

## PRESS RELEASE

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CONTACT: ANA LUISA MORÁN

E-MAIL: [relacionespublicas@visit-ixtapa-zihuatanejo.org](mailto:relacionespublicas@visit-ixtapa-zihuatanejo.org)

### **“Tourism and Health...The Pleasure of Feeling Well in Ixtapa-Zihuatanejo”**

In Ixtapa-Zihuatanejo, well-being is conceived as an innovative experience of rest and relaxation, fused with classic treatments born from natural herbs and warm surroundings which nowadays have become a refuge for visitors and followers who find in this binomial beach a privileged site for these types of therapies.

Ixtapa-Zihuatanejo combines the goodness and the details of nature with the hotel, and the tourist services infrastructures, like no other Mexican beach destination. Consider a beach-front gymnasium, great food, golf courses, outdoor sports and adventure activities, and attention to detail of the desires and needs of each one of our visitors.

The “Health and Wellness” tourism is known to be one of the oldest in the world in as much as natural sites conducive to healing, preventive and relaxation processes, have always been sought.

The phenomenon also known as “Wellness” forms part of a series of radical changes that has impacted the needs of the tourism market, specifically the way in which travellers purchase and book their vacations with an added value for sun and beach.

Against this background, Ixtapa-Zihuatanejo is positioned within this global tendency that today reigns in the more important tourist centers of North America, Latin America, Europe and Asia; Thus Hotels of Ixtapa and Zihuatanejo as well as private Yoga studios and Spas offer spectacular venues immersed in nature with a beachfront view as well as sophisticated surroundings that include complementary services with cabins, outdoor spaces and specialized menus with healing and/or preventive health alternatives.

Based on its natural conditions such as vegetation, climate, the ideal salinity of its seas, Ixtapa-Zihuatanejo offers soothing, cosmetological properties and anti-oxidants that promote the well-being of its visitors.

For a tourist vocation city such as Ixtapa-Zihuatanejo, these types of tourist products compliment the “Business Tourism or Conventions Market” as meeting planners are discovering that it is becoming increasingly important to offer meeting or incentive travel clients locations with professionals specialized in relaxation and well-being.

Proof of this is that today Ixtapa-Zihuatanejo is the place of choice for professionals recognized worldwide for their accomplishments in therapies and group treatment of business executives and film and television celebrities from around the world. Such is the case for the visit of Tom Morley, to Ixtapa-Zihuatanejo, renowned yoga instructor from California and instructor to Hollywood celebrities such as Oscar winners Reese Witherspoon, and Helen Hunt. Similarly, Ixtapa-Zihuatanejo harbours world renowned professionals such as Belen Soldevila Peiro expert in “Hatha Yoga” with learning in the “Bihar School of Yoga” in Maharashtra, India, and renowned instructor in London, India, Katmandu, and Spain, who shares her experience in “Asana Yoga Studio Ixtapa-Zihuatanejo”

Without a doubt, to put forth the effort to promote these types of products and services focused on the Premium Tourists represents an excellent growth opportunity and an offer diversification for tourist in Ixtapa-Zihuatanejo.

**Ana Luisa Morán**  
**Public Relations Manager**