

Health and Wellness



Real Sector Division - Economic Research Department
Central Bank of Sri Lanka

Industry Background



Wellness

- Active pursuit of activities, choices and lifestyles that lead to a state of holistic health.

Wellness Economy

- Industries that enable consumers to incorporate wellness activities and lifestyles into their daily lives.

Wellness Tourism

- Travel associated with the pursuit of maintaining or enhancing one's personal wellbeing.

Medical Tourism

Medical tourism involves people who travel to a different place to receive treatment for a disease, an ailment, or a condition, or to undergo a cosmetic procedure, and who are seeking lower cost of care, higher quality of care, better access to care or different care than what they could receive at home.

Medical tourist: Generally ill or seeking cosmetic/dental surgical procedures or enhancements.

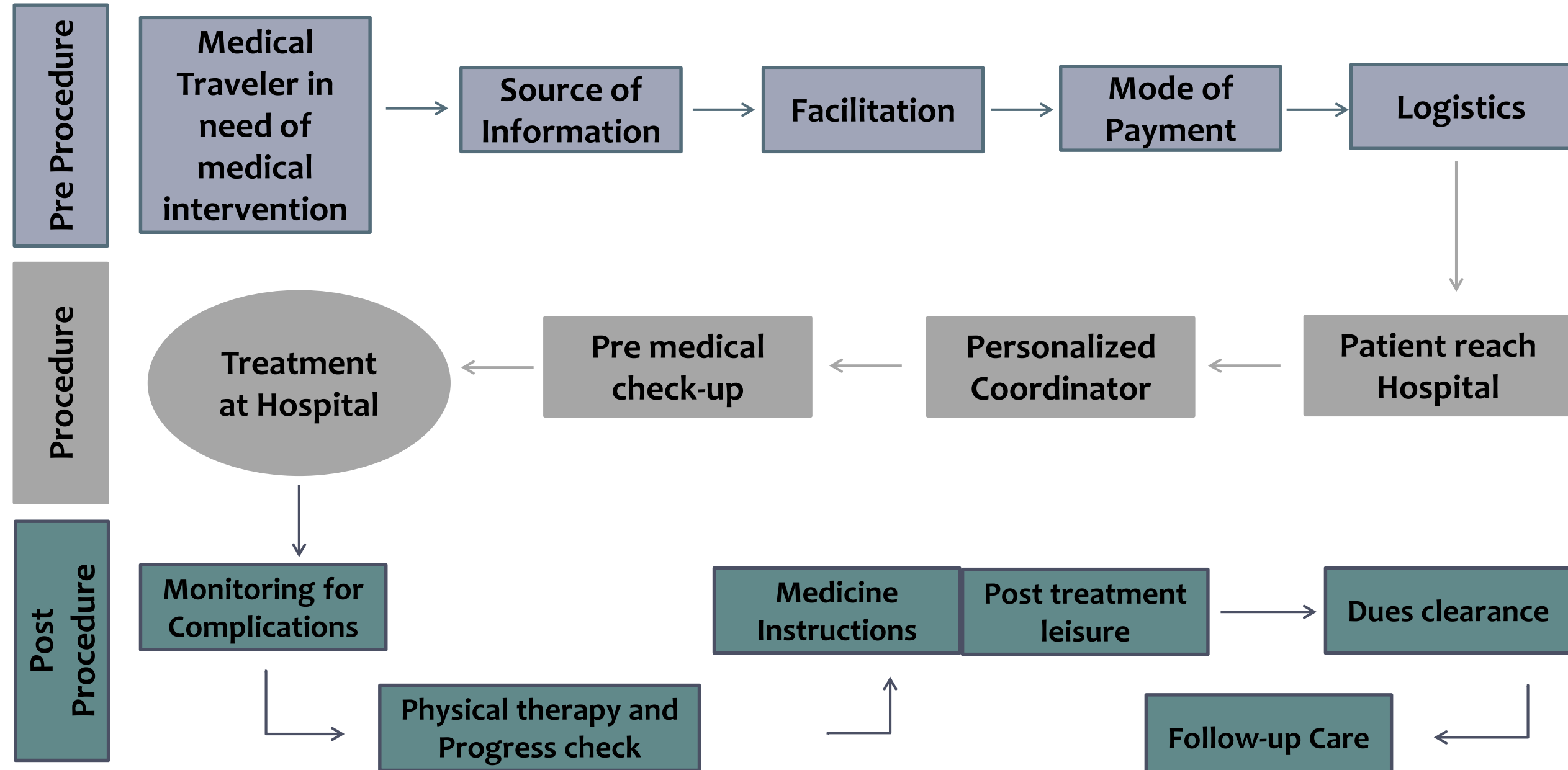
Wellness Tourism

Wellness tourism involves people who travel to a different place to proactively pursue activities that maintain or enhance their personal health and wellbeing, and who are seeking unique, authentic or location-based experiences/therapies not available at home.

Wellness tourist: Generally seeking integrated wellness and prevention approaches to improve their health/quality of life.

Source: Global Spa Summit, 2011

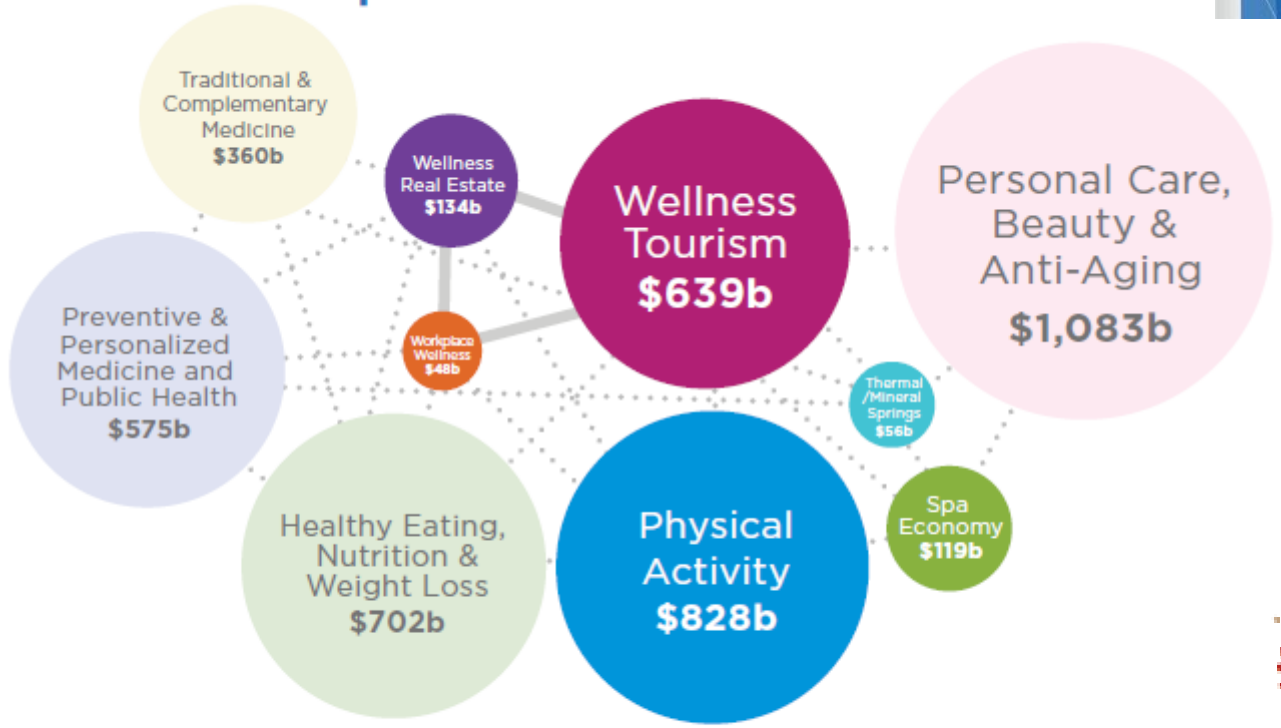
Medical Tourism Value Chain



Global Wellness Industry



GLOBAL WELLNESS ECONOMY: \$4.5 Trillion Market



Note: Numbers do not add due to overlap in segments. Dark colored bubbles are the sectors for which GWI conducts in-depth, country-level primary research. Light colored bubbles are sectors for which GWI aggregates global estimates only, drawing from secondary sources.

