

Report on the Demand of Health and Wellness Tourism Services in ASEAN



one vision
one identity
one community

Report on the Demand of Health and Wellness Tourism Services in ASEAN

The Association of Southeast Asian Nations (ASEAN) was established on 8 August 1967. The Member States of the Association are Brunei Darussalam, Cambodia, Indonesia, Lao PDR, Malaysia, Myanmar, Philippines, Singapore, Thailand, Timor-Leste, and Viet Nam.

The ASEAN Secretariat is based in Jakarta, Indonesia.

Author:

Dr. Wichai Limpitikranon, Piyawan Chaiwisessakul, Nattha Lertpanyawiwat, Suthida Sattabongkod, Chanon Likitcharopathum, Pitirat Leepraphantkul and Ananya Suksathianpanich

For inquiries, contact:

The ASEAN Secretariat
Community Relations Division (CRD)
70A Jalan Sisingamangaraja
Jakarta 12110
Indonesia
Phone: (+62 21) 724-3372, 726-2991
Fax: (+62 21) 739-8234, 724-3504 E-mail: public@asean.org

Report on the Demand of Health and Wellness Tourism Services in ASEAN

Jakarta, ASEAN Secretariat, February 2026

338.4791

1. ASEAN – Health Tourism – Market Demand
2. SMEs – Cluster Development – Competitiveness



This report was prepared by Kenan Foundation Asia under the overall guidance of The Office of SMEs Promotion and The ASEAN Secretariat, and sponsored by the ASEAN Coordinating Committee on Micro, Small, and Medium Enterprises as part of the project “Resilience, Adaptability, and Competitiveness: A Roadmap for the Health and Wellness Tourism Sector ASEAN SMEs in a Post-Crisis Age”. This project is supported by the Government of Japan through the Japan-ASEAN Integration Fund (JAIF). The views expressed in this publication are solely those of the author(s), and do not necessarily reflect the views of ASEAN Member States, the Government of Japan and the ASEAN Secretariat.

The text of this publication may be freely quoted or reprinted, provided proper acknowledgement is given and a copy containing the reprinted material is sent to the Community Relations Division (CRD) of the ASEAN Secretariat, Jakarta.

General information on ASEAN appears online at the ASEAN Website: www.asean.org

Copyright Association of Southeast Asian Nations (ASEAN) 2026.

All rights reserved.



Report on the Demand of Health and Wellness Tourism Services in ASEAN

The ASEAN Secretariat
2026

List of Contents

LIST OF CONTENTS	III
LIST OF FIGURES	IV
LIST OF TABLES	IV
EXECUTIVE SUMMARY	1
1 ASEAN MEDICAL AND WELLNESS TOURISM MARKET: KEY HIGHLIGHTS AND TRENDS (2021 – 2032)	3
1.1 ASEAN Market 360° Synopsis, 2021 – 2032 (US\$ Billion)	3
1.2 Business Trends	3
1.3 Category Trends	4
1.4 Country Trends	6
2 ASEAN MEDICAL AND WELLNESS TOURISM INDUSTRY INSIGHTS	8
2.1 Industry Ecosystem Analysis	8
2.2 Industry Impact Forces	10
3 COMPETITIVE LANDSCAPE	37
3.1 Introduction	37
3.2 Company Matrix Analysis	38
3.3 Competitive Analysis of Major Market Players	40
3.4 Competitive Positioning Matrix	41
3.5 Strategy Dashboard	42
4 ASEAN MEDICAL AND WELLNESS TOURISM MARKET, BY CATEGORY	43
4.1 Medical Tourism	43
4.2 Wellness Tourism	49
5 ASEAN MEDICAL AND WELLNESS TOURISM MARKET, BY COUNTRY	53
5.1 Brunei Darussalam	53
5.2 Cambodia	53
5.3 Indonesia	54
5.4 Lao PDR	55
5.5 Malaysia	56
5.6 Philippines	59
5.7 Singapore	60
5.8 Thailand	61
5.9 Viet Nam	63
APPENDIX A	65

List of Figures

Figure 1 ASEAN medical and wellness tourism market 360° synopsis, 2021 – 2032 (US\$ Billion).....	3
Figure 2 Industry ecosystem analysis	9
Figure 3 Number of medical tourists in Malaysia, 2016 – 2022	12
Figure 4 Wellness tourism segment by category	17
Figure 5 JCI-accredited medical facilities in Thailand, 2024, categorised by type of care ...	20
Figure 6 Number of visitor arrivals in Cambodia, 2016 – 2022	25
Figure 7 Number of international tourist arrivals, Philippines, 2012 – 2023 (in millions)	29
Figure 8 Gap Analysis	34
Figure 9 PESTEL Analysis	36
Figure 10 Company matrix analysis.....	39
Figure 11 Competitive analysis.....	40
Figure 12 Competitive positioning matrix.....	41

List of Tables

Table 1 ASEAN medical and wellness tourism market, 2021 – 2025 (US\$ Million)	3
Table 2 ASEAN medical and wellness tourism market, 2026 – 2032 (US\$ Million)	3
Table 3 ASEAN medical and wellness tourism market, by category, 2021 – 2025 (US\$ Million)	4
Table 4 ASEAN medical and wellness tourism market, by category, 2026 – 2032 (US\$ Million)	5
Table 5 ASEAN medical and wellness tourism market, by country, 2021 – 2025 (US\$ Million)	6
Table 6 ASEAN medical and wellness tourism market, by country, 2026 – 2032 (US\$ Million)	6
Table 7 Industry Impact Forces	10
Table 8 Number of wellness tourism trips and average spending in key ASEAN countries, 2023.....	24
Table 9 Demographics of tourists by gender, 2023 (in Thousands)	32
Table 10 Demographics of tourists by age group, 2023 (in Thousands)	32
Table 11 Demographics of tourists by country, 2023 (in Thousands)	33
Table 12 Competitive positioning matrix: Classification criteria	42
Table 13 Strategy dashboard	42
Table 14 Domestic and international wellness tourism trips and expenditures in Thailand: 2020–2022.....	50

Executive Summary

This report marks the second phase of the project on health and wellness tourism in ASEAN on “Resilience, Adaptability, and Competitiveness: A Roadmap for the Health and Wellness Tourism Sector ASEAN SMEs in a Post-Crisis Age”. This report builds upon the insights from the initial phase, which focused on Thailand, Viet Nam, Cambodia, and the Philippines. This second phase expands its scope to include five additional countries: Malaysia, Indonesia, Lao PDR, Singapore, and Brunei Darussalam. The primary objective remains to enhance the competitiveness of ASEAN SMEs through cluster development and adherence to international quality standards, fostering sustainable economic growth in the post-crisis era.

ASEAN's health and wellness tourism sector has experienced remarkable growth, establishing the region as a global medical and wellness tourism hub. Leading markets such as Thailand, Malaysia, and Singapore continue to dominate, driven by competitive pricing, exceptional service quality, and robust governmental support. Emerging players like Cambodia and Lao PDR are steadily gaining traction, spurred by increasing investments in healthcare infrastructure and distinctive wellness offerings.

However, the COVID-19 pandemic has profoundly reshaped the industry, presenting opportunities and challenges. On the positive side, the pandemic has heightened global health and wellness awareness, driving demand for preventive healthcare and wellness-focused travel. Additionally, the accelerated adoption of digital health solutions, including telemedicine, has enhanced accessibility and convenience for international patients. Stringent hygiene and safety protocols introduced during the pandemic have also bolstered global confidence in ASEAN's healthcare systems. Furthermore, the crisis has emphasised the importance of regional collaboration, fostering harmonised standards and friendly competition.

Nevertheless, the industry faces significant hurdles in its recovery. Supply chain disruptions have impacted the availability of medical equipment and wellness products. International travel restrictions and evolving consumer preferences have reduced the number of medical tourists, particularly from long-haul destinations. The cost of implementing enhanced health and safety measures has increased operational expenses, disproportionately affecting smaller businesses with limited resources. Moreover, intensified competition from other regions adapting their health tourism strategies has added pressure on ASEAN countries to remain competitive. These challenges necessitate strategic and coordinated efforts to ensure recovery and long-term sustainability.

Health tourism clusters have emerged as a critical tool in enhancing competitiveness in this complex environment. By fostering collaboration among SMEs, healthcare providers, and government agencies, clusters enhance specialisation, raise service standards, and mitigate market fragmentation and regional coordination issues.

Demand analysis highlights strong interest in health and wellness tourism across ASEAN countries. Thailand, Malaysia, and Singapore benefit from well-established markets that attract significant international tourist arrivals. Emerging markets such as Cambodia, Indonesia, and Viet Nam exhibit high growth potential, driven by expanding middle-class populations and increasing healthcare investments.

A high concentration of Joint Commission International-accredited hospitals reinforces Thailand's leadership. Singapore's advanced healthcare technology and Malaysia's globally recognised halal healthcare offerings further bolster ASEAN's competitive edge. Meanwhile, emerging markets like Cambodia and Lao PDR leverage competitive labour costs and cultural uniqueness to attract medical tourists.

The wellness tourism segment, which encompasses spas, holistic therapies, and cultural wellness experiences, offers significant promise but remains underdeveloped in terms of regional quality standards. Harmonisation efforts led by Malaysia and Indonesia are critical to elevating service quality and ensuring competitiveness.

Key barriers, including limited access to financing, fragmented regional policies, and persistent workforce shortages, continue to hinder SME growth in the sector. Governments across ASEAN have responded with targeted measures, such as public-private partnerships in Malaysia and capacity-building programmes in Viet Nam. These initiatives are crucial for fostering a dynamic ecosystem that supports innovation and competitiveness.

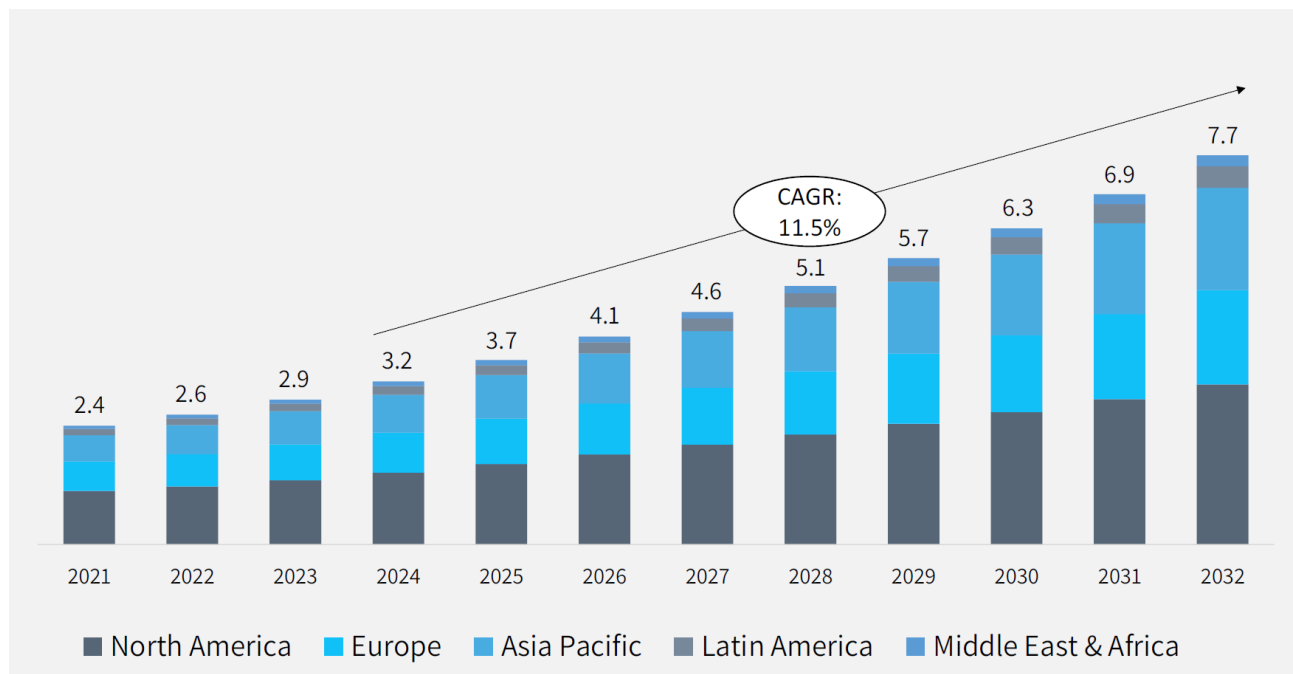
Market segmentation reveals a diverse clientele, from medical tourists seeking cost-effective procedures to wellness tourists prioritising relaxation and holistic well-being. Each ASEAN country leverages its unique strengths: Thailand excels in cosmetic surgery, Malaysia focuses on halal healthcare services, and Singapore specialises in complex medical procedures. Emerging destinations like Cambodia integrate traditional Khmer medicine with modern treatments, offering niche experiences that cater to specific market segments.

This report underscores the transformative potential of health and wellness tourism as a driver of sustainable economic growth in ASEAN. However, the sector must adapt to the evolving realities of a post-pandemic world. Strategic initiatives emphasising regional collaboration, innovation, sustainability, and skills development are pivotal for long-term success. By addressing challenges and seizing opportunities, ASEAN can solidify its position as a global health and wellness tourism leader, delivering substantial economic and social benefits for the region.

1 ASEAN Medical and Wellness Tourism Market: Key Highlights and Trends (2021 – 2032)

1.1 ASEAN Market 360° Synopsis, 2021 – 2032 (US\$ Billion)

Figure 1 ASEAN medical and wellness tourism market 360° synopsis, 2021 – 2032 (US\$ Billion)



Source: Kenan Foundation Asia. (2025)

1.2 Business Trends

Table 1 ASEAN medical and wellness tourism market, 2021 – 2025 (US\$ Million)

Segment	2021	2022	2023	2024	2025
US\$ Million	11,808.1	30,472.4	51,543.4	66,104.4	76,535.6

Source: Kenan Foundation Asia. (2025)

Table 2 ASEAN medical and wellness tourism market, 2026 – 2032 (US\$ Million)

Segment	2026	2027	2028	2029	2030	2031	2032	CAGR (2024–32)
US\$ Million	87,120.5	96,703.8	108,018.1	120,980.3	135,836.7	152,816.2	172,147.5	12.7%

Source: Kenan Foundation Asia. (2025)

The ASEAN medical and wellness tourism market was valued at around US\$66.1 billion in 2023 and is estimated to reach approximately US\$172.1 billion by the end of 2032, at 12.7% compound annual growth rate (CAGR) over the forecast period.

One of the primary drivers is cost-effectiveness, with Thailand, Malaysia, and Indonesia offering medical procedures at significantly lower prices than Western nations. For instance, U.S. patients benefit from reduced treatment costs of 60%–80% in Malaysia, 25%–40%

in Singapore, and 50%–75% in Thailand, depending on the treatment.¹ This affordability is complemented by high-quality healthcare infrastructure, especially in Thailand and Singapore, where hospitals are accredited by international bodies like the JCI (Joint Commission International). According to Thailand’s Medical Tourism Association, the country attracts over 3 million international patients annually, particularly for cosmetic surgery, dental care, and cardio treatments.²

Another major driver is government support across ASEAN countries, with governments actively promoting medical and wellness tourism through policies, infrastructure investment, and partnerships. Malaysia, for example, launched its Malaysia Healthcare Travel Industry Blueprint 2021–2025, with the goal of establishing itself as the Cardiology Hub of Asia.³ Similarly, Singapore is recognised for its high-end, technologically advanced medical services, especially in oncology and cardiology.

An influx of foreign direct investments in regional countries is also projected to play a prominent role in the growth of the ASEAN medical and wellness tourism market. For instance, the northern Quang Ninh province in Viet Nam recently became a hotspot for foreign tourism investments. In 2023, the province welcomed an estimated 2.6 million foreign visitors. Furthermore, in August 2024, the Viet Nam Tourism Property Association called for foreign investment in real estate and other sectors across all 63 provinces of Viet Nam.⁴ The announcement attracted global investors, many of whom were interested in visiting Viet Nam for further exploration. Similarly, in January 2024, the Council for the Development of Cambodia announced an influx of US\$4.92 billion as FDI for developing and expanding various fields, including tourism in Cambodia.⁵

The growing demand for wellness tourism boosts the market as travellers seek holistic treatments, rehabilitation, and traditional therapies alongside medical care. For example, Indonesia and Thailand are known for offering wellness retreats that include spa treatments, yoga, and alternative therapies, blending medical procedures with relaxation and recovery.

Lastly, the region’s geographic proximity to major markets like China, Australia, and the Middle East contributes to the rising number of medical tourists. ASEAN’s strategic location and appeal as a travel destination make it a favourable option for medical and wellness tourists, further driving market expansion.

1.3 Category Trends

Table 3 ASEAN medical and wellness tourism market, by category, 2021 – 2025 (US\$ Million)

Segment	2021	2022	2023	2024	2025
Medical tourism	3,377.4	8,651.4	14,524.5	18,487.2	21,241.7
Wellness tourism	8,430.7	21,821.0	37,018.9	47,617.1	55,293.9
Total	11,808.1	30,472.4	51,543.4	66,104.4	76,535.6

Source: Kenan Foundation Asia. (2025)

¹ [Why medical tourists prefer SEA healthcare: report | Healthcare Asia Magazine](#)

² [Thailand Medical Tourism: Top 8 Treatments 2023 | MedPark Hospital](#)

³ [Industry Blueprint 2021 – 2025 – Malaysia Healthcare Travel Council \(MHTC\)](#)

⁴ [Viet Nam realty assoc. calls for foreign investment in projects countrywide | Tuoi Tre News](#)

⁵ [Cambodia attracts 6.9 bln USD fixed-asset investment in 2024, up 40 pct-Xinhua](#)

Table 4 ASEAN medical and wellness tourism market, by category, 2026 – 2032 (US\$ Million)

Segment	2026	2027	2028	2029	2030	2031	2032	CAGR (2024–32)
Medical tourism	23,993.7	26,426.5	29,287.3	32,542.4	36,246.9	40,449.0	45,194.7	11.8%
Wellness tourism	63,126.8	70,277.3	78,730.8	88,437.8	99,589.7	112,367.3	126,952.8	13.0%
Total	87,120.5	96,703.8	108,018.1	120,980.3	135,836.7	152,816.2	172,147.5	12.7%

Source: Kenan Foundation Asia. (2025)

The medical tourism market is expected to expand at a CAGR of 11.8%, reaching over US\$ 45.2 billion by 2032.

The medical tourism segment in the ASEAN region is one of the fastest-growing markets globally. This is driven by a combination of factors. One key driver is affordability. Healthcare costs in ASEAN countries are significantly lower than in Western nations, with treatments in Thailand and Malaysia costing 50–70% less than in the U.S. or Europe. This cost advantage attracts patients from developed countries seeking high-quality care at a fraction of the price.

Quality of care is another critical factor. Thailand, Singapore, and Malaysia boast world-class hospitals accredited by international bodies such as the JCI, ensuring high treatment standards. Thailand's Bumrungrad International Hospital, one of the leading medical tourism hubs, serves over 500,000 international patients annually, reflecting the growing trust in ASEAN healthcare services.

Active government involvement in consolidating healthcare infrastructure also plays a major role in the growth of the ASEAN medical tourism market. For instance, in June 2023, PT Pertamina Bina Medika Indonesia Healthcare Corporation announced its plan to build a world-class international hospital in Bali to boost medical tourism in Indonesia. The newly constructed hospital will provide cutting-edge cardiology, oncology, neurology, gastroenteric pathology, and orthopaedics services.⁶

In addition, governments in the region are introducing lucrative policies to attract customers from the global level. For instance, in August 2024, Brunei Darussalam invited visa-free tourists from around 63 countries to explore tourist places there. Such policies are further expected to boost tourism in the ASEAN region.⁷

Integrating wellness tourism into medical packages has become another major driver. Patients seeking treatment can also engage in holistic recovery programmes, combining traditional healing practices, spa therapies, and post-surgery care. This trend is particularly prominent in Indonesia, where wellness tourism is growing rapidly. These drivers position the ASEAN region as a top destination for medical tourists seeking affordable, high-quality, and comprehensive healthcare experiences.

⁶ [Bali International Hospital Unveils First Look, Boosting Bali's Surge as a Premier Medical Tourism Destination for Travellers from Australia, Europe, and Beyond - Travel And Tour World](#)

⁷ [Brunei Darussalam is Surging Tourism Sector with Visa Free Travel for 63 Countries Including Germany, Greece, and Belgium - Travel And Tour World](#)

1.4 Country Trends

Table 5 ASEAN medical and wellness tourism market, by country, 2021 – 2025 (US\$ Million)

Region	2021	2022	2023	2024	2025
Thailand	5,540.0	14,372.3	24,437.9	31,505.3	36,666.2
Malaysia	1,886.9	4,876.7	8,261.0	10,610.4	12,302.8
Viet Nam	1,145.5	2,951.3	4,983.6	6,380.7	7,375.2
Indonesia	1,112.3	2,846.2	4,773.1	6,068.7	6,965.3
Philippines	975.5	2,507.1	4,223.3	5,394.1	6,219.5
Singapore	893.3	2,274.6	3,795.7	4,801.6	5,482.4
Cambodia	183.0	463.2	767.9	965.0	1,094.2
Lao PDR	51.7	131.2	218.5	275.7	314.0
Brunei Darussalam	19.8	49.9	82.3	102.9	116.1
Total	11,808.1	30,472.4	51,543.4	66,104.4	76,535.6

Source: Kenan Foundation Asia. (2025)

Table 6 ASEAN medical and wellness tourism market, by country, 2026 – 2032 (US\$ Million)

Region	2026	2027	2028	2029	2030	2031	2032	CAGR (2024-32)
Thailand	41,952.8	46,807.0	52,550.7	59,156.3	66,756.9	75,479.7	85,454.0	13.3%
Malaysia	14,024.8	15,590.4	17,440.0	19,561.4	21,995.7	24,781.2	27,956.8	12.9%
Viet Nam	8,381.0	9,287.2	10,356.2	11,579.3	12,979.2	14,576.8	16,392.7	12.5%
Indonesia	7,859.1	8,646.4	9,571.8	10,623.8	11,820.0	13,175.5	14,704.8	11.7%
Philippines	7,050.2	7,793.1	8,668.5	9,667.8	10,809.2	12,108.8	13,582.4	12.2%
Singapore	6,153.1	6,732.8	7,412.0	8,179.9	9,048.0	10,025.4	11,120.7	11.1%
Cambodia	1,219.4	1,324.4	1,446.9	1,584.1	1,737.8	1,909.1	2,098.8	10.2%
Lao PDR	351.5	383.5	421.0	463.3	510.9	564.4	624.0	10.8%
Brunei Darussalam	128.7	139.0	151.0	164.3	179.0	195.3	213.1	9.5%
Total	87,120.5	96,703.8	108,018.1	120,980.3	135,836.7	152,816.2	172,147.5	12.7%

Source: Kenan Foundation Asia. (2025)

Thailand has emerged as a dominant player in the ASEAN medical and wellness tourism market, holding a dominant market share in 2023 valued at over US\$24.4 billion. A primary driver for this is the country's reputation for offering world-class healthcare services at significantly lower costs than Western countries. The country's healthcare system boasts internationally accredited hospitals like Bumrungrad International Hospital.

Bumrungrad International Hospital and Bangkok Hospital are recognised for their advanced medical technologies and highly skilled professionals. This high standard of care has positioned Thailand as a top destination for complex medical procedures, including cosmetic surgery, dental care, and cardiovascular treatments.

Another key driver is Thailand's integration of wellness tourism with its healthcare offerings. The country is renowned for its traditional wellness therapies, such as Thai massage, herbal treatments, and holistic therapies, which attract patients looking for post-treatment recovery or general wellness retreats. This combination of medical treatment and wellness experiences offers a unique value proposition, especially for international visitors.

The government's proactive approach also plays a crucial role. Initiatives such as the Thailand 4.0 strategy and investment in healthcare infrastructure have further enhanced the country's capabilities to attract medical tourists.⁸ The introduction of specialised medical visas and partnerships with international insurance providers has made Thailand's healthcare services more accessible for foreign patients.

Thailand's appeal as a tourist destination, with its rich culture, tropical climate, and affordability, further boosts its attractiveness. Recent developments, such as expanding medical facilities and partnerships with global healthcare providers, are expected to drive future growth in Thailand's medical and wellness tourism market, solidifying its leadership position in ASEAN.

⁸ [Thailand 4.0 – The Next Great Investment Destination to the New Economy Dimerco —](#)

2 ASEAN Medical and Wellness Tourism Industry Insights

2.1 Industry Ecosystem Analysis

The ASEAN medical and wellness tourism industry has become a dynamic ecosystem driven by a synergy of healthcare excellence, affordable treatment costs, and diverse wellness offerings. The ecosystem encompasses hospitals, clinics, wellness centres, medical facilitators, and government support.

Thailand, Malaysia, and Singapore serve as medical tourism hubs, offering advanced treatments in fields like cardiology, orthopaedics, and cosmetic surgery. In the case of Thailand, an estimated 3 million medical tourists received medical treatment and rehabilitation in 2023.⁹ For Malaysia, government-backed initiatives and accreditation programmes, such as the Malaysia Healthcare Travel Council (MHTC), promote a safe and reliable healthcare destination.

Wellness tourism, as a complementary sector to medical tourism, flourishes through natural spas, retreats, and traditional healing practices, such as Indonesia's Javanese or Thailand's Thai massage.¹⁰ Complementary services like travel agencies, insurance, and hospitality providers integrate into the ecosystem to create seamless experiences for patients and wellness seekers.

