



Medical Tourism in Malaysia: Tail Winds Driving Growth

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Medical tourism is a big business, and Malaysia wants to make it even bigger. Long known as a hospitable and quality destination for medical and wellness treatment, Malaysia mainly competes with Singapore, Thailand and India for the \$9 billion spent each year in the region by international travelers seeking medical care.

Key Factors Driving Medical Tourism:

- Promotions/Awareness
- Healthcare Quality
- Proximity and Ease of Travel
- Price
- Cultural Affinity

In a recent article A&M's [Manas Tamotia](#), [Ram Panda](#) and Sheair Chua provide a comprehensive look at the factors influencing this burgeoning market and the multi-faceted efforts by [The Malaysia Healthcare Travel Council](#) to capitalize on Malaysia's many assets. Read the full article to explore insights on competition within the Southeast Asian medical tourism market and other key factors that drive tourists to a particular destination.

[READ THE FULL ARTICLE HERE](#)

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