



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?

The biggest growth area in wellness and wellness travel in Mexico is certainly in the area of Wellness Retreats. Retreats focusing on anything ranging from yoga, meditation, stand up paddle boarding, dance, weight loss, fitness and more. There is now a considerable amount of press on these retreats and many blogs, websites etc. dedicated to this industry segment.

Wellness suites in hotels are also making the news, with many large and small hotel companies investing in wellness elements to add a more healthy experience to their guests' stay.

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:

More than massage - the inclusion of a wider variety of services and experiences and a focus on customization and guest interaction.

Beauty:

New technology including multi purpose makeup/treatment/suncare all in one products.

Fitness:

A wider variety of activities available and gym equipment that can synch with wearable tech to track fitness and activity.

Nutrition:

Better knowledge of healthy practices and sources of food made known to the consumer (i.e. Organic / non GMO etc), also an increase in restaurants serving specific cuisine such as vegan, gluten-free options (whatever your views on this!) etc.

Wellness Tourism:

Retreats and complete wellness experiences are becoming ever more popular and as such I believe the traditional 'all-inclusive holiday of indulgence' will soon take up a smaller market share.

Wellness Communities or Real Estate:

More focus on long term solutions for communities and housing with a focus on wellness, i.e. accessibility, medical care, etc.

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?

Certainly Mexico is poised to become one of the leaders in wellness tourism due to the climate, environment, exchange rate/currency value and proximity to the population of US and Canada who will be a huge market segment for this type of travel.

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

Corruption at all levels of government and media coverage of cartel related violence (often blown out of proportion and used as a scare tactic in US & Canada to discourage visits to Mexico, which is largely a very safe country.)

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.

To me wellness indicates the focus on good health and healthy practices while well-being indicates a state of health at a point in time, although they are certainly closely related and interlinked!

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