Digital health platforms further enhance accessibility, with telemedicine services connecting international patients to local experts. Public-private Partnerships and government policies supporting visa relaxations and marketing bolster the region's competitiveness. This interconnected ecosystem drives economic growth and establishes ASEAN as a global leader in affordable, high-quality healthcare and holistic wellness experiences.

⁹ [Thailand Medical Tourism: Top 8 Treatments 2023 | MedPark Hospital](#)

¹⁰ [10 Reasons Why Malaysia Is The Best For Medical Tourism - Homage Malaysia](#)

Figure 2 Industry ecosystem analysis



Source: Kenan Foundation Asia. (2025)

2.2 Industry Impact Forces

Various forces drive growth and present challenges for the health and wellness tourism industry. These industry impact forces reflect opportunities and pitfalls that influence the sector's short-, medium-, and long-term prospects.

On the growth side, factors such as the low cost of medical treatments in developing countries, increasing compliance with international standards for surgical procedures, supportive government policies, and rising interest in health and wellness are transforming the industry. Additionally, the growing demand for eco-friendly, sustainable practices and technology integration is emerging as a significant trend.

Conversely, the industry faces several challenges that act as pitfalls. High costs of wellness programmes, long wait times for specific medical procedures, and issues related to patient follow-up and post-surgery complications pose significant hurdles. Furthermore, limited awareness and education about wellness tourism hinder its growth potential.

Understanding these forces is crucial for stakeholders to navigate the dynamic landscape, capitalise on growth drivers, and mitigate industry pitfalls. The following table outlines these impact forces and their varying effects over the short, medium, and long term.

Table 7 Industry Impact Forces



Growth driver	Short term	Medium term	Long term
Low cost of medical treatment in developing countries	Moderate	High	High
Growing compliance towards international standard for surgical procedures	High	Moderate	Moderate
Various government policies to ease medical travel	Low	Low	Moderate
Growing interest of people towards health and wellness	Low	Moderate	High
Rising government initiatives to promote wellness tourism	Moderate	Moderate	High
Growing Preference for eco-friendly and sustainable wellness practices coupled with technology integration	Low	Low	Moderate
Industry pitfall	Short term	Medium term	Long term
High cost of wellness programmes	High	Moderate	Low
Long wait time for certain medical procedures	High	High	Moderate
Issue with patient follow-up and post-surgery complication	High	Moderate	Low
Limited awareness and education for wellness tourism	High	Moderate	Low



Source: Kenan Foundation Asia. (2025)

2.2.1 Growth Drivers

Low-cost medical treatment

Post-pandemic recovery from 2021 onwards further stimulated medical and wellness tourism in the region, as pent-up demand for affordable surgeries and elective procedures drew international patients back. The cost differential became even more significant for patients from countries like Australia, Japan, and the Middle East, where healthcare costs continued to rise.

As cost-conscious patients seek high-quality, affordable treatments abroad, the low cost of medical services in ASEAN nations continues to fuel the region's dominance in the global medical and wellness tourism market, with projections indicating sustained growth through 2024.

This growing adherence to international surgical standards has enhanced trust among patients from high-income nations, where surgical procedures are more expensive. For example, according to Digit Insurance's report, a patient can save 50%–80% of expenses compared to the healthcare facilities of the U.S. Most cardiac surgeries can be completed at a much lower price.¹¹

Growing compliance with international standards for surgical procedures

Thailand, Singapore, Malaysia, and the Philippines have increasingly aligned their healthcare services with global standards, attracting international patients seeking high-quality and affordable care. Institutions in these countries are gaining accreditation from global bodies like the JCI, which has become a key factor for medical tourists selecting their treatment destination. As of July 2024, Thailand, a top medical tourism destination, has over 62 JCI-accredited medical facilities.¹²

Moreover, according to Statista, Malaysia reported an increase in medical tourists, from 561,000 in 2021 to 1.08 million in 2023.¹³ This is largely attributed to its high compliance with international protocols, with its healthcare providers certified by local and international agencies.

The ASEAN region's growing adherence to international standards is evident in cosmetic and dental procedures, both significant sectors within medical tourism. Clinics offering services such as breast augmentation, liposuction, and dental implants, which follow global best practices, have become popular among tourists from Western and Middle Eastern countries. Maintaining these high standards has made the region a leading medical and wellness tourism destination. This emphasis on compliance and quality care has strengthened its reputation, attracting many international visitors seeking high-quality treatments.

Government policies to ease medical travel

Government policies across ASEAN nations have significantly boosted the medical and wellness tourism market by providing critical support to ease cross-border healthcare travel. Thailand, Malaysia, Singapore, Indonesia and Viet Nam have introduced initiatives to streamline the medical visa process, enhance healthcare infrastructure, and promote their countries as premier medical tourism destinations. For instance, Thailand recently launched

¹¹ [Medical Tourism in Singapore: Top Hospitals, Procedures and benefits](#)

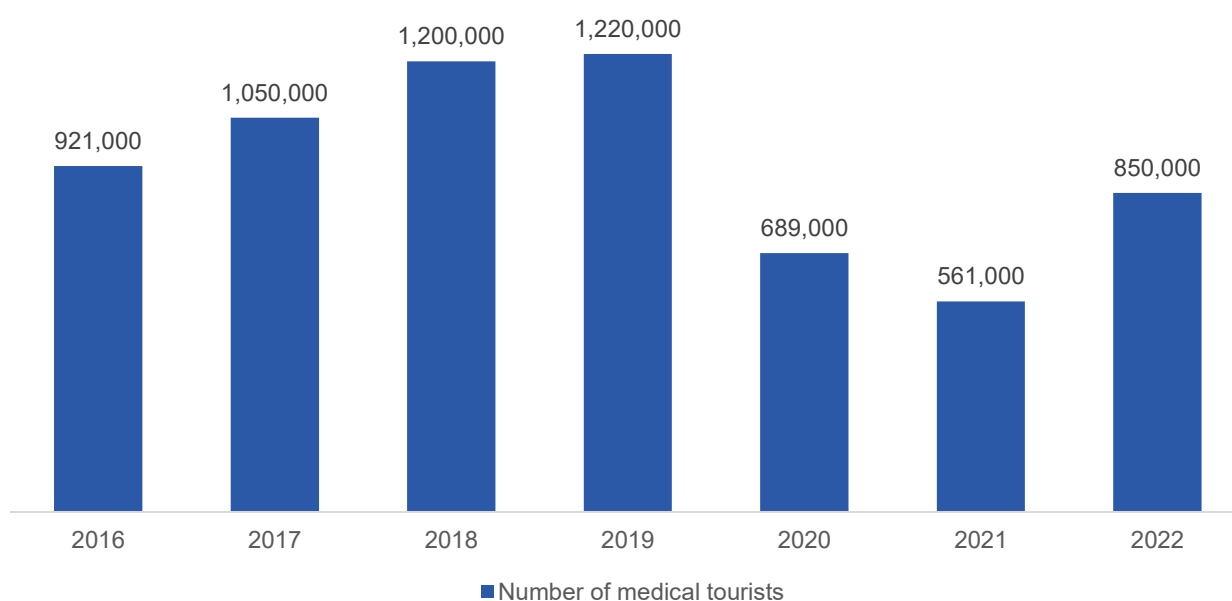
¹² [Thailand: number of JCI accredited medical facilities by type 2023 | Statista](#)

¹³ [Malaysia: number of medical tourists 2023 | Statista](#)

its Thailand Elite Card, offering long-term visa privileges and fast-tracked medical services, for over 20,000 tourists from 50 countries.¹⁴ The Thai government's Strategic Plan on Medical Hub 2017-2026 aims to increase revenue from medical tourists by 2026.

Similarly, the MHTC, Malaysia, collaborates closely with private hospitals to offer seamless medical tourism packages, focusing on premium healthcare offerings such as cardiology, oncology and fertility treatments. Between 2021 and 2024, Malaysia's government implemented policies to fast-track medical visas.¹⁵ MHTC has also worked on simplifying visa requirements and offering post-care services, drawing medical tourists from neighbouring countries and beyond. This has resulted in an increase in the number of medical tourists over time (Figure 3).

Figure 3 Number of medical tourists in Malaysia, 2016 – 2022



Source: Statista, 2024¹⁶

Singapore offers one of the most advanced healthcare infrastructures in the region and has speciality centres in oncology, cardiology, and neurology.

Growing global interest in health and wellness

As global awareness of the importance of preventive healthcare and well-being has surged, more individuals seek services beyond conventional medical treatments. Wellness tourism, which encompasses spa therapies, fitness programmes, yoga retreats, and holistic treatments, has gained immense popularity in Southeast Asia. The COVID-19 pandemic accelerated this trend as people prioritised their physical and mental health.

According to the Global Wellness Institute, the wellness tourism market in Southeast Asia grew between 2021 and 2023 as more tourists travelled to ASEAN countries for healthcare and wellness-related purposes. Thailand, Indonesia, and Malaysia have emerged as major

¹⁴ [Thailand Elite - Long stay visas and privileges | Apply online](#)

¹⁵ [Malaysia Visa Medical - Harley Street Health Centre](#)

¹⁶ <https://www.statista.com/statistics/1013809/medical-tourists-numbers-malaysia/>

hubs for wellness tourism due to their rich traditions in holistic treatments like Thai massage, Ayurveda, and herbal therapies.

Moreover, the region's affordability and high-quality medical services have attracted international visitors. For instance, Thailand's medical tourism market saw a rapid recovery in 2022, driven by an influx of patients seeking cosmetic surgery, dental procedures, and wellness programmes. Similarly, Indonesia has positioned itself as a wellness tourism destination, with Bali leading in retreats that offer detox programmes, yoga, and meditation.

Furthermore, there has been a rise in demand for medical services aimed at preventive care, such as health check-ups, weight management programmes, and mental health treatments. According to the ASEAN Tourism Association, this shift towards holistic health is evidenced by the increase in wellness-focused travel packages across ASEAN. In addition, the region's natural beauty, tropical climate, and integration of traditional practices have positioned it as a leading destination for those seeking medical treatments and wellness experiences that promote long-term health and rejuvenation.

Government initiatives promoting wellness tourism

ASEAN governments have increasingly recognised the economic potential of wellness tourism, leading to various programmes and partnerships to attract international visitors. For instance, the Thai government launched an "Amazing Thailand Health and Wellness Tourism" campaign to promote its traditional healing therapies, spa services, and wellness retreats.¹⁷ The Thai government has worked closely with the private sector to elevate the country's standing as a global wellness destination, projecting revenue from wellness tourism to exceed by 2024.

Similarly, Malaysia introduced its "Malaysia Healthcare Travel Industry Blueprint 2021–2025".¹⁸ The initiative focuses on enhancing wellness retreats and spa facilities while promoting the country's healthcare infrastructure, which has been a critical driver of tourist inflow. In 2022, Malaysia recorded 850,000 healthcare travellers, representing a significant portion of its tourism revenues.

Indonesia has also played a vital role in this trend, promoting traditional Javanese wellness practices such as Jamu herbal¹⁹ medicine and luxury wellness resorts in Bali. In 2023, the Indonesian government partnered with international wellness brands to develop world-class spa resorts. Meanwhile, the Philippines launched its "Wellness Tourism Roadmap" in 2022, aiming to leverage its rich biodiversity for nature-based healing practices.

These government initiatives have fostered a competitive environment in the ASEAN region, where countries strive to attract a growing global wellness market. These strategic efforts have solidified the ASEAN region's reputation as a premier medical and wellness tourism hub, offering a blend of modern healthcare services and traditional healing practices.

¹⁷ [Amazing Thailand Health & Wellness – Thailand Meaningful Wellness, New Chapter of Wellness Journey - สถานเอกอัครราชทูต ณ สิงคโปร์](#)

¹⁸ [Industry Blueprint 2021 – 2025 – Malaysia Healthcare Travel Council \(MHTC\)](#)

¹⁹ [Jamu, a Worldwide-famous Traditional Indonesian Herbal Potion](#)

Growing preference for eco-friendly and sustainable wellness practices coupled with technology integration

The ASEAN medical and wellness tourism market has seen a growing preference for eco-friendly and sustainable wellness practices, driven by rising consumer consciousness about environmental impact and health. Travellers increasingly sought wellness destinations that align with sustainable values, preferring eco-friendly resorts, natural therapies, and holistic health treatments.

Wellness centres in Thailand, Indonesia, and Malaysia have integrated sustainability into their offerings using organic products, sustainable building materials, and locally sourced ingredients. For instance, Thailand's wellness resorts like Chiva-Som in Hua Hin have adopted solar energy, waste reduction practices, and organic farming to appeal to environmentally conscious tourists.

Technology integration has further amplified the appeal of ASEAN's wellness tourism market. Digital platforms enable customers to access wellness services online, book eco-friendly wellness packages, and track their health remotely through apps. Telemedicine platforms in Singapore and Thailand have enabled post-treatment follow-ups and wellness coaching, reducing the carbon footprint associated with travel. According to a report by the Global Wellness Institute (2023), 25% of wellness tourists from Western countries chose ASEAN destinations with a strong focus on eco-friendly, tech-enabled practices, reflecting this growing demand.

Governments in the ASEAN region have supported the shift towards sustainability by encouraging medical and wellness tourism providers to adopt green practices. In 2022, the Thailand Board of Investment introduced incentives for healthcare and wellness facilities that implemented sustainable energy and waste management systems, boosting eco-tourism.²⁰ This trend reflects a larger global movement towards sustainability, with ASEAN positioning itself as a leader in eco-friendly medical and wellness tourism practices.

2.2.2 Restraints

High cost of wellness programmes

The high cost of wellness programmes is a significant restraint for the ASEAN medical and wellness tourism market, particularly affecting middle-income consumers. Wellness tourism often includes specialised yet expensive treatments such as detox programmes, spa therapies, and holistic health activities like yoga and meditation retreats. In 2021, wellness retreats in Thailand and Bali became premium offerings. These highly priced offerings include luxury accommodations, personalised health assessments, and specialised organic meals, but they remain inaccessible for a broad section of potential customers from neighbouring ASEAN countries and budget-conscious tourists.

Despite efforts by ASEAN nations to promote themselves as affordable wellness destinations, the high-end nature of wellness services has limited market growth. By 2022, the rising cost of operations due to inflation, along with the use of premium organic products and international wellness experts, further escalated the costs of these programmes. For example, a wellness package in Malaysia that included traditional Malay therapies combined with modern wellness treatments saw prices rise by 15%. Such prices have placed ASEAN wellness tourism in direct competition with established European and

²⁰ [BOI : The Board of Investment of Thailand](#)

North American wellness markets, where affluent consumers are already accustomed to higher wellness expenditures.

In 2023, the trend continued as wellness providers in Thailand and Singapore struggled to balance offering high-quality services while keeping costs competitive. The increasing demand for personalised wellness programmes, particularly post-COVID-19, increased the need for specialised staff and imported wellness products, raising prices.

According to a 2024 report, wellness tourism in ASEAN saw substantial growth. However, the high cost of wellness programmes was identified as a key limiting factor for expanding the market's reach among the ASEAN middle class. The pricing challenge has thus restricted the growth of the region's wellness sector, preventing it from fully capitalising on the rising global demand for health and wellness services. With neighbouring ASEAN countries already competing on affordability, high programme costs continue to limit ASEAN's broader potential as a wellness hub.

Long wait time for certain medical procedures

While Thailand, Singapore, and Malaysia are major hubs for medical tourism, their healthcare systems have increasingly faced strain due to rising demand. The COVID-19 pandemic exacerbated these delays, as healthcare resources were diverted to handling the health crisis, reducing capacity for non-urgent medical procedures.

In Malaysia, for instance, post-pandemic medical tourism rebounded in 2022, leading to an increase in demand for services like cosmetic surgery and fertility treatments. This surge, coupled with a shortage of healthcare staff, has resulted in waiting times stretching from weeks to months for hip replacements and knee surgeries.

The long wait times, especially for elective surgeries, have pushed potential medical tourists to seek alternatives in countries with shorter waiting periods or to postpone their treatments entirely.

Addressing these wait time challenges as the ASEAN medical tourism market grows is critical to maintaining the region's competitive edge. Expanding healthcare infrastructure, training more specialists, and adopting telemedicine for follow-up care could alleviate the strain on these healthcare systems.

Patient follow-up and post-surgery complications

One of the most significant restraints affecting the ASEAN medical and wellness tourism market is the issue around patient follow-up and post-surgery complications. Medical tourists often return home soon after complicated medical treatments or surgeries, which presents challenges in continuous post-surgical care and monitoring. A lack of proper follow-up can lead to severe complications, such as infections, improper healing, or adverse reactions to medication.

Medical tourists in ASEAN countries reported complications post-surgery due to insufficient follow-up care. These complications are exacerbated when patients face difficulties accessing the healthcare providers who initially treated them. This problem is particularly apparent in popular medical tourism destinations such as Thailand and Malaysia. This can lead to dissatisfaction and decreased confidence in medical services. Furthermore, the cost of returning to the host country for follow-up visits is prohibitive for many patients, contributing to them forgoing critical postoperative care.

Typical medical tourism practices can increase the risk of medical complications. A study by Dr. Valorie A Crooks.²¹ Stated that medical tourists who fly abroad are thought to be at heightened risk for deep vein thrombosis or pulmonary embolism owing to long-distance air travel following surgery. There is also concern that medical tourists are at risk of exposure to blood-borne infection due to unsafe practices on blood collection, screening and storage in destination countries.

Individuals travelling for organ transplantation, in particular, may experience higher rates of severe infectious complications because of inadequate screening protocols. Furthermore, medical tourism can disrupt the continuity of care and result in gaps in the documentation of a patient's medical history. As a result, medical tourists may lack adequate access to follow-up once back home owing to documentation gaps.

Limited awareness and education about wellness tourism

Despite ASEAN's rich potential for medical and wellness tourism, many tourists are unaware of the full range of these offerings. A survey conducted by the Global Wellness Institute in 2021 revealed that only ~35% of international travellers regarded Southeast Asia as a destination for wellness tourism. Southeast Asian nations are often associated more with general tourism than specialised wellness services such as detox retreats, yoga resorts, or traditional healing therapies. This lack of awareness stems from insufficient marketing efforts, particularly in non-Asian countries.

Moreover, there is a gap in educational content targeted at international travellers about the health benefits of wellness services offered in the ASEAN region. Many consumers in key target markets like Europe and North America remain unfamiliar with traditional wellness practices such as Thai massage, Balinese spa treatments, or herbal remedies, limiting their interest in travelling to Southeast Asia for wellness experiences.

The fragmented nature of the ASEAN wellness tourism market contributes to this lack of awareness. Unlike Europe, where countries have unified marketing campaigns promoting wellness tourism, ASEAN lacks a cohesive regional strategy to promote its offerings. Data from the ASEAN Tourism Strategic Plan (2016–2025) show that while some efforts have been made to integrate health and wellness into tourism promotion, the impact has been minimal, with wellness tourism accounting for less of a percentage point of the total tourism revenue in key ASEAN destinations as of 2023.²²

Furthermore, local service providers often focus on domestic clients or tourists already familiar with their offerings, neglecting the vast international market. Without concerted efforts to increase awareness and educate potential wellness tourists about the unique benefits of ASEAN wellness services, the region will struggle to attract a significant share of the global wellness tourism market.

2.2.3 Growth Potential Analysis

The health and wellness tourism industry demonstrates significant growth potential, driven by evolving consumer preferences and emerging market trends. Wellness tourism, in particular, has become a cornerstone of the industry, fueled by increasing demand for holistic health experiences, preventive care, and sustainable practices. This segment

²¹ <https://bmjopen.bmj.com/content/3/2/e002302#:~:text=XML,lax%20safety%20standards.>

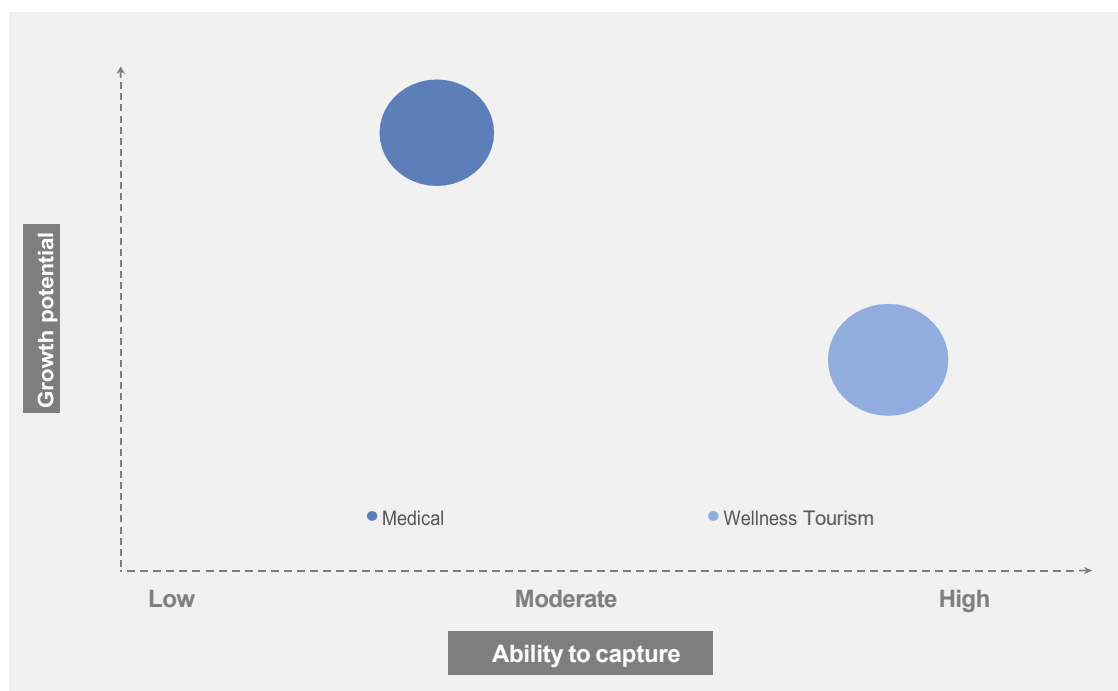
²² asean.org/wp-content/uploads/2022/05/Updated_ATSP_2016-2025.pdf

distinguishes itself from medical tourism by enhancing overall well-being rather than addressing specific medical needs.

Key growth drivers include a rising interest in health-conscious lifestyles, government initiatives promoting wellness tourism, and technological innovations that enhance the quality and accessibility of services. As global awareness of mental and physical well-being expands, the wellness tourism sector is well-positioned to capitalise on these trends and sustain its growth momentum in the years ahead.

By Category

Figure 4 Wellness tourism segment by category



Source: Kenan Foundation Asia. (2025)

The wellness tourism segment in the ASEAN market is driven by several unique factors that differentiate it from the medical tourism segment. Key drivers of wellness tourism include the region's rich cultural heritage, and the incorporation of traditional healing practices such as Thai massage, Balinese spa treatments, and herbal remedies. These culturally rooted practices attract international tourists, especially from China, Japan, and Australia. The growing global emphasis on mental well-being and stress relief also contributes to the rise of wellness tourism, with an increasing number of travellers opting for yoga retreats, meditation, and spa vacations to escape fast-paced lifestyles.

Overall, wellness tourism benefits from a broader and more frequent audience, as it appeals to a wider demographic looking to enhance their overall well-being. Furthermore, wellness tourism often attracts longer stays and repeat visits as tourists integrate these experiences into their regular travel plans. With growing health consciousness and the appeal of authentic, nature-based wellness experiences, the ASEAN wellness tourism market is positioned for sustained growth.

2.2.4 Technological Landscape

ASEAN Medical Tourism Market

Telemedicine has become a critical innovation in ASEAN's medical tourism market, especially after the COVID-19 pandemic. Thailand and Malaysia have incorporated virtual consultations, enabling international patients to connect with doctors before travelling for treatment. For instance, Thailand's Bumrungrad International Hospital reported increased teleconsultations from international patients in 2022. This technology also supports post-treatment follow-ups, reducing the need for patients to make multiple trips.

AI and machine learning technologies are also increasingly used to personalise medical tourists' treatment plans. Malaysia's healthcare sector has adopted artificial intelligence (AI) tools for diagnostic imaging and patient management. For example, the MHTC, Malaysia, uses AI-driven platforms to match patients with specialists based on medical history and treatment needs. In recent years, Malaysia has seen increased patient satisfaction due to AI-driven personalisation in medical tourism services.

ASEAN Wellness Tourism Market

With the rise of digital platforms during and after the COVID-19 pandemic, ASEAN wellness tourism providers began offering virtual wellness services, such as online yoga classes, meditation sessions, and wellness consultations. In Thailand, for instance, wellness resorts like Chiva-Som introduced virtual retreats in 2021. According to a report by the Global Wellness Institute, this initiative boosted digital engagement between 2021 and 2023.

Several ASEAN wellness resorts have also integrated AI to create personalised wellness experiences. Resorts in Malaysia and Indonesia are using AI-powered health assessments to analyse guests' fitness levels, dietary needs, and stress factors. In 2023, a study by the ASEAN Wellness Tourism Association revealed that personalised wellness services increased client retention as guests returned for custom-designed programmes that addressed their specific health and wellness goals.

Wellness resorts in Singapore and Thailand have integrated wearable health technologies, such as fitness trackers and sleep monitors, to enhance their wellness offerings. The real-time tracking of guests' health metrics, including heart rate, physical activity, and sleep patterns, helps wellness professionals provide more accurate recommendations. In 2022, Banyan Tree Spa in Thailand reported that many of its wellness clients in Thailand opted for programmes integrated with wearable health devices, leading to improved guest satisfaction and repeat visits.

