



# Wellbeing Tourism in the South Baltic Region – Guidelines for Good Practices and Promotion (SBWELL)



# Wellbeing Tourism in the South Baltic Region – Guidelines for Good Practices and Promotion

## Interreg South Baltic Programme 2014-2020



- ◆ Priority axis 2 – Exploring the environmental and cultural potential of the South Baltic area for the **blue and green growth**
- ◆ Specific objective 1.2 - Increased development of the South Baltic area's **natural and cultural heritage** assets into **sustainable tourist destinations**

**Duration:** 01/07/2018 – 30/06/2021 (36 months)

**Budget:** 2 199 999.83 € (1 740 064.13 is provided by the programme, ERDF)

# Wellbeing Tourism in the South Baltic Region

## – Guidelines for Good Practices and Promotion

### **Theme:**

Wellbeing tourism *“a specific type of tourism intended to promote and maintain a positive health of body, mind and soul, that is composed of products and services drawn upon a sustainable interaction with the surrounding environment and community.”*

### **Objectives:**

To capacitate and facilitate SMEs in offering wellbeing products and services

To highlight the South Baltic coastline as an attractive destination for wellbeing tourism

### **Targeted results:**

Increased capacity to deliver wellbeing recreation products and services

Increased awareness of the South Baltic as a provider of wellbeing recreation

# Wellbeing Tourism in the South Baltic Region

## – Guidelines for Good Practices and Promotion

### 3 main focus areas:

- **Create awareness** on Wellbeing
- **Facilitate** for actors & SMEs in tourism to develop and offer Wellbeing experiences, products & services
- **Promote** our rich natural & cultural heritage to be enjoyed as a well of wellbeing

## Partners:

### Sweden

Linnaeus University, School of Business and Economics, Depy. of Organisation and Entrepreneurship (LP)  
Energy Agency of Southeast Sweden (PP6)  
Kalmar County Board (PP7)

### Denmark

Dansk Turisme Innovation (PP9)

### Germany

Tourismusverein Vogelparkregion Recknitztal in Mecklenburg-Vorpommern, TA-VR (PP5)

# Wellbeing Tourism in the South Baltic Region

## – Guidelines for Good Practices and Promotion

## Partners:

### Lithuania

Klaipeda State University of Applied Sciences, KVK (PP3)  
EUCC Baltic office, EUCC (PP2)

### Poland

Pomerania Development Agency, ARP (PP4)  
Professor Brynon Synak Pomerania Research Institute, PIN (PP8)

## Cross – Border Collaboration



## Work Packages, WPs:

### **WP1** Management and Coordination

**Lead by:** Linnaeus University, LNU (LP)

### **WP2** Communication and Dissemination

**Lead by:** ARP (PP4)

### **WP3** Roadmap for developing, managing, branding and promoting wellbeing tourism in the SB region

**Lead by:** Dansk Turisme Innovation (PP9) & PIN (PP8)

### **WP4** Set of guidelines/criteria for Wellbeing tourism in the SB region & good practices

**Lead by:** EUCC (PP2)

### **WP5** Regional interactive Wellbeing Atlas

**Lead by:** Energy Agency for Southeast Sweden, ESS, (PP6)

### **WP6** Pilot sites for wellbeing & promotion, symbolic centres of regional networks in Wellbeing tourism

**Lead by:** Tourismusverein Vogelparkregion Recknitztal in Mecklenburg-Vorpommern (PP5)



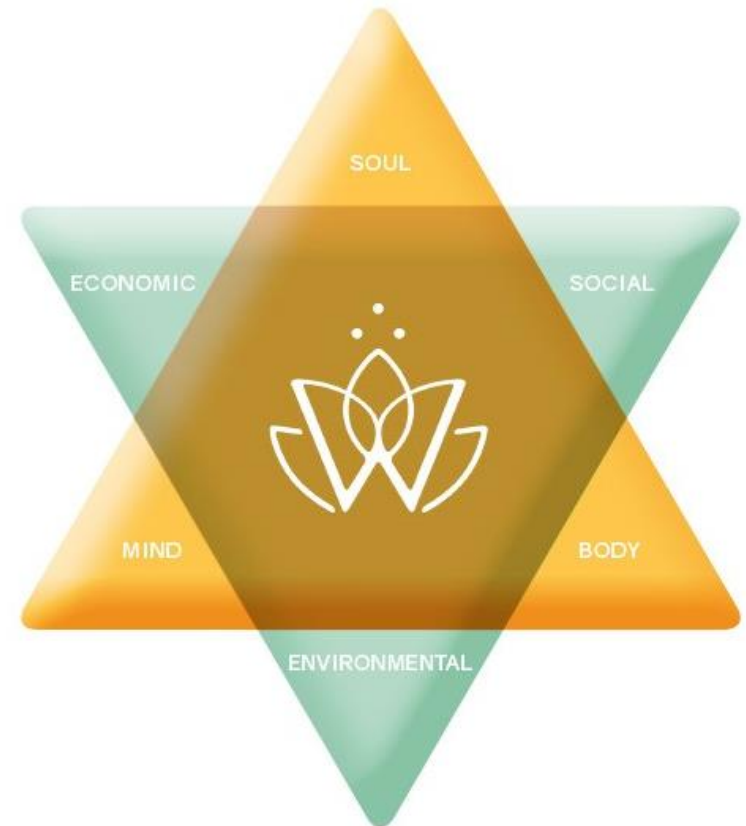
## Main Results:

- Active dissemination in social media & promotional materials
- E-booklets and educational videos how to develop and market Wellbeing tourism (6)
- Wellbeing tourism concept
- Identified target groups, unique selling points
- E-folder on guideline and criteria for Wellbeing tourism (3)
- E-booklet on good practices and recommendations (1)
- Multi-seasonal wellbeing routes (10)
- Project's webpage and Interactive Wellbeing Atlas
- Cross border tourism network in South Baltic region
- Mentoring and study visits for SMEs (5)
- Wellbeing pilot places (5)

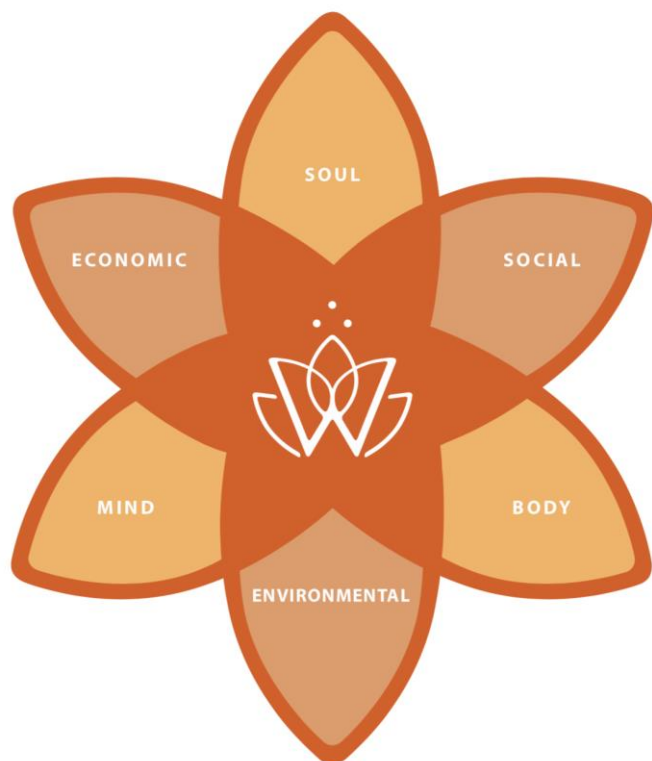
## Definition of Wellbeing Tourism:

A sustainable tourism that supports harmony and balance for body, mind, and soul

...for guests and hosts, in a sustainable interaction with the local community and environment.



## Graphic symbols:

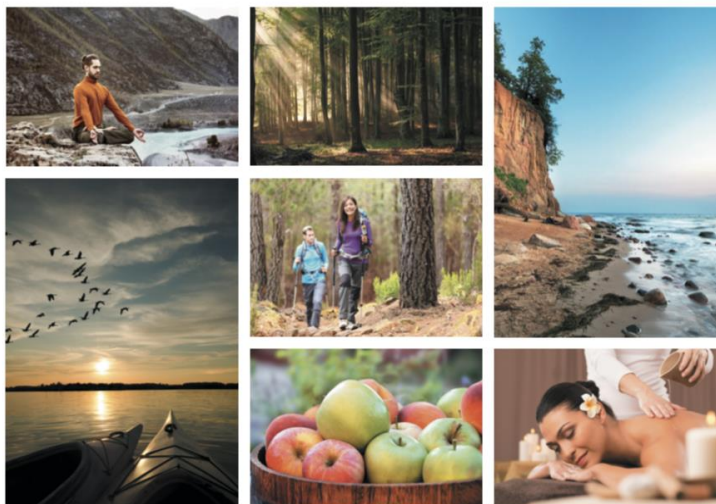


SB  WELL

 *Wellbeing*

# Wellbeing tourism

A tourism that supports harmony and balance  
of body, mind and soul..



..for guests and hosts, and in a sustainable interaction  
with the local community and environment.

