



By Tourism Authority of Thailand (TAT)
Dubai & Middle East



HEALTH & WELLNESS TOURISM IN THAILAND

19 January 2023
Kuwait

HEALTH & WELLNESS TOURISM IN THAILAND

MARKET INSIGHTS

Thailand has long been regarded as a top travel destination with its tropical islands, cuisine, historical and cultural treasures, and bustling markets. It has also become known for its world-class holistic wellness and health retreats.



HEALTH & WELLNESS TOURISM IN THAILAND

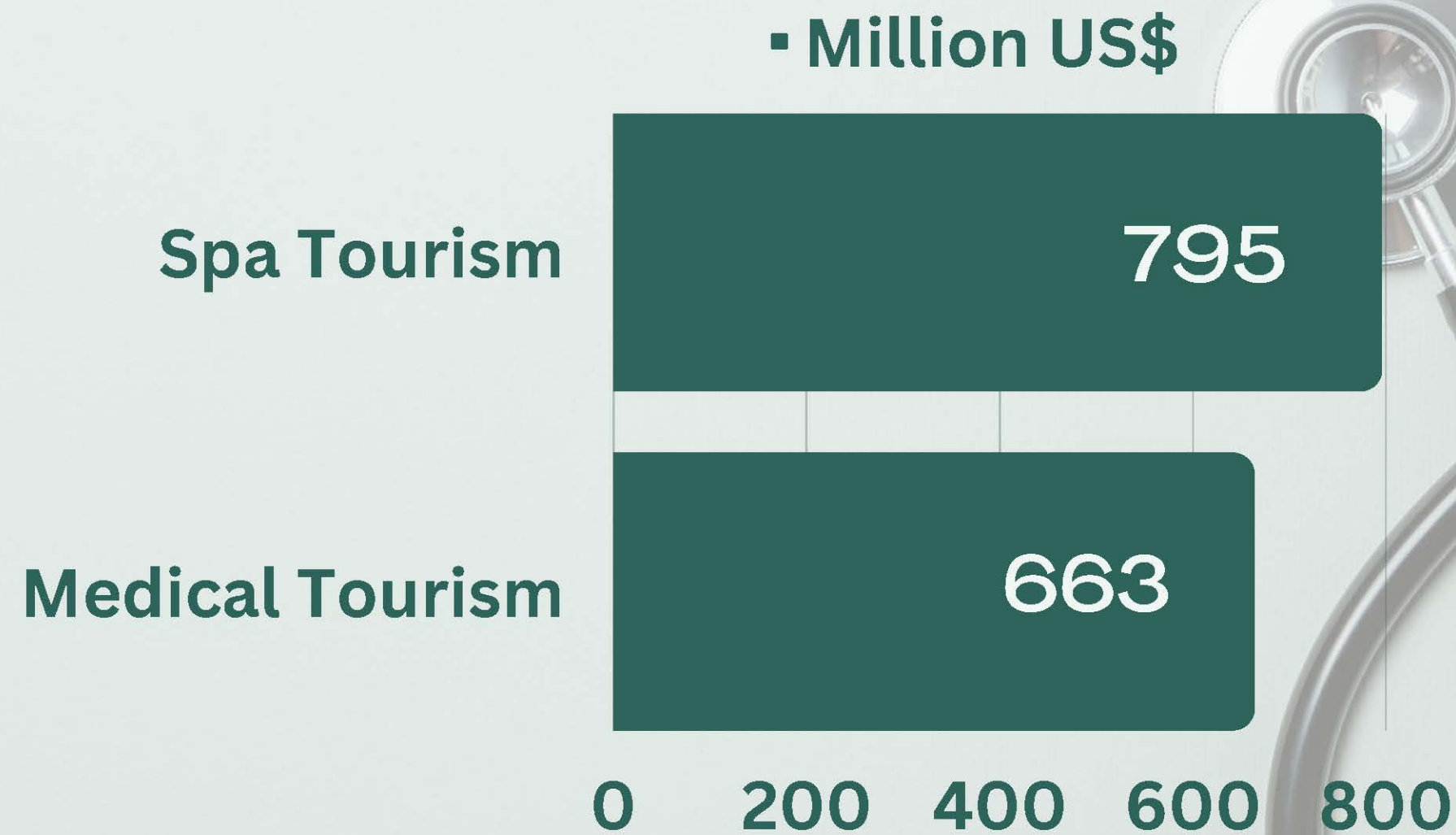
MARKET INSIGHTS

According to the Global Health Security (GHS) Index 2019, Thailand ranks Asia's No. 1 and ranked No. 6 among a total of 195 countries for the world's strongest health security in 2019 especially during the pandemic.

