



Industry Briefing Papers 2016

NORTH AMERICA: MEXICO

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

In Mexico, there is increasing awareness of wellness and well-being. More people are everyday making changes in their lives in order to have healthier, fuller and more equilibrated life.

Wellness is shifting from being a touristic activity to an everyday lifestyle. We can see changes in every sector: from increased awareness of workplace wellness, nutrition, fitness or mindfulness, everyone wants to be part of this movement.

The government is very involved in changing the way people live and offer many programs to help them achieve higher wellness levels and decrease health problems.

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:

There is a shift from traditional spas to spas that want to be more inclusive of wellness living.

Beauty:

We are moving back to pre-hispanic ingredients and techniques that are now combined with modern design, technology and knowledge.

Fitness:

Everyone is aware of the need to exercise. In all social classes, we are exercising more. It is incredible to see the increasing number of people who shifted from driving to biking in the cities. The public gyms in public parks are also increasing very rapidly.

Nutrition:

The government has taken very important measures on this matter. They banned the sale of soft drinks and candies in schools, no salt on the tables in restaurants, they increased taxes on products that have a high sugar content etc.

Moreover, there is an increasing choice of low fat, low sugar, vegetarian and gluten free options in restaurants and supermarkets that show the tendency of conscious eating.

Wellness Tourism:

Medical tourism is highly increasing as investors have realized the great opportunities that Mexico can offer: its proximity to the US, the lower cost of medical treatments, the beauty of the country and the perfect all year long weather that many regions in Mexico offer.

Wellness Communities or Real Estate:

Although full wellness and holistic community developments are still very rare, real estate developers are increasingly worried about including wellness facilities in residential developments.

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?

Mexico has always had a very strong sense of preserving ancient traditions. From Temazcales to all the knowledge that is passed on generation to generation in terms of herbal medicine, Mexico loves to protect and promote its pre-hispanic traditions.

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

I feel the biggest challenge that Mexico faces when it comes to wellness economy, is to have “wellness for all”. There is a large gap between social classes in the country and it is never easy to make wellness available for those who are the less fortunate. It is important, and difficult, to increase health care, give education, better nutrition, and well-being to rural communities that are isolated and do not have access to everything we often give for granted.

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.

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