High Level Forum on Medical and Health Tourism
Forms of tourism which have as a primary motivation the contribution to physical, mental and spiritual health through medical and wellness-based activities which increase the capacity of individuals to satisfy their own needs and function better within their environment and society.

Medical Tourism

Wellness Tourism
A type of tourism activity which aims to improve and balance all of the main domains of human life including physical, mental, occupational, intellectual and spiritual. The primary motivation for the wellness tourist is to engage in preventive, proactive, lifestyle-enhancing activities such as fitness, healthy eating, relaxation, pampering and healing treatments.
Factors shaping health tourism

Over-burden health care systems driven by aging population and new lifestyles

Urbanization. Mainly chronic diseases

Increasing investments (often FDI) in medical tourism, technology and know-how

Technological developments. For instance laparoscopy

Wearables, M-health and e-health: smart solutions can define personal treatment plans

Protection of personal health data (i.e. privacy) information and legislation

Cross-border Patient Mobility. Especially in the EU
Opportunities

- Demographic changes
- New Lifestyles
- New segments (LGBT, generation Z, Lohas)
- Product development
- Technological advances and innovation
- Growing Demand
- Increasing Investment
Challenges

Accessibility.

Skills & training.

Collaboration health + tourism.

Sustainability (nature–based activities, wellbeing of local citizens and tourists)

Reliable data.

Regulation and Ethics.
23 General Assembly
St Petersburg, Russian Federation, 9 – 13 September 2019

UNWTO
World Tourism Organization