



Andorra is a 468 km² microstate in the Eastern Pyrenees, between Spain and France. Only 8% is urbanised, with 92% described by Visit Andorra as forest / nature-led territory.

Tourism and trade account for approximately 60% of Andorra's direct and indirect GDP

Andorra recorded 9.6 million visitors and 11.9 million overnight stays in 2024, according to the Andorran tourism minister's

Caldea is a major thermal spa anchor in Escaldes-Engordany, with thermal lagoons, hydromassage, outdoor water experiences, and high-mountain views in the city.

ANDORRA
CASE STUDY
MAY 2026

WELLNESS SNAPSHOT

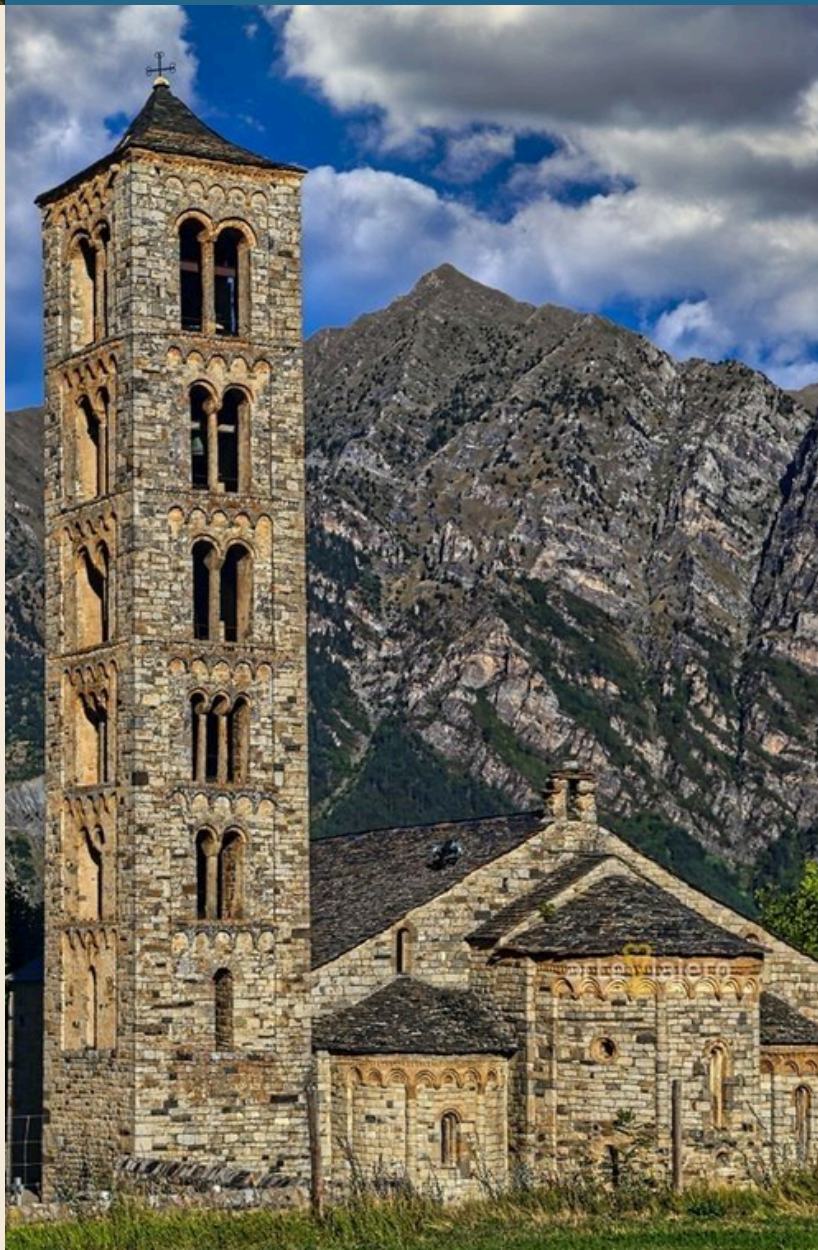
Global Wellness Institute -
Wellness Destination Tourism Initiative

