

## Tourism is cited as benefit in fighting poverty in Mexico

A new report argues that the income from tourism can be managed in such a way that it helps alleviate societal problems such as poverty.

In Mexico in 2022, tourism contributed 8 percent to its national Gross Domestic Product (GDP), representing 30 billion dollars in foreign exchange earnings and 3.3 trillion pesos in consumption.

“Tourism can become an effective ally in the fight against poverty in our country, and for that reason alone, it should be recognized as a national priority,” said Dr. Francisco Madrid, director of the Tourism Research and Competitiveness Center (CICOTUR), a think tank from Anahuac University.

His organization, along with the National Tourism Business Council of Mexico (CNET for its acronym in Spanish), presented the report “Rethinking Mexican Tourism,” which both called to recognize the paramount importance of tourism in Mexico in promoting economic and social development.

The contribution of tourism is reflected in the direct and indirect employability it promotes; it is the first work activity for young people under 24 years of age (20 percent of total jobs in tourism) and the second to employ women (58 percent).

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CNN illustration, via erienewsnow.com

## Trouble sleeping? Take a vacation

Going on a vacation might seem like a rather unconventional way to try to improve your sleep habits.

But sleep tourism has been growing in popularity for a number of years, with an increasing amount of sleep-focused stays popping up in hotels and resorts across the world.

Interest has skyrocketed since the pandemic, with a number of high-profile establishments focusing their attention on those suffering from sleep-deprivation.

Over the past 12 months, Park Hyatt New York has opened the Bryte Restorative Sleep Suite, a 900-square-foot suite filled with sleep-

enhancing amenities, while Rosewood Hotels & Resorts recently launched a collection of retreats called the Alchemy of Sleep, which are designed to “promote rest.”

Zedwell, London’s first sleep-centric hotel, which features rooms equipped with innovative soundproofing, opened in early 2020, and Swedish bed manufacturer Hastens established the world’s first Hästens Sleep Spa Hotel, a 15-room boutique hotel, in the Portuguese city of Coimbra a year later.

So why has sleep suddenly become

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## Digital magazine to promote cannabis tourism

Michigan Marijuana Report and Four20 Post LIVE are partnering with Charlie Strackbein of the Ann Arbor (Mich.) Street Fair to launch a new project focused on providing more cannabis tourism coverage.

“Sparx and Recreation” will feature stories about the companies building cannabis tourism brands in Michigan. Email Editor Mike Brennan at [mike@mimarijuanaareort.com](mailto:mike@mimarijuanaareort.com).

– [mitechnews.com](http://mitechnews.com)

## Having trouble sleeping? Take a vacation

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such a big focus for the travel industry?

Dr. Rebecca Robbins, a sleep researcher and co-author of the book "Sleep for Success!," believes this shift has been a long time coming, particularly with regards to hotels.

"When it comes down to it, travelers book hotels for a place to sleep," she tells CNN Travel, before pointing out that the hotel industry has primarily been focused on things that actually detract from sleep in the past.

"People often associate travel with decadent meals, extending their bedtimes, the attractions and the things you do while you're traveling, really almost at the cost of sleep," she adds.

"Now, I think there's just been a huge seismic shift in our collective awareness and prioritization on wellness and well being."

The global pandemic appears to have played a huge part in this. A study published in the Journal of Clinical Sleep Medicine found that

40% of the over 2,500 adults who took part reported a reduction in their sleep quality since the start of the pandemic.

"There has been heightened attention to sleep in the Covid-19 era, and likely, because so many people have struggled with this [sleep]," says Dr. Robbins.

The types of sleep-focused programs and/or retreats offered by hotels and resorts also tend to vary.

Luxury hotel brand Six Senses offers a variety of full sleep programs, ranging from three to seven days or more, at a number of its properties, while Brown's Hotel, a Rocco Forte hotel in Mayfair, London, recently launched, "Forte Winks" a two-night experience especially created to help aid guests "into a serene sleep."

"Sleep is so important and we noticed there was a trend in sleep tourism happening, and wellness in general, after lockdowns and Covid," explains Daniela Moore, senior group PR manager for Rocco Forte Hotels.

– CNN, via [erienewsnow.com](#)

## Tourism cited as positive activity in fighting poverty

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Mexico currently is a market that provides opportunities for the settlement of national and foreign investments in infrastructure and services

"The tourism industry must be positioned as a national priority as it is one of the main engines for economic and social growth in the country, allowing the inclusion of a greater number of Mexicans in job opportunities while expanding the opportunity for the development of

society and reducing the social gap. From CNET, we endorse the importance of taking advantage of the potential of this industry and its direct and indirect benefits for the population and the country," said Braulio Arsuaga Losada, president of CNET.

The tourism industry has economic-social implications that should trigger growth and development in the country and a positive impact on its society.

– [travelpulse.com](#)

## Destinations seek community input

Communities and destinations are turning to resident surveys so the voice of the people can be heard in regard to tourism.

Here are some recent examples:

### COLORADO

The Northeast Colorado Travel Region is seeking community input on the future of tourism in the region.

The 15-minute survey will help the DMO better understand the community's level of support for tourism and its impacts. Additionally, this survey will assist in establishing destination stewardship strategies.

– [journal-advocate.com](#)

### TAMPA

City of Tampa residents for the third straight year expressed overwhelming enthusiasm for their city as a place to live, work, raise a family, and open a business, according to a survey of 1,300 residents.

The survey also found 90 percent of residents would recommend Tampa to a friend or family member as a place to vacation.

– [tampa.gov](#)

### TORONTO

A new survey shows strong public support for building a public planetarium in Toronto to boost education, research and tourism for future jobs and economic growth.

The August survey shows that 74% of residents support or somewhat support a new public planetarium funded by the private and public sectors.

– [yahoo.com](#)