



Industry Briefing Papers 2016

SOUTH AMERICA: BRAZIL

1. What is currently making news in your country when it comes to spa, wellness, wellness travel or well-being?

2016 has been a challenging year for Brazil. We have been facing a political and economical crisis impacting investment and new developments in all areas including Tourism and infrastructure needs.

With a 10% inflation per year, instable government and a decrease in economy growth, managers, business men and women, even freelancers tend to postpone vacations and retreats. This situation has also affected Brazilian economy with less money circulating in the market.

2. Please provide one sentence that describes what you think is the most important development in your country for each of the following wellness sectors:

Spas: Still a growing market, it has become a wish.

Beauty: This is still the majority focus of Brazilian population. From gym till chirurgical intervention. When it comes to beauty treatments Brazilian people are really careful and fascinated. Beauty treatments stores pop-up in all places, before only luxury for the upper class, now it's becoming more popular and affordable for middle class as well. Best investment for Brazil is focusing on esthetics in general.

Fitness: Cross-fit is the new big trend for almost 2 years, Ballet-fitness: modality that uses Ballet to build muscles and loose weight.

Nutrition: We shifted from Loosing weight diets to Healthy functional eating.

Wellness Tourism: It's still a small part of Brazilian Tourism, but it's a growing trend. It's still less than its full potential, but we start seeing all Hotels including spas, healthy nutrition to their offers.

Wellness Communities or Real Estate: Still not explored in Brazil.

3. Our theme this year is “Back to the Future.” What do you feel is your country’s most significant contribution to what is now a global wellness economy?

Brazil is a beauty driven country. We all want to look fabulous; men and women are driven by looks. So for our industry the main word is still: Beauty. And that goes for SPAs being a place to lose weight, to do beauty treatments being the big trend.

4. What do you feel is the biggest challenge in your country when it comes to growing the wellness economy?

It starts with stabilizing Brazil as an economy. Since 2008, after the big crash, Brazil strength came by borrowing money to the lower class so they start to consume more and making the wheel flow. But this strategy came to a dead point and if we don’t find a way to regain the right goals, building a solid political, economical and social structure the wellness industry will suffer.

The other challenge is really focusing on all the players in the Wellness industry to work together to build this industry in legal rights, in developing the demand and shifting Brazil as a main player in this world wide industry. If all players stay focused only on their business we will not have the strength and the influence to really develop Brazil as a wellness destination.

5. While no answers are right or wrong, we would like to know what you feel is the difference - if any - between the terms/concepts of “wellness” and “well-being” in your country.

Wellness: is a general name given for everything that can provide a better life, its used for healthy food, more exercise or even for spa treatments.

Well-being: is a term used for a state of mind. Not only health benefits, but mind and spirit benefits as well.

SUBMITTED BY:

Name: Marianne Novaes Brepohl

Title: Marketing Director

Company: Lapinha Spa

Email: margareth@lapinha.com.br

Phone Number: +55 41 8770 7870

