

Case Study

MEXICO: LUXURY RESORT
SUSTAINABILITY STRATEGY
DEVELOPMENT

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CONTEXT

The demand for sustainable and wellness tourism has only continued to grow in parallel with an increased desire for nature-based off the beaten path experiences. Areas associated with health and well-being are increasingly being sought after by tourists, driving growth in lesser-visited areas that are home to wellness accommodations and spa resorts. The sustainability practices associated with wellness resorts often support ambitious environmentally-minded efforts and wider regional economic growth, enabling businesses to reap the rewards of tourism without reducing the beauty of the natural environment.

This project scope aimed to provide a “sustainable tourism diagnostic” for Mailena Resort, underlining the potential for environmental, economic and social sustainability. Located on the Baja peninsula, Mailena Resort hosts surrounding desert landscapes, a variety of natural healing minerals and breathtaking views of the Gulf of California, making it a prime location to catalyze sustainability as a means of transforming the area into an oasis of peace, tranquility and well-being.

THE CHALLENGE

While many resorts have the intention to operate sustainably, many do not have the in-house expertise to do so. Therefore, while intentions may be meaningful, implementation can fall short without guiding support from experts, leading to missed opportunities for reducing costs and enhancing efficiency. Without guidance in the planning and implementation stage, resorts often find developing a sustainability strategy, implementing new practices and navigating the criteria around tools like certification to be a significant barrier.

Therefore, working together with sustainable tourism experts bridges the gap between action and ambition. By knowing their biggest environmental impacts and having a sustainable tourism strategy, wellness resorts like Mailena Resort, can better understand the importance of prioritizing durability and quality, as a means of lowering costs, delivering on their sustainability promises and offering guests sustainability-minded experiences.

Cognizant of this, Mailena Resort took the step of working together with Sea Going Green for a sustainability diagnostic to set a trajectory for sustainable tourism development that aligns with the United Nations Sustainability Goals.





OUR SCOPE OF WORK

We began working with Mailena Resort by obtaining a general understanding of the resort's vision of well-being: to journey, explore and discover and celebrate life through holistic experiences that reconnect and restore the body and mind. With this vision established, the team reviewed the resort's anticipated operations, conducted interviews with key staff members and evaluated the information provided by the resort on the prospective tourism offerings available on site. In doing so, we were able to understand the resort's biggest environmental impacts, supply chain processes, and tourism activity baseline. Activity-based recommendations elaborated on methods for integrating sustainability offerings in food and beverage establishments, incorporating in-room communications techniques, engaging staff with corporate social responsibility and involving guests within the wider sustainability journey. An activity catalog further underlined the potential for sustainability-minded tourism activities that support local artisans, businesses and supply chains. Taking from this, broad recommendations underscored methods for using tools such as certification and verification schemes in addition to alignment with the UN Sustainable Development Goals to maintain progress and reach wider goals.



OBJECTIVES MET



Sustainability
diagnostic



Tourism certification and
verification
recommendation



Strategic plan for
sustainability strategy



Alignment with UN
Sustainable
Development Goals

& MORE

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you'd like to discuss with us? -
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