2.2.5 Medical Coverage

The medical coverage scenario in the ASEAN medical tourism market presents opportunities and challenges, significantly influencing the growth and accessibility of healthcare services for international patients. One of the key factors driving medical tourism in the ASEAN region is the affordability of healthcare services. However, the availability and extent of medical coverage for patients seeking treatment in ASEAN countries vary significantly, depending on the country of origin, insurance providers, and specific agreements between countries or healthcare facilities.

For international medical tourists, private health insurance plays a crucial role in determining the feasibility of receiving treatment in ASEAN countries. Many global insurance companies, including Aetna International and Cigna Global, now offer specific plans covering treatments abroad, including in popular ASEAN destinations like Thailand, Malaysia, and Singapore. This is a key factor in the growth of medical tourism.

Despite the availability of such insurance plans, not all treatments or procedures are covered. Elective surgeries, such as cosmetic or plastic surgeries, often require patients to pay out of pocket, as many insurance companies categorise these procedures as non-essential. Moreover, medical coverage for pre-existing conditions is often limited or excluded, posing a challenge for patients with chronic illnesses seeking treatment in ASEAN countries.

Local insurance regulations and partnerships between ASEAN healthcare facilities and international insurance providers further influence the market. Some hospitals and clinics in Malaysia and Thailand have established direct billing agreements with foreign insurance companies, streamlining the process for medical tourists. For example, Bumrungrad International Hospital in Thailand partners with over 100 international insurance companies. In contrast, other ASEAN countries, such as Viet Nam and Indonesia, are still developing similar frameworks, which can complicate patient insurance claims.²³

Medical tourists from countries without comprehensive international health insurance often rely on medical travel insurance. This insurance typically covers emergency treatments or unexpected complications during travel, but may not cover planned medical procedures. The varying levels of coverage and complex reimbursement processes impact medical tourists' decision-making, highlighting the need for more standardised insurance frameworks to support the growing ASEAN medical tourism market.

2.2.6 Key Market Trends

Growth in Medical Infrastructure and Quality of Care

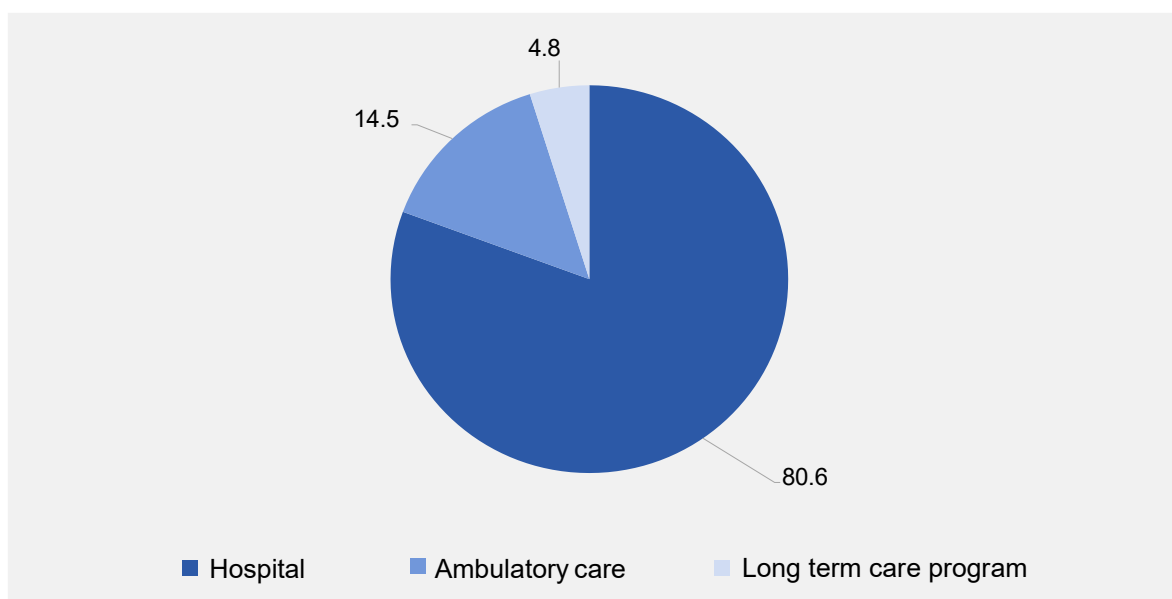
The ASEAN medical and wellness tourism market has seen remarkable growth due to significant investments in healthcare infrastructure. Thailand, Malaysia, Singapore, and Viet Nam continuously upgrade their hospitals, adopt state-of-the-art medical technologies, and train medical professionals to meet international standards. For instance, according to Statista, Thailand has over 60 medical facilities accredited by the JCI (Figure 5).²⁴ In 2023, Singapore's healthcare system was ranked among the best in the world, making it a top destination for medical tourists seeking specialised treatments like cancer care and cardiac surgeries.

These countries are attracting a growing number of tourists from Western nations, the Middle East, and other parts of Asia, who seek high-quality medical treatments at lower costs compared to Europe or the U.S. This focus on infrastructure is expected to keep growing, with ASEAN governments supporting public-private partnerships to bolster the sector.

²³ [Insurances what we accept|Bumrungrad Hospital Bangkok](#)

²⁴ [Thailand: number of JCI accredited medical facilities by type 2023 | Statista](#)

Figure 5 JCI-accredited medical facilities in Thailand, 2024, categorised by type of care



Source: Statista, 2024²⁵

Cost-Effectiveness of Treatments

One of the primary drivers for medical tourism in ASEAN countries is the affordability of treatments without compromising on quality. Procedures in ASEAN countries often cost a fraction of what they would in Western nations. For instance, heart bypass surgery in Malaysia or Thailand can cost 60–70% less compared to the U.S. or Europe. This cost-effectiveness is limited to complex surgeries and extends to dental care, cosmetic surgery, and fertility treatments. Malaysia, for example, saw an influx of 850,000 healthcare travellers in 2022, largely driven by cost-conscious consumers. Medical tourists also benefit from lower out-of-pocket expenses for diagnostics, hospital stays, and post-operative care, making the ASEAN region competitive in the global medical tourism industry.

Increasing Wellness Tourism Demand

Wellness tourism, which focuses on holistic and preventive health, is booming in the ASEAN region. Countries such as Thailand, Indonesia (particularly Bali), and Singapore have capitalised on their natural landscapes and traditional healing practices to attract tourists seeking wellness retreats. Thailand's wellness tourism industry, valued at over US\$17.7 billion in 2023, is driven by its offerings of spa therapies, detox programmes, and yoga retreats. Bali is another hotspot for wellness travellers with its scenic beaches and luxurious resorts.

Tourists from Europe and the U.S. are increasingly seeking wellness vacations incorporating relaxation, detoxification, and rejuvenation therapies, a trend that is expected to continue growing. These destinations often combine wellness packages with tourism activities, increasing their appeal to a wider range of visitors.

²⁵ <https://www.statista.com/statistics/1311347/thailand-number-of-jci-accredited-medical-facilities-by-type/>

Collaborations between Government and Private Sector

Governments across ASEAN are working closely with the private sector to promote medical tourism as a key economic driver. In Thailand, the government's promotion of its "Medical Hub of Asia" initiative has been instrumental in the growth of the healthcare sector. Due to this initiative, Thailand has the largest number of private hospitals anywhere in Asia. Moreover, Thailand's medical devices sector is the 8th largest in Asia-Pacific. Similarly, the MHTC, Malaysia, has been actively promoting the country as a top medical tourism destination, leading to a substantial annual growth rate in healthcare travellers from all over the globe. Malaysia saw the highest number of healthcare travellers from Australia, Bangladesh and China in 2024, according to MHTC (figure 10).

These public-private partnerships have led to increased international marketing efforts, further enhancing the reputation of ASEAN countries as medical and wellness tourism destinations. This collaboration is also evident in regulatory frameworks that ensure patient safety and streamline the visa process for medical tourists.

Specialised Treatment Hubs

Countries within the ASEAN region are becoming known for specific medical specialities, which has led to a rise in destination-specific tourism. For instance, Thailand is well-known for cosmetic surgery and gender reassignment procedures, while Singapore is renowned for oncology and cardiology treatments. In 2023, Thailand saw a surge in medical tourists seeking gender reassignment surgeries.²⁶ Singapore, with its cutting-edge technology and skilled specialists, has become a hub for complex procedures such as liver transplants and cancer treatments. These specialised hubs make ASEAN an attractive destination for patients seeking particular treatments.

Technological Integration in Healthcare Services

The integration of advanced technology, such as robotics, telemedicine, and AI diagnostics, is becoming increasingly prominent in ASEAN medical tourism. Singapore and Malaysia are at the forefront, offering robotic surgeries and AI-driven diagnostic tools. In 2024, Singapore launched its first AI-powered wellness portal with personalised plans and an extensive video library, which significantly streamlined the public/patient experience.²⁷ Moreover, telemedicine services have allowed patients to consult with specialists from their home countries before travelling for medical procedures. This technological advancement not only enhances the patient's experience but also fosters trust in the healthcare systems of these nations.

Impact of COVID-19 and Post-Pandemic Recovery

The COVID-19 pandemic significantly impacted global travel, including medical and wellness tourism in ASEAN. However, countries like Thailand and Malaysia have quickly rebounded by implementing strict health protocols and promoting their destinations as safe and secure for international medical tourists. Adopting safe travel initiatives, such as Malaysia's Safe Travel campaign and Thailand's Amazing Thailand Safety & Health Administration (SHA) certification, has helped restore confidence among travellers.

²⁶ [MedicalHub_5fa3c71155873.pdf](#)

²⁷ [Singapore Ecommerce Centre Launches Singapore's First AI-Powered Wellness Portal with Personalised Plans and Extensive Video Library | Markets Insider](#)

As of 2023, medical tourism numbers are steadily climbing back to pre-pandemic levels, with Thailand reporting a 75% recovery in international medical tourists. This recovery is expected to accelerate as more countries ease travel restrictions and continue to market themselves as safe and affordable healthcare destinations.

2.2.7 Consumer Insights

Rising Popularity of Affordable Medical Care in ASEAN

The ASEAN medical and wellness tourism market is booming due to the region's ability to provide high-quality healthcare services at a fraction of the cost compared to Western countries. Countries like Thailand, Malaysia, and Singapore are leading hubs, offering cosmetic surgery, dental care, cardiovascular treatments, and fertility services. Malaysia saw over 850,000 medical tourists in 2022, with a growth projection of 25% annually.

A key driver is the growing trust in healthcare quality across these countries. Hospitals in Thailand and Singapore have received JCI accreditation, providing credibility and reassurance to international patients. These affordable healthcare options attract patients from high-income countries and nearby regions such as the Middle East, where medical treatments are often more expensive or less accessible. The rise in medical tourism is further facilitated by governments promoting this sector as part of broader economic strategies, helping ASEAN countries grow as global medical tourism leaders.

Integration of Wellness and Leisure in Medical Tourism Packages: A significant trend in the ASEAN medical and wellness tourism market is the fusion of medical treatments with wellness and leisure activities, appealing to consumers seeking holistic experiences. Thailand, Viet Nam, Indonesia and the Philippines, in particular, are leveraging their natural beauty, hospitality, and rich wellness traditions to offer packages that combine medical treatments with spa services, yoga, meditation retreats, and beach vacations.

Thailand's Bumrungrad International Hospital, one of the largest private hospitals in Southeast Asia, offers comprehensive packages that include cosmetic surgery alongside spa therapies in luxury resorts.²⁸ In Bali, wellness resorts, such as the COMO Shambhala Estate, provide detox and rejuvenation programmes for tourists seeking preventive care or post-surgical recovery in serene environments.

This holistic approach attracts many middle-to-upper-class tourists from regions like Australia, Europe, and North America. The ASEAN region's appeal lies in its ability to offer diverse experiences where tourists can enjoy medical services with traditional Southeast Asian wellness practices.

Government Support and Infrastructure Development for Medical Tourism

The ASEAN region has witnessed significant government initiatives to boost its medical and wellness tourism sectors. Countries such as Thailand and Malaysia are investing in infrastructure development and launching strategic marketing campaigns to position themselves as global healthcare hubs.

Malaysia's government, for instance, has formed the MHTC, which actively promotes the country's medical tourism sector and offers special incentives to healthcare providers to enhance service quality. The council has been working closely with key medical institutions

²⁸ [Rehabilitation - Physical Therapy Center | Bumrungrad Hospital](#)

to attract foreign patients, and Malaysia has become particularly renowned for its specialised treatments in cardiology and orthopaedics. Similarly, Thailand's medical tourism strategy has seen massive investments in improving hospital infrastructure and medical technology, making it a destination for high-end healthcare services.

Additionally, governments are streamlining visa processes for medical tourists and promoting collaborations between airlines, hotels, and healthcare facilities. This seamless integration enhances the overall experience for international patients, boosting the attractiveness of the ASEAN region. These efforts are paying off, with the ASEAN medical tourism market expected to grow at a CAGR of 12.7% from 2024 to 2032.

Increasing Demand from Emerging Markets and ASEAN's Competitive Edge

One of the key consumer insights in the ASEAN medical and wellness tourism market is the increasing demand from emerging markets such as China, India, and the Middle East. The rising middle class in these regions and long waiting periods or high medical costs in their home countries drive medical tourism to ASEAN countries. In particular, medical tourists from China are significantly contributing to the sector's growth.

According to Statista, Thailand has the largest annual number of medical tourists in Southeast Asia, followed by Malaysia and Singapore. While the latter two countries are particularly popular among intra-regional health tourists from other Asian countries, Thailand is also a destination for U.S., European, and Australian visitors.²⁹ The ASEAN region's proximity, cultural familiarity, and ability to offer Mandarin-speaking hospital staff are crucial factors in attracting patients.

Moreover, ASEAN countries offer competitive advantages, including shorter waiting times, advanced medical technologies, and luxury wellness services that are often unavailable or too expensive in other parts of Asia. Thailand and Malaysia have successfully positioned themselves as top destinations for fertility treatments and orthopaedic surgeries for patients from the Middle East. These developments underscore the ASEAN region's ability to capture traditional Western markets and cater to the growing needs of emerging market consumers.

2.2.8 Number of Wellness Tourism Trips and Average Spending in Key ASEAN Countries, 2023

The ASEAN region has emerged as a significant hub for wellness tourism, driven by its rich cultural heritage, diverse wellness offerings, and affordable services. The number of wellness tourism trips and the average spending by travellers highlight this segment's economic impact and popularity in key ASEAN countries. The following table provides a detailed breakdown of the number of arrivals and average spending in 2023, showcasing the leading destinations in the region and their contribution to the growing wellness tourism market.

²⁹ [Healthcare in Southeast Asia - statistics & facts | Statista](#)

Table 8 Number of wellness tourism trips and average spending in key ASEAN countries, 2023

	No. of arrivals (Thousands)	Spending US\$
Thailand	14,324.4	2,167.8
Viet Nam	11,057.6	1,102.9
Malaysia	9,531.0	1,275.4
Indonesia	9,585.5	1,361.6
Philippines	5,450.0	1,271.0

Source: Kenan Foundation Asia. (2025)

2.2.9 Developments and Initiatives by Country

2.2.9.1 Brunei Darussalam

Developments in Brunei Darussalam's Medical and Wellness Tourism Sector

Though smaller in scale than its ASEAN counterparts, Brunei Darussalam has been making significant efforts to enhance its medical and wellness tourism offerings. The country leverages its strong healthcare system, recognised for its universal coverage and high-quality standards, as a foundation to attract medical tourists.

Investment in Healthcare Infrastructure

Brunei Darussalam's government has prioritised the development of healthcare infrastructure to accommodate the growing interest in medical tourism. Notable investments include the expansion of Jerudong Park Medical Centre (JPMC), which has become the region's key medical tourism hub. JPMC specialises in cardiology, neurology, and sports medicine, attracting patients from neighbouring countries, including Malaysia and Indonesia. The hospital collaborates with international healthcare institutions to ensure global standards in service delivery.

The establishment of Gleneagles JPMC, a partnership between the Brunei Darussalam government and Parkway Pantai, has further boosted Brunei Darussalam's reputation as a premium destination for medical care. With its state-of-the-art technology and experienced medical professionals, the facility caters to local and international patients, focusing on cardiac and cancer care.

Promotion of Wellness Tourism

Brunei Darussalam's wellness tourism sector has grown steadily, driven by the country's serene natural landscapes and focus on sustainable tourism. The government has promoted eco-friendly wellness retreats that combine traditional Malay therapies with modern wellness practices. Destinations like Temburong, known for its lush rainforests, are marketed as ideal spots for relaxation and rejuvenation.

Brunei Darussalam also leverages its cultural heritage, promoting traditional health practices such as herbal medicine and massage therapy. In 2023, the government announced initiatives to integrate wellness tourism into its broader Vision 2035 strategy, aiming to diversify its economy and reduce reliance on oil and gas revenues.

2.2.9.2 Cambodia

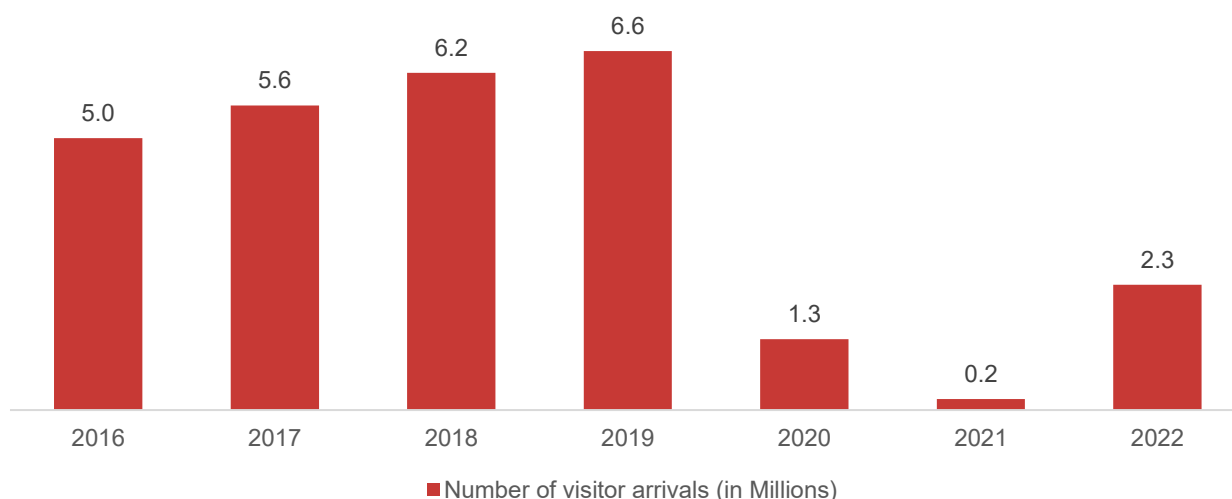
National Strategy on Health and Wellness Tourism (2021–2035)

In 2021, Cambodia launched the National Strategy on Health and Wellness Tourism (2021–2035) to position the country as a regional medical and wellness tourism hub. This strategy promotes medical services, traditional Khmer medicine, and spa-based wellness tourism.

Cambodia's government aims to attract more international visitors seeking medical and wellness services by developing infrastructure, boosting healthcare standards, and creating a comprehensive medical tourism ecosystem. The strategy emphasises partnerships with private healthcare providers, regulatory improvements, and targeted marketing campaigns to enhance Cambodia's appeal in this sector. In 2022, approximately 2.3 million people visited Cambodia. This marked the first year of the rebound in the number of visitor arrivals in the country since the decline in visits experienced in 2020 and 2021, largely due to the COVID-19 pandemic (refer to figure 8).

This National Strategy on Health and Wellness Tourism plan is pivotal in helping the country diversify, which is traditionally reliant on cultural heritage tourism, by integrating medical services and modernising hospital infrastructure to international standards.

Figure 6 Number of visitor arrivals in Cambodia, 2016 – 2022



Source: Statista, 2024³⁰

Investment in Healthcare Infrastructure

In recent years, the Cambodian government has focused on improving healthcare infrastructure to support the growing demand for medical tourism. Key investments have been directed towards building state-of-the-art hospitals and medical facilities, particularly in urban centres like Phnom Penh, Siem Reap, and Sihanoukville. Public-private partnerships have played a significant role in these developments. For instance, the Royal Phnom Penh Hospital, built in collaboration with Bangkok Hospital Group, offers world-class medical services catering to international patients from ASEAN countries.

³⁰ <https://www.statista.com/statistics/1416525/cambodia-visitor-arrivals/>

2.2.9.3 Indonesia

Government Initiatives and Infrastructure Investments

Indonesia has made significant strides in enhancing its medical and wellness tourism sector through government-led initiatives. The Ministry of Tourism and Creative Economy has identified health tourism as a priority area, aiming to position Indonesia as a premier destination for medical travellers.

Recent reports indicate that the government plans to invest in healthcare infrastructure by 2025, focusing on developing world-class hospitals and wellness centres in key tourist destinations such as Bali and Jakarta. This investment aims to improve healthcare services and attract international patients seeking high-quality treatments at competitive prices. Secondly, the government has made a substantial investment, surpassing US\$14.9 million, and boasts approximately 20 hospitals that meet international standards in preparing a world-class hospital. The government has also established the Indonesia Health Tourism Board to promote and develop medical tourism and build trust in medical services.

Furthermore, the government has launched promotional campaigns highlighting Indonesia's unique offerings, such as traditional healing practices and holistic wellness retreats, which complement modern medical services. Promoting wellness tourism in conjunction with leisure activities attracts international tourists and bolsters local economies by generating employment opportunities in the healthcare and hospitality sectors.

Accreditations and International Partnerships

Indonesia has pursued various international accreditations for its healthcare facilities to enhance its global competitiveness. Notable hospitals, such as RSUP Persahabatan and Siloam Hospitals, have achieved JCI accreditation, ensuring they meet stringent international standards. This recognition boosts patient confidence and encourages medical tourists to seek care in Indonesia.

Additionally, Indonesia has been actively forming partnerships with international healthcare providers and insurance companies to streamline access for foreign patients. For instance, collaborations with health insurance firms in Australia and the Middle East have facilitated easier coverage for medical expenses incurred in Indonesia. These developments position Indonesia as a competitive player in the ASEAN medical and wellness tourism market.

2.2.9.4 Lao PDR

Developments in Lao PDR' Medical and Wellness Tourism Sector

Lao PDR is gradually developing its medical and wellness tourism sector, leveraging its natural resources, traditional healing practices, and strategic location in the heart of ASEAN. While still in the early stages, the government is investing in improving healthcare services and promoting wellness tourism as part of its economic development strategy.

Healthcare Infrastructure Development

Lao PDR has invested in upgrading its healthcare facilities to position itself as a viable destination for medical tourism. Hospitals such as the Mittaphab Hospital in Vientiane have received government support for modernisation, including the addition of advanced medical equipment and training programmes for healthcare professionals. The Lao PDR government

has also partnered with international organisations to enhance healthcare standards and attract medical tourists from neighbouring countries like Thailand and Viet Nam.

Additionally, the private sector is growing in developing healthcare services. International clinics, such as the Alliance International Medical Centre, cater to expatriates and tourists, offering high-quality outpatient services.

Promotion of Traditional Medicine and Wellness Tourism

Lao PDR is capitalising on its rich heritage of traditional medicine and wellness practices to attract wellness tourists. Through the Ministry of Health, the government has established initiatives to preserve and promote traditional Lao PDR medicine, such as herbal treatments and therapeutic massages. These practices are integrated into wellness tourism packages offered at eco-resorts and spas in Luang Prabang, Vang Vieng, and other scenic destinations.

In 2022, the government announced plans to collaborate with local communities to develop wellness retreats incorporating traditional Lao PDR healing techniques with activities like yoga and meditation. Eco-tourism hubs, such as the Nam Ha National Protected Area, are being marketed as dual-purpose destinations for adventure and wellness, combining nature exploration with relaxation and holistic health experiences.

Government Initiatives and Future Outlook

The Lao PDR government has prioritised health and wellness tourism in its 9th National Socio-Economic Development Plan (2021–2025). This includes improving cross-border healthcare services, particularly with Thailand and China, and developing policies to streamline medical visas for international patients.

With its strategic focus on eco-friendly wellness and traditional medicine, Lao PDR aims to establish itself as a unique destination in the ASEAN medical and wellness tourism market despite its current limitations in healthcare infrastructure.

2.2.9.5 Malaysia

Developments in Malaysia's Medical Tourism Sector

Malaysia has made significant strides in enhancing its medical tourism sector, aiming to attract more international patients. Recent statistics indicate that Malaysia welcomed over 850,000 million medical tourists in 2022, contributing approximately US\$273 million to the economy.

The government has actively promoted Malaysia as a top healthcare destination by launching campaigns like Malaysia Healthcare Travel to increase awareness globally. With their top-notch facilities, notable hospitals, such as Penang Adventist Hospital and Mahkota Medical Centre, further boost confidence among prospective patients. Moreover, Malaysia's strategic location in Southeast Asia and its affordable healthcare services, often 50–70% lower than those in Western countries, make it an attractive option for patients seeking treatments ranging from cosmetic surgery to advanced cardiac care.

Initiatives in Wellness Tourism

In tandem with medical tourism, Malaysia increasingly focuses on wellness tourism initiatives, promoting its diverse offerings, such as traditional Malaysian healing practices and luxury wellness retreats. The government launched the Wellness Tourism initiative under

the Malaysia Tourism Board, which aims to develop wellness-focused travel packages highlighting the country's natural beauty and cultural heritage.

