



THE AMERICAS: BRAZIL

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

It has become one of the fastest-growing segments in the health sector in recent years. An important factor is that the international patient's used to come from countries that were less developed; now they come from many different areas.

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

The industry had been growing considerably in the past decade, and there are some important issues to note: Hospitals are being certified by regulatory authorities; people are being trained in different cultures and languages; and there are more programs encouraging new acquisitions of medical equipment; and new jobs are being generated to join two traditional sectors, healthcare and tourism. Brazil is already widely known for plastic surgery, but now it is also being visited for other services like dentistry, gastrology, cardiology, for example.

In fact the The Brazilian Ministry of Health shows that in the last three years more than 180,000 foreigners came to Brazil seeking treatments and surgeries. Many of these “health tourists” are from countries like United States, Germany and Canada.

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

What's happening with hotel spas?

They are becoming a necessity. If a hotel doesn't have a spa, it is less valued even if the spa is not going to be used.

What's happening with destination spas?

Locations are still limited, with great quality and trustworthy services.

What's happening with hot springs spas?

Hot springs spas are becoming more popular with international tourists, once they were recognized for leisure activities.

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

Investors are studying this market and not wasting good opportunities. It is a favorable moment to invest in Latin America there are very few good partners (trustable).

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

My parents entered the industry four decades ago. In fact, there wasn't an “industry” as medical destination spas just didn't exist in Brazil at that time. The defining moment was realizing that people needed to take care of their health, in a preventive way, but there is no place to do it! So they started to build our center mixing advanced medical treatment with wellness.

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