Case Study Lead |
Lindsay Madden-Nadeau
Vice Chair Wellness Tourism Initiative



GLOBAL WELLNESS
INSTITUTE™

WELLNESS TOURISM INITIATIVE





SUSTAINABLE MOUNTAIN WELLNESS TOURISM: A HIGH- ALTITUDE CASE STUDY

A compact Pyrenean country using nature, altitude, thermal water, sport, cultural heritage, and premium wellness to reposition tourism from high-volume visitation toward higher-value, year-round wellbeing.

Andorra demonstrates how a compact mountain country can reposition wellness beyond the spa. Its natural environment is not an accessory to the visitor experience; it is the infrastructure of wellbeing. Altitude, clean air, thermal water, protected valleys, mountain movement, gastronomy, and cultural continuity create a destination where wellness is expressed through immersion in place. The opportunity is not only to attract more visitors, but to attract visitors who stay longer, engage more deeply, and contribute to a higher-value, more responsible tourism economy.

Andorra is shifting toward a more premium, higher-value model focused on longer stays, higher average spend, sustainability, training, digitalisation, governance, and year-round tourism. Andorra's tourism minister has stated that the future model is not simply about "growing more," but growing "better and more responsibly," with sustainability, training, digitalisation, and governance forming the pillars of the new tourism law.

Andorra's cultural offer includes Romanesque churches, mountain villages, *bordes*, local cuisine, pilgrimage, spiritual heritage, and cultural routes with more than 30 Romanesque churches across the country.

Around 90% of the territory is natural, the Madriu-Perafita-Claror Valley is a UNESCO World Heritage cultural landscape that reflects historic mountain resource use, communal land management, pastoralism, and a 700-year-old land-management system. Ordino, another UNESCO Biosphere Reserve, offers biodiversity shaped by traditional agriculture and herding.

JORDI TORRES
MINISTER OF TOURISM AND TRADE,
GOVERNMENT OF ANDORRA

" THE REAL PROGRESS OF TOURISM DOES NOT LIE
IN GROWING MORE, BUT IN GROWING BETTER AND
MORE RESPONSIBLY."

As Andorra looks to strengthen its position as a year-round destination, its tourism leadership is already signaling a shift from volume to value. As Jordi Torres, Minister of Tourism and Trade, has stated: "The real progress of tourism does not lie in growing more, but in growing better and more responsibly." This reinforces the opportunity for wellness tourism to support a more resilient, higher-value and seasonally balanced tourism model.

KEY SUCCESSSES

GOVERNMENT SUPPORT

Andorra's ability to secure government funding that strengthens the tourism framework, enabling the country to better attract visitors, improve the destination experience, and support longer-stay, higher-value tourism growth.

SUSTAINABLE TOURISM GOVERNANCE

Andorra is developing a new Framework Tourism Law with UN Tourism support, structured around sustainability, training, education, digitalization, and governance.

UN TOURISM CREDIBILITY

Ordino was recognized as a UN Tourism Best Tourism Village in 2023, giving Andorra a strong rural / mountain tourism benchmark

THERMAL SPA ANCHOR

Caldea provides a recognizable hero asset for thermal wellness, hydromassage, outdoor lagoons, panoramic water experiences, and family / adult wellness experiences.

EVENTS AS DESTINATION STRATEGY

The World Congress of Snow, Mountain and Wellness Tourism positions Andorra as an international forum for mountain tourism, sustainability, innovation, digitalization, and wellbeing.

WELLNESS CLUSTER DEVELOPMENT

Andorra Health Destination brings together clinics, healthcare professionals, wellness spaces, and specialist establishments under a shared health and wellness tourism proposition.

