspired to establish Palasiet Thalasso Clinic & Hotel in 1970. Since then, it has become one of the most valued health

centres in Europe, having welcomed more than 150,000 guests looking to experience the healing value of seawater.

Dr. Farnós soon proposed the Palasiet Philosophy, which involves the use of seawater supervised by medical specialists combined with health nutrition, physical activity, emotional balance, and the most modern medical techniques to achieve optimal wellbeing. To this day, this model underpins the service Palasiet provides to its guests. The clinic operates based on the belief that guests simply need personal commitment and inspiration alongside the right support to make meaningful change and live a healthy life.

To benefit its guests, Palasiet offers various health programmes, adapted to each person according to their needs. Whether customers are seeking thalassotherapy to help with rheumatism, osteoporosis, fibromyalgia, weight loss, or anything else, the clinic can provide them with a tailored programme to address their unique goals.

They can also choose the level of intensity as well as the length of the programme, ranging from 7 to 21 nights.

Palasiet's programmes can be specialised like its Women's Balance Programme, designed for those going through pre-menopausal and menopausal periods. They can also be more general to serve as a simple wellness getaway, perfect for people looking to disconnect from their day-to-day lives. No matter the programme they select, guests can trust that they will receive an effective treatment using advanced equipment to ensure remarkable results.

Located in the heart of Benicassim, Palasiet is surrounded by beautiful gardens, flowerbeds, and trees. Facing the Mediterranean Sea, the magnificent Benicassim bay serves as the magical backdrop to guests' experience, inviting them to enjoy relaxation as well as enhanced health and wellbeing.

Palasiet invests in the proper training of its employees so that they can always provide an unforgettable experience to customers. Potential new recruits should be proactive, friendly, courteous, and eager to work.

The company instils in its workforce a commitment to quality across the business, which truly impacts its entire value chain. To this end, staff are encouraged to provide the best standard of service in order to promote and improve customer satisfaction. They must work to serve with efficiency, warmth, professionalism, dedication, and elegance. It is essential that they work together as a team to achieve their common goals.

As a result of its continued leadership in world health tourism and Spanish thalassotherapy, Palasiet Hotel & Clinic has been awarded Best Health Tourism Facility, Benicassim, in the European Travel Awards 2023.

The company wholeheartedly believes in its services and the incredible benefits of thalassotherapy. For this reason, its plan is to bring them to the attention of more people by attracting a larger number of international guests in the coming year. To do this, it intends to engage in more campaigns and agreements with specialised health tourism agencies across the world.

We congratulate Palasiet Hotel & Clinic on its success in the European Travel Awards and wish it the best of luck in its future endeavours.

