

NORTH AMERICA: MEXICO

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

In Mexico there is an increasing health consciousness among the mere spa-goers and the lovers of real spa experiences. With privileged geography, splendid weather, beautiful beaches, world class resorts, high quality services, warm personalized attention and luxury sanctuary-regions (as the Riviera Maya and Cancun, with the highest density in spa facilities per square foot in the Caribbean), the industry in Mexico has naturally evolve its offer in recent years -from the mere resting, beauty and felling-well experiences, to a huge variety of ceremonies focused in the body, mind and soul... journeys in search of a holistic accomplish of health, happiness and meaningful wellbeing.

This new perspective in wellness has facilitated Mexico's double-digit growth in the number of international tourists searching for luxury spa experiences in the last year (an increase of +7% in comparison to 2013). It's the fifth consecutive year of growth the country has experienced since the 2009 economic crisis!... Mexico is in the Top-5 wellness destinations for the luxury spa traveler in the world -an industry that creates thousands of jobs.

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

Spas: There is an increasing number of facilities developing from spa and fitness practices to a health and wellness philosophy -one step further in the search of a holistic lifestyle.

Wellness Tourism: In the list of the Top-10 world destinations Mexico is a serious competitor in the medical and health tourism industry -one of the fast growing niches with international certifications.

Wellness Living Communities/Real Estate: The challenges are great in the creation of real holistic health communities. There is only a few residential developments in this matter -in the states of Guanajuato and Quintana Roo.

Beauty: Native pre-hispanic treatments, products and techniques to achieve health, physical beauty, sustainable wellbeing and happiness now joyfully combines with modern technology.

Fitness: The conscious need of having regular exercise to improve the personal health is a motivation to find time and exercise oneself in different manners: fitness, bicycling, running, swimming.

Nutrition: Considered as a key essential for gaining holistic wellbeing and longevity, diets and healthy nutrition are tools many spa-goers and hedonists try to happily dominate in their lives.

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

It is a huge problem in the majority of workplaces, in which the stress is an ever present factor with only a few weak official and private policies to resolve it – exception made of several main companies in the country. It's a whole pending issue.

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

The spa and wellness culture is becoming a universal language. In Mexico the major hotel chains –in resort beach destinations and also inland– are constantly investing to have first class spa and fitness facilities, equipped with the best in technology to attract and satisfy their discerning customers. This can guarantee the success of the business. AMResorts, Starwood, One&Only, Rosewood and Four Seasons are a few examples.

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

More than 250 years ago the philosopher Immanuel Kant wrote about the necessity to convert the hospitality development (the tourism indeed) in a moral imperative. He sentenced: “The cosmopolitan right has to be limited to the conditions of a universal hospitality”.

It is a shared responsibility of private investors, governments, companies, spa connoisseurs, travelers, media, etcetera, to work consistently and ethically in the creation of first level conditions –politics and policies– which permit us to create a Well World.

For me tourism is The Industry of Peace, with a global expansion that began only three decades ago. We must convert this actual third biggest industry in the world, in the first one.

In Mexico we have a lot of effective work to do in this matter.

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