In 2023, wellness tourism in Malaysia generated over US\$5.9 billion, with a significant rise in interest from both local and international tourists. Noteworthy destinations include Langkawi and Penang, where travellers can find holistic health retreats that offer spa treatments, yoga, and organic food. The rise of wellness resorts showcases the growing integration of wellness into the travel experience. Collaborative efforts with local businesses and healthcare providers aim to create comprehensive wellness packages that include spa therapies, wellness consultations, and medical check-ups, making Malaysia a holistic destination for health and well-being.

2.2.9.6 Philippines

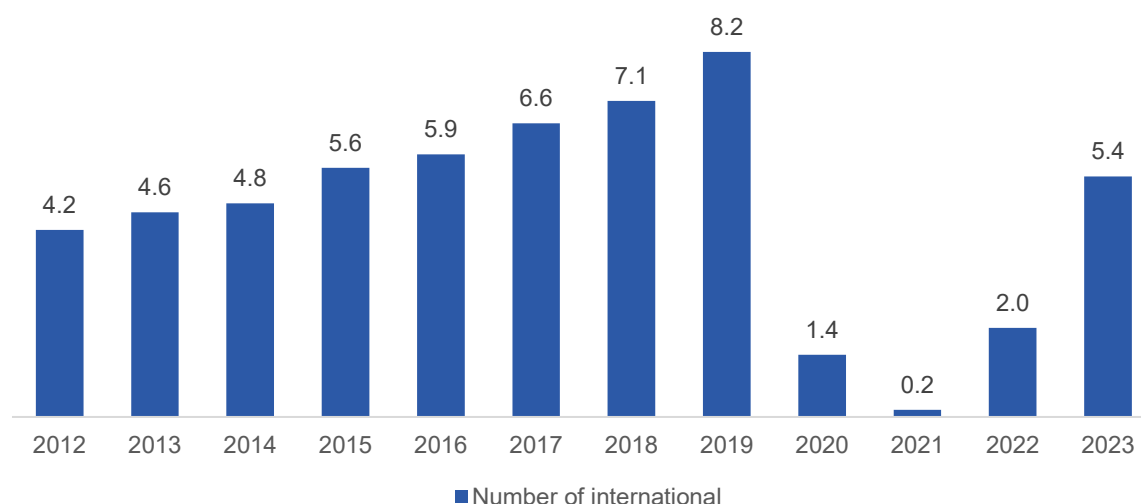
Recent Developments and Initiatives in Philippines Medical and Wellness Tourism

The Philippines has made significant strides in enhancing its medical and wellness tourism sector, positioning itself as a competitive destination in ASEAN. One of the notable developments is the establishment of wellness and medical tourism programmes. This initiative aims to promote the country as a premier destination for medical and wellness services, leveraging its rich cultural heritage and natural beauty to attract international tourists.

According to the Department of Tourism (DoT) of the Philippines, the country welcomed approximately 5.45 million foreign visitors in 2023, a substantial increase from previous years, i.e., 2.03 million in 2022 (refer to figure 11). The main purpose of the visit of most inbound travellers was Holiday/Pleasure at 70.1% of the total, while 12.1% flew to the Philippines to visit friends and relatives. Other purposes of the visit included Education/Training/Studies with 1.84%, Health/Medical Reasons with 0.31% and others.

Moreover, with an increase in the number of tourists, there has also been an increase in visitor spending. For instance, according to the DoT, Philippines' 2023 report, Visitor spending from January to December 2023 generated an estimated US\$8.61 billion (PHP 482.54 Billion), an increase of 124.87% from the visitor receipts of US\$3.8 billion (PHP 214.58 Billion) in the same period last year. Additionally, in 2023, among the top markets, visitors and even medical tourists from the U.S. recorded the highest spending, contributing approximately US\$0.63 billion. Australia secured the second position with a total expenditure of US\$0.31 billion (PHP 17.74 Billion), followed by South Korea in the third spot with US\$0.29 billion (PHP 16.41 Billion).

Figure 7 Number of international tourist arrivals, Philippines, 2012 – 2023 (in millions)



Source: Statista. 2025³¹

The country is known for affordable yet high-quality healthcare, with costs for procedures like cosmetic surgery or dental care often 50–70% lower than in Western countries. Major hospitals like St. Luke's Medical Center and Makati Medical Center have received international accreditation, enhancing their appeal to medical tourists.

Additionally, the DoT, Philippines, has been collaborating with healthcare providers to develop wellness packages that include traditional Filipino healing practices, such as Hilot (traditional massage) and herbal medicine, promoting a holistic approach to health. These initiatives aim to boost the economy and create sustainable growth in the tourism sector, making the Philippines a key player in the global medical and wellness tourism market.

2.2.9.7 Singapore

Development of Integrated Healthcare and Wellness Hubs

Singapore has advanced the development of an integrated healthcare infrastructure to enhance public health services. A notable example is the *Health City Novena project*, an integrated healthcare hub set to be fully completed by 2030. It seeks to enhance collaboration among healthcare institutions further, by building infrastructure that will actively facilitate integration of care and a patient-centric approach in care delivery.³²

The integration of healthcare, research, and education creates an ecosystem that benefits local citizens and attracts international patients seeking advanced treatments and wellness programmes. Singapore's reputation for excellence in oncology, cardiology, and fertility treatments adds to its appeal. Between 2019 and 2023, Singapore's public and private hospitals received an average of *approximately 18,000 foreign patients annually*, accounting for around *2% of all inpatients and day-surgery cases*, according to the Ministry of Health.³³

³¹ <https://www.statista.com/statistics/1053908/philippines-number-of-foreign-visitor-tourist-arrivals/>

³² [Speech by Health Minister Gan Kim Yong at the official launch of Health City Novena, 30 Aug 2013 | Ministry of Health](#)

³³ [Why Singapore is sitting out the fight for medical tourists in Southeast Asia - CNA](#)

Digitalisation and Telemedicine Initiatives

The Singapore government has embraced digital health technologies. Telemedicine platforms like Doctor Anywhere and MyDoc have expanded healthcare access, especially post-pandemic.

By leveraging digital health solutions, Singapore attracts tourists from neighbouring countries such as Indonesia, Malaysia, and Viet Nam, owing to its advanced treatment facilities. For instance, according to the Budget Direct Insurance Study, Malaysia is second in medical tourist arrivals to Singapore. China is the third largest source market for Singapore medical tourism. The U.S., Philippines, Africa, and India compete closely to grab the maximum market share of Singapore's medical tourism industry. Australia, the UK, Hong Kong, and Thailand are the other popular source markets for Singapore's medical tourism. The government's push towards digital healthcare aligns with its vision of becoming a global leader in health innovation and smart healthcare delivery.

In Singapore, there are International Patient Service Centres (IPSCs) that assist foreign patients to navigate the healthcare system. IPSCs are designed specifically for medical tourists and expatriate patients and are attached to hospitals to provide information and assistance for international patients. IPSCs provide hospital pricing to patients and coordinate appointments with healthcare specialists. Singapore is also expanding by opening new hospitals overseas and reaching out to emerging countries. For instance, the Singapore Medical Group took the forward approach by partnering with Indonesia's Ciputra Group to set up an eye-care centre in Jakarta.

2.2.9.8 Thailand

Expansion of Healthcare Infrastructure

Thailand has made significant investments in expanding its healthcare infrastructure, enhancing its capacity to accommodate the growing medical and wellness tourism demand. Recent developments include establishing new hospitals and expanding existing facilities, particularly in key cities like Bangkok and Chiang Mai. For instance, Bumrungrad International Hospital continues to upgrade its services and facilities to maintain its status as a leading medical tourism destination, boasting over 580 beds, 1,200 doctors, 900 nurses and covering 55+ sub-specialities.

According to Statista, the number of hospitals in Thailand has increased from 1,367 in 2021 to 1,385 in 2022 to 1,401 in 2023 over the past three years.³⁴ The Thai government has also invested in training healthcare professionals, focusing on enhancing skills in fields such as cosmetic surgery and dental care. This commitment to improving healthcare infrastructure boosts patient confidence and positions Thailand as a top choice for medical travellers seeking advanced treatments and wellness options.

Promotion of Medical Tourism Campaigns

To further establish itself as a global medical and wellness tourism hub, Thailand has launched various promotional campaigns to attract international patients. The Amazing Thailand campaign,³⁵ backed by the Tourism Authority of Thailand (TAT), specifically highlights the country's healthcare offerings, including specialised treatments and wellness retreats. In 2022, the TAT reported increased medical tourist arrivals, with over 3 million

³⁴ [Thailand: number of hospitals 2023 | Statista](#)

³⁵ [Amazing Thailand, Travel Confidently with Grab](#)

visitors coming for healthcare services. Targeted marketing strategies, collaborations with international insurance companies, and participation in global health fairs and expos have fueled this growth.

Furthermore, the Thai government has introduced a medical visa programme to facilitate easier access for international patients, allowing them to stay longer for treatments. These initiatives increase awareness of Thailand's medical capabilities and showcase the unique combination of healthcare and leisure, encouraging patients to choose Thailand for treatment and relaxation.

2.2.9.9 Viet Nam

Recent Developments in Medical Tourism in Viet Nam

Viet Nam has made significant strides in enhancing its medical tourism sector, positioning itself as a competitive player in the ASEAN region.

One of the most notable developments is the expansion and modernisation of healthcare facilities. Hospitals such as FV Hospital in Ho Chi Minh City and Vinmec International Hospital have received international accreditation. These facilities are equipped with advanced medical technology and staffed by skilled professionals, many of whom have received training abroad.

According to the Ho Chi Minh City DoT, the number of medical tourists visiting Viet Nam has increased, with over 300,000 foreign visitors yearly for medical examination and treatment.³⁶ Ho Chi Minh City is the preferred destination for 40% of these medical tourists. The government has also initiated various programmes to streamline the medical visa application process, making accessing services easier for foreign patients.

Additionally, partnerships with international health organisations have bolstered Viet Nam's credibility, attracting patients from South Korea, Japan, and the U.S. The combination of affordable healthcare, a growing number of accredited hospitals, and supportive government policies positions Viet Nam as a burgeoning hub for medical tourism in the region. According to Bui Thi Ngoc Hieu, Deputy Director of the Ho Chi Minh City DoT, visitors are interested in three services, namely overall health checkups, health screening advanced treatment techniques and traditional medicine. The tourism department has collaborated with 50 hospitals, medical centres, spas, travel agencies, and accommodation providers to create about 30 medical tourism products to attract more visitors.

Promotion of Wellness Tourism

Viet Nam's wellness tourism sector has witnessed remarkable growth due to government initiatives leveraging its natural landscapes, spa culture, and traditional medicine. The Ministry of Culture, Sports, and Tourism has been actively promoting wellness tourism, integrating traditional Vietnamese medicine (herbal treatments, acupuncture) with modern health and relaxation services. Wellness destinations like Da Nang, Nha Trang, and the Phu Quoc Islands are being heavily marketed globally.

In 2023, the government announced plans to increase investments in wellness resorts, aiming to cater to a growing number of tourists looking for health retreats.³⁷ Wellness tourism in Viet Nam is expected to record a healthy growth rate of 12.8% CAGR. This initiative

³⁶ [Medical Tourism in Viet Nam: Opportunities and Challenges](#)

³⁷ [Wellness Tourism in Viet Nam: An Overview](#)

is supported by Viet Nam's inclusion in major travel platforms and events, positioning the country as a top destination for holistic wellness experiences.

2.2.10 Demographics of Patients/Tourists

Understanding the demographics of wellness tourists is crucial for analysing market trends and tailoring services to meet the diverse needs of travellers. The ASEAN region attracts a wide array of visitors differentiated by gender, age group, and origin. These demographics offer valuable insights into the preferences and behaviours of wellness tourists, shedding light on the driving forces behind the industry's growth.

The following sections provide an in-depth analysis of key demographic trends in 2023, including the distribution of tourists by gender, age, and country of origin. These insights highlight the evolving patterns in wellness tourism, showcasing the ASEAN region's ability to cater to a broad and diverse audience.

Table 9 Demographics of tourists by gender, 2023 (in Thousands)

	By Gender	
	Female	Male
Thailand	9,904.8	4,170.5
Viet Nam	7,515.5	3,349.8
Malaysia	6,384.3	2,980.9
Indonesia	6,288.9	3,129.9
Philippines	3,557.2	1,892.8

Source: ASEAN Statistical Yearbook 2023³⁸

The visitor trend in the industry in 2023 has witnessed a diverse demographic of tourists, with notable differences in participation by gender (Table 9). Women represented a significant portion of the wellness tourism segment, driven by an increasing focus on health, relaxation, and holistic experiences. Meanwhile, male tourists preferred fitness and rehabilitation programmes. The gender dynamics in wellness tourism reflect broader personalised and preventive healthcare trends. These insights highlight the evolving needs of travellers seeking wellness experiences tailored to gender-specific preferences.

Table 10 Demographics of tourists by age group, 2023 (in Thousands)

	By Age Group		
	0-24	25-44	45 and above
Thailand	3,955.2	9,472.7	647.5
Viet Nam	3,194.4	7,366.7	304.2
Malaysia	2,509.9	6,387.1	468.3
Indonesia	2,712.6	6,225.8	480.4
Philippines	1,580.5	3,727.8	141.7

Source: ASEAN Statistical Yearbook 2023³⁹

³⁸ <https://www.aseanstats.org/publication/asean-statistical-yearbook-2023/>

³⁹ <https://www.aseanstats.org/publication/asean-statistical-yearbook-2023/>

The demographics of tourists in the market in 2023 reflect a diverse range of age groups, each contributing uniquely to the sector's growth (Table 10). Tourists aged 25–44 make up the largest share, seeking wellness retreats, holistic therapies, and rejuvenation experiences. Meanwhile, the 45 and above segment increasingly focuses on medical wellness, including preventive healthcare and age-related treatments. Younger travellers aged 0–24 are drawn to adventure and eco-wellness activities. This broad age range highlights the region's appeal across generations, positioning ASEAN as a key player in the global market.

Table 11 Demographics of tourists by country, 2023 (in Thousands)

	By Region	
	International	Domestic
Thailand	6,431.8	7,643.4
Viet Nam	3,558.9	7,306.4
Malaysia	3,764.8	5,600.4
Indonesia	5,857.4	3,561.4
Philippines	2,975.7	2,474.3

Source: ASEAN Statistical Yearbook 2023⁴⁰

The ASEAN market in 2023 witnessed a dynamic demographic shift in terms of the proportion of international versus domestic tourists (Table 11). International tourists from Europe, North America, and China sought wellness destinations in ASEAN countries for holistic treatments, spa retreats, and medical services. Meanwhile, domestic tourism surged as regional travellers from ASEAN nations prioritised wellness experiences closer to home, driven by increasing health awareness and affordability. This blend of international and national tourists has fostered steady growth across diverse market segments in the region.

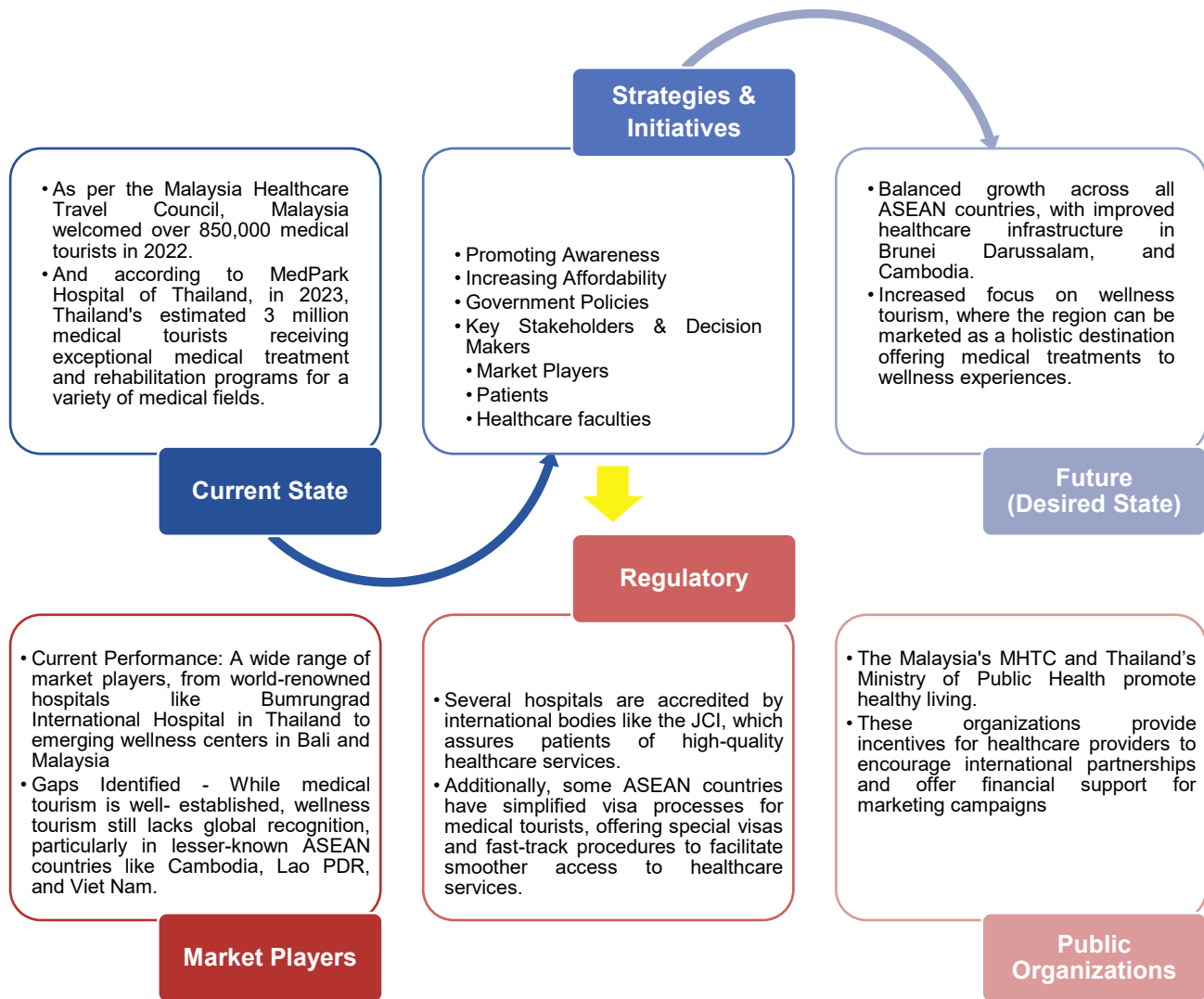
2.2.11 GAP Analysis

A GAP analysis (Figure 8) of the ASEAN medical and wellness tourism market identifies and highlights the difference between current performance and desired growth objectives across the region. This analysis examines key factors like healthcare infrastructure, regulatory frameworks, service quality, and marketing strategies, highlighting gaps between ASEAN countries' potential and actual market outcomes.

The GAP analysis provides insights into how ASEAN nations, including Thailand, Malaysia, Singapore, Viet Nam, Cambodia, and others, can improve to attract more international medical tourists and boost economic growth in this sector. As the demand for cross-border healthcare services and wellness tourism rises, especially post-pandemic, addressing these gaps is critical to enhancing competitiveness.

⁴⁰ <https://www.aseanstats.org/publication/asean-statistical-yearbook-2023/>

Figure 8 Gap Analysis

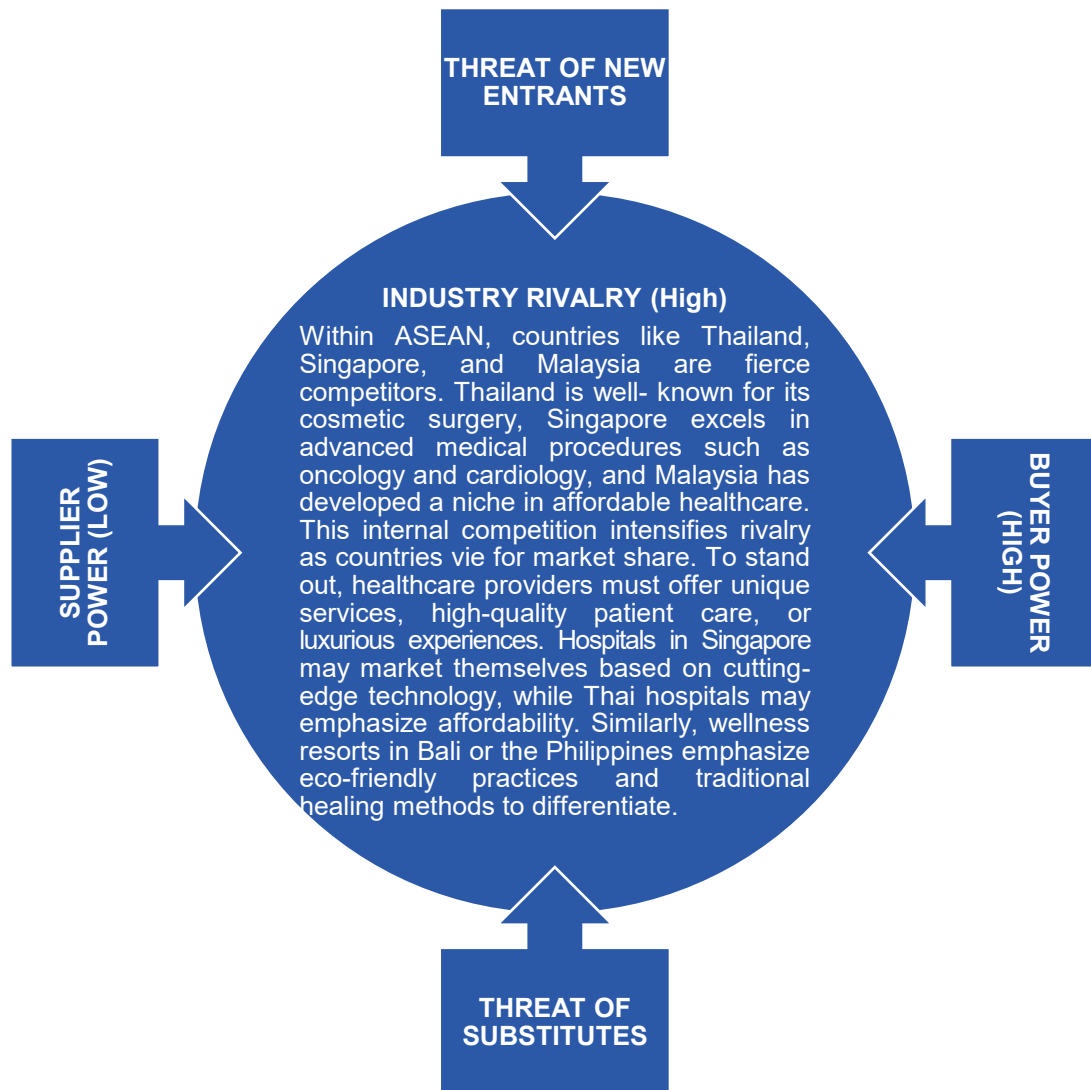


Source: Kenan Foundation Asia. (2025)

2.2.12 Porter's Analysis

Porter's five forces analysis (Figure 9) provides a comprehensive framework for assessing the competitive dynamics of the ASEAN medical and wellness tourism market. This sector has experienced significant growth due to rising healthcare costs in developed nations, increasing demand for affordable medical treatments, and a growing interest in wellness practices. By examining the bargaining power of buyers and suppliers, the threat of new entrants, the threat of substitutes, and industry rivalry, this analysis aims to identify key factors influencing market dynamics. Understanding these forces will enable stakeholders to develop strategies that leverage opportunities and mitigate challenges within the rapidly evolving ASEAN medical and wellness tourism landscape.

