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**MEDIA RELEASE DRAFT**

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**Thailand's Niche Appeal for Rehab Tourism**

*Elephant trekking, white-water rafting and yoga assist recovery for Australians seeking drug and alcohol rehabilitation in Thailand*

Thailand, traditionally associated with its tropical climate, picture-postcard beaches, fascinating history and authentic culture, is vastly becoming a popular destination for Australians seeking addiction rehabilitation.

Australians from all walks of life are starting to look to Thailand as a possible sanctuary from, and solution to, their problems with drug and alcohol addiction. In fact, one third of the patients treated at The Cabin Chiang Mai, a world class drug and alcohol rehabilitation facility in Thailand, are Australian.

Seeking addiction recovery services away from home is becoming popular with Australians due to lower treatment costs and shorter waiting lists. Furthermore, it provides anonymity that many people who are recovering from a drug and alcohol addiction prefer, and experts recommend, during their recovery process.

The Cabin is a short flight away from most Australian cities, and boasts a tranquil and remote environment situated in a beautifully secluded riverside spot, in Chiang Mai in Northern Thailand. Chiang Mai is a charming ancient city with creativity and inspiration at nearly every turn, providing the perfect place for people recovering from a drug and alcohol addiction to achieve a positive and productive mind-set, enabling them to rebuild their lives.

The Cabin's psychologist and evidence-based researcher, Cameron Brown said, "The Cabin offers many advantages over Australian clinics, firstly because of its location - Thailand is close to Australia, but far enough away to provide anonymity and remove our clients from their usual setting, routine and addiction triggers, which can dramatically improve their attempts to rehabilitate," Brown said

Although surrounded by breath-taking scenery within a popular tourism destination, The Cabin is far from being a holiday. The programme demands a lot from its clients who are challenged and follow a strict timetable seven days a week.

The Cabin boasts a 96 per cent completion rate for its guests, who will engage in an intelligent, physical and holistic programme that focuses on changing addictive thinking and behavior based on Cognitive Behavioral Therapy (CBT).

In addition to CBT, The Cabin offers fitness therapy conducted by experienced instructors who have an in-depth understanding of the fitness issues faced by drug and alcohol addicts. Activities range from aqua exercise to cardio fitness, personal training, yoga, pilates, mountain biking and body combat.



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“Fitness therapy is an important and beneficial part of the addiction recovery process. Exercise enhances an individual’s physical well-being and helps them to build strength while in rehab,” said Brown.

“Regular exercise increases endorphins and has been proven to reduce cravings in users.”

The Cabin’s holistic approach to recovery is one of the facility’s most appealing factors for Australians travelling to Thailand to rehabilitate. Clients’ weekly programmes are varied and dynamic, creating a lifestyle which is interesting, exciting and conducive to their recovery. Once a week clients are invited to partake in a range of exciting excursions including white water rafting, mountain biking, elephant trekking, cooking classes and much more.

“Learning to enjoy life again without drugs and alcohol is an important part of the recovery process. The Cabin Chiang Mai is lucky enough to be located in a part of the world renowned for the wealth of adventurous activities,” said Brown.

“We encourage all of our clients to take part in the excursions available to them during their stay. The activities which we offer at The Cabin are part of a unique approach to rehabilitation that distracts clients from their withdrawals, reminding them of a life without drugs and alcohol.”

**ENDS**

#### **About the Cabin**

*The Cabin Chiang Mai is Asia’s most respected Drug and Alcohol treatment centre, with two facilities and a secondary treatment Sober House located in Chiang Mai. Since 2009 the Cabin has treated over 300 men and women from around the world with a programme completion rate of 96% and a recovery rate amongst the highest in the world.*

*The unique programme at The Cabin combines CBT, the 12 Steps, mind mapping, mindfulness therapy and physical exercise therapy. A fully inclusive 28 day programme at The Cabin Chiang Mai costs \$12,000, about a third of the cost of private rehabs in Australia.*

*Cameron Brown is the aftercare provider and evidence based researcher of The Cabin Chiang Mai. He is a registered Psychologist with the Psychology Board of Australia and an Associate Member of the Australian Psychological Society. Having served on site as The Cabin’s psychologist, he is now based on the Gold Coast Australia, where he offers ongoing psychological support to reformed addicts returning from The Cabin.*

[www.thecabinchiangmai.com](http://www.thecabinchiangmai.com)

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