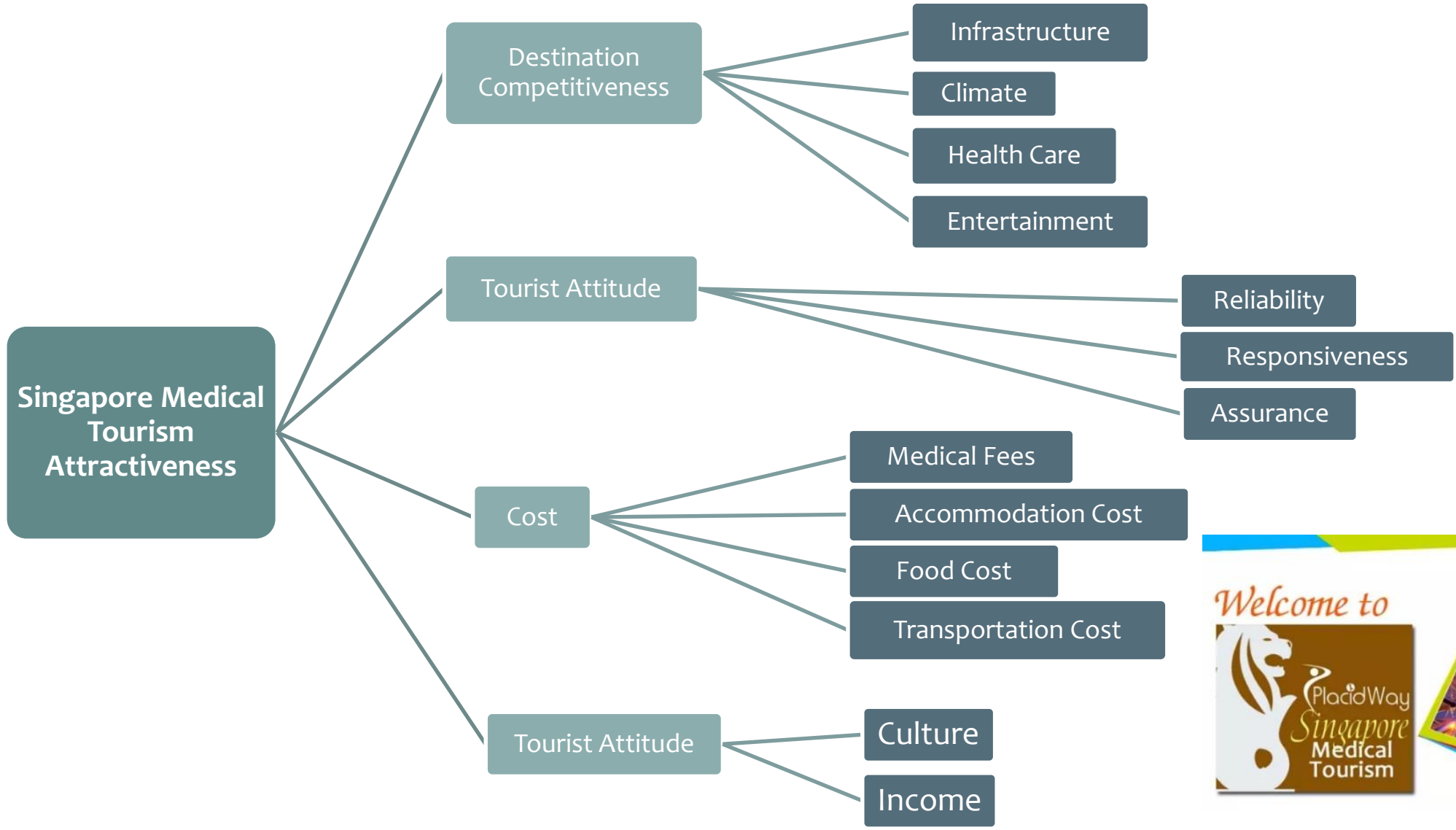
Source: Global Wellness Institute



#1 Canada

2. Singapore	76.43	
3. Japan	74.23	
4. Spain	72.93	
5. United Kingdom	71.92	
6. Dubai	71.85	
7. Costa Rica	71.73	
8. Israel	70.78	
9. Abu Dhabi	70.26	
10. India	69.80	
11. France	69.61	
12. Germany	69.29	
13. Oman	69.03	
14. South Korea	68.81	
15. Czech Republic	68.32	
16. Taiwan	67.93	
17. Thailand	66.83	
18. Italy	66.75	
19. Dominican Republic	66.32	
20. Argentina	66.26	

Singapore's Success Story



Key Industry Players

6 Major Private Hospitals
are engaged in '**Medical Tourism**' at International standards

- Current services
 - Cosmetic surgery
 - Advanced and life savings healthcare treatment
 - Nephrology
 - Cardiac
 - Orthopedic
 - Accident & emergency services
 - Fertility center
 - Nuclear medicine department
- Overseas laboratory services