Figure 9 Porter's analysis

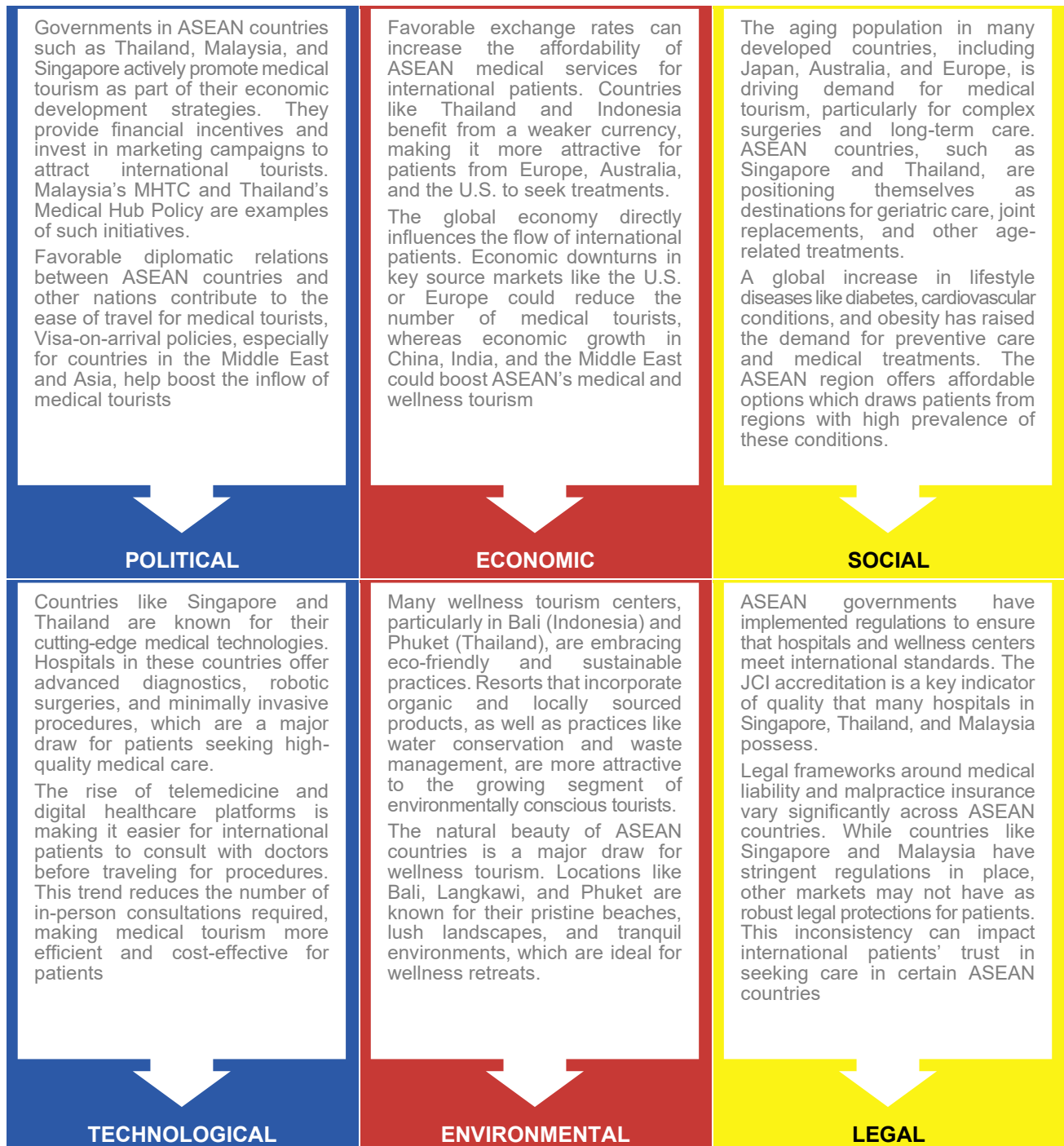


Source: Kenan Foundation Asia. (2025)

2.2.13 *PESTEL Analysis*

A PESTEL analysis (Figure 10), examining Political, Economic, Social, Technological, Environmental, and Legal factors, provides valuable insights into the dynamic landscape shaping the ASEAN medical and wellness tourism market. Political stability and government initiatives to promote healthcare standards drive growth, while economic factors, such as rising disposable incomes and increasing healthcare costs in developed countries, enhance demand. Additionally, cultural diversity, technological advancements, environmental sustainability, and regulatory frameworks further influence the market, making it essential to understand these factors for strategic planning and investment.

Figure 9 PESTEL Analysis



Source: Kenan Foundation Asia. (2025)

3 Competitive Landscape

3.1 Introduction

Some major market players dominate the ASEAN Medical and Wellness Tourism market. The market is dynamic and rapidly evolving, with major organisations, local small players, and start-ups joining the industry competition. The key industry players consistently create new opportunities in the healthcare and wellness sector.

Leading companies, such as Hilton Worldwide Holdings Inc., SingHealth Group, Four Seasons Hotels, Marriot International, InterContinental Group, and IHH Healthcare, maintain a strong presence with extensive product portfolios of medical and wellness tourism, focusing on holistic and traditional treatments, appealing to patients seeking alternative healing and expand the market reach.

Continuous expansion and acquisition by key players drive the medical and wellness tourism market. These expansion initiatives stimulate competition and differentiation, prompting companies to invest in research and development to stay ahead of competitors and meet evolving market demands. This competitive environment fosters innovation and drives the development of new facilities, functionalities, and applications in medical and wellness tourism, benefiting patients and tourists by offering a broader range of treatment and wellness options and improving overall healthcare and wellness quality.

In September 2024, IHH Healthcare announced that it had acquired Island Hospital to expand its footprint in Malaysia. This acquisition may enable the company to expand its customer base. Similarly, in June 2024, Hilton announced the development of new projects across Thailand, Indonesia, and Viet Nam. Hilton has more than 100 operational and under-development hotels in Southeast Asia, strengthening the company's expansion in the wider Asia-Pacific region. This strategy may help the company to gain a competitive edge over its peers.

Companies such as Gojek, Grab Holdings Ltd., Radisson Hotel Group, Sunway Group, KPJ Healthcare Berhad Bumrungrad International Hospital, and Raffles Medical Group are among those offering innovative solutions for medical and wellness tourism. These players have implemented expansion strategies such as collaboration, innovation, and earning accreditation to increase their market presence and enter new, untapped markets.

In June 2024, Malaysia's Sunway Medical Centre adopted AI in radiology reporting to enhance medical imaging workflow. This approach could enable the company to secure a distinct competitive advantage, positioning it ahead of its industry peers. Likewise, in March 2024, Bumrungrad International Hospital earned its second Global Healthcare Accreditation (GHA) accreditation in Excellence, scoring 100% across all criteria measuring the quality of care delivered to medical tourists.⁴¹ The GHA certification will significantly benefit Bumrungrad International Hospital by strengthening its reputation as a leading medical tourism destination.

Other industry players, including Rosewood Hotel Group, St. Luke's Medical Center, Makati Medical Center, Penang Adventist Hospital, COMO Hotels and Resorts, AEK Udon International Hospital, Mahkota Medical Centre and National Heart Institute (Institut Jantung

⁴¹ [Bumrungrad International Hospital achieves its second GHA accreditation with "Excellence"](#)

Negara) have also implemented various strategies such as innovations, partnerships and estate and medical centre launches to expand their offerings.

In September 2023, Makati Medical Center introduced an outpatient surgical suite to reduce congestion in its surgical and emergency departments, which currently accommodate over 1,481 patients daily.⁴² The hospital has also invested in advanced medical technology, including Tomo Therapy machines and a Computed Tomography Scanner, to enhance the diagnosis and treatment of common health conditions in the Philippines, such as cancer and heart disease.

In May 2024, St. Luke's Medical Center, Quezon City expanded its surgical capabilities by integrating the Da Vinci Xi Robotic System, enhancing its position in the advanced surgery market.⁴³ This investment highlights the hospital's commitment to delivering cutting-edge healthcare solutions and improving patient outcomes, aligning with global trends in medical technology adoption.

Additionally, in March 2023, Penang Adventist Hospital unveiled a strategic partnership with Firefly, an airline company, to boost medical tourism in Malaysia.⁴⁴ This collaboration is designed to offer Indonesian travellers enhanced opportunities to travel to Penang for medical care.

3.2 Company Matrix Analysis

The company matrix analysis evaluates health and wellness tourism organisations based on two critical dimensions: Industry Positioning and Product Accessibility. Industry positioning reflects a company's market ranking and brand strength, while product accessibility measures the breadth of its offerings and geographic reach.

Companies are categorised into three tiers:

- **Tier 1 Companies:** Market leaders with high industry positioning and medium to high product accessibility. Examples include Marriott International, Hilton Worldwide Holdings, and Bumrungrad International Hospital, recognised for their strong global presence and premium services.
- **Tier 2 Companies:** Mid-level competitors with moderate industry positioning and product accessibility, such as Gojek, Sunway Group, and KPJ Healthcare Berhad, catering to regional markets with growing influence.
- **Tier 3 Companies:** Localised or niche players with lower industry positioning and limited accessibility, like St. Luke's Medical Center and Penang Adventist Hospital, focusing on specific markets or specialised services.

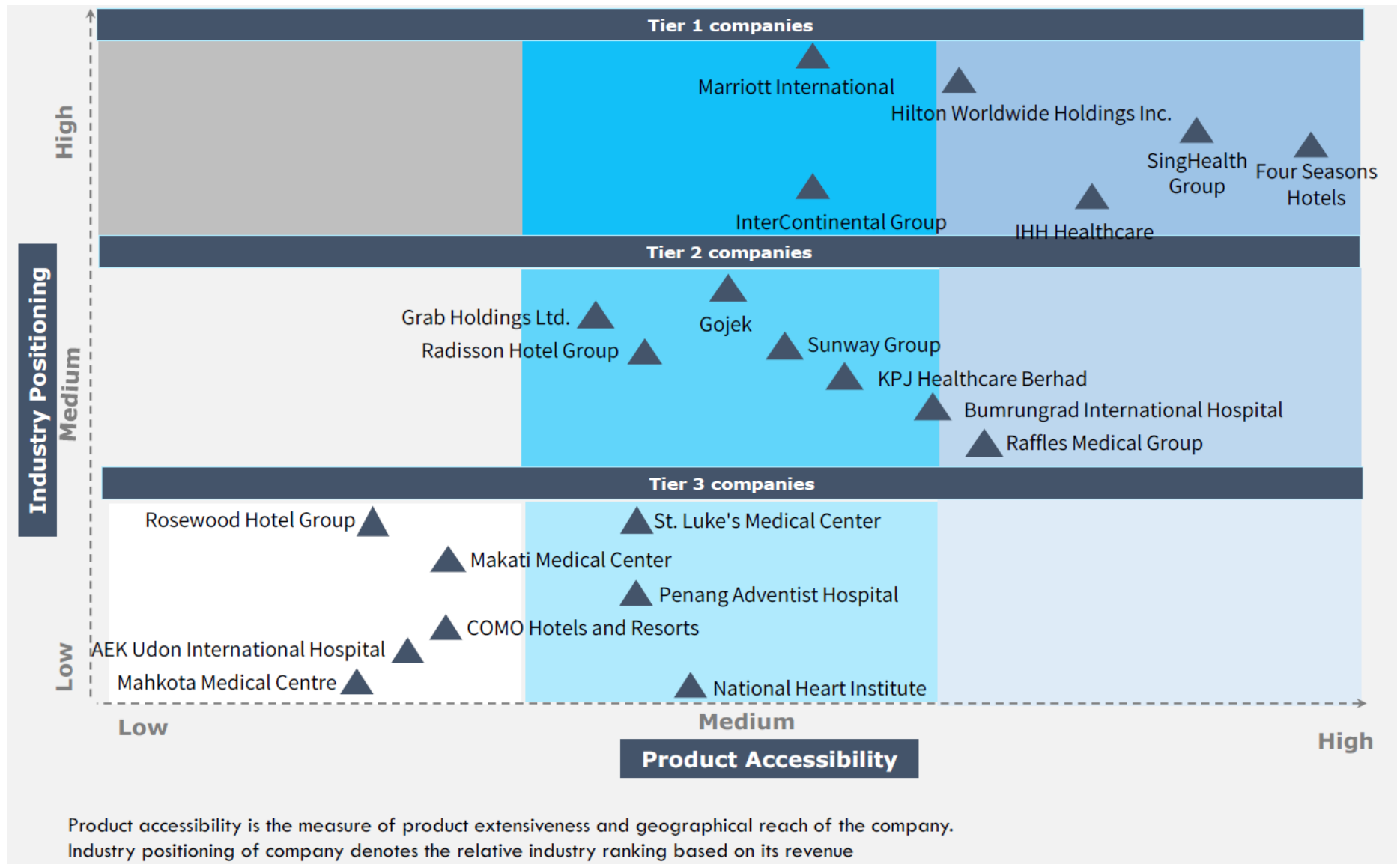
This matrix highlights the competitive landscape, identifying market leaders, emerging players, and specialists. It provides insights into strategic opportunities for companies to strengthen their positioning and expand their reach in the health and wellness tourism sector.

⁴² [Bumrungrad International Hospital achieves its second GHA accreditation with "Excellence"](#)

⁴³ [St. Luke's Medical Center Introduces the da Vinci Xi: The World's Most Advanced Robotic Surgical System | News & Press Releases](#)

⁴⁴ [Penang Adventist Hospital in Malaysia Partners with Firefly Airlines – Adventist Today](#)

Figure 10 Company matrix analysis



Source: Kenan Foundation Asia. (2025)

3.3 Competitive Analysis of Major Market Players

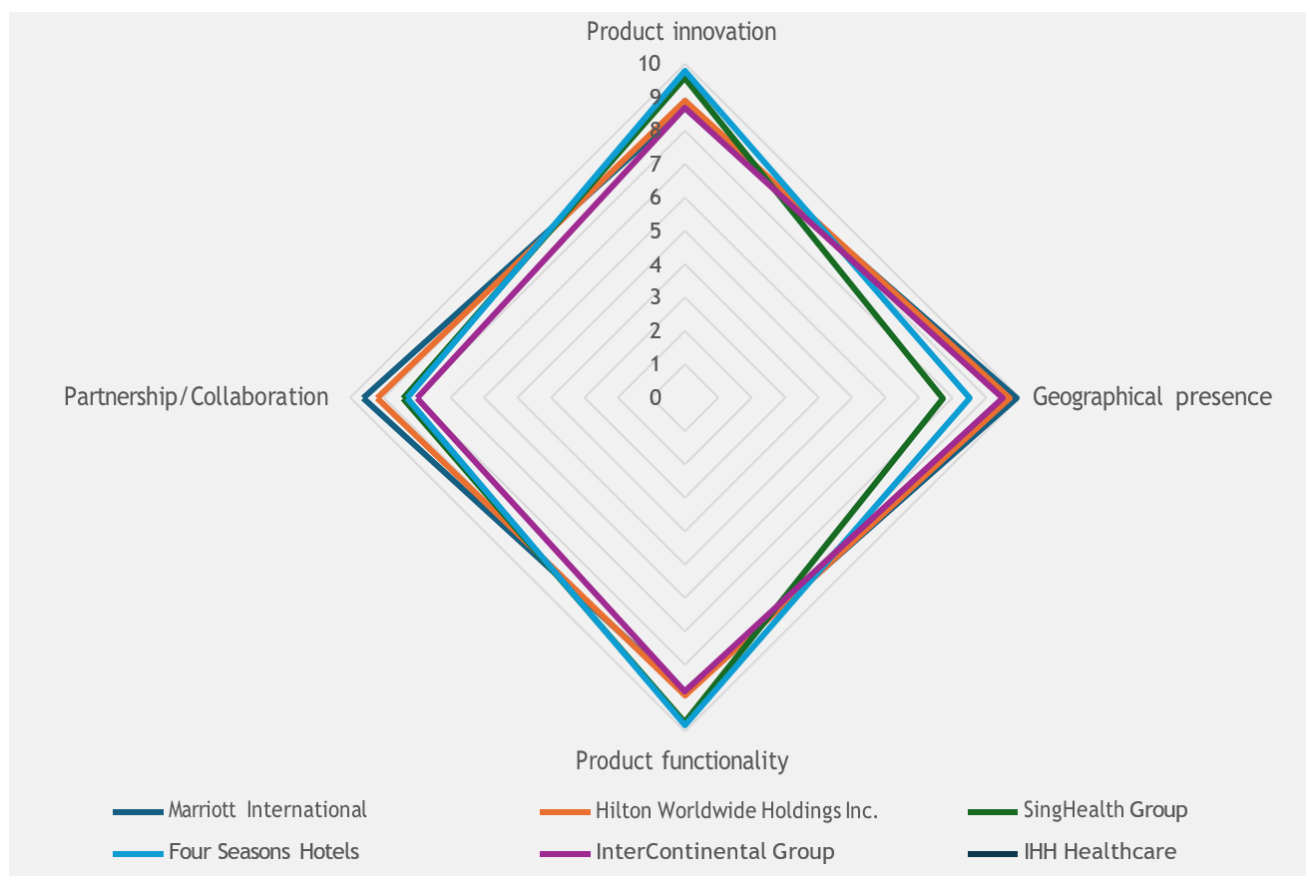
Product innovation: Indicates a vendor's ability to consistently launch new and innovative products that are regularly updated and offer customers novel & cutting-edge technologies. A higher score indicates better performance.

Product functionality: Measures the ability of a vendor to offer highly customised & unique products, creating a standout economic addition and a high-value proposition for clients. A higher score indicates better performance.

Geographical reach: Benchmarks each vendor based on the geographical presence across major & emerging markets. The vendors with high revenue expansion opportunities present in the regional markets are rewarded with a higher ranking. A higher score indicates better performance.

Partnerships/collaborations: Provide a gauge for vendor strategic alliances based on partnerships with leading industry giants, distributor networks, and technology partners. A higher score indicates better performance.

Figure 11 Competitive analysis

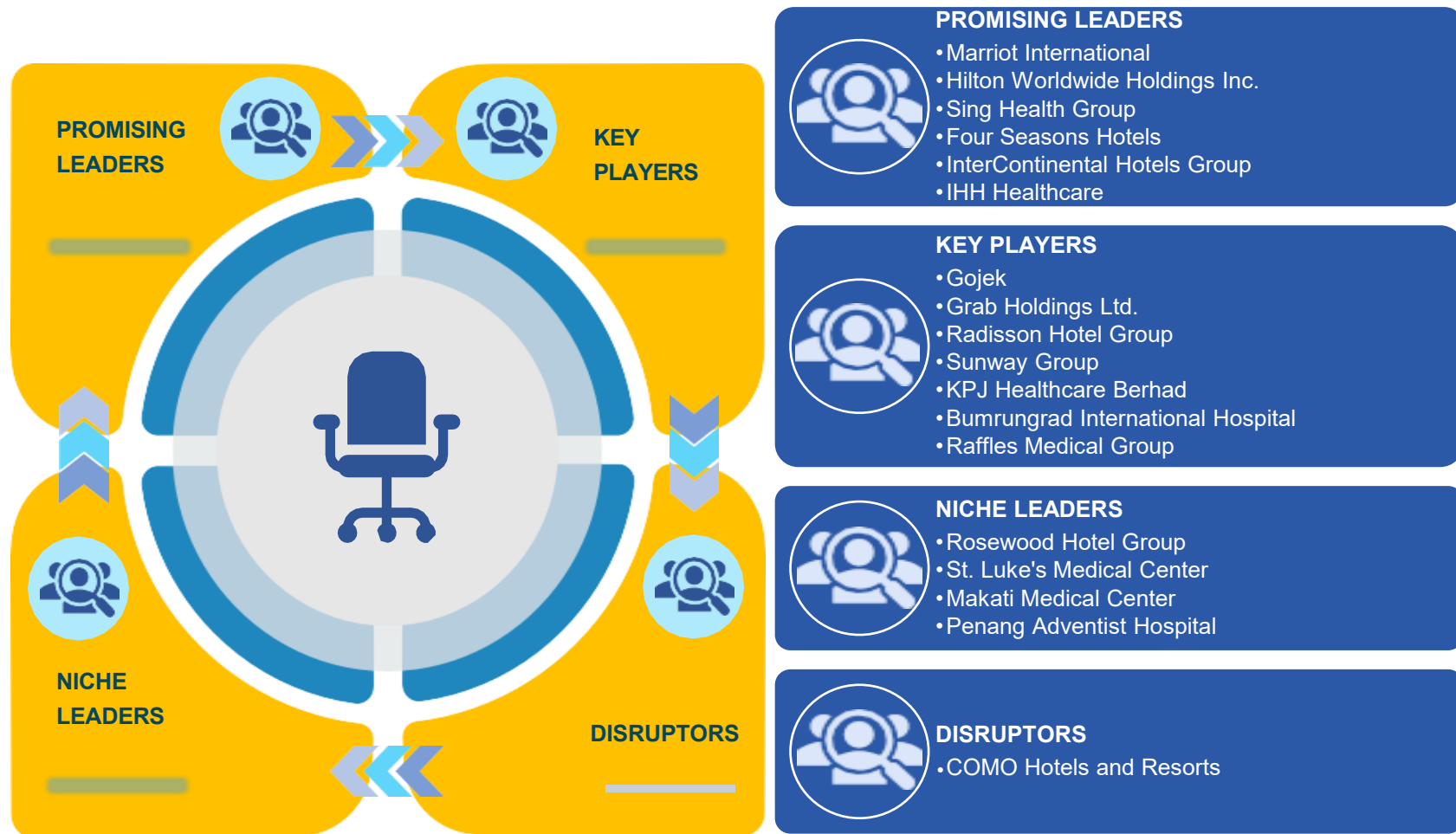


Source: WHO, Industry Associations & Journals, Company Annual Reports, Owler Pro, Primary Interviews, Global Market Insights

3.4 Competitive Positioning Matrix

The competitive positioning quadrant includes vendors offering diverse products, solutions, or services existing in the market. The companies or vendors are segregated based on services, applications, or their unique selling points. Thus, the quadrant model has four categories: promising leaders, key players, niche leaders, and disruptors.

Figure 12 Competitive positioning matrix



Source: Kenan Foundation Asia. (2025)

The classification criteria for the companies identified in the four quadrants are given below.

Table 12 Competitive positioning matrix: Classification criteria

Key Players	These companies rank at the top in the market. They offer their products or services to a broad customer base and are actively involved in the market. Together, these companies account for a majority of the overall market share. Key attributes: • Large market revenue • Strong brand presence • Broad customer base
Promising Leaders	These are similar to the key players but may need more technological advancements to offer their products/solutions to a broader customer base. They typically offer differentiated products to expand their market share. Key attributes: • Differentiated offerings • Notable market share • R&D investments
Niche Leaders	These companies actively focus on one product or brand and aim to create their space/positioning within a segment. Key attributes: • Specialised in offering one particular service/product • Continued product/market development initiatives within their focus areas
Disruptors	These companies strive to create market value. They generate new growth opportunities by launching innovative products for market disruption. Key attributes: • Strong focus on innovations • Concentrated effort to secure investments

Source: Kenan Foundation Asia. (2025)

3.5 Strategy Dashboard

Table 13 Strategy dashboard

Revenue (US\$ MN), 2023	4,624.0	741.7	459.4	151.1
Regional Presence	Global	Thailand	North America Europe Middle East APAC	Philippines
Product Portfolio	Holiday Inn Express Jakarta Wahid Hasyim, an IHG Hotel, Holiday Inn Cikarang Jababeka, and IHG Hotel, Holiday Inn Bangkok Sukhumvit, and IHG Hotel, InterContinental Khao Yai, Resort, an IHG Hotel, Holiday Inn & Suites Jakarta Gajah Mada, an IHG Hotel, etc.	Cardiology, Paediatrics, Oncology, Orthopaedics, Gastroenterology (Digestive Diseases), OB/GYN, General Surgery, Neuroscience, Ophthalmology (Eye), Otolaryngology (Ear, Nose, Throat), Checkup, General Medicine, Spine Nephrology, Urology, etc.	Exotic dining experience, Indoor-outdoor lap pool, Bar-Wine tasting, Sense Spa, Fitness studio, Traditional medicine, etc.	Cardiac Rehabilitation, Cardiovascular Intensive Care/CV-Telemetry Units, Cardiovascular Thoracic Surgery, etc.
Key strategies	IHG Hotels & Resorts announced a series of new openings and redesigns across its portfolio in Southeast Asia. This expansion strategy may help the company to acquire enhanced customer base.	Bumrungrad International Hospital received its 7 th JCI re-accreditation. In 2002, Bumrungrad International Hospital was the first hospital in Asia to be accredited by the U.S.-based JCI. By achieving JCI accreditation, Bumrungrad gains credibility as a world-class healthcare provider, reinforcing trust among both local and international patients.	The hotel group reopened properties in Thailand, Laos and Cambodia. Moreover, the company has also announced its plan to open 9 new hotels and resorts in the region. The group is also undertaking a restructuring of services related to beverages and wellness activities.	Makati Medical Center has introduced an outpatient surgical suite to reduce congestion in its surgical and emergency departments, which currently accommodate over 1,481 patients daily. The hospital has also invested in advanced medical technology, including TomoTherapy machines and a Computed Tomography Scanner, to enhance the diagnosis and treatment of common health conditions in the Philippines, such as cancer and heart disease.

Source: Kenan Foundation Asia. (2025)

4 ASEAN Medical and Wellness Tourism Market, by Category

4.1 Medical Tourism

4.1.1 Cosmetic Surgery

4.1.1.1 Hair transplant

The hair transplant segment in the ASEAN medical and wellness tourism market is experiencing 12.9% CAGR growth, driven by rising demand from international patients seeking affordable, high-quality treatment. Thailand, Malaysia, and Singapore have emerged as key destinations due to their advanced medical infrastructure, experienced professionals, and competitive pricing.

Technological advancements, such as Follicular Unit Extraction and Direct Hair Implantation, have enhanced success rates and reduced recovery times, attracting medical tourists. The affordability factor is crucial, as hair transplants in ASEAN countries typically cost 40%–70% less than in Western countries, making them a popular choice for those from Europe, the Middle East, and Australia. For instance, according to Bookimed, the cost of a hair transplant in Thailand ranges from US\$3,000 to US\$7,000, compared to US\$8,000 to US\$18,000 in the U.S.⁴⁵

In recent years, medical tourism in the region has witnessed a surge, with Thailand alone drawing over 3 million medical tourists in 2023, a portion of whom sought hair restoration treatments.⁴⁶ Furthermore, the growing awareness among patients about hair loss solutions and the increasing availability of tailored medical packages for foreign patients have bolstered the segment.

Indonesia, Viet Nam, and the Philippines have also seen a rise in high-end wellness resorts offering comprehensive hair restoration services that combine medical care with tourism experiences. The segment is expected to grow steadily, particularly as ASEAN countries continue to position themselves as leading hubs for medical tourism in Asia, driven by the ongoing improvements in healthcare services and increasing foreign patient inflow.

Continued research and development on hair loss and baldness have led to the introduction of new therapies for hair loss and baldness. In January 2024, a group of researchers at the University of Indonesia unveiled advanced stem cell therapy for treating hair loss.⁴⁷ Along with this discovery, the researchers have also obtained promising results of platelet-rich blood fluid for treating hair loss.

