



## Wellness Tourism Association Recognizes Its First Wellness Destination



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**December 11, 2024 (Denver, CO)** – Back in July of 2019, the [Wellness Tourism Association](#) (WTA) unveiled a nine-point list of assets and attributes that geographic regions of the world should possess before being marketed as Wellness Destinations. Now, the WTA will officially acknowledge and recognize select geographic regions (including towns, provinces, states and even small countries) of the world that meet set criteria and wish to be officially acknowledged and recognized. Having met the WTA’s list of requirements, the first destination to be recognized by the WTA is the twin-island country of Antigua & Barbuda.

Colin C. James, Chief Executive Officer of the Antigua and Barbuda Tourism Authority, says, “We are immensely proud and thrilled with this recognition from the Wellness Tourism Association. Antigua and Barbuda with our pristine beaches and lush landscapes offer a unique

blend of natural beauty and tranquil environments. Coupled with a unique array of wellness activities tailored by professional wellness service providers, our offerings are designed to rejuvenate body and mind. Meeting the WTA's criteria allows us to position Antigua and Barbuda as a premier Wellness Destination."

In the WTA Glossary of Industry Terminology, unveiled in 2018 when the association first launched, a Wellness Destination is defined as: A geographical area that fosters and promotes wellness as an integral part of life within the community and economics of the region.

The WTA's nine-point list of assets and attributes that geographic regions should possess as they look to market themselves to consumers as Wellness Destinations is as follows:

- A safe/secure environment in both perception and reality
- A clean and sanitary infrastructure for both locals and visitors
- A quality of life for locals who benefit from tourism dollars – e.g. the creation of jobs within the industry and the creation of a market for locally made produce/products/services
- Natural assets such as hot springs/mountains/bodies of water/forests/resources for thalassotherapy or other natural assets within the confines of the destination and easily accessible to visitors
- Since Wellness Tourism and Wellness Travel encompass wellness for the planet, the destination must have substantial sustainability policies and practices in place
- The availability and accessibility of a wide range of wellness professionals and practitioners, including those who offer holistic and alternative modalities
- A selection of hotel restaurants and independent restaurants offering healthful cuisine prepared by chefs committed to clean eating and who work in partnership with local growers

- Availability of a range of fitness-based activities and tours – e.g. yoga, hiking, cycling, fitness classes, kayaking, stand-up paddle boarding
- A physical environment that is somewhat removed from the noise that has become “daily life” in the 21st century

Anne Dimon, President/CEO of the Wellness Tourism Association says: “It is vital to the continued growth of wellness tourism that consumers are clear on what awaits them on their travels. WTA sees the nine-point criteria as a necessary foundation for any region of the world proclaiming itself a ‘Wellness Destination.’

With this announcement, the WTA hopes to create a special distinction that brings recognition to the geographic regions of the world that possess the assets and attributes the association considers to be so important when being branded as a Wellness Destinations.

Interested tourism boards, CVBs and DMOs can reach out directly to the WTA for more information: [admin@wellnesstourismassociation.org](mailto:admin@wellnesstourismassociation.org)

Incorporated as a non-profit in Colorado in 2018, the Wellness Tourism Association is a global association with Members, Partners and Supporters from around the world. For more information visit [www.wellnesstourismassociation.org](http://www.wellnesstourismassociation.org).

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