

THAILAND



As the pandemic has shone a spotlight on health and wellness, Thailand aims to position itself as a hub for medical and health tourism.

With an average growth of 7% from 2013-2015, and the trend set to continue post-pandemic, Thailand's wellness tourism industry is set for rapid growth.

● ● ● ELDEX Asia 2022

- Thailand is promoting itself as a health and wellness hub after health awareness has been raised through the COVID-19 outbreak. Elderly travelers are more willing to invest in health and wellness services such as health checkups and spa services.
- Resorts such as the Chiva-Som International Health Resort offer health and wellness packages for the elderly. The resort also has a universal design for accessibility, with facilities such as wheelchair ramps and handrails.
- Wellness tourism includes nutrition, fitness, traditional medicine, beauty treatments, spas and preventive care.
- The focus on health and wellness also means products designed specially for the elderly, such as nutritious food and elder-friendly appliances, are in demand.

