



THE AMERICAS: BRAZIL

What is making news in your country when it comes to spa and wellness?

Social media network is playing an important role in Brazil's spa and wellness field. Since the 1980s our population has gained weight and paid less attention to health, even though Brazilians have always been obsessed with body shape. Spas were used to lose weight, especially in springtime before bikini season. Millions of Brazilians connected to social media are now shifting from dieting just for the summer to a year-round healthier lifestyle.

What is happening in your country when it comes to wellness tourism and/or medical tourism?

Brazil has not been an attractive country for medical and wellness tourism from other countries. It is an expensive country with a strong currency, lack of infrastructure investment and a language barrier. Even with these challenges Brazil is still a good destination for Latin America and African countries such as Angola and Mozambique. For them the quality of our services is an option when it comes to health and wellbeing investment.

Please give us one sentence to describe the latest in your country for each of these spa categories:

What's happening with hotel spas?

It's not optional anymore - it's a 'must have' The basic combination of sauna and hot tub is no longer enough, so it's necessary to offer new treatments focused on guests' needs.

What's happening with destination spas?

Shifting their focus from weight loss to healthier lifestyle.

What's happening with hot springs spas?

Investments are being made to attract customers from all over Brazil.

What has been the general attitude about investing in the spa industry in your country in 2013?

New and sophisticated urban, destination and hotel spas are being built to offer new services to Brazilians, and international companies are opening businesses here as well. Brazilians are starting to include spa services in their daily activities.

Looking back at the past four decades of spa and wellness, what would you consider "a defining moment?"

Perceiving spa and wellness not as a shortcut for losing seasonal weight, but as a health-centered lifestyle choice.

SUBMITTED BY:

Marianne Brepohl
Lapinha SPA