Due to lucrative market opportunities, international players actively invest to expand their presence in the ASEAN region. In July 2023, ASMED, a popular hair treatment service provider in Türkiye, opened its new facility in Indonesia with the aim to enter the ASEAN hair wellness market.⁴⁸

⁴⁵ [Hair transplant in Thailand | Cost > TOP 10+ Clinics 2025](#)

⁴⁶ <https://www.medparkhospital.com/en-US/news/thailand-medical-tourism#:~:text=Thailand%20stands%20out%20in%20Asia's,heart%20surgery%20to%20cosmetic%20enhancements.>

⁴⁷ [New Breakthrough in Overcoming Baldness and Hair Loss with Stem Cells Treatment – Universitas Indonesia](#)

⁴⁸ [ASMED HAIR TRANSPLANT OPENS ITS REPRESENTATIVE OFFICE IN JAKARTA | Sugar & Cream | A Beautiful Life Deserves a Beautiful Home](#)

4.1.1.2 Breast augmentation

The breast augmentation segment in the ASEAN medical and wellness tourism market has experienced 13.7% CAGR growth, driven by rising demand for cosmetic procedures, affordability, and high-quality medical care.

The increasing influence of social media, evolving beauty standards, and greater societal acceptance of cosmetic enhancements have further fueled demand. Malaysia is also gaining prominence with government-backed initiatives promoting medical tourism. Moreover, the rise in medical wellness packages that combine surgical procedures with recovery in luxury resorts has enhanced the appeal of ASEAN countries.

As of 2023, the breast augmentation segment is projected to hold US\$4.3 billion revenue in 2032 for the ASEAN region, with a significant influx of patients from the Middle East, Australia, and China. Technological advancements such as minimally invasive procedures and cohesive gel implants have also contributed to the rising popularity of breast augmentation in ASEAN's medical tourism sector.

4.1.1.3 Other cosmetic surgeries

Other cosmetic surgeries in the ASEAN Medical and Wellness Tourism Market experienced 12.3% CAGR growth, driven by increasing demand for rhinoplasty, blepharoplasty, facelifts, and liposuction. Aesthetic surgeries, once considered luxury services, are now more accessible due to competitive pricing and advanced healthcare infrastructure in Thailand, Malaysia, and Viet Nam. Thailand and Viet Nam, in particular, have emerged as a global hub for cosmetic surgery, attracting patients from the U.S., Australia, and the Middle East.

According to MedPark Hospital, in 2023⁴⁹, medical tourism contributed approximately US\$6 billion to Thailand's economy, with cosmetic surgeries comprising a significant share. Malaysia is also witnessing a surge in medical tourists for aesthetic procedures, supported by government-backed initiatives like the MHTC. Additionally, minimally invasive surgeries and advancements in cosmetic technology, such as laser treatments and fat grafting, are boosting market demand. The market is expected to grow further as more healthcare providers in the region adopt international standards and accreditation, reinforcing patient trust.

In addition, increasing investments by market players in the ASEAN region are also estimated to positively impact the segment growth during the forecast period. For instance, in March 2023, CGBio, a bio-regenerative medicine company, announced its plan to open its medical aesthetic clinics called NULOOK in Bali, Indonesia. NULOOK is a South Korea-based aesthetic services provider experienced in 'High-Quality K Beauty'. Such developments are further estimated to propel segment growth during the forecast period.⁵⁰

4.1.2 Cardiovascular Surgery

The cardiovascular surgery segment in the ASEAN medical and wellness tourism market has seen 12.7% CAGR growth, driven by the region's reputation for high-quality care at competitive prices. Countries like Thailand, Malaysia, and Singapore have emerged as key destinations, offering advanced cardiovascular procedures such as coronary artery bypass grafting, valve replacements, and minimally invasive surgeries.

⁴⁹ [Thailand Medical Tourism: Top 8 Treatments 2023 | MedPark Hospital](#)

⁵⁰ [CGBio to Establish a Medical Aesthetic Clinic 'NULOOK' in Bali, Indonesia – CGBIO EN](#)

Patients from Western countries and neighbouring regions like the Middle East and South Asia are attracted by shorter waiting times, lower costs (up to 70% less than in the U.S.), and highly trained medical professionals. For instance, according to MedPark Hospital, in 2023, the estimated cost of cardiac surgery in Thailand is US\$15,000 to US\$35,000, significantly less than in Western countries, where similar procedures cost US\$70,000 to US\$200,000.⁵¹ In Malaysia, the National Heart Institute is a hub for heart surgeries, contributing to the country's growth in medical tourism.

Recent trends also highlight an increased focus on patient-centric care, with wellness tourism initiatives incorporating post-operative rehabilitation and holistic treatments, such as stress management and diet optimisation. The rising elderly population, both locally and globally, is further boosting demand for cardiovascular procedures, while ASEAN's growing partnerships with international healthcare providers are improving the quality of services.

In June 2024, SS Innovations International, Inc. received approval from the Indonesia healthcare authority for its clinical use in the country. SS Innovations International, Inc. develops surgical robots and has proven its experience in cardiac, head and neck, and general surgical procedures.⁵² Technology advancements, such as robotic-assisted surgeries and telemedicine for follow-up care, enhance the region's appeal.

4.1.3 Orthopaedic Surgery

The orthopaedic surgery segment in the ASEAN medical and wellness tourism market is experiencing robust growth, driven by rising demand for affordable, high-quality treatments and advanced medical technologies. Joint replacement surgeries, spinal surgeries, and sports injury treatments are particularly sought after by international patients, especially from Australia, the Middle East, and the U.S.

Thailand alone treated over 3 million medical tourists in 2023, with orthopaedic procedures making up a significant portion.⁵³ The country's Bumrungrad International Hospital and Bangkok Hospital are renowned for offering comprehensive orthopaedic care at a fraction of Western prices, typically 50–70% cheaper. In 2023, hip and knee replacements in Thailand are expected to cost between US\$7,000 and US\$15,000, significantly lower than in Western countries, often by 50–70%. Malaysia, offering a blend of affordability and quality, is another key player, with its orthopaedic surgery segment accounting for a substantial part of the US\$2 billion earned from medical tourism in 2023.

Introducing new facilities to cater to the demand for orthopaedic conditions is also projected to propel segment growth during the forecast period. For instance, in August 2024, Hoan My Medical Group announced the launch of its new spine and orthopaedic facilities in Ho Chi Minh City. The centres incorporate cutting-edge technology equipped with AI and state-of-the-art diagnostics instruments.⁵⁴

The ASEAN region's appeal is further enhanced by the availability of holistic rehabilitation services and wellness programmes, which complement post-surgery recovery. Medical advancements, including robotic-assisted surgeries and 3D-printed implants, are gaining popularity across ASEAN orthopaedic centres, improving surgical precision and recovery times.

⁵¹ [MedPark ranked as a Thailand's top hospital for three consecutive years by Newsweek. | MedPark Hospital](#)

⁵² [SS Innovations' SSi Mantra Surgical Robotic System Approved](#)

⁵³ [Thailand top destination for medical tourists - PMC](#)

⁵⁴ [Hoan My Launches Orthopaedic and Spine Center](#)

4.1.4 Oncology Treatment

The oncology treatment segment in the ASEAN Medical and Wellness Tourism Market has experienced significant growth, driven by rising cancer incidence and the region's competitive healthcare costs. Countries like Thailand and the Philippines have positioned themselves as top destinations for oncology care due to their advanced medical infrastructure, specialised oncology centres, and skilled healthcare professionals.

Thailand, for example, is renowned for its state-of-the-art cancer treatment centres, offering a combination of conventional and innovative therapies like immunotherapy, targeted therapy, and precision medicine. According to MedPark Hospital, the average cost of cancer treatments in Thailand in 2023 is estimated to be between US\$2,000 and US\$130,900, depending on the type, stage, and specific treatment approach; breast cancer radiation therapy costs range from US\$2,000 to US\$2,600, while prostate cancer can cost approximately US\$5,700, which is significantly lower than western countries by 60–70%.

Singapore's oncology services, supported by cutting-edge research and technology, attract patients seeking comprehensive cancer care, including proton therapy and robotic-assisted surgery. The Philippines is also emerging as a key player, known for its affordable and high-quality oncology services.

The growing number of drug approvals combined with increasing investments in ASEAN countries is also estimated to accelerate the growth of the oncology segment in years to come. For instance, in May 2023, Big Bear Pharma received approval for its six anti-cancer-targeted drug therapies in Lao PDR. Further, the company plans to launch its drugs in the local market and expand its Southeast Asian presence.

Moreover, in June 2024, Cambodia's Ministry of Health called a strategic meeting of all partners to develop its Luong Me Hospital into a cancer treatment centre. During the meeting, the ministry invited the International Atomic Energy Agency to accelerate the country's cancer research, treatment, and diagnosis capabilities.⁵⁵ Further, in February 2023, The University of Texas MD Anderson Cancer Center signed a strategic collaboration with the government of Indonesia to expand its presence in ASEAN countries.⁵⁶ Through these collaborative efforts, the government can also achieve its aim of strengthening its cancer treatment infrastructure.

Recent trends include the integration of wellness programmes alongside cancer treatments, emphasising holistic care that combines medical interventions with supportive therapies like nutritional counselling, stress management, and rehabilitation. This aligns with the growing demand for personalised treatment plans that cater to patients' physical and emotional well-being. Additionally, collaborations between ASEAN medical institutions and international healthcare providers have increased, enabling access to the latest cancer treatments and clinical trials. These trends underscore ASEAN's growing prominence in global oncology care.

4.1.5 Dental Surgery

The dental surgery segment is a growing area within the ASEAN medical and wellness tourism market, driven by the region's high-quality yet cost-effective services. Countries like Thailand, Malaysia, and the Philippines have positioned themselves as leading destinations

⁵⁵ [MD Anderson announces new collaboration in Indonesia to reduce global cancer burden | MD Anderson Cancer Center](#)

⁵⁶ [Cambodian Health Minister calls on all development partners through the International Atomic Energy Agency to support health, especially cancer, in Cambodia - Khmer Times](#)

for dental tourists, offering treatments such as implants, veneers, crowns, and orthodontics at a fraction of the cost compared to Western countries.

According to recent reports, dental procedures can be up to 60-70% cheaper in ASEAN countries, attracting patients from Europe, North America, and Australia. According to Clinics On Call's study, 1.2 million people visit Thailand yearly for dental treatment, making it the third most popular country for dental tourism. Additionally, according to MedPark Hospital, in Thailand, dental implants with dental crowns cost approximately US\$2,480, veneers cost approximately US\$470, and All-on-4 dental implants cost between US\$7,800 and US\$12,000.

Well-developed healthcare infrastructure, skilled practitioners, and state-of-the-art facilities are key drivers. The rise of digital dentistry, including 3D printing for crowns and implants, has also fueled the growth of this segment. Additionally, countries like Singapore are seeing increased interest due to their reputation for stringent healthcare standards.

In addition, growing investments by local and international players are also expected to offer a lucrative opportunity for segment growth by 2032. For instance, in September 2022, Klar Smile, an Indonesia-based dental treatment startup, raised US\$4.5 million in funding through rounds of series funding.⁵⁷ The company plans to expand its presence nationwide and provide oral wellness services and complementary products.

Furthermore, in March 2023, Modern Dental Group Limited announced the successful start of its new production base in Viet Nam.⁵⁸ The facility will focus on the production of dental prosthetic devices and products. Hence, as more investments flow into these facilities, dental tourism will grow in ASEAN during the forecast period.

Moreover, ASEAN governments are actively promoting medical tourism through initiatives such as Thailand's Medical Hub policy further strengthens the dental surgery segment. With these factors, the dental surgery market in ASEAN is projected to grow at a CAGR of 12.8% from 2024 to 2032, establishing the region as a key global hub for dental tourism.

4.1.6 Bariatric Surgery

The bariatric surgery segment is witnessing significant growth and was valued at US\$767 million in 2023, driven by rising obesity rates and increasing awareness about weight management solutions. Countries like Thailand, Malaysia, Philippines, Singapore and Viet Nam have become major hubs for bariatric procedures due to their world-class healthcare facilities, highly trained surgeons, and affordable pricing compared to Western countries.

Thailand, for instance, reported an increase in international patients seeking bariatric surgery in 2023, making it one of the most popular medical tourism destinations for weight loss surgeries. Key trends include the growing adoption of minimally invasive techniques like laparoscopic sleeve gastrectomy and gastric bypass, which reduce recovery times and improve patient outcomes.

Many ASEAN nations are also partnering with global healthcare organisations to enhance medical standards and attract more patients. These developments, coupled with the region's strategic location and lower costs, are positioning the ASEAN market as a competitive destination for bariatric surgery, offering savings of up to 60% compared to procedures

⁵⁷ [KLAR Smile bags US\\$ 4.5 million pre-series A funding](#)

⁵⁸ [Modern Dental Group Successfully Held the Groundbreaking Ceremony for its Production Base ACESO in Viet Nam - PharmiWeb.com](#)

in the U.S. and Europe. The market is expected to expand as demand for weight loss solutions rises globally.

4.1.7 Fertility Treatment

The fertility treatment segment is expected to hold a revenue share of US\$3.5 billion in 2032, owing to the increasing demand for affordable and high-quality reproductive care. Thailand, Malaysia, and Singapore have emerged as top destinations due to their advanced healthcare infrastructure, specialised fertility clinics, and cost-effective treatments.

Thailand, in particular, has become a hub for in-vitro fertilisation (IVF) procedures, with its fertility success rates rivalling those of Western countries. In 2023, the ASEAN fertility treatment market saw growth attributed to the rising number of international patients seeking treatments such as IVF, surrogacy, and egg freezing.

Compared to Western countries, the low cost of fertility treatments in Thailand is also driving the market. For instance, according to MedPark Hospital, in 2023, the estimated cost of IVF in Thailand ranges from US\$8,000 to US\$13,700, while the cost of Intracytoplasmic Sperm Injection (ICSI) is approximately US\$10,000.⁵⁹ Moreover, according to Vejthani Hospital (A JCI Accredited International Hospital in Thailand), ICSI is an integral part of IVF treatment, offering renewed hope to couples facing difficulties conceiving. In Thailand, the success rates of ICSI are notably high, between 70 and 75%, making it a beacon of hope for those on the path to parenthood.

Malaysia has positioned itself as a leader in Muslim-friendly fertility services, offering treatments that align with Islamic guidelines and appealing to patients from the Middle East. Singapore continues to attract high-net-worth individuals seeking premium fertility care. The availability of cutting-edge technologies, skilled specialists, and relatively low treatment costs, often 40% to 60% cheaper than in Western countries, are key drivers of this trend.

Moreover, the growing number of partnerships between healthcare providers, fertility clinics, and international medical networks is also expected to boost fertility tourism in ASEAN countries. In April 2024, China-based Jinxin Fertility Group Limited entered a strategic collaboration with PT Morula Indonesia to expand its presence in Southeast Asia.⁶⁰ Such collaborations enhance access to cutting-edge fertility treatments, advanced technologies, and specialised expertise, making the region an attractive destination for fertility treatments.

Additionally, government-backed healthcare policies and strategic investments in medical tourism are boosting market expansion. The ASEAN region's growing reputation for providing world-class fertility treatments alongside scenic wellness retreats makes it a popular choice for international medical tourists, particularly from China, Australia, and the Middle East. The fertility treatment segment is poised for significant growth, with an expected market value of US\$3.5 billion by 2032.

4.1.8 Other Application

The other application segment, encompassing ophthalmology, organ transplants, urology, etc., is a fast-growing area in the ASEAN medical and wellness tourism market, driven by advanced healthcare infrastructure and cost-effective treatments.

⁵⁹ [IVF/ICSI Package | MedPark Hospital](#)

⁶⁰ [Jinxin Fertility and Morula Announce Strategic Cooperation in Southeast Asia](#)

In ophthalmology, procedures such as LASIK, cataract surgeries, and retinal treatments are popular due to the availability of cutting-edge technologies at lower costs than in Western countries. For example, Thailand's Bumrungrad International Hospital has gained a reputation for high-quality eye care, drawing patients from over 100 countries annually. Additionally, the estimated cost of LASIK eye surgery in Thailand in 2023 for both eyes is US\$1,500 to US\$2,050, while cataract surgery with monofocal lens implants costs around US\$2,400 per eye which is much less compared to countries such as the U.S., U.K. and Australia.

Organ transplants, particularly kidney and liver transplants, have seen a surge in medical tourists to Malaysia, where the waiting times are shorter and success rates are high. Developing ASEAN countries are also taking strategic steps to enhance their healthcare capabilities. For instance, in August 2024, Lao PDR witnessed the first successful execution of joint organ transplant surgery.⁶¹ This achievement highlights Lao PDR's medical infrastructure strengthening through international collaborations, positioning the nation as a potential hub for specialised healthcare services. Such advancements will likely drive further investment into the healthcare industry, reduce medical tourism outflow, and enhance patient outcomes domestically, aligning with the government's long-term objectives of improving healthcare access and quality.

Urology treatments, including prostate surgery and kidney stone removal, are also on the rise. Affordability, skilled medical professionals, and government initiatives promoting medical tourism have helped ASEAN countries capture a significant global market share in these specialised fields.

4.2 Wellness Tourism

4.2.1 Service

4.2.1.1 Wellness activities

The wellness activities segment, including spas, massages, hot springs, and meditation clubs, is a key growth driver in the ASEAN wellness tourism market. Increasing demand for holistic health experiences, driven by rising stress levels and a shift towards preventive health, has fueled the expansion of this sector.

Thailand, Indonesia, Malaysia, the Philippines, and Viet Nam have become top destinations, offering luxurious wellness retreats that combine traditional healing practices with modern amenities. Thailand's spa and massage industry is particularly renowned, contributing major revenue annually to the country's economy. According to the Thailand Government Public Relations Department, in 2022, there were 10,077 health establishments registered with the DHSS and Provincial Public Health Offices, with 190,000 registered service providers in health establishments offering massage and spa services.⁶²

In 2023, wellness tourism in ASEAN experienced a 13% CAGR growth, bolstered by an influx of international travellers seeking experiences like Thai massages, Javanese wellness rituals, and Balinese healing therapies. Hot spring resorts in countries like Malaysia and the Philippines have also been popular as tourists seek natural healing experiences to detoxify and rejuvenate. Bali remains a top destination for meditation and yoga retreats,

⁶¹ [Joint Organ Transplant Surgery Marks Milestone in Lao PDR's Healthcare - Laotian Times](#)

⁶² [Thailand upgrades spa and massage industry to compete globally - THAILAND.GO.TH](#)

attracting tourists from Australia, Europe, and the U.S. seeking a blend of relaxation and mindfulness.

Governments in ASEAN countries have been actively promoting wellness tourism through various initiatives, including infrastructure development and marketing campaigns, to further capitalise on the growing trend. In July 2024, Indonesia's Tourism and Creative Economy minister expressed plans to offer sound therapy for treatment of mental conditions. In June 2024, Wafaifo Resort, one of the heritage resorts in Viet Nam, announced its plan to offer technology-led wellness tourism, including epigenetic testing, sleep technology, hyperbaric chambers, and infrared saunas. Likewise, resorts are focusing on offering innovative services that are likely to accelerate the footprints of domestic and international wellness tourists.⁶³ Overall, this segment is expected to grow at a 13.6% CAGR during the forecast period.

Table 14 Domestic and international wellness tourism trips and expenditures in Thailand: 2020–2022

	Domestic and Inbound Wellness Trips			Average Expenditures Per Trip
	2020	2021	2022	2022
Domestic				
Domestic Wellness Trips (millions)	4.73	6.40	8.11	254
Domestic Wellness Trip Expenditures (US\$ billions)	1.89	1.27	1.77	
International				
Inbound Wellness Trips (millions)	1.18	0.09	2.29	2,501
Inbound Wellness Trip Expenditures (US\$ billions)	2.95	0.24	5.72	
Total Wellness Tourism				
Total Wellness Trips (millions)	5.91	6.48	10.40	748
Total Wellness Trip Expenditures (US\$ billions)	4.23	2.00	7.78	

Source: Global Wellness Economy Thailand⁶⁴

4.2.1.2 Transport

The transport segment of the ASEAN wellness tourism market is undergoing significant development to meet the rising demand for seamless and efficient travel experiences. As wellness tourism expands, especially in destinations like Thailand, Malaysia, Indonesia, and Viet Nam, integrating robust transport networks is crucial to connecting wellness hubs, such as spas, retreats, and medical facilities, with international airports and key tourist cities.

A notable trend is the surge in luxury transportation services, including private transfers, limousines, and chauffeur-driven cars, catering to high-end wellness tourists who prioritise comfort. Countries like Thailand have enhanced transport infrastructure to facilitate smooth travel to wellness destinations like Phuket and Chiang Mai. For instance, Thailand's high-speed train network is expanding, including routes linking major wellness hotspots, allowing tourists to access remote areas easily.

Another trend is the rise of eco-friendly transport options. Countries such as Indonesia and Malaysia are promoting electric vehicle (EV) usage with government-backed initiatives to support sustainable tourism, enhancing their appeal to eco-conscious travellers.

⁶³ [Travel PR News | Tourism News: New Boutique Resort in Central Viet Nam Goes Big on Technology-led Wellness](#)

⁶⁴ https://globalwellnessinstitute.org/wp-content/uploads/2022/09/2022GWI_Country-RankingsThailand_FINAL.pdf

Ride-sharing apps and shuttle services tailored for wellness resorts are also becoming popular, offering convenience and affordability.

ASEAN saw an increase in transport services specifically catering to tourists. Efficient in-country transportation enhances the overall wellness tourism experience and helps boost local economies by promoting easier access to a wider range of wellness facilities across the region.

4.2.1.3 Lodging

The lodging segment in the ASEAN wellness tourism market is evolving rapidly, driven by the growing demand for holistic health experiences integrated with luxurious stays. Wellness-focused resorts and hotels across countries like Thailand, Indonesia, and Malaysia are incorporating specialised wellness programmes, including yoga retreats, detox programmes, and spa therapies.

Thailand leads the segment with wellness-focused properties such as Kamalaya and Chiva-Som, which combine health programmes with opulent accommodation, offering services like Ayurvedic treatments and stress management. Indonesia's Bali has also become a hub for luxury wellness retreats, offering eco-friendly resorts and mindfulness programmes that appeal to Western tourists seeking transformative experiences. Malaysia is positioning itself as a growing player with integrated health resorts like The Chateau Spa & Organic Wellness Resort. Hotels in the region are adapting to the trend by incorporating wellness infrastructure, such as state-of-the-art gyms, meditation centres, and organic dining options.

The pandemic-induced focus on mental and physical well-being has further accelerated the shift towards wellness lodging. As tourists increasingly seek immersive, health-centric travel experiences, the ASEAN wellness lodging market is forecasted to grow at a CAGR of 14% from 2024 to 2032. The rise of digital nomadism and remote work trends also contributes to this growth, as wellness resorts integrate work-friendly environments to attract long-term stays.

4.2.1.4 Other services

The other services segment in the ASEAN wellness tourism market, encompassing thermal/mineral springs, traditional and complementary medicine, personalised medicine, nutrition, weight loss, etc., is gaining significant traction. Wellness-conscious travellers increasingly seek holistic health experiences, combining medical treatments with natural therapies. Countries like Indonesia, Thailand, and Malaysia lead this trend by promoting traditional healing practices such as herbal remedies and acupuncture. In Indonesia, Bali has emerged as a hotspot for wellness retreats, offering personalised detox programmes and weight loss treatments attracting wellness tourists from Australia and Europe.

Thermal and mineral springs are becoming a key attraction in Malaysia and Thailand, with luxury resorts incorporating hydrotherapy into their wellness packages. The rise of personalised medicine in the region, focusing on tailored health plans based on genetic profiles, is also driving market growth. Thailand, for instance, has been developing precision medicine services that include nutrition and wellness diagnostics for tourists.

The increasing emphasis on preventive healthcare, stress management, and lifestyle-related issues such as obesity is driving demand for weight loss programmes and nutritional therapies across the region. With tourists from China, the Middle East, and Europe seeking these integrative services, ASEAN is becoming a leading destination for holistic wellness

experiences. Government initiatives and private investment in wellness infrastructure further support the market's growth.

4.2.2 Travel Type

The ASEAN wellness tourism market is witnessing a dynamic shift in travel types, with domestic and international tourism playing significant roles. Post-pandemic recovery has boosted domestic wellness tourism as local travellers seek wellness retreats, spa therapies, and holistic treatments in their countries.

In nations like Thailand, Malaysia, and Indonesia, domestic travel surged in 2022, driven by increased mental and physical well-being awareness. Wellness resorts in Bali, Phuket, and Malaysia's highlands have capitalised on this trend by offering affordable packages aimed at the local market. Meanwhile, international wellness tourism is also on the rise, particularly with the relaxation of travel restrictions across the region.

As a top global wellness destination, Thailand attracted millions of wellness tourists in 2023, a significant rebound compared to pre-pandemic levels. International travellers from China, Australia, the Middle East, and Europe flock to ASEAN countries for spa retreats, meditation, yoga, detox programmes, and traditional therapies like Thai massage and Ayurveda. The rise of eco-friendly and sustainable wellness travel has further fueled international interest, with eco-resorts and nature-based wellness centres gaining popularity.

Overall, international wellness tourism is expected to contribute nearly 34% of the ASEAN market's revenue by 2032, while domestic tourism continues to grow as a core segment, shaping the region's wellness tourism landscape.

