



Report on the Global Medical Tourism Market Published

Tourism Research and Marketing has published the first report on the global medical tourism market. This report is now available from ATLAS, the international tourism education and research network.

Medical tourism is a rapidly growing global market which is now being actively developed by both public and private sector tourism and healthcare organisations. This report reviews the current state of the global medical tourism market, with information drawn from over 50 countries.

As the analysis of this complex field shows, there are many definitions of 'medical tourism', which many consider to be a specialised field of healthcare tourism in general. In this report, we define international medical tourism as:

Travel from a normal place of residence to a destination at which medical or surgical treatment is provided or performed, and which involves more than one night away from the country of residence.

Within this broad field, there are a growing number of specialised sectors of medical tourism, including surgical tourism, wellness and spa tourism, dental tourism and reproductive tourism, all of which are analysed in the report.

Our analysis indicates that the global medical tourism market comprised over 19 million trips in 2005, with a total value of \$20 billion (€16.4 billion). Many countries are experiencing double-digit growth in medical tourism, which is forecast to grow to 40 million trips, or 4% of global tourism volume by 2010.

Some of the key trends analysed in the report include:

- Growing government intervention
- Growing international private sector investment and joint ventures
- Increasing supply of medical tourism products, leading to greater competition
- An increasing role for tourism suppliers in the packaging and marketing of medical tourism
- Continuing barriers to medical tourism expansion, including a lack of governmental agreements on payment for treatment abroad and insurance coverage
- Growing ethical concerns about medical tourism, which may limit growth in some regions

Destination Countries covered in the report:

Argentina
Australia
Bahamas
Bahrain
Bangladesh
Barbados
Belgium
Brazil
Bulgaria
Canada
Cayman
Chile
Costa Rica
Cuba
Cyprus
Czech Republic*
Estonia*
France*
Germany*
Greece
Hungary *
India
Iran
Israel
Italy*
Japan *
Jordan
Korea
Lebanon
Lithuania
Malaysia
Mexico*
Netherlands
New Zealand *
Oman
Peru
Philippines*
Poland*
Romania*
Russia
Saudi Arabia
Singapore *
Slovakia*
Slovenia*
South Africa
Switzerland
Taiwan
Thailand *
Turkey
UAE
UK
USA*
Venezuela
Vietnam

* Separate Spa section entry

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