

1. What are the roles of governmental bodies in health/medical/wellness tourism?

Workforce Development & Education

Higher education
Vocational education
On the job training

Governance

Ministries
Associations
Councils
Regulatory bodies

Media & Communication

Domestic B2B
Domestic B2C
International B2B
International B2C
International B2G



UNWTO



Top Governmental Roles

Governance &
Regulation

Products, Services
& Standards

Partnership(s)

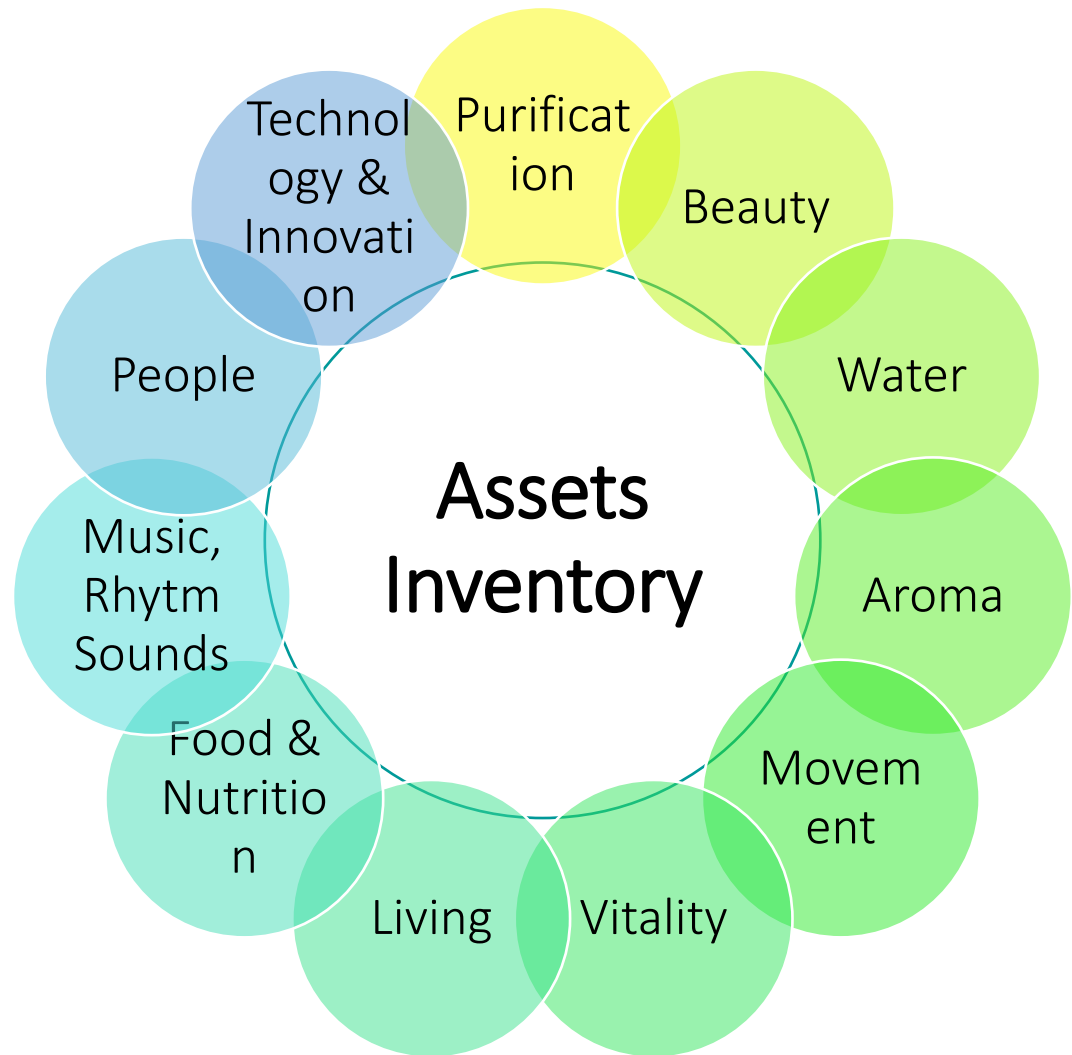
Communication
& Sales

Capacity Building &
Training

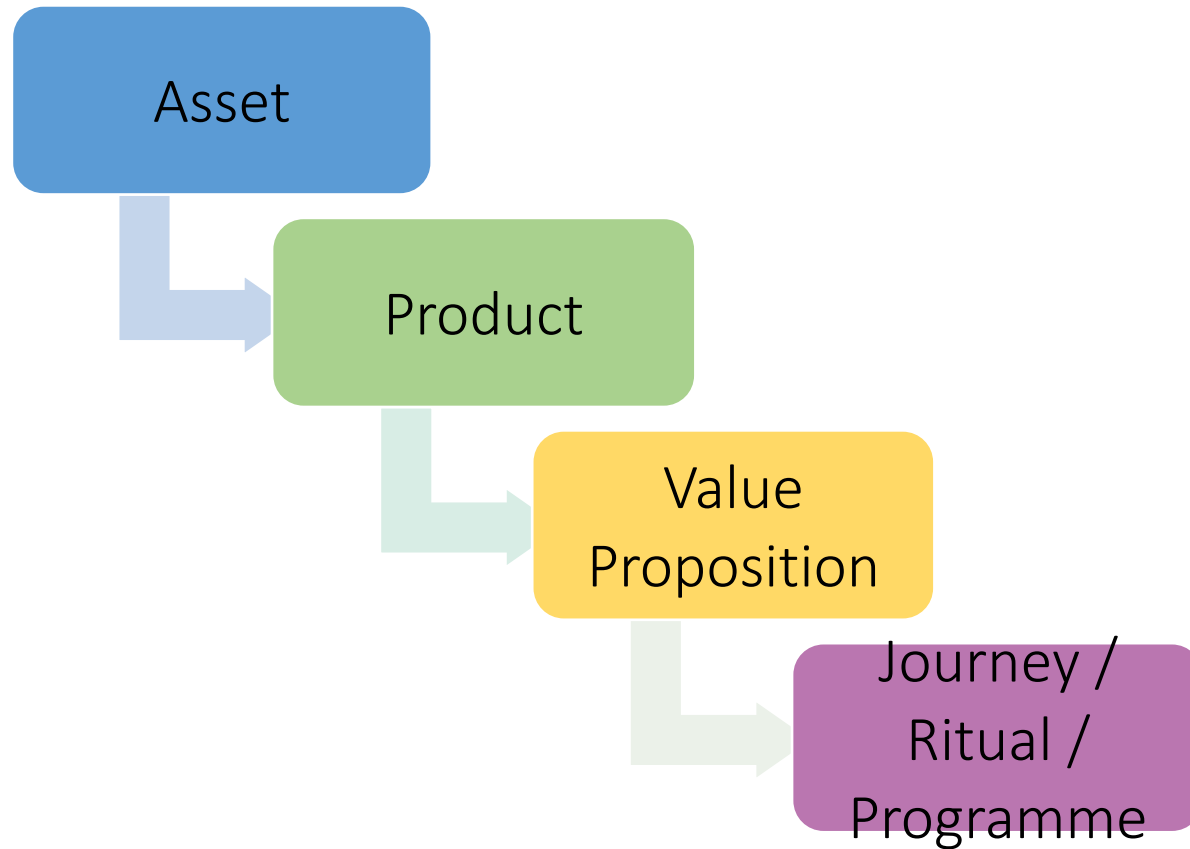
2. Which are the TOP3 tasks for any country interested in health/medical/wellness tourism development assuring long term success/competitiveness?



#1



#2



#3

National / Regional / Destination Level

- Development Guide
- Communication & Sales Guide
- Property/Destination Level Mentoring & Training

3. How can industry and communities leverage local resources in medical and wellness tourism?

HEALTH ENGAGEMENT LEVELS

NUMBER OF GUESTS



Accidental

- ✓ Treatment TO included in the package
- ✓ Seen a good price for check-up while at destination



Curiosity

- ✓ Treatment never tried or heard of before
- ✓ Gives the famous healing treatment a try



Hybrid

- ✓ Spiritual component of a cultural visit
- ✓ Combines cosmetic surgery with desert safari

SPENDING PER GUEST



Dedicated

- ✓ One week yoga retreat
- ✓ Cancer treatment package



Lifestyle

- ✓ Vegan, fitness & massage enthusiast

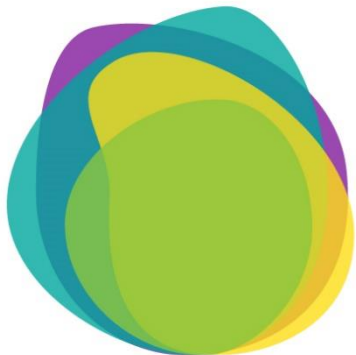
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