Key Markets
Maldives
Seychelles



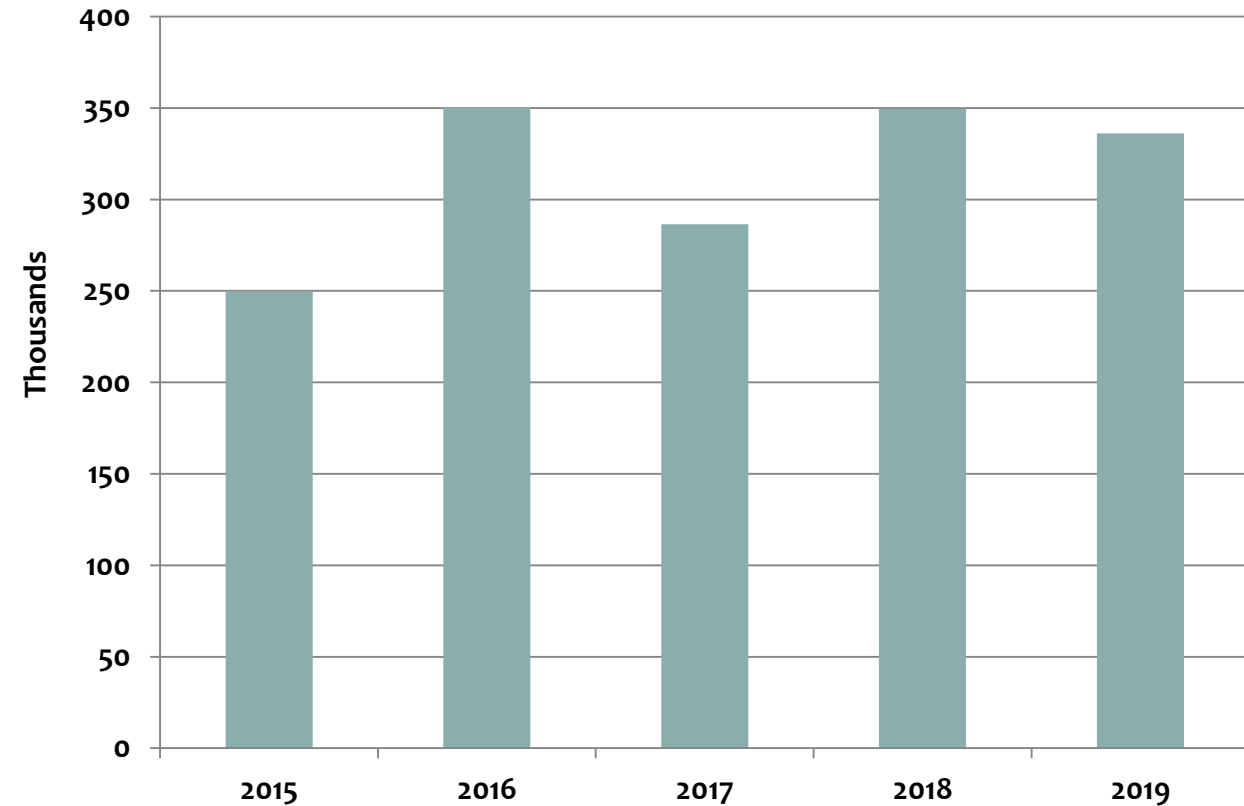
Industry Potential: Silver Tourism

Global share of population aged 65+

- 1990 – 6%
- 2019 – 9%
- 2030 – 12% = 1 billion people
- **2050 – 2 billion people!**



