

Global Spa Summit JOINING TOGETHER. SHAPING THE FUTURE.

Seven Secrets of Ongoing Success in “Medical Tourism”

Concurrent Breakout Session

Monday, May 18th 2009 4:00pm – 5:00pm

La Salle Davinet, Victoria-Jungfrau Grand Hotel & Spa, Interlaken, Switzerland

Andreas Wieser, Managing Director, Lanserhof Health and Medical Center, Austria

Scribe: Aras Erekul (Cornell)

Andreas Wieser

Facts about Lanserhof:

- 6 internal medical doctors
- 25 external medical doctors
- University of Innsbruck
- 35 therapists/medical experts
- 10 medical guest assistants
- 50 hospitality employees
- 2500 square meters of therapy
- 62 rooms/suites
- Medical checks
- Cleansing and balancing
- Motion, mobility and flexibility
- Vital aging
- Derma-therapy
- Life coaching



Q&A:

We started 25 years ago with a total of 60 rooms. Our break-even point is between 50 to 60 guests. Today we are working with 100% occupancy. 60% of our guests are returning guests. 70% come by word of mouth. 4% are Austrian and 96% are international. They come from all over the world but mainly from German and Switzerland. The average price is 700 Euros/day all inclusive. The average stay is 13 days. So it's profitable.

Each therapy is also a diagnostic session. If the nature of a guest's condition changes over the course of her stay, she may receive a totally new set of therapies according to that.

In our medical model, it isn't about competition; it's about collaboration and networking between different medical modalities, east and west, alternative and mainstream.



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The Global Spa Summit is an international organization that brings together leaders and visionaries to positively impact and shape the future of the global spa and wellness industry.