Rank	Country	Index Score	Region	Population	Income
1	United States	83.5	Northern America	100m+	High income
2	United Kingdom	77.9	Europe	50-100m	High income
3	Netherlands	75.6	Europe	10-50m	High income
4	Australia	75.5	Oceania	10-50m	High income
5	Canada	75.3	Northern America	10-50m	High income
6	Thailand	73.2	Southeastern Asia	50-100m	Upper middle income
7	Sweden	72.1	Europe	1-10m	High income
8	Denmark	70.4	Europe	1-10m	High income
9	South Korea	70.2	Eastern Asia	50-100m	High income
10	Finland	68.7	Europe	1-10m	High income
11	France	68.2	Europe	50-100m	High income
12	Slovenia	67.2	Europe	1-10m	High income
13	Switzerland	67.0	Europe	1-10m	High income

HEALTH & WELLNESS TOURISM IN THAILAND

MARKET INSIGHTS



27 MILLION
Health & Wellness
Visitors in 2019

OVERVIEW

1

REASONABLE COST

2

QUALITY
TREATMENT

3

HIGHLY DEVELOPED
TOURISM INDUSTRY

OVERVIEW



YEAR 2019

39 MILLION VISITORS

78,199 KUWAITIS

MAY- NOV 2022

> 40,932 KUWAITIS

THAILAND'S HEALTHCARE SYSTEM



> 400 Hospitals
Advance Technologies & Services



ISO 9001
CERTIFIED



> 60 Medical Facilities
Received the ISO 9001 & JCI

THAILAND'S LEADING HOSPITALS



Bumrungrad
International



PHYATHAI 2
HOSPITAL

SANAM PAO

MedPark
Hospital



BANGKOK
HOSPITAL



VEJTHANI
Vejthani Hospital



BPK 9 INTERNATIONAL HOSPITAL

By Bangkok Hospital Group



SAMITIVEJ
INTERNATIONAL



โรงพยาบาลปิยะเวท
PIYAVATE HOSPITAL



โรงพยาบาลเว็ลด์เมดิคอล
World Medical Hospital
Call Center 02-836-9999

COMMON PROCEDURES RECEIVED BY MEDICAL TOURISTS IN THAILAND

- Cancer treatments
- Cardiac Procedure
- Orthopedic Surgery
- Infertility Treatments
- Ophthalmology and Eye surgery
- Medical Checkup programs
- Cosmetic/plastic surgery
- Dental procedure

COST OF MEDICAL TREATMENT IN THAILAND



Major surgeries

Cost comparison of major surgeries between US / Europe and Thailand (in US\$), data provided by BusinessWeek.com + Medical Research

	Procedure US/ Europe	Thailand
Heart bypass	130,000	11,000
Heart valve replacement	160,000	10,000
Angioplasty	57,000	13,000
Hip replacement	43,000	12,000
Knee replacement	40,000	10,000
Hysterectomy	20,000	4,500
Spinal fusion	62,000	7,000