Tourist Arrivals – Age 60 and above



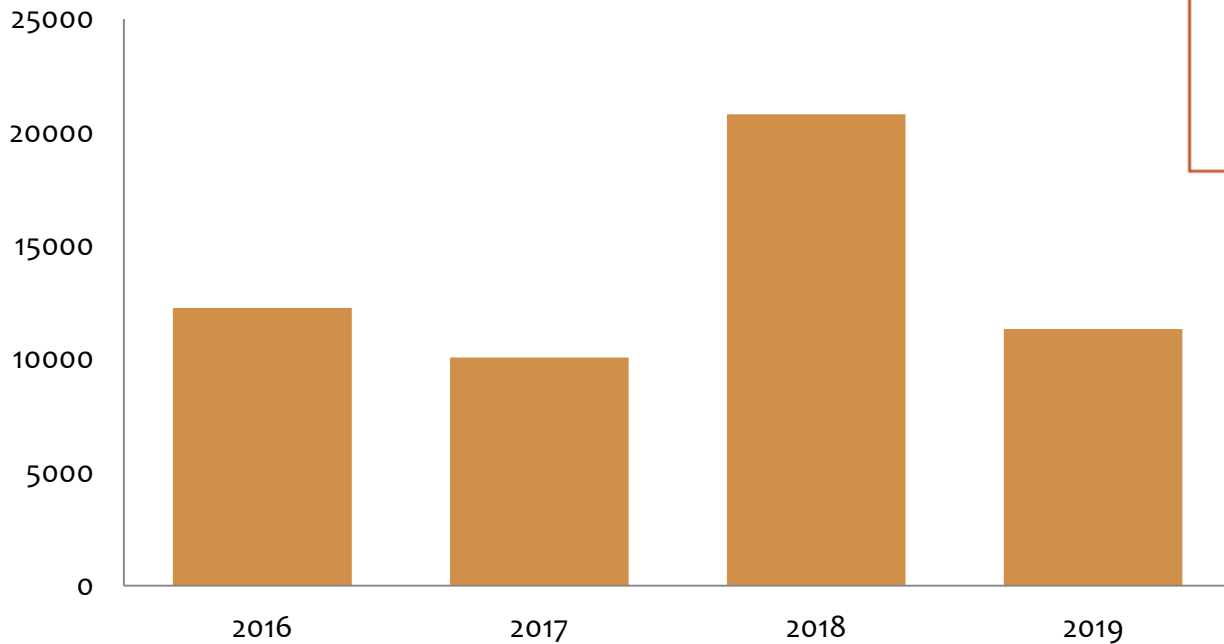
Source : Sri Lanka Tourism development Authority

Indigenous medicine related practices and products with local resources, wisdom and knowledge.