PREMIUM REPOSITIONING

Andorra Selected groups around forty quality establishments and services based on standards such as personalised attention, sustainability, and quality.

YEAR-ROUND MOUNTAIN SPORTS

Grandvalira Resorts offers a national-scale mountain platform: 308 km of slopes, ski schools, summer lifts, bike park access, gastronomy, and activity-led experiences.

A COMPACT COUNTRY REFRAMING WELLNESS THROUGH NATURE, ALTITUDE AND CULTURE

KEY LEARNINGS

Andorra has the foundations to become a distinctive year-round wellness tourism destination. Its thermal waters, altitude, mountain landscapes, outdoor sport, gastronomy and cultural heritage already offer many of the elements today's wellness traveller is seeking.

Tourism is also one of the country's strongest economic drivers, representing around 40% of GDP, with tourism and trade together accounting for approximately 60% of direct and indirect GDP. In 2024, Andorra welcomed around 9.6 million visitors and recorded 11.9 million overnight stays, confirming strong demand while highlighting a clear opportunity: to move beyond visitor volume and grow higher-value, longer-stay tourism. (Govern d'Andorra)

The country is already investing in the conditions needed for this shift. The Government has allocated €21.3 million to Andorra Tourism in 2026, supported by wider investment in digitalization, public transport, air connectivity and innovation.

Andorra's has introduced a new Tourism Framework Law focused on depersonalization, sustainability, accessibility and tourism intelligence. In parallel, the 2026–2036 innovation and diversification agenda identifies health, sport and technology as future pillars, creating a natural bridge to wellness, performance and recovery tourism.

The key learning is, that Andorra already has an existing assets, demand and policy direction are already in place. Investing in the right frameworks shows their commitment to growing into a more structured tourism story and connected visitor experience



FUTURE OPPORTUNITIES

Andorra's next step is to translate its natural strengths and national investment into a coordinated wellness tourism strategy that supports longer stays, higher spend and year-round visitation.

The €21.3 million Andorra Tourisme budget can help shape a stronger destination story through premium photography, wellness-led campaigns and curated visitor itineraries that position Andorra beyond seasonal mountain leisure.

Investment in digitalization and tourism intelligence can make wellness experiences easier to discover, book and measure, while giving the destination better insight into visitor behaviour, segmentation and performance.

Investment in public transport and air connectivity is fundamental to accessing the destination but also moving freely and easily within the destination.

These act as both infrastructure investments and are also building blocks for a stronger visitor journey, better access, improved promotion and more coordinated destination management.

The Tourism Framework Law will act to strengthen quality standards, operator training and professionalized wellness experiences. When brought together, these initiatives can create a stronger narrative for Andorra:

A premium mountain wellbeing destination where nature, altitude, thermal water, movement, recovery and culture are connected into meaningful visitor journeys.



OPERATOR EXCELLENCE



TOP 3 TOURISM ATTRACTIONS

Roc del Quer Viewpoint, Canillo

This is one of Andorra's most memorable visual experiences, with a 20-metre walkway, 12 metres of which are suspended in the air, offering views over the Montaup Valley, Valira d'Orient Valley and Grandvalira ski area.

Caldea Thermal Spa, Escaldes-Engordany

Caldea is as the largest thermal spring centre in southern Europe, and essential to the Wellness narrative. With thermal waters emerging from natural springs at 65°C to 70°C before being cooled for the lagoons. it makes for the perfect fresh mountain therapeutic experience.

Madriu-Perafita-Claror Valley

Known as one of the strongest nature and cultural landscape references in Andorra. The valley was declared a UNESCO World Heritage Site in 2004 and is Andorra's only UNESCO-listed site. It merges hiking, disconnection, cultural heritage, biodiversity and the relationship between people and mountain landscapes.

For more information contact
[GWJ Tourism Initiative](#)



GLOBAL WELLNESS
INSTITUTE™

WELLNESS TOURISM INITIATIVE