A woman with her eyes blindfolded by a colorful striped cloth stands in a vineyard. She is wearing a blue jacket and holding a smooth, grey stone. Another person's hands are visible, one resting on top of the stone and another supporting it from below. The background shows a lush, green valley with rolling hills and some autumn-colored trees.

# Regenerative Wellbeing

*a change to a more holistic mindset*

José Antonio Fraiz & Edgar Tarrés



# CONSTANT CHANGES TO UNTHINKABLE SITUATIONS

Techno stress / stress and chronic fatigue, persistent covid...: headaches, mental fatigue, depression, tensions, insomnia, frustration, irritability...

After the pandemic, stress, anxiety and depression are ravaging an increasing number of people.



# WELLNESS VS WELLBEING

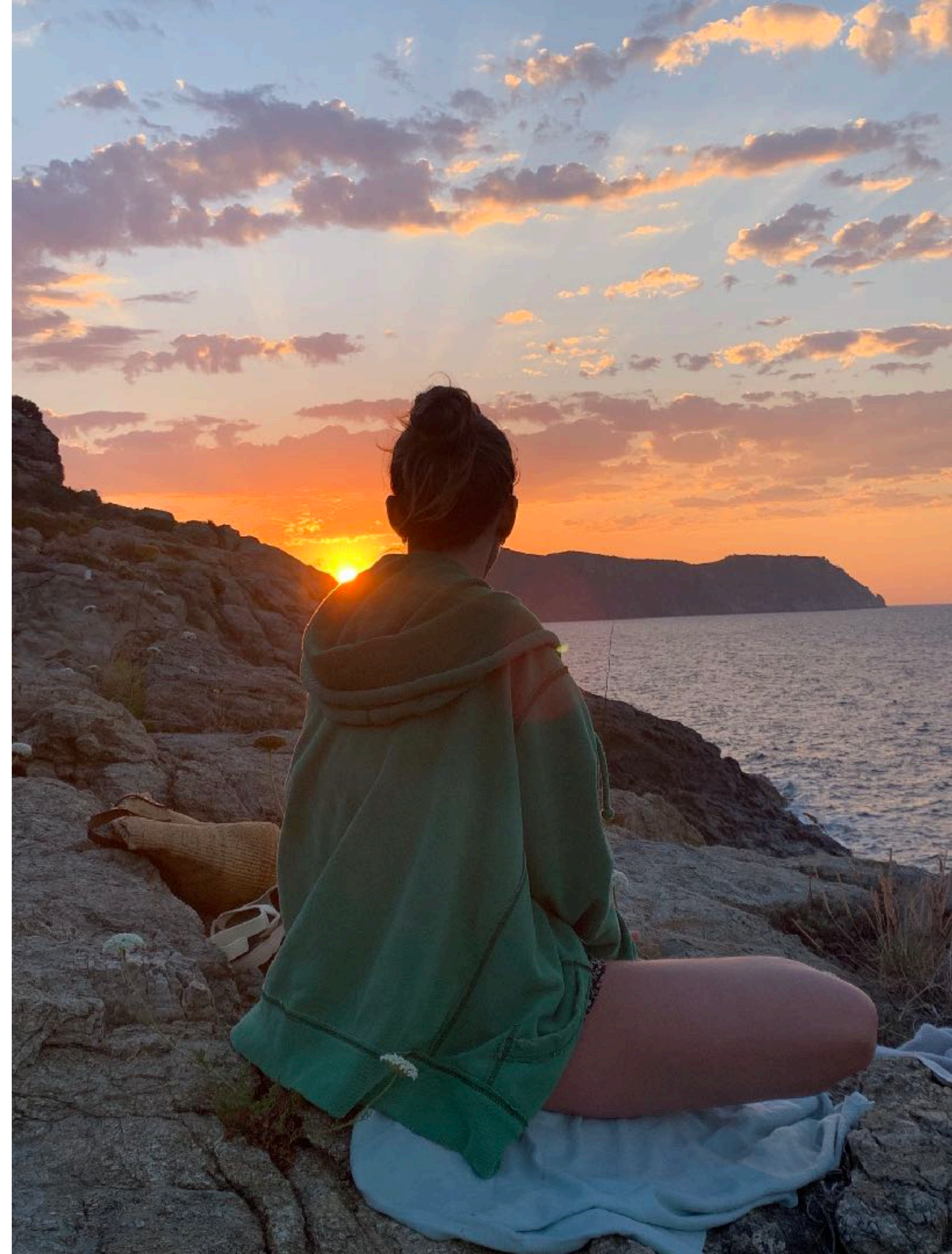
# Mindful Travel

Transformation of people,  
destinations and organizations to  
find balance.



# Data

- 2014-2017 INCREASE 40%.
- 2018 MARKET OF \$680M.
- 2022 \$980M.
  
- SPAIN RANKS 18TH IN THE 20 MOST VISITED COUNTRIES IN THE FIELD OF WELLBEING.
  
- IT IS NOT SEASONAL.



# More data

Around 21% of global travelers currently travel for health and wellness reasons, according to Travel Trends 2022 research from luxury travel network Virtuoso.

The Booking study shows, in 2023, how the majority of tourists seek well-being and even talk specifically about activities related to mindfulness.

80% of people surveyed by Public Health England in 2020 reported that they wanted to change their lifestyle and become healthier.

Another Ipsos study noted that 62% of Americans believe health is more important to them than before the pandemic.

# Corporations

Happy people  
Happy organizations.

Corporate Wellbeing



# Destinations

Synergies among tourism entrepreneurs, producers, therapists, artists, associations, entrepreneurs... to create:

- \* Authentic and unique experiences.
- \* Decide what destination/territory we want.





# People

They look for conscious destinations.

Quiet places where you can rest and live experiences.

They are willing to pay more if they know that their money will serve a good cause, such as caring for the environment.



# Target

- HIGH ECONOMIC LEVEL. THEY TRAVEL ALL YEAR. LOW % BUT HIGH PERFORMANCE.
- HIGHEST EDUCATIONAL LEVEL. MORE EXPERIENCE AND WANT TO TRY MORE.
- THEY SPEND 178% THAN THE DOMESTIC TRAVELER.
- THE NORMAL TOURIST WHO WANTS TO HAVE SOME WELL-BEING EXPERIENCE USUALLY SPENDS ABOUT 8 TIMES MORE.
- THE EXPENSE IS AN AVERAGE OF €1,500.
- THEY WANT SPACES IN NATURE, SMALL GROUPS, UNIQUE SPACES, TO FEEL SAFE.
- FEEL LIKE YOU DO DIFFERENT THINGS.



# Living Experiences

Is it just trendy?





Physical  
Mental



Emotional  
Spiritual

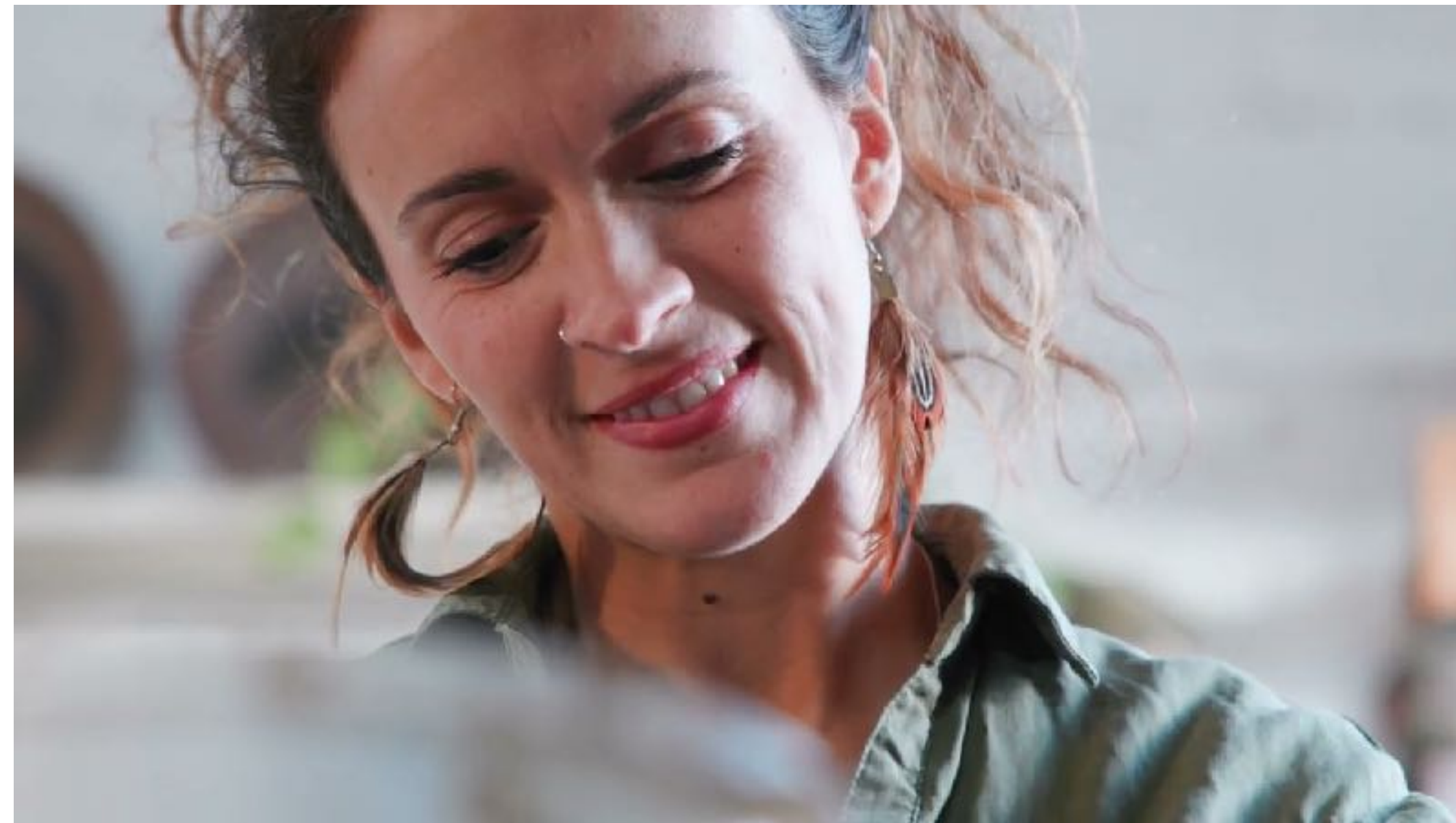


*Memories are created when we free ourselves from our limits. When we are explorers and travelers. When we look for treasure.*

*When we do everything possible to write the script for an extraordinary, singular and authentic life.*



## *Matarranya Awakes the Soul*























Thank you!

José Antonio Fraiz y Edgar Tarrés