4.2.3 Travel Purpose

In the ASEAN wellness tourism market, the purpose of travel is increasingly diversifying between primary and secondary wellness tourism. Primary wellness tourism refers to travellers who visit for wellness experiences, such as spa retreats, meditation, detox programmes, and holistic healing therapies. This segment has grown significantly due to rising global interest in preventive health and well-being. Countries like Thailand, Indonesia, and Malaysia are leading destinations, offering luxury wellness resorts, yoga retreats, and traditional healing therapies.

Conversely, secondary wellness tourism involves travellers who engage in wellness activities as part of a broader trip, often combining relaxation with conventional tourism. This segment is driven by tourists visiting for business, leisure, or medical reasons, who opt for spa treatments, fitness programmes, or stress relief activities. Singapore and Malaysia have seen a rise in secondary wellness tourism, particularly through hotel spas and urban wellness centres.

The growth of both primary and secondary wellness tourism in ASEAN is supported by increasing wellness retreats, luxury resort investments, and the region's natural and cultural appeal.

5 ASEAN Medical and Wellness Tourism Market, by Country

5.1 Brunei Darussalam

Brunei Darussalam's medical and wellness tourism market is relatively small but has the potential for niche growth due to its well-developed healthcare system and strategic government support. Brunei Darussalam is known for its high-quality healthcare services, particularly in specialised areas like cardiology and paediatrics, and well-funded public healthcare facilities support it.

The government has been exploring opportunities to promote Brunei Darussalam as a medical tourism destination, mainly targeting patients from neighbouring countries such as Malaysia and Indonesia. Moreover, the government is focused on enhancing the healthcare system through investments in advanced medical technologies and seeking international accreditation for its hospitals to attract more affluent medical tourists willing to pay a premium for high-quality care. In June 2024, the government of Brunei Darussalam and the Philippines signed a collaborative contract to develop and promote tourism in both countries. In addition, this partnership is expected to strengthen the ties between duos.⁶⁵

The wellness tourism sector in Brunei Darussalam remains underdeveloped, with limited offerings mostly centred on luxury spas and wellness centres catering to high-end tourists. The country's rich biodiversity, pristine rainforests, and serene environment present untapped potential for developing nature-based wellness experiences, such as eco-tourism and wellness retreats. However, this market remains largely unexplored, and there is a need for targeted marketing and investment in infrastructure to position Brunei Darussalam as a unique destination for wellness tourism.

5.2 Cambodia

Cambodia's medical and wellness tourism market is still in its early stages, with limited infrastructure and a focus primarily on basic healthcare services. The country's medical tourism sector is developing slowly, with private clinics in major cities like Phnom Penh and Siem Reap offering services such as dental care, cosmetic procedures, and general health check-ups.

Healthcare quality in Cambodia has been steadily improving due to investments from international organisations and collaborations with neighbouring countries. However, the country's growth as a medical tourism destination remains constrained by the limited availability of advanced medical facilities, specialised treatments, and internationally accredited hospitals. Furthermore, most healthcare facilities in Cambodia still fall short of meeting global standards.

Most patients seeking complex or high-risk procedures still travel to Thailand or Viet Nam, where healthcare is more developed. Furthermore, 26% of Cambodian citizens prefer to go abroad for medical checkups and treatments annually.

⁶⁵ [Brunei Darussalam Darussalam and the Philippines Agree to Boost Tourism Cooperation | BIMP-EAGA](#)

However, Cambodia's wellness tourism sector shows significant potential, particularly given the country's rich cultural heritage, ancient temples, and tranquil natural landscapes, which create a unique environment for wellness retreats. Integrating traditional Khmer healing practices, such as herbal treatments and massage, into wellness programmes appeals to tourists seeking authentic and culturally immersive experiences. Popular destinations for wellness tourism include Siem Reap and coastal areas like Sihanoukville, where boutique resorts offer spa treatments, yoga, and meditation in peaceful settings near historical sites or pristine beaches.

The government continually enhances the tourism sector through initiatives aimed at sustainable tourism development and cultural preservation, which could indirectly benefit wellness tourism. In July 2024, Cambodia introduced a strategic programme in partnership with Viet Nam, which included the collaboration of Viet Nam Airlines and Saigontourist Group to boost tourism in the country. The programme is called 'Two Countries – One Destination' and is projected to offer travel benefits to both countries shortly.⁶⁶

Cambodia's opportunity lies in leveraging its unique cultural and natural assets to attract wellness tourists who seek an alternative to more commercialised destinations. To capitalise on this potential, Cambodia must invest in enhancing service standards, developing wellness facilities, and building international partnerships to boost its profile in the wellness tourism market.

5.3 Indonesia

In the ASEAN medical and wellness tourism market, Indonesia witnessed significant revenue growth, valued at US\$4.8 billion in 2023 and projected to sustain a CAGR of 11.7% between 2024 and 2032.

Indonesia is emerging as a significant player in the ASEAN medical and wellness tourism market. Certain factors, such as the growing focus on improving healthcare infrastructure, government support, and the country's natural appeal for wellness experiences, offer a favourable environment for the growth of Indonesia's medical and wellness tourism. While Indonesia is not yet as established as Thailand or Singapore in medical tourism, it has gained attention due to its affordability, diverse treatment offerings, and rising number of accredited healthcare facilities.

The medical tourism segment in Indonesia is developing steadily, with services ranging from general medical treatments to specialised care such as dental services, cosmetic surgery, and orthopaedic procedures. Indonesian hospitals and clinics are increasingly gaining international accreditation, which is expected to boost confidence among foreign patients. In March 2024, the government of Indonesia announced the beginning of construction of Aspen Medical's International Hospital in Depok.⁶⁷ The hospital is being developed through a partnership between West Java State-Owned Enterprise and Aspen Medical Pty Ltd. In this venture, Aspen is investing around US\$49.4 million. Further, the hospital is being developed to offer medical treatments to domestic and international patients.

Though the medical tourism sector in the country is gradually taking its pace, the government is likely to make efforts to strengthen its healthcare infrastructure. According to research published by NCBI in April 2024, an estimated 2 million Indonesians annually go abroad for

⁶⁶ [Saigontourist Group, Viet Nam Airlines Partner to Boost Tourism | Saigontourist | Tân hường bản sắc Việt](#)

⁶⁷ [Aspen Medical builds first international hospital in Depok, Indonesia | Aspen Medical](#)

medical treatments. Furthermore, the research states that the healthcare infrastructure in the country is hampered due to the unequal distribution of health services.

To deal with this situation, in June 2024, the government of Indonesia announced its plan to create SEZ for medical tourism. This newly developed SEZ will retain 40,000 domestic medical tourists seeking medical treatments in other ASEAN countries.⁶⁸ Furthermore, the government also focuses on foreign investments to consolidate health infrastructure. In September 2024, the government raised US\$94.1 million in the 2nd Indonesia-Africa Forum (IAF) Joint Leaders Session, 2024.⁶⁹ Such strategies are estimated to impact the market growth during the forecast period positively.

Indonesia demonstrates significant potential in wellness tourism due to its diverse natural attractions, including tropical beaches, lush forests, and volcanic landscapes. The wellness sector thrives on traditional healing practices like the renowned Jamu herbal treatments, therapeutic massages, and spiritual retreats, all of which have gained international acclaim. Wellness resorts and spas in Bali, Java, and other islands are especially popular among tourists seeking holistic health experiences. By integrating wellness programmes with leisure tourism, Indonesia further strengthens its appeal, attracting travellers to its unique cultural and natural offerings.

Government initiatives are crucial in developing Indonesia's wellness tourism sector. Programs to improve healthcare quality and promote wellness tourism are in place, including efforts to boost hospital accreditation and partnerships between the public and private sectors. The Ministry of Tourism has launched campaigns to promote Indonesia as a wellness destination, focusing on luxury resorts, traditional healing, and natural therapies. For instance, in August 2022, the government of Indonesia announced an action plan to promote wellness tourism in Bali and Java. The action plan includes investments in wellness tourism infrastructure, inviting foreign players, and media strategies.⁷⁰

Despite these efforts, Indonesia faces stiff competition from established medical tourism markets like Thailand, Malaysia, and Singapore. The country's healthcare system is still growing, and there is a need for more strategic development in specialised healthcare services and advanced medical technology. Nonetheless, Indonesia's combination of cultural richness, natural beauty, and growing healthcare capacity positions it well for future growth in the global medical and wellness tourism market.

5.4 Lao PDR

Lao PDR in the ASEAN medical and wellness tourism market witnessed significant revenue growth, valued at US\$218.5 million in 2023. It is projected to sustain a CAGR of 10.8% between 2024 and 2032.

Lao PDR's medical and wellness tourism market is still nascent compared to its regional counterparts like Thailand and Malaysia. The country is working to build a foundation in healthcare tourism, but significant challenges remain regarding infrastructure, international accreditation, and service offerings. Despite these limitations, Lao PDR holds potential due to its natural resources, cultural heritage, and strategic location within Southeast Asia.

⁶⁸ [Indonesia to create economic zone for medical tourism | ITIJ](#)

⁶⁹ [Indonesia Signs Health Investment Deals at IAF - Invest Indonesia](#)

⁷⁰ [Indonesia Launches Action Plan to Promote Wellness Tourism - Tourism Quest](#)

Due to this potential parameter, other countries are actively coming forward to invest in infrastructure development. For instance, in May 2024, the U.S. government announced a strategic partnership with the Lao PDR government to strengthen health and governance in child & maternal health. The new initiative is called the CONNECT initiative, in which the U.S. announced that it would invest US\$10 million in development.⁷¹

Basic healthcare services and traditional medicine primarily drive medical tourism in Lao PDR. The country lacks the advanced medical facilities and specialised treatments seen in neighbouring countries. Many Laotians and expatriates travel to Thailand or Viet Nam for complex procedures and specialist care. However, Lao PDR has been investing in improving its healthcare system, with support from international organisations and neighbouring countries. For instance, in August 2023, the Asian Development Bank approved a financial package of US\$45 million to strengthen healthcare quality in Lao PDR. According to the government, the project is expected to benefit 1.6 million people.⁷²

The country's natural beauty, including its mountains, rivers, and forests, makes it an ideal destination for wellness retreats. Lao PDR's traditional healing practices, including herbal medicine and spa treatments, are increasingly gaining attention among wellness tourists. The country's slow pace of life and rich Buddhist culture appeal to travellers seeking spiritual rejuvenation and mental well-being. Wellness resorts and eco-lodges in locations like Luang Prabang attract tourists looking for relaxation and holistic healing experiences.

Despite these positive developments, Lao PDR faces significant hurdles in becoming a competitive medical and wellness tourism player. Its healthcare system remains underdeveloped, with limited access to advanced medical technologies and specialist care. Additionally, the lack of international accreditation for most of its hospitals and clinics limits its appeal to foreign patients.

5.5 Malaysia

Malaysia's healthcare travel sector has demonstrated consistent growth, with the MHTC reporting healthcare travel revenue of RM1.3 billion (approximately US\$290 million) in 2019, prior to the pandemic. As borders reopened, the sector has shown signs of recovery, supported by government initiatives to reposition Malaysia as a preferred destination for international patients.

Malaysia's medical and wellness tourism market has grown rapidly in recent years, establishing the country as one of the leading destinations in Asia for healthcare travellers. The growth of the Malaysian market is attributed to a combination of high-quality medical services, competitive pricing, government support, and strategic marketing efforts.

In July 2024, the government of Malaysia announced the launch of the Flagship Medical Tourism Hospital Programme under the Malaysia Healthcare Travel Industry Blueprint 2021–2025. As part of this initiative, four hospitals were officially selected as finalists: Subang Jaya Medical Centre, Institut Jantung Negara (National Heart Institute), Mahkota Medical Centre, and Island Hospital. Through a combination of strategic interventions, the programme aims to guide these hospitals towards clinical excellence, service excellence, and enhanced

⁷¹ [United States launches new partnership in Health and Governance Strengthening to Improve Maternal and Child Health and Nutrition in Lao PDR through CONNECT Initiative](#)

⁷² [\\$45 Million ADB Financing to Strengthen Health Care Services in Lao PDR | Asian Development Bank](#)

international branding, reinforcing Malaysia's position as a leading destination for quality healthcare travel.

Moreover, Malaysia's healthcare system is known for its advanced medical infrastructure, internationally accredited hospitals, and highly trained medical professionals, many of whom have received international education and certifications. This strong healthcare foundation has helped Malaysia attract many medical tourists, particularly from neighbouring countries like Indonesia, Singapore, China, and the Middle East.

In addition, continual advancements in healthcare services are expected to drive significant growth in Malaysia's healthcare travel market over the forecast period. A notable example is the launch of Malaysia's first connected health services by Subang Jaya Medical Centre in July 2023. This innovative platform supports six key areas home healthcare, telemedicine, medication delivery, digital health monitoring, remote diagnostics, and senior care and exemplifies the sector's pivot towards integrated and patient-centric care models.

Investor confidence in Malaysia's private healthcare sector remains strong, underpinned by the strategic expansion of leading players such as IHH Healthcare, KPJ Healthcare, and Sunway Healthcare. In FY2023, medical tourism contributed RM230 million (6.0%) to IHH Malaysia's revenue, RM190 million (5.7%) to KPJ's, and RM120 million (8.3%) to Sunway Healthcare's. These three groups collectively held the largest shares of Malaysia's total healthcare tourism revenue of RM2.25 billion, with IHH leading at 10.2%, followed by KPJ (8.4%) and Sunway (5.3%).

This upward momentum extended into early 2024, with IHH and KPJ reporting year-on-year medical tourism revenue growth of 50% and 21.8%, respectively, and Sunway Healthcare seeing a more than 40% rise in international patient volume. Supported by rising healthcare costs and increasing demand for quality medical care, Malaysia's healthcare travel sector is well-positioned to strengthen its global standing in the years ahead.

The medical tourism segment in Malaysia offers a wide range of treatments, including cardiology, oncology, orthopaedics, fertility treatments, and cosmetic surgery. One of the major draws for medical tourists is the affordability of healthcare services, which are significantly cheaper compared to Western countries and even some regional competitors like Singapore. In addition, the different provinces are also making extensive efforts to leverage healthcare facilities, which will eventually boost the market growth by 2030.

In January 2024, a state authority, the JOHOR Medical Tourism Council, announced its plan to restructure and strengthen healthcare and cultural facilities to boost the arrival of medical tourists across the globe. Moreover, the authorities plan to provide visa-free travel for tourists from China and India. Similarly, in September 2022, The Selangor state government, in collaboration with a state-owned tourism authority, participated in the Malaysia Healthcare EXPO 2022, aiming to create awareness of healthcare and wellness tourism services available in the state and the country.⁷³

The Malaysian government has played a pivotal role in positioning the country as a medical tourism hub, primarily through the efforts of the MHTC. As a coordinating body, MHTC acts as a one-stop centre for healthcare travellers facilitating access, providing trusted information, and enhancing the visibility of Malaysia's healthcare offerings on a global scale.

⁷³ [Selangor Strengthening Medical Tourism Segmentation At Malaysia Healthcare Expo \(MHX\) 2022 - Tourism Selangor](#)

It also plays a key role in augmenting and aligning national strategies across the healthcare travel ecosystem, fostering stakeholder collaboration and sector-wide standards.

To support international outreach, MHTC has employed both organic and strategic approaches. For instance, in May 2023, MHTC signed a Memorandum of Understanding (MoU) with Batik Air to expand travel convenience and regional accessibility for medical travellers. This partnership reflects the council's broader mission to improve patient experience through enhanced connectivity and integrated service delivery.⁷⁴

Looking at the MSME tourism landscape in Malaysia, there were altogether 504,554 MSMEs involved in tourism industry in 2015 (2010: 370,603 MSMEs), growing at an average of 6.4% per annum from 2011 to 2015.⁷⁵ Within the tourism industry, the majority MSME players are in retail trade i.e. shopping (56.4%); food & beverage serving (32.7%); country specific tourism characteristic (4.0%) and accommodation services (3.4%).

The value added contribution of MSMEs in the tourism industry in 2015 stood at RM115.6 billion (approx US\$26 billion) (2010: RM65.6 billion), recording an average annual double-digit growth of 12% each year during the period of 2011-2015. Top three contributors to value-added generation were retail trade i.e. shopping (51.8%); food & beverage serving (20.1%); and accommodation services (11%). Although accommodation accounts for only 3.4% MSME players, it contributed as high as 11% to value-added, showing its prominence.

Zooming on to wellness industry, Malaysia has developed a strong wellness tourism sector capitalising on its natural resources, cultural diversity, and traditional healing practices. Wellness tourists are drawn to Malaysia's spas, wellness retreats, and holistic therapies that integrate traditional Malay, Chinese, and Indian medical practices. This is the area of which MSMEs can play a pivotal role as enablers by supporting a wide range of complementary services such as recovery and post-treatment accommodations; transport and language assistance; as well as culturally infused food and nutritional experiences tailored to wellness-seeking visitors.

Acknowledging the fact that accommodation is one of the top value-added contributors to the MSME tourism industry, MSMEs can offer wellness homestays, eco-resorts or retreats designed for post-operative care with patient-friendly facilities. Meanwhile, MSME transport operators and concierge service providers can address specific needs of medical tourists, including mobility assistance and airport to hospitals and homestay transfers. On top of that, due to the country's multicultural food heritage and advanced Halal certification, MSMEs may offer customised meal services. This can range from organic and vegan meals to Halal food and physician-prescribed dietary plans, of which will be a good niche for MSMEs to venture into.

Popular destinations that have gained recognition for wellness tourism in Malaysia include Kuala Lumpur, Penang, and Langkawi. These locations are frequently highlighted in wellness travel features and hospitality reports due to the presence of luxury resorts offering holistic wellness programmes, such as detox retreats, yoga, meditation, and traditional massage therapies. Their appeal is further supported by Malaysia's tranquil natural landscapes, high service standards, and diverse culinary offerings that align with wellness-focused lifestyles.

⁷⁴ [Malaysia Healthcare Travel Council Expands Global Reach](#)

To strengthen this designation, further clarification on the criteria or benchmarks used to identify these cities as wellness hubs such as visitor numbers, industry recognition, or inclusion in wellness travel indexes would provide greater transparency and credibility.

Government support has been instrumental in the growth of Malaysia's medical and wellness tourism sectors. Policies aimed at easing visa regulations for medical tourists, tax incentives for healthcare providers, and international marketing campaigns have all contributed to the sector's expansion. For instance, in April 2024, Tourism Malaysia announced a strategic plan to promote Malaysia's tourism domestically and internationally. The plan includes strategic discussions and networking with investors and industry players.⁷⁵

The Malaysian government's focus on creating a seamless and integrated healthcare travel experience and strategic public-private partnerships has bolstered the country's position as a top destination for medical and wellness tourism. Further, the service providers are focusing on adopting modern intelligent technologies for better experience and quality of service. For instance, in February 2024, KL Wellness City announced its plan to integrate Internet of Things (IoT) to elevate the wellness tourism landscape.⁷⁶ Moreover, according to authorities, this new technological integration is likely to offer patient-centric approaches for domestic and international tourists. Such developments are expected to accelerate market growth during the forecast period.

5.6 Philippines

The Philippines' medical and wellness tourism market is steadily gaining traction, supported by the country's reputation for excellent hospitality, English-speaking healthcare providers, and competitive pricing for medical services.

The medical tourism sector in the Philippines is particularly strong in elective procedures such as cosmetic surgery, dental care, and weight loss treatments, which are offered at significantly lower costs than Western countries. Major urban centres like Manila, Cebu, and Davao host a growing number of private hospitals and clinics, many of which are internationally accredited, enhancing the credibility of the medical services provided. In July 2024, the Philippines DoT recognised St. Luke's Medical Center as the leading medical tourism facility in the country. St. Luke's Medical Center offers medical tourists world-class healthcare services and facilities.⁷⁷

Through agencies like the DoT and the Department of Health, the government actively promotes the Philippines as a key medical tourism destination, targeting patients from the U.S., Europe, and neighbouring Asian countries. Moreover, the government is also taking important steps to build a robust healthcare infrastructure. For instance, in July 2024, the Medical City and the DoT entered into a partnership to place the Philippines at the leading position in the global medical and wellness tourism market. The Medical City Hospital serves an estimated 20,000 international medical tourists per year.⁷⁸

⁷⁵ [Tourism Malaysia And Malaysia Aviation Group Forge Strategic Partnership To Strengthen Malaysia's Tourism Industry For VMY2026](#)

⁷⁶ [KL Wellness City Drives Healthcare Tourism with IoT Integration](#)

⁷⁷ [St. Luke's Medical Center Achieves GHA Accreditation for Medical Travel Services](#)

⁷⁸ [The Medical City and DoT launches groundbreaking partnership to position PH as global medical tourism destination](#)

The wellness tourism sector in the Philippines benefits from the country's abundant natural beauty, including stunning beaches, lush mountains, and tropical islands, which provide ideal settings for spa resorts, wellness retreats, and holistic health centres. Popular destinations such as Palawan, Boracay, and Siargao attract tourists seeking comprehensive wellness programmes that integrate traditional Filipino healing practices with modern spa treatments.

The Philippines' wellness tourism is further enhanced by its vibrant cultural scene, diverse culinary offerings, and incorporation of traditional Filipino massage techniques, such as Hilot, into wellness services. In September 2024, the Philippines DoT signed a strategic partnership with Agoda to drive the number of international tourist arrivals in the country.⁷⁹ The company has agreed to showcase the visibility of the Philippines' tourism to increase inbound tourism.

However, challenges remain, including inconsistent service quality, underdeveloped infrastructure in certain areas, and competition from more established regional players like Thailand and Malaysia. The Philippines needs to address these issues through continued investment in healthcare and wellness facilities, better training for service providers, and strategic marketing campaigns to boost its visibility in the global market. As part of the strategy, in May 2023, the DoT announced its plan to launch a strategy to attract medical and wellness tourists from the Middle East region. Moreover, the authority also signed a pact with Dubai-based Agora Group to achieve its target. Such developments are projected to impact market growth in years to come positively.⁸⁰

5.7 Singapore

In the ASEAN medical and wellness tourism market, Singapore witnessed significant revenue growth, valued at US\$3.8 billion in 2023, and is projected to sustain a CAGR of 11.1% between 2024 and 2032.

Singapore's medical and wellness tourism market is one of the most advanced in Asia, known for its world-class healthcare system, cutting-edge technology, and highly skilled medical professionals. The country has positioned itself as a leading destination for wellness tourism, and is considered an attractive destination for medical tourism, drawing visitors seeking high-quality and reliable medical care.

Singapore's hospitals and clinics are licensed to provide a broad range of medical services, including specialised treatments in oncology, cardiology, neurology, orthopaedics, and organ transplants. The country's reputation for excellence in healthcare is underpinned by rigorous standards, strict regulatory oversight, and the adoption of the latest medical technologies.

Medical tourism in Singapore is characterised by providing advanced treatments and personalised care, attracting patients worldwide, particularly from Southeast Asia, the Middle East, and, increasingly, western countries. Singapore's healthcare providers are renowned for their innovation and are often early adopters of new medical technologies such as robotic surgery, precision medicine, and advanced diagnostics.

In addition, the Singapore government has initiated measures to strengthen the country's tourism market. In June 2024, the Singapore Tourism Board renewed its partnership with Agoda to boost overall travel to the country. Moreover, the duo also launched the 'Reason to Travel' campaign to expand Singapore tourism.

⁷⁹ [Agoda and TPB Philippines join hands to bring the world to the Philippines' shores - The Korea Herald](#)
⁸⁰ [Philippines to boost medical tourism with strategic global partnership | TTG Asia](#)

Although smaller than its medical tourism sector, the wellness tourism market in Singapore complements the overall healthcare offering by promoting holistic health and preventive care. Wellness tourism in Singapore is driven by luxury spas, wellness retreats, and urban wellness centres that provide a range of services, including traditional Chinese medicine, massage therapies, detox programmes, and fitness regimes.

Singapore's focus on urban wellness is unique, offering state-of-the-art facilities and programmes tailored to the needs of busy professionals and wellness-conscious travellers. Integrating wellness services within medical facilities, such as recovery and rehabilitation programmes, further strengthens Singapore's position as a comprehensive healthcare destination.

The Singaporean government actively supports the medical and wellness tourism industry through agencies like the Singapore Tourism Board (STB). These bodies collaborate with healthcare providers to market Singapore's capabilities internationally. For instance, in July 2024, the STB introduced a new Concept and Price Revenue tender intending to develop and operate wellness tourism services & activities at the Marina South Coastal site. The strategy includes developing robust facilities and infrastructure at the site to attract international and domestic wellness tourism.

Further, in April 2024, STB, in collaboration with Exceed Sports and Entertainment, conducted the Wellness Festival Singapore 2024 for an exciting experience for domestic and international visitors. This programme featured around 120 programmes, which included various brands from the hotel, lifestyle, and wellness tourism industry.

Singapore's commitment to high clinical standards, medical innovation, and robust public healthcare infrastructure has reinforced its reputation for quality care. However, it is important to note that recent expansions in healthcare infrastructure have been largely directed towards meeting domestic healthcare needs, rather than attracting international medical tourists.

At the same time, the relatively high cost of healthcare in Singapore when compared to regional competitors like Malaysia and Thailand can pose a challenge but could primarily appeal to patients who prioritise safety and service excellence. Conversely, cost-conscious medical tourists may opt for more affordable destinations that deliver acceptable standards of care at lower prices.