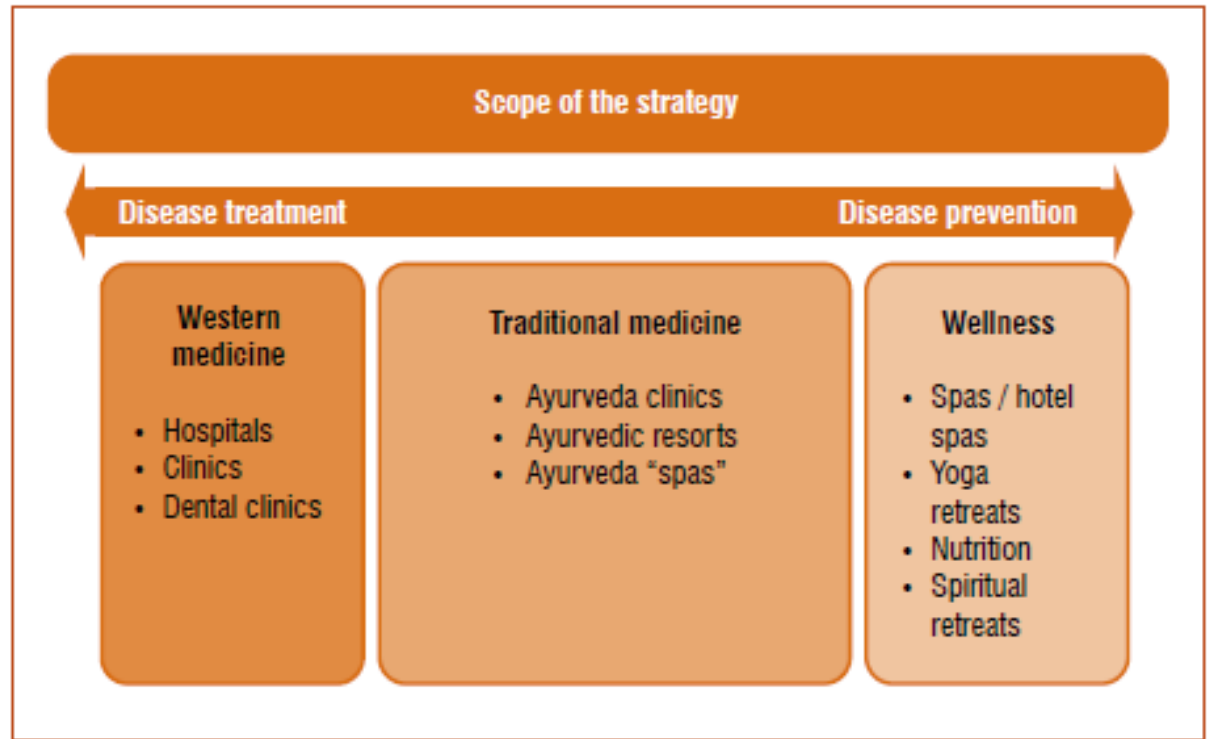
Industry Potential: Pursuit of Happiness



Tourist Arrivals by Country of Residence & Purpose of Visit – Health/Ayurveda



Source : Sri Lanka Tourism development Authority



Industry Potential: *Medical Health Resort*

~~‘Make Sri Lanka Your Second Home’.~~
‘Make Sri Lanka Your Home’

MY DREAM HOME VISA PROGRAMME

Aimed at Senior Citizens (Any foreign national over 55 years of age) who wish to have a prolonged stay in Sri Lanka.

Promote Sri Lanka as a
Medical Health Resort
where we bring together *Wellness* and *Leisure!*



Sri Lanka: Strengths in the Health & Wellness Industry

- **Safe destination with incredible attractions**
- **Hospitals with International Accreditation**
- **Low cost of treatment: exchange rate advantage and generally low operational costs**
- **Well trained and highly skilled medical doctors and specialists who possess world-class training from USA, Europe and Australia**
- **Nurses and other staff are highly skilled and have good communication skills, including 'English' literacy**
- **Cultural affinity, familiarity and user friendly environment**
- **Availability of Yoga & Ayurveda as alternative treatments with wellness**