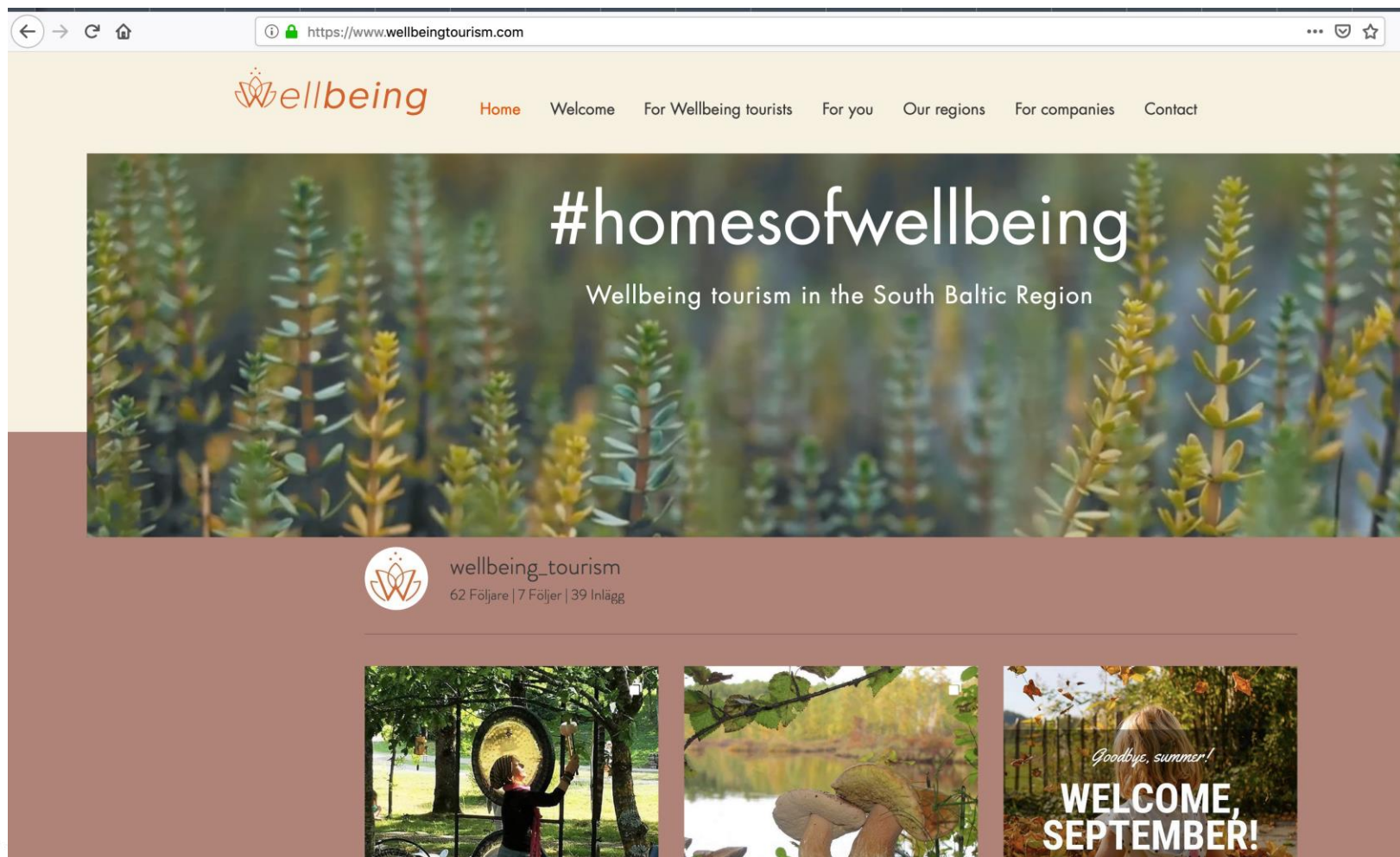
[info@homesofwellbeing.com](mailto:info@homesofwellbeing.com)  
[www.homesofwellbeing.com](http://www.homesofwellbeing.com)



## Project Meetings:



# Wellbeing Atlas:



# Study visits, SMEs Mentoring and Wellbeing Places

## Study visits

Poland:

31.03-03.04. POL (+ opportunity to join 03.04. „New trends in tourism“ international promotion event),

Sweden:

21.-24.04. SWE

## Mentoring

Available April 2020-June 2021

## Wellbeing pilot places

Designed in December 2019



# SB WELL

## Educational e-booklets and videos:

Ready by March 2020

## Criteria and Self Evaluation Questions (for SMEs):

Ready by March 2020

## Examples and good practices





## More Information and Upcoming Events:

- Facebook
- <https://www.facebook.com/Wellbeingtourism/>
- Twitter
- <https://twitter.com/Wellbeingtouri1>
- Instagram
- [https://www.instagram.com/wellbeing\\_tourism/](https://www.instagram.com/wellbeing_tourism/)
- Main webpage
- <https://www.wellbeingtourism.com/>

Thank you

SB  WELL

The logo for 'SB WELL' features the letters 'SB' in a simple sans-serif font, followed by a stylized orange icon of a flower or leaf with three petals and a central stem, and then the word 'WELL' in a simple sans-serif font.