



Industry Briefing Papers 2016

AFRICA: MORROCO

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

- Morocco was elected Africa Best Spa Destination 2016 during the World Spa Awards in Italy.
- The newspaper The Economist published the following figure for Morocco' s Wellness tourism industry :
 - Growth of 10% in 2016 with 253 million dollars.
- Besides spas, Thalasso Therapy is quite developed especially in cost city as Agadir, and Tetouan.
- The Thermal Station of Mooulay Yacoub in Fes has been entirely refurbished and renovated and has reopened in July 2016. Part of it will be operated by Vichy.
- Since 2015 many Wellness center are involved in the Global Wellness Day. In 2016, 27 Spas in 8 different cities around the country have participated actively.

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:

A great development of spas in Luxury Hotels all over the country. The competition is producing creativity for amazing spaces and architectural points of differentiations.

Beauty:

As always, a strong investment in the latest machines for anti-aging and loss of weight.

Fitness:

Increasing awareness of the preventive role of sports and fitness, support the development of numerous fitness center. But too often, for the fitness center in town, not in a Hotel, the level of quality of the offer and services could be better.

Nutrition:

A focus on quality of food and organic products is emerging. High level of diabetes in the country enhance a real increase in the awareness on the role played by nutrition in maintaining a good health.

Wellness Tourism:

The offer in wellness is increasing and many retreats and packages are being offered by the industry, nevertheless the main reason of coming to the country is still tourism, culture and leisure.

Wellness Communities or Real Estate:

Not yet!

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?

Morocco has a great heritage in wellness traditions and treatments:

Mainly the well-known Moroccan Hammam, scrubs with the glove named “kess” and mud wraps of Ghassoul . A detoxifying and relaxing treatment like no other. Moroccan people have it once a week.

The country is also gifted with endemic presence of argan trees allowing to produce pure and real Argan oil. A real treasure, Argan oil is considered an effective anti-aging oil due to properties such as the high levels of vitamin E /tocopherols (anti-oxidants help neutralize free radical damage, which is important for skin exposed to polluted Western environments) and saponins (skin-softening agents). Besides cooling and soothing inflammation, it is also reputed to help reduce wrinkles by restoring the skin`s hydro-lipid layer.

More recently, the benefits of prickly pear has been revealed and used in facial treatments.

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

Education is the biggest challenge.

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.

Well-being is a good or satisfactory condition of existence; a state characterized by health, happiness, and prosperity.

Whereas wellness is:

- The quality or state of being healthy in body and mind, especially as the result of deliberate effort
- An approach to healthcare that emphasizes preventing illness and prolonging life, as opposed to emphasizing treating diseases.

SUBMITTED BY:

Name: Caroline Bauchet-Bouhlal

Title: Group Development Director

Company: Es Saadi Marrakech Resort

Email: cbb@essaadi.com

Phone Number: +212 524 33 74 00

