

3 September, 2009

## **Health and Wellness Tourism: The Cairns Declaration**

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**Dateline; Cairns:** The first Australian Health and Wellness travel experience was held in Cairns on Thursday 3 September, 2009.

The conference resolved to make the following declaration:

- Recognising that Health and Wellness tourism is worth in excess of \$US1 trillion and is one of the fastest-growing drivers of travel in the world today.
- Recognising that Health and Wellness tourism covers a broad spectrum of activity ranging from leading-edge medical procedures to health resorts, each with their own regulatory standards and requirements.
- Recognising that Health and Wellness tourism, involving the holistic wellbeing of mind, spirit and body in tune with the environment, is the ultimate life-style/cycle travel activity.
- Recognising that Australia is a world leader in medical services, expertise and compliance and that it has considerable underutilised medical capacity.
- Recognising that Health and Wellness tourism has the advantage of supporting and enhancing local services and amenities and retaining medical expertise and skills in Australia.
- That 'Health and Wellness Tourism' means travel that incorporates any or all of the following services:
  - Surgical Procedures (sometimes referred to as 'medical tourism')
  - Rehabilitation
  - Health Checks
  - 'Second Opinions' and diagnosis
  - Counselling
  - Fertility services
  - Spa Treatments
  - Holistic healing services
  - Fitness training
  - Dietary and nutritional services
  - Spiritual guidance
- That this is not an exhaustive list as the scope of the services offered in this segment is expanding continuously.

**Further details:**

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We agree to the following:

- That demographic changes to our domestic and international tourism markets offer an opportunity to develop a new travel-industry sector for Australia.
- To aim to develop Australia to be the number-one-quality Health and Wellness hub in the Asia-Pacific region.
- That Australia has a unique opportunity to take advantage of the emerging Health and Wellness tourism market.
- That a Health and Wellness travel sector should be developed as part of a 'whole-of-lifecycle' offering of personal services to overseas visitors, including education and leisure services.
- That Medical, Health and Wellness tourism services should be developed in an integrated manner and leverage off each other.
- That the development of medical travel services should add capacity to and to be to the benefit of the broad Australian health system.
- That with the development of the Australian Health and Wellness travel industry, medical ethical and professional standards are maintained.
- That a key aspect of the development of the Health and Wellness travel segment will be the incorporation of our unique Indigenous learnings and traditions.
- That we encourage the tourism industry and government to act cooperatively to research, develop and market Australian's Health and Wellness sector.
- That a key aim of the development of this sector is to provide a conduit to regional dispersal and investment.
- That the development of this sector can compliment the broader public health objectives of the Commonwealth and State Governments for the Australian population.

**Further details:**

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