

21-23
September-2026

Global Conference on Medical Tourism

Travel for Care, Stay for Healing: When Patients Become Guests



ARMENIA
The Hidden Track



In collaboration with

UN Tourism

AGENDA

September 21, 2026

19:30 **Arrival of Guests**
Yerevan City Tour
Welcome reception (by invitation only)

September 22, 2026

09:00 - 09:15 **Opening Ceremony**

09:15 - 10:00 **Expo Area**

10:00-10:15 **Keynote Address**
A Visionary Overview of Emerging Trends, Patient Expectations, Technology, and Destination Competitiveness.

10:15-11:00 **High-level Leaders' Dialogue:**
Medical Tourism in a New Era: Opportunities, Lessons learned and Challenges

In this session, representatives from both tourism and healthcare sectors will share experiences on how destinations can be better prepared to enhance medical tourism competitiveness, seize opportunities and overcome challenges. Speakers will explore the adequate strategies to cope with new demand trends and ensure quality service provision to meet visitor's expectations, while creating the right synergies between tourism, hospitality and healthcare providers. The session will also look at how accessibility and sustainability in medical tourism can further strengthen destination's resilience.

11:00-11:45 **Panel 1:**
Mapping the Ideal Patient Journey: From Patient to Guest

11:45-12:00 **Expert Talk:**
"Global Standards, Accreditation and Quality Assurance in Medical Tourism"

12:00-12:40 **Fireside Chat:**
"Building a World-Class Medical Tourism Destination: Lessons from Global Leaders"

13:00 - 14:30

Lunch:

14:30 - 15:15

Panel 2:
AI, Telemedicine and the Borderless Patient: Opportunities, Risks and Regulation (interactive element: Live demonstration of AI-enabled patient navigation)

15:15 - 16:00

Panel 3:
Integrating Medical Tourism and Wellness into the Holistic Travel Experience

The session will explore how fostering synergies between medical and wellness tourism can cater for a growing demand looking for rejuvenation, longevity and prevention. This can create opportunities for destinations and operators to diversify product, customize offer, maximize economic return and enhance traveler's experience. The session will also look at how digitalization and sustainability are shaping an increasingly innovative and evidence-based health tourism sector.

16:00-16:45

Panel 3:
The Next Big Idea in Medical Tourism

Focus areas:

- Digital health
- AI solutions
- Wellness innovation
- Patient engagement
- Service integration
- Destination development
- Longevity

16:45-17:00

Closing / Key Takeaways

18:30

Gala Dinner (by invitation only)

September 23, 2026

09:00 - 13:00

Healthcare Excellence Tour
Visits to leading healthcare institutions showcasing:

- International patient services
- Quality and accreditation practices
- Digital health solutions
- Patient-centered care models
- Wellness and recovery services

13:00

Cultural Tour / Lunch