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

Know How Transfer

Education
THANK YOU!

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