

NORTH AMERICA: GUATEMALA

1. What is currently making news in your country when it comes to wellness or wellbeing?

Guatemala it's really beginning to introduce into wellness compare to what countries like United States or Spain have been focused for a lot of years. Wellness right now is probably mentioned just for some Spas, Wellness clinics, Vacations or Gyms; but it's starting and that's a good sign. I can also mention that technology is making news with sports like running, cycling or swimming.

2. Please provide one sentence that describes what you think are important developments in your country for each of the following:

Spas: Guatemala may have around 20-30 Spas, mostly near Guatemala City. Little Spas are being open every year.

Wellness Tourism: It's beginning to have the first results. Guatemala's Exporters Association has the leadership in this area and making big efforts to let the world know that Guatemala has the potential for medical and wellness tourism.

Wellness Living Communities/Real Estate: Not being developed.

Beauty: Beauty salons are all over the country. It's a very well developed business and very specialized for women treatments.

Fitness: This is also very well developed area. Private gyms and clubs are attended. Sports like running, swimming, cycling are new areas in fitness.

Nutrition: For the last three years Nutrition has been more important to Guatemalans, mostly in weight loss programs and fitness.

3. How would you describe the state of workplace wellness in your country?

This is also beginning in our country. Home Office and flexible schedule are some examples that we're starting to learn that some Companies are doing. Probably Call Centers are the type of business that are focusing a lot in workplace wellness.

4. What has been the general attitude about investing in spa/wellness in your country in 2015? Specific examples?

Probably that big hotels that have been in Guatemala for a lot of years are starting to invest in developing their own Spas, their clients and tourists are constantly asking for wellness!

5. Whose responsibility is it to create a well world?

Everybody is responsibly. Tourists, clients, providers.

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