China, the emerging medical tourism hot spot

Hainan, Xinjiang and Beijing show TCM promotion could attract consumers from around the world

BY MA ZHIPING

The scenery around Lecheng, a small town 6 kilometers away from the site of the Hainan Free Trade Zone for onshore tourism, is changing daily as it is turned into an international pilot zone for medical tourism, an industry which is expected to exceed 100 billion yuan ($15 billion) in 2020.

About 90 kilometers from Hainan, the capital of Hainan province, Lecheng, which is 700 kilometers from Beijing that chose in 2013 as the location for a future world-class medical tourism center, is the only one in the country. It is located in the heart of an area of about 20 square kilometers near the seaport of the Wanshan Reef. This area has been rebranded Hainan’s Lecheng and encircled Lecheng Medical Tourism Pilot Zone.”

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