5.8 Thailand

Thailand dominated the ASEAN medical and wellness tourism market and is expected to reach US\$85.4 million by 2032. Thailand's medical and wellness tourism market has become one of the key global destinations for medical travellers, driven by a combination of advanced medical infrastructure, affordable healthcare services, and renowned wellness centres.

In recent years, Thailand has positioned itself as a Southeast Asian leader in medical procedures and holistic wellness offerings. This success is attributed to several factors, including government support, strategic investments in healthcare, and the country's established reputation for hospitality and quality care. For instance, in July 2024, Bangkok Hospital announced its plan to invest US\$5 million in building a robotic surgery centre. The centre is expected to focus on minimally invasive surgeries.

The medical tourism segment in Thailand encompasses a wide range of treatments, from elective surgeries such as cosmetic procedures and dental care to more complex medical interventions, including orthopaedic surgeries, cardiovascular treatments, and fertility therapies. These services are offered at internationally accredited hospitals and clinics, which have garnered trust and credibility among global patients. In May 2024, Bumrungrad International Hospital achieved its third GHA for service excellence to medical tourists. Accreditation has been awarded for quality care delivered by the hospital to medical travellers.

Thai healthcare providers frequently emphasise the country's significantly lower treatment costs than Western nations, all while maintaining high-quality standards. For example, the cost of a bypass surgery in the U.S. is approximately US\$100,000, whereas the same procedure in Thailand costs around US\$10,000. Additionally, Thailand's medical professionals are highly skilled, with many having received international training, further enhancing the confidence of medical tourists.

Moreover, wellness tourism in Thailand plays a crucial role in drawing visitors seeking alternative therapies, spa treatments, detox programmes, yoga, and other wellness retreats. The country's wellness industry benefits from its natural landscapes, including serene beaches and mountains, which are ideal for rejuvenation. The rise of personalised wellness programmes, including traditional Thai treatments incorporating holistic health philosophies, has enhanced Thailand's appeal to tourists focused on improving their overall well-being.

In addition, the market growth is supported by government initiatives that are implicitly and explicitly expected to impact the country's medical and wellness tourism market positively.

Thailand's 4.0 strategy focuses on consolidating digitisation and innovation in different fields. By implementing this strategy, the government plans to transform the country into a high-income country by 2030.⁸¹

In September 2024, the TAT, Thailand, announced the official opening of Thailand Golf Travel Mart 2024 to promote the country as a world-class golf destination through business-to-business marketplace operations.⁸²

In May 2024, the TAT, Thailand, and the government announced a collaborative strategy to boost medical tourism in tier two provinces by 10%. The new campaign has been launched by the "Ignite Tourism Thailand" duo.⁸³

In May 2024, the government of Thailand announced the launch of the Accessible Thailand Wellness Tourism initiative to achieve the long-term target of the country to become a wellness tourism hub. The initiative will focus on designing new wellness tourism packages and spreading awareness regarding therapeutic food.

Further, strategic collaborations between hospitals, wellness centres, and tourism operators have been pivotal in integrating healthcare services with luxury travel experiences. Also, Thailand's competitive edge lies in its ability to combine world-class medical facilities with the appeal of leisure tourism. For instance, in February 2022, PPT Public Company Limited and NSTDA entered a strategic medical device innovation and research partnership.

⁸¹ [Thailand 4.0 – The Next Great Investment Destination to the New Economy Dimerco —](#)

⁸² [Thailand Golf Travel Mart 2024 Promotes Kingdom as World-Class Golf Destination - TAT Newsroom](#)

⁸³ [Bangkok Post - Launching the Accessible Thailand Wellness Tourism Initiative](#)

The collaboration will focus on developing Thai-made medical devices, which will help the country achieve its goal as a medical hub.⁸⁴

As health consciousness has risen globally, post-pandemic recovery has also seen increased demand for wellness services. However, the market faces challenges, including stiff competition from neighbouring countries like Singapore and Malaysia and fluctuating international travel patterns. Despite these challenges, Thailand remains an attractive destination due to its competitive pricing, quality care, and unique cultural experiences, positioning itself as a key player in the global medical and wellness tourism landscape.

5.9 Viet Nam

Viet Nam's medical and wellness tourism market is rapidly growing, driven by increasing government investments in healthcare infrastructure and a focus on expanding medical tourism. Key cities like Ho Chi Minh City and Hanoi are becoming medical hubs, offering cosmetic surgery, dental care, orthopaedic treatments, and fertility services at competitive prices compared to neighbouring countries.

Moreover, the authorities are actively involved in promotional activities to spread awareness about medical services and products. For instance, in June 2023, the Ho Chi Minh City DoT arranged a press conference in collaboration with the Department of Health to create awareness about Ho Chi Minh City medical tourism products. According to the authorities' estimates, Ho Chi Minh City can be a potential medical tourism hotspot for patients in Northeast Asia or Europe.

The affordability of treatments, improving healthcare standards, and the presence of internationally accredited hospitals attract a significant number of international patients, particularly from Southeast Asia, Europe, and the U.S. In addition, Viet Nam's medical tourism sector is also bolstered by public-private partnerships, which enhance service quality and expand the range of available treatments. For instance, in January 2024, the Thomson Medical Group announced the acquisition of FV Medical to consolidate its presence in the Viet Nam market. The Thomson Medical Group also plans to become the leading hospital in the Indo-China region.⁸⁵

Wellness tourism in Viet Nam is also on the rise, supported by the country's rich natural landscapes, including beaches, mountains, and countryside, which provide an ideal setting for relaxation and rejuvenation. In addition, the government is also promoting Viet Nam tourism to attract domestic and international travellers. For instance, in September 2024, the Ho Chi Minh City DoT arranged the 18th International Travel Expo Ho Chi Minh City 2024 to provide a platform for investors and market players to discuss sustainable tourism and hospitality business models and innovative product discussions. The event was organised as a part of Viet Nam's international tourism expansion strategy.

Traditional Vietnamese healing practices, such as herbal medicine, acupuncture, and therapeutic massages, are integrated into wellness programmes, drawing tourists who seek holistic health experiences. Destinations like Da Nang, Nha Trang, and Phu Quoc are popular for their luxury wellness resorts, which offer detox programmes, yoga, and meditation in tranquil settings.

⁸⁴ [NSTDA and PTT launch a new partnership to drive BCG medical devices sector - NSTDA Eng](#)

⁸⁵ [FV Hospital is now a member of Thomson Medical Group: Working together towards big goals - FV Hospital](#)

Further, international market players are also taking active steps to invest in the country, which will likely propel Viet Nam's wellness tourism market during the forecast period. For instance, in June 2022, Sun Hospitality Group and IHG Hotels & Resorts announced a strategic collaboration to introduce new concepts, products, services, and experiences in the Viet Nam market. Moreover, the MoU has been signed to introduce modern spas and wellness consultations in the country.⁸⁶

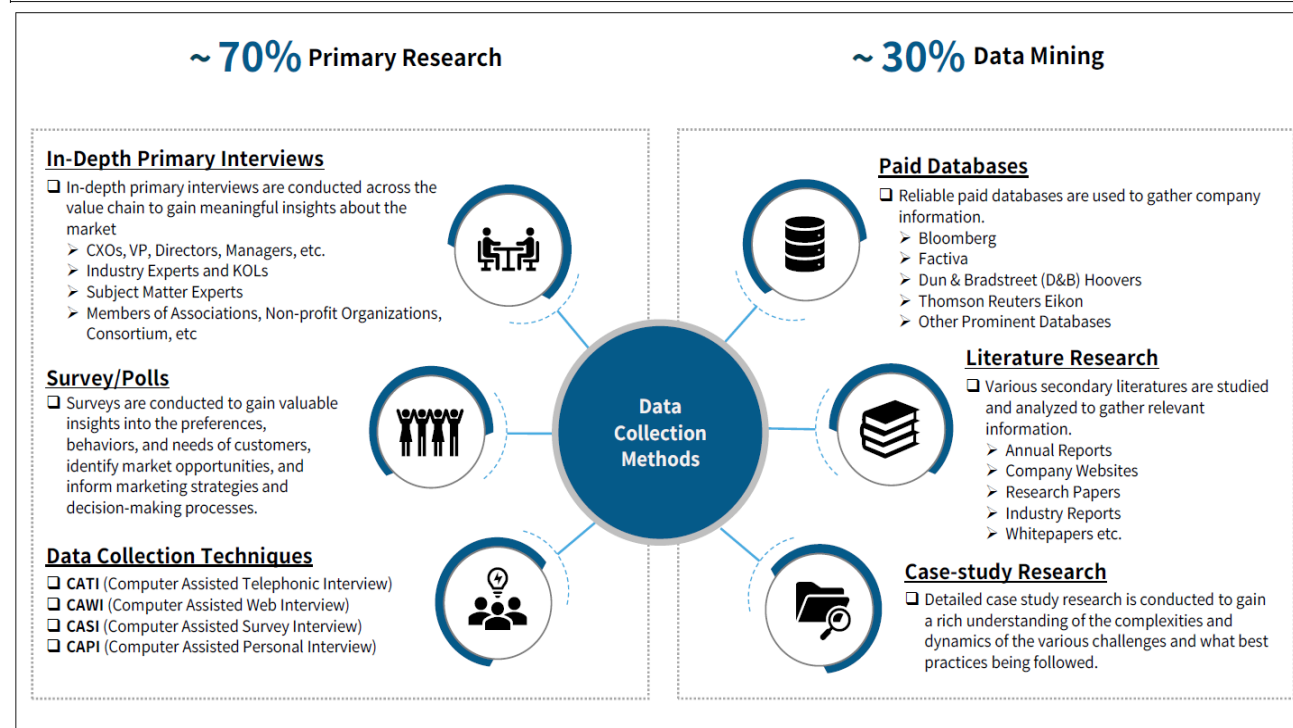
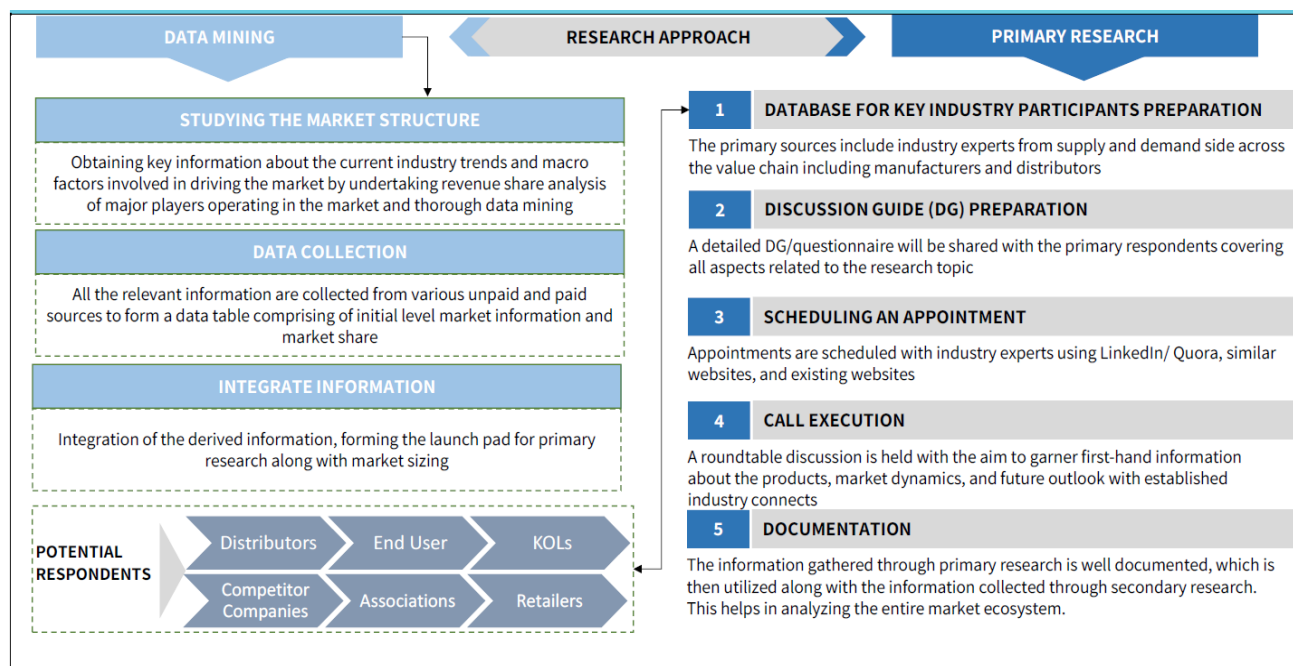
However, Viet Nam's medical and wellness tourism market faces several challenges, including limited international accreditation of healthcare facilities, a need for improved service quality, and ongoing issues related to language barriers and regulatory standards. To further enhance its position in the regional market, Viet Nam must continue investing in healthcare improvements, enhancing staff training, and marketing its offerings internationally. Despite these challenges, Viet Nam's affordability, cultural richness, and natural beauty position it as an attractive destination for medical and wellness tourists looking for quality services at lower costs.

⁸⁶ [IHG Hotels & Resorts and Sun Hospitality Group take decade-long relationship to new heights - 2022 - News & Media - Newsroom - InterContinental Hotels Group PLC](#)

Appendix A

Research design

We at Kenan Foundation Asia follow a rigorous and comprehensive research methodology to calculate the statistical data points present in this report. An exclusive research design was devised for this study which includes data collection techniques, bottom-up approach, forecast model, and validation process.



For our research study, we employed a combination of primary and secondary data collection techniques. Primary data collection involved surveys, interviews, and observations to gather new and original data directly. Data collection through data mining techniques involved sourcing credible information from industry reports, government publications, non-profit organisations, associations, academic research papers, paid databases, and magazines, among others. These sources supplemented our primary research findings, providing valuable background information, market trends, and statistical data. By utilising both primary and secondary techniques, the report ensures a comprehensive analysis, delivering reliable insights for informed decision-making.

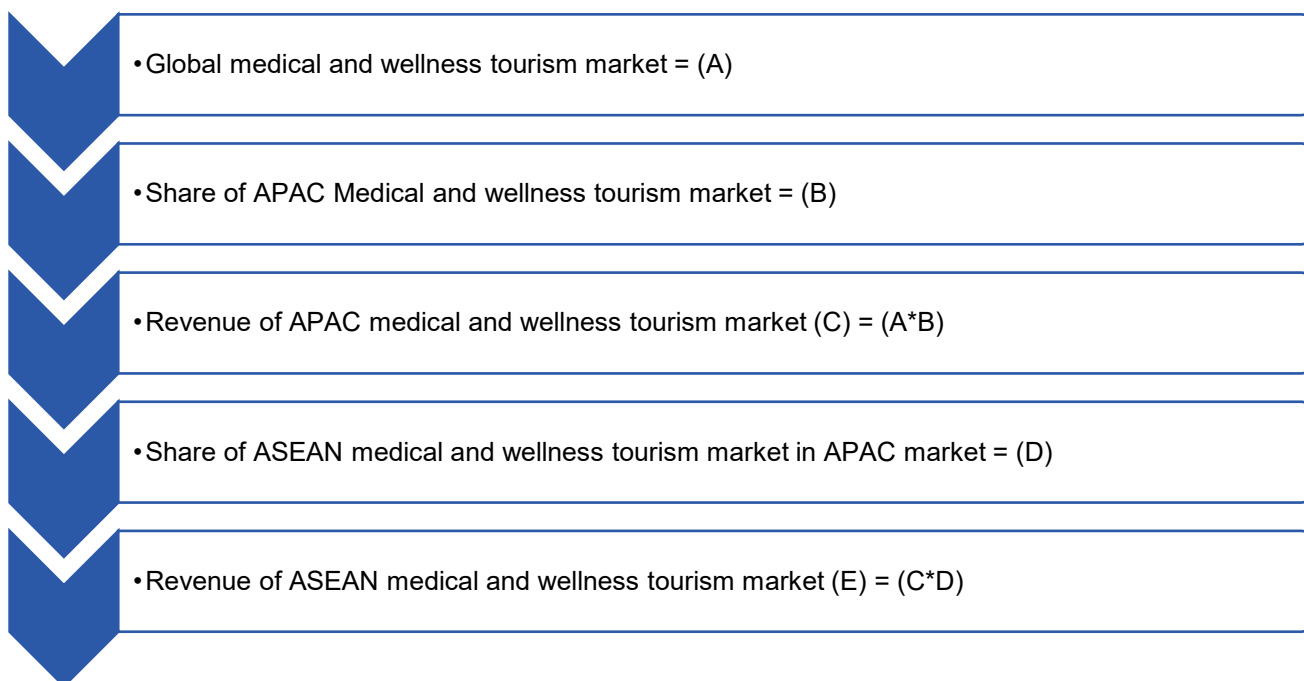
Market size estimates and calculations

Approach 1: Investor presentations

The investor presentation of companies/hospitals such as Bumrungrad International Hospital, IHH Healthcare, KPJ Healthcare, Gojek, InterContinental Group was studied to analyse the company's opportunity assessment as well as their market share within the medical and wellness tourism market.

The segmental revenues for these companies and hospitals were evaluated based on the revenue breakdown provided in their annual reports, along with their historical growth rates. The derived market shares were applied to the segmental revenue data to estimate the company revenue in the medical and wellness tourism market, which was further extrapolated to arrive at the ASEAN market size. The estimated values were validated through expert interviews.

Approach 2: Top- down approach



Approach 3: Parent market analysis

- The parent market analysis was undertaken at the overall ASEAN tourism market level as represented below and the cumulative market size was considered to arrive at the ASEAN medical and wellness tourism market size. The estimated values were validated through expert interviews.
- ASEAN tourism market = (A)
- ASEAN wellness tourism market share = (B)
- ASEAN wellness tourism market size (C) = (A*B)
- ASEAN medical tourism market share = (D)
- ASEAN medical tourism market size (E) = (A*D)
- ASEAN medical and wellness tourism market size (H) = (C+E)

Note: The data used for estimating the market size is procured from the reported/registered sources across the country. Any unreported/unregistered data has not been considered or accounted for.

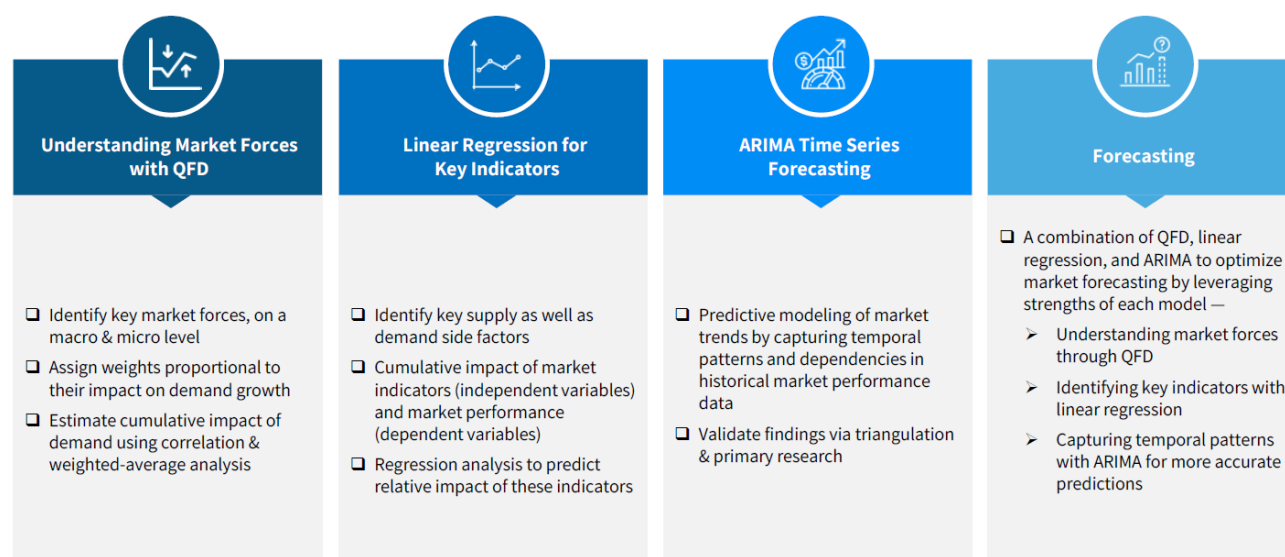
Note: Please note that the following replacements have been made:

- Gleneagles Hospital and Samitivej Hospital has been replaced by KPJ Healthcare Berhad and SingHealth Group respectively as the former ones have been acquired.
- Sunway Group has been screened instead of Six Senses Hotels Resorts Spas, as Six Senses Hotels Resorts Spas is a subsidiary company of InterContinental Group
- Furthermore, IHH Healthcare is screened instead of Parkway Pantai Limited, as it is the parent company of the later

Key trends for market estimates

- Historical market performance
- Macro and Micro-economic performance
- Market dynamics
- Regulatory framework
- Adoption trends
- Technological advancements
- Entry of new players in the medical and wellness tourism industry
- Geographic presence and expansion of leading industry players
- Product/Service availability and affordability
- Product/Service sales trend
- Rise of wellness tourism
- Net sales of all hospitals, resorts, and hotels
- Competitive pricing and affordability
- Government support and initiatives
- Rising demand for specialised treatments
- Healthcare infrastructure development
- Increasing R&D and collaboration with international medical institutions
- Technological integration
- Patient education and awareness
- Medical visa and travel facilitation

Forecast model



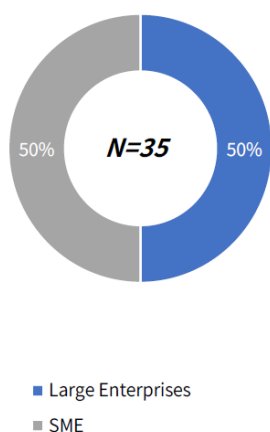
The forecast model was designed using multiple techniques coupled with weightages. This model is applied to each segment and sub-segment at country level. For each country level markets, key industry impact forces were analysed and assigned weights in order of their importance. These weights were distributed across the forecast period and a country growth rate was derived.

The impact of various competitive strategic developments such as merger & acquisition, partnership, collaborations, new product launches, new innovation, etc. were also considered while forecasting the market size.

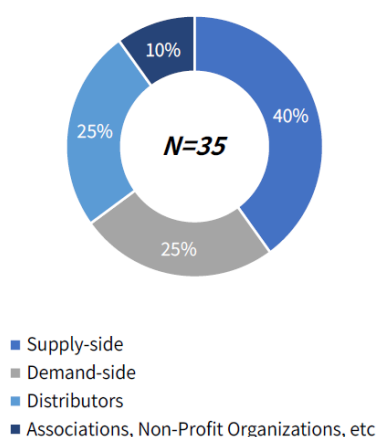
Primary research & validation

To ensure the highest quality of data, a rigorous validation process was implemented, integrating both manual and automated techniques within the realm of primary research. The insights provided by individual respondents regarding market size and growth were considered during the interview process, spanning both regional and global perspectives. The validation of data occurred at both the initial market calculations and data forecasting stages to address any data gaps and affirm the accuracy of our findings at each step.

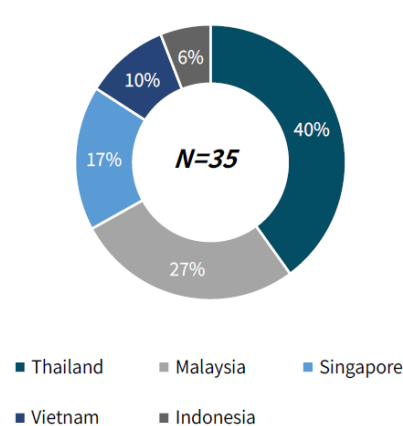
Interviews, by Company Size



Interviews, by Company Type



Interviews, by Country



Primary sources

- IHH Healthcare Berhad
- Makati Medical Center
- National Heart Institute (Institut Jantung Negara)
- Penang Adventist Hospital

Data mining sources

Some of the sources referred to for this study include:

Paid sources

- Owler Pro
- Bloomberg
- Statista

Public sources

- World Health Organization (WHO)
- Singapore Tourism Board (STB)
- Ministry of Health (MOH) Singapore
- Economic Development Board (EDB)
- Health Promotion Board (HPB) Singapore Medical Council (SMC)
- Singapore Accreditation Council
- Health Sciences Authority (HSA)
- Tourism Analytics Network Singapore
- Malaysia Healthcare Travel Council (MHTC)
- Ministry of Health (MOH) Malaysia
- Malaysia Tourism Promotion Board
- Malaysia Investment Development Authority (MIDA)
- National Heart Institute (IJN)
- Malaysia External Trade Development Corporation (MATRADE)
- Thailand Ministry of Public Health (MOPH)
- Thailand Board of Investment (BOI)
- Thailand Ministry of Tourism and Sports
- Tourism Authority of Thailand (TAT)
- Department of Health Service Support (HSS)
- Health Systems Research Institute (HSRI)
- Thailand National Institute for Emergency Medicine (NIEM)
- Ministry of Health (Kemenkes) Indonesia
- Indonesia Investment Coordinating Board (BKPM)
- Indonesia Medical Tourism Board (IMTB)
- Philippines Department of Health (DOH)
- Philippine Department of Tourism (DoT)
- Philippine Medical Tourism, Inc. (PMTI)
- Philippine Statistics Authority (PSA)
- Health and Wellness Program – Department of Tourism
- Viet Nam Ministry of Health (MOH)
- Viet Nam National Administration of Tourism (VNAT)
- Viet Nam National Institute of Medical Equipment and Construction (NIHE)
- Viet Nam Investment Promotion Agency (IPA)



 www.asean.org

    [asean](#)

   [asean secretariat](#)

