

EDUCATION AND SKILLS IN MEDICAL AND WELLBEING TOURISM

Best Practices from China

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The Chinese market is coming back ?

- Will Chinese tourists still choose Europe ?
- Is Europe ready for Chinese tourists ?
- When to return to pre-Covid levels ?
- What major challenges we face ?

Hurdles Remain



Flights



Visa



Supply Chain



Labor

The Transformation of Chinese Travel Patterns

- **Notable shift in Chinese travel behavior:** from low cost mass travel towards specialized travel products, fast tourism vs slow-paced tourism
- **Rising disposable income** – higher quality and more sophisticated travel experiences such as health tourism, value-driven approach
- **Changing travel motivations:** “quality focused” vs. “quantity focused”: well-being, lifestyle enhancement, more experience vs. less shopping and attractions, interest in discovering lesser known destinations, more demanding for quality service.
- **Growing health-consciousness:** focus on wellness and self-care, leisure combined with medical and wellness activities.
- **Search for privacy and personalization:** tailored services, personalized attention
- **Influence of social media and information access** – wealth of information, increased awareness – sophisticated travel choices

Chinese Outbound Health Tourism

- **Destinations:** South Korea, USA, Germany, Singapore, Malaysia, Switzerland, Thailand, and India
- **Changing demographics:** Desire for higher quality healthcare – rapidly aging society
- **Medical treatments:** organ transplants, cardiac surgeries, orthopedic procedures, cancer treatments, reproductive and fertility services, cosmetic surgeries, dental treatments
- **Wellness and preventive care:** health check-ups, medical examinations, spa and wellness retreats, stress management, lifestyle change, anti-aging, rejuvenation, stem-cell therapy.
- **Key factors influencing choices:** reputation and expertise of providers, language support, cost, travel convenience (flights and visas) safety and attractiveness of the destination, tourism infrastructure.
- **Marketing and promotion:** the power of social media in choosing destination, the importance of story-telling, the role of Chinese KOLs

“HEALTHY CHINA 2030”

Driving Change in Health Tourism



China's first long-term strategic health plan

China will continue to facilitate the integration of its **health-related industries** with the elderly care, **tourism**, Internet, fitness and food industries.

HiSEAS's mission on Health Tourism

**Destination &
Product
Marketing**

01

**Know How
Transfer**

02

Education

03





THANK YOU !

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