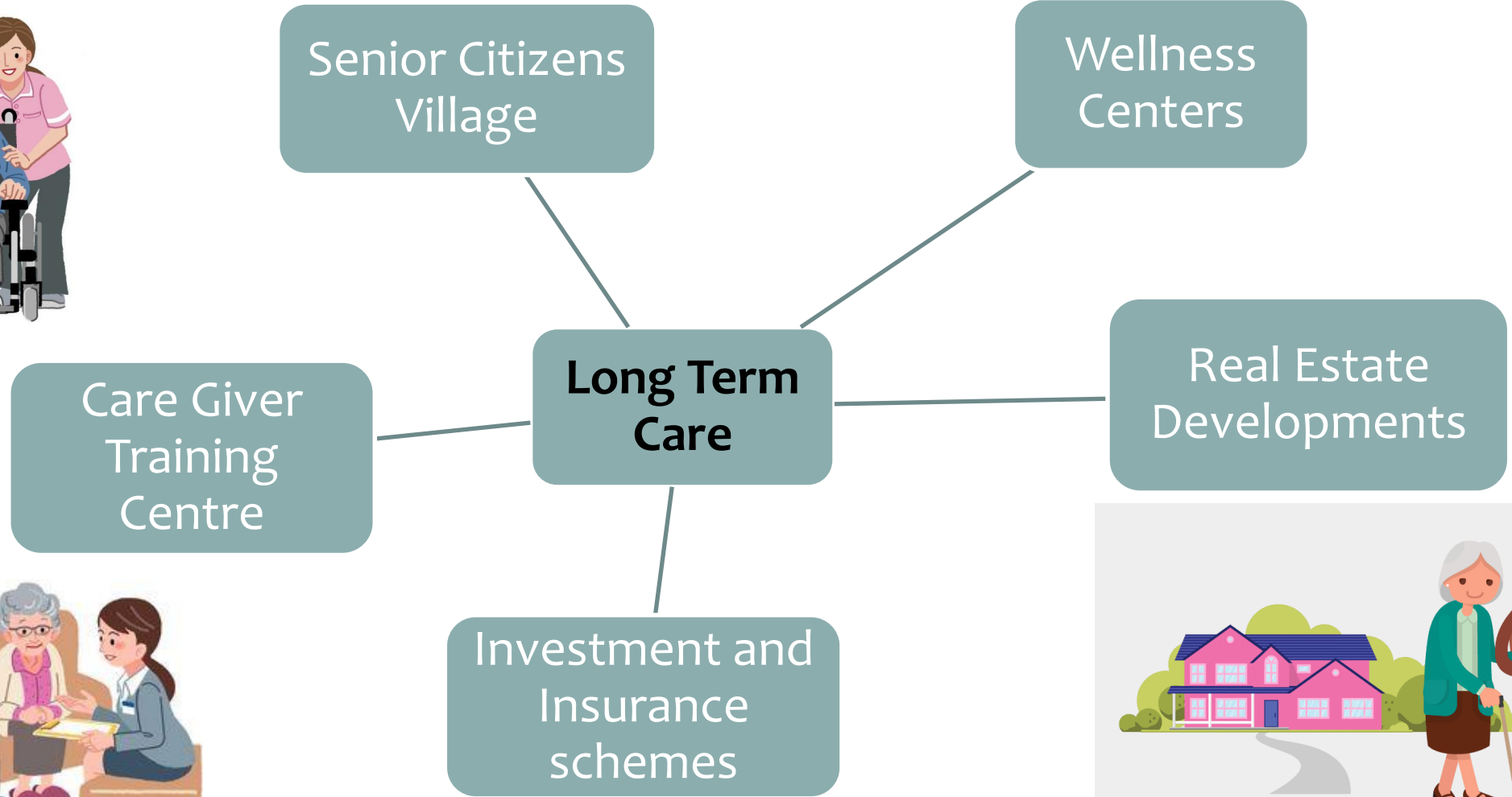
Challenges to Sri Lanka's Success: Domestic

- ❖ Insufficient and uncoordinated promotion of wellness tourism
- ❖ Lack of formal education and/or training relevant to wellness tourism
- ❖ Insufficient coordination between stakeholders especially between Ayurvedic and Western Medicine players
- ❖ Lack of standardization, certification and accreditation
- ❖ Lack of appropriate product positioning
- ❖ Lack of recognition for Sri Lanka's unique brands
- ❖ Lack of coordination in complementary services, e.g. insurance



