

A synopsis of medical tourism potential for the Sunshine Coast

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1. Project background

- Health and tourism are earmarked as pillars of the Sunshine Coast region
- Kawana health precinct was the setting for a feasibility study regarding medical tourism

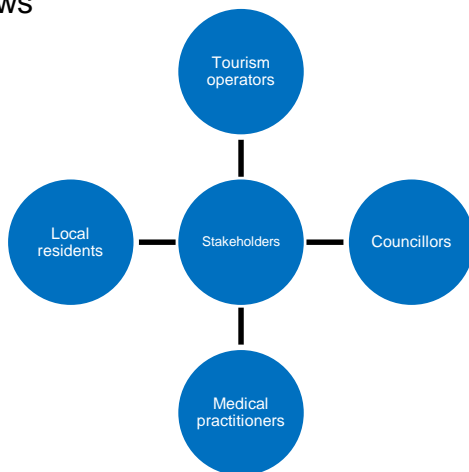


3. Why the focus on domestic?

- Australia not seen as price-competitive
- Sunshine Coast already known for a destination image conjuring rest and relaxation with good food options

5. Method

- Use of online surveys and face to face interviews



Project undertaken with the assistance of an Office for Engagement Quick Start Grant of \$1,000

2. Domestic medical tourism

A form of tourism that characterises primary or secondary purposes of travel to include elective surgery within a country's borders

4. Problem identification

- Medical tourism often associated with Western tourists travelling to developing countries because of cost
- The industry has also varied practices around the world
- Scholars point to the need for more integrated approaches to investigate medical tourism

6. Findings

- Almost all stakeholders held favourable attitudes towards medical tourism as a growth market for the Sunshine Coast
- However, concerns were raised as to what proportion of the private hospital will be allocated to medical tourists
- Other issues include the need for an integrated transport network offering medical tourists access to hospitals, accommodation and hubs such as airports, railway etc.
- One of the obstacles to medical tourism is a highly regulated health environment