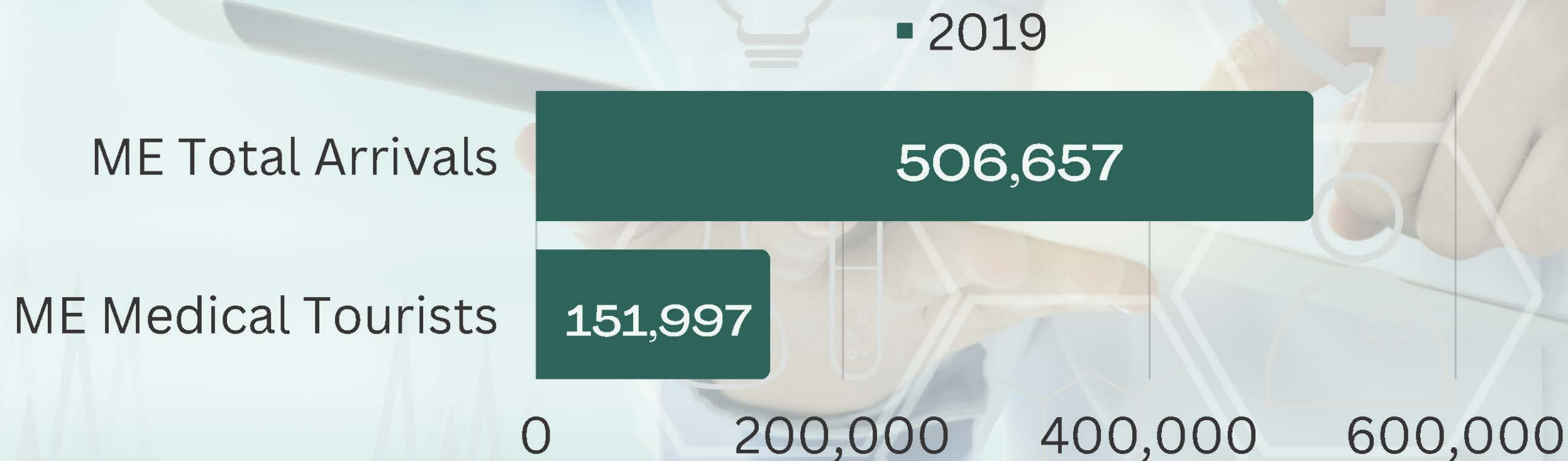
Plastic Surgeries

Facelift	4,500-5,000
Nose reshaping	3,500-4,000

STATISTICS OF THAILAND MEDICAL TOURISM

approx.
30%

Estimate from our survey with hospitals in Thailand and arrival data that **30%** of the Middle East Tourist arrivals to Thailand are medical tourists or approx. **150,000 PAX** in 2019.



HIGHLIGHTED PROJECTS FOR MEDICAL HEALTH & WELLNESS

Arab KOLs H&W FAM Trip

March 2023

Arab KOLs in GCC (Family Couples, Millennial, Celebrities) will be chosen to have a First-hand experience on the newest products & services for Health & Wellness in Thailand.

Trade Meet Event in Koh Samui

Mid June 2023

ME Buyers will be invited to participate Trade Meet in Koh Samui to meet with potential Thai Sellers as well as to inspect products & services for Health & Wellness in Thailand.

Health & Wellness Joint Promo

April – May 2023

Joint Sales Promotion with Middle Eastern Airlines / Travel Agencies to create brand awareness as well as increase sales volume on Health & Wellness business partners in Thailand.

Oman Health Exhibition & Conference in Oman

18 – 20 September 2023

An international annual event that showcases the continued development of the health and medical sector in Oman.



THANK YOU

Tourism Authority of Thailand (TAT) Dubai & Middle East Office

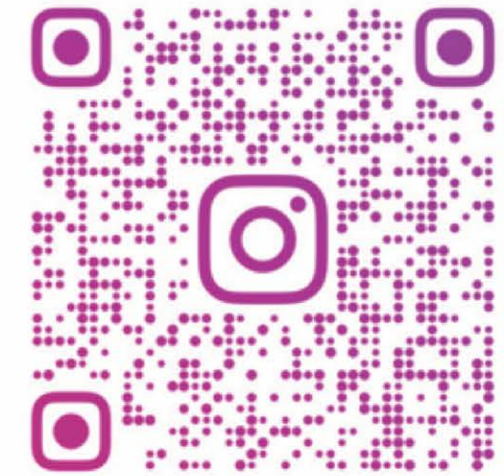
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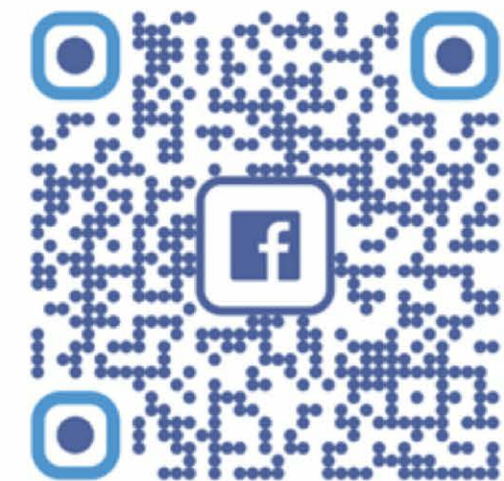
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