Sri Lanka faces strong competition from neighboring countries such as Singapore, Malaysia and India

Way Forward



Way Forward

Medical
Tourist
welcome
lounge at BIA

Statistics

Travel
Conditions /
Visa

Monitoring

Dedicated
Hotline
SLMTC care line

Health
Tourism
Professionals

Accreditation

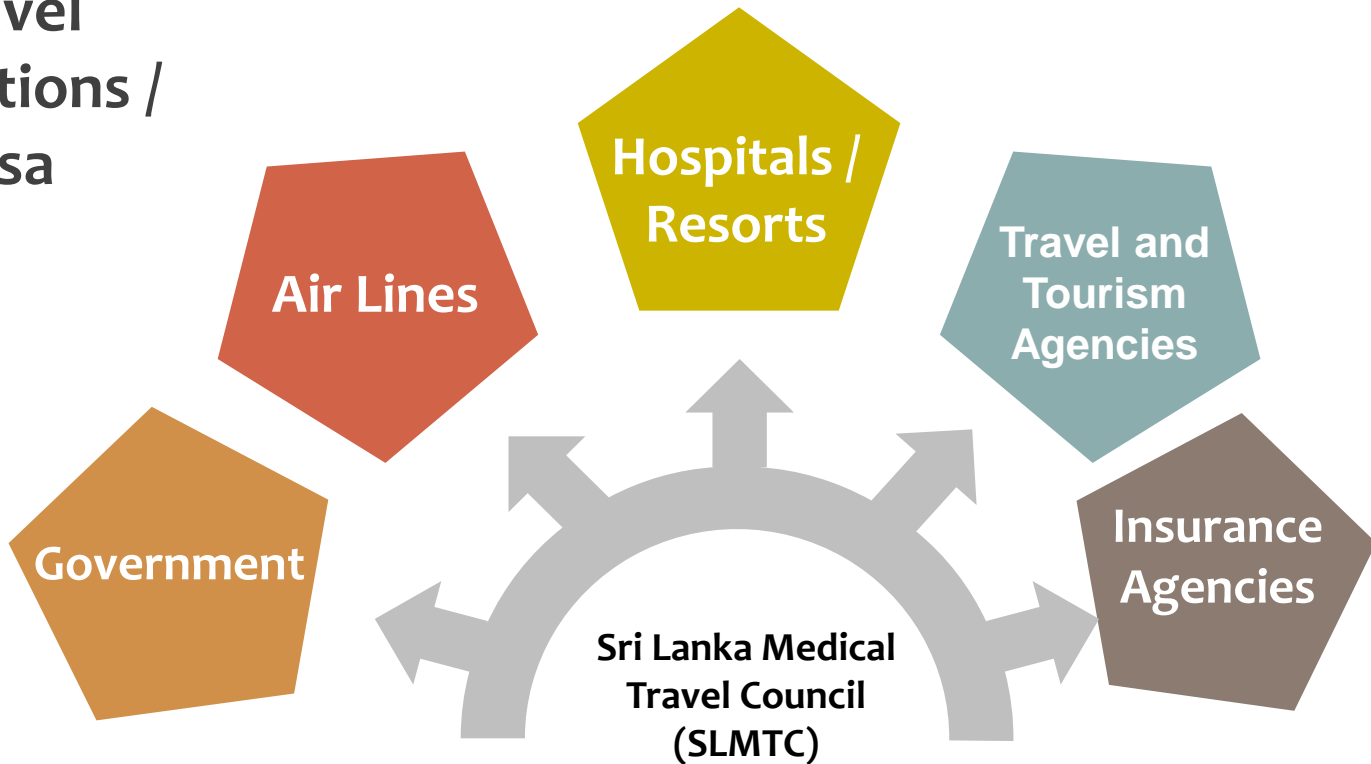
Quality
Assurance

Overseas
offices

Grievance
Handling

Public
Private
Partnership

Policy
Developments



Sri Lanka Medical
Travel Council
(SLMTC)

THANK

