

# Spa & Wellness ) mexicaribe

## **Sara Jones**

Managing Director/Editor: Spa & Wellness MexiCaribe

Spa Consultant: AraSpa Consulting

Speaker: Industry events, Wellness retreats

GWJ Initiative Chair: Women in Leadership

Sara spent many years working as a spa leader for high profile spas and fitness facilities. Her experience encompasses positions in the Middle East, New Zealand and Mexico before launching Spa & Wellness MexiCaribe (formerly Spa Professional Mexico), a magazine and website catering to spa and industry professionals and wellness enthusiasts across Mexico, the Caribbean and Latin America in this rapidly growing market sector.

Spa & Wellness MexiCaribe delivers international spa and wellness industry information across all sectors, allowing professionals at all levels easy access to current knowledge and support available to them through suppliers, events, expos and educational resources.

Since its launch in 2010, Spa & Wellness MexiCaribe has become the go-to resource for professional and consumers alike with spa reviews, annual Product Awards and Annual Spa Awards that have gained considerable press attention by highlighting the excellent spas in the region.

Sara operates the consulting practice AraSpa Consulting providing consulting services to spa and wellness focused businesses. Sara forms part of the judging panel for the SpaFinder Wellness Travel Awards and the World Spa & Wellness Awards. She also chairs the Global Wellness Institute initiative for Women in Leadership and speaks at industry events and wellness retreats and gatherings.

As an experienced spa professional with a Bachelor of Science, Honours degree in Psychology with Nutrition from The University of Wales, Cardiff, Sara brings a wealth of knowledge relevant to all areas of health, fitness, nutrition, business, wellbeing and spa. Sara's passion for wellness and spa started from a young age. A creator, writer, traveler, entrepreneur, wellness enthusiast, speaker, avid dancer and eternal optimist; Sara embraces life at every turn.

