



Brief on Status of Americas Health Tourism Opportunity

Overview

The Health Tourism International Chamber of Commerce (HTICC) has identified a significant trade development opportunity for The Americas.

The opportunity relates to combining the export of health and tourism services. We believe that by combining the efforts of the tourism sector with excess capacity within the private health sector we can significantly leverage up this income stream while providing a major new revenue stream to underpin the delivery of health services to the American community

The Opportunity

Commercially the data is compelling. As the industrialized world ages, grows richer and travels more, the global market for health services (as education before it) will grow exponentially.

Our initial investigations suggest America should be well placed to develop markets in specialist surgical treatments (where excess capacity exists), diagnostics and imaging, health insurance and preventative health tourism (Thermalism and Talaso-therapy), where the value proposition for international travelers is complimented by an excellent tourism experience during post treatment recuperation.

The Threat

Failure to respond to this growing market demand for health tourism would see skill erosion in the American countries health industry on a growing scale.

America can only continue to retain and secure the skilled medical workforce it requires to meet demand if it can afford to maintain remuneration at internationally competitive rates. A strong competitive export health tourism industry would drive this competitiveness and attendant efficiencies which would in turn benefit productivity in the domestic supply of health goods and services

The Need

The size of the potential global market requires considerable resource to survey and identify those areas in which America countries has a competitive advantage and direct resources in areas where America has established reputation and excess capacity to deliver. In order to fully exploit this opportunity and to ensure that it delivers the maximum public good, resources are required to coordinate the development of a national policy framework while at the same time exploring the full export market development opportunities.

HTICC have actively engaged in this undertaking, investment is required from the Latin Americans government to further stimulate private funding to identify access and build on opportunities in overseas markets for health tourism exporters. As with many other export sectors, Government involvement and in-principle support are also important in building confidence in markets.

HTICC have gained considerable support from parliamentarians on both sides of the House, statutory bodies, and industry luminaries and cross industry support from major participants in health, tourism and trade. Our proposal offers an approach and opportunity for America to seize this opportunity at an early stage in the development of the international health tourism market to achieve the economic benefits available.