



D2.2 Report on Identification of good N-B-Well tourism practices

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Project: Nature-Based Wellness Tourism (N-B-Well)

Region: South Baltic (Lithuania, Poland, Germany, Denmark)

Deliverable Type: Survey-based Analysis Report

The aim and objectives

To identify, analyse, and map good nature-based wellness (N-B-Well) tourism practices in the South Baltic region (Lithuania, Poland, Germany, and Denmark), assessing their characteristics, development level, and impact on health and wellbeing, based on quantitative and qualitative survey results.

The stakeholder survey **aimed** to:

- **Identify** key stakeholders operating within the nature-based wellness (N-B-Well) tourism sector
- Understand **current practices, services**, and business models applied across the sector
- Explore opportunities for **cross-border collaboration** among stakeholders in Lithuania, Poland, Germany, and Denmark
- Assess similarities and differences between national markets to identify shared challenges and opportunities

Based on case studies and in-depth interviews, the qualitative research **aimed** to:

- **Analyse** existing nature-based wellness tourism good practice cases in the South Baltic region, with a particular focus on small and medium-sized enterprises (SMEs)
- Identify and document cases that demonