



NORTH AMERICA

MEXICO

1. What has been making news in this country in terms of the business of wellness?

The retreat market continues to grow at a rapid pace and forward-thinking resorts are getting in on the game by creating “wellness weeks” or wellness experiences for their guests during their stay.

The region of Riviera Maya and Cancun have been affected by the unprecedented amount of sargassum (seaweed) washing up on the beaches. This is also affecting many Caribbean destinations. Trips have been canceled, and visits have been affected, but plans have been put into place by the government to tackle (at least in the short term) the influx of sargassum and prevent it from reaching the shore in certain areas.

With this challenge, it is even more important for resorts to focus on non-beach activities and promote wellness, spa and excursions to prevent complaints of “beach vacations ruined.”

2. Please provide 1-2 sentences that describe what you think is an important development in this country for each of the following wellness sectors.

BEAUTY & ANTI-AGING

As more international brands enter the Mexican market, bringing training and education, skill levels and knowledge increase around the industry.

COMPLEMENTARY & ALTERNATIVE MEDICINE

Including complementary and alternative medicine in spa and wellness offerings at resorts and retreats is becoming more and more common and allows differentiation in a marketplace full of many, very similar, resort spas.

SPA INDUSTRY

Continued education is always in demand; however, the general level of skill in therapy techniques has certainly improved in recent years.

WELLNESS LIFESTYLE REAL ESTATE

More projects are coming onto the horizon for wellness-focused real estate and extended seasonal living locations for the North American wellness traveler to spend winters in Mexico.

WELLNESS TOURISM

This is an important sector for Mexico and aligning the offering for this market sector is essential for continued success.

3. What are the most important, eye-opening or emerging trends in wellness happening now in this country?

4. What do you see as the greatest strength of the wellness market in this country?

Climate and the variety of activities one can offer in this very diverse country.

5. What do you see as the greatest weakness of the wellness market in this country?

Threats or perceived threats to safety as a result of cartel-related violence around the country.

6. What do you see as the biggest opportunity in the wellness market in this country?

Wellness lifestyle real estate is in its infancy and has huge potential here due to the proximity to North American clientele and lower costs of construction and hospitality operations.

7. What do you see as the biggest threat to the wellness market in this country?

The sargassum seaweed is a threat to the entire region of the Yucatan Peninsula and many countries in the Caribbean. This is generally attributed to fertilizer and pesticide run-off from various countries and rising ocean temperatures proliferating growth.

8. Which sector of the wellness economy are you most involved with?

Spa Industry

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