



NATURE-BASED WELLNESS TOURISM

Discover nature for health and well-being

Exercise: Your N-B-Well Opportunity

Choose one existing service, activity or experience from your business.

Think of something you already offer today.

1. Nature

A. How does nature contribute to the experience today?

Think about the actual natural elements the guest sees, uses or interacts with - for example, a forest, coastline, lake, landscape, wildlife, weather or seasons.

B. Today?

What natural element is part of the experience, and how does the guest experience it?

C. Could nature play a more active role?

D. Opportunity?

What could you change, add or emphasize to make nature more meaningful to the guest?

Answers:

A:

B:

C:

D:



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2. Well-being

- E. What does the guest gain from the experience beyond simply having an activity or service?
Think about whether it provides physical activity, relaxation/recovery, mental calm, reflection, connection or emotional balance.
- F. Today?
What is the main well-being benefit for the guest?
- G. Could this benefit be made stronger or clearer?
- H. Opportunity?
What could you add or change to strengthen the well-being experience?

Answers:

A:

B:

C:

D:



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3. Sustainability

A. How does the experience create value responsibly today?

Think about the use of natural resources, local products, local businesses, community, group size, transport or the long-term viability of the experience.

B. Today?

What are you already doing that supports responsible tourism?

C. Where is there one realistic opportunity to improve?

D. Opportunity?

What could you do differently to create more value for nature, the local community or local businesses?



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E. Strengthen the experience

Now look beyond your own business.

Is there one nearby business, natural resource, activity or attraction that could make your experience stronger if connected to it.

For example:

- A local food producer or restaurant
- Accommodation
- A guide or activity provider
- A forest, lake or coastline
- A cultural attraction
- A wellness provider

Potential connection: _____

How could it strengthen the guest experience? _____

Answers:

A:

B:

C:

D:

E:



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Bring your reflections together and identify one concrete opportunity for your business. Summarise your existing experience, identify what is already strongest, where you see the greatest potential, and which

N-B-Well route fits best. Finally, note one realistic improvement or local connection you could explore

4. Final

I. Existing experience?

[Name / short description]

J. Strongest element today:

Nature / Well-being / Sustainability:

Element with the greatest opportunity to strengthen?

Nature / Well-being / Sustainability?

K. Primary route logic:

Fit by Nature / Relax by Nature / Zen by Nature

L. One realistic improvement or connection I could explore:

[Write one specific idea]

Answers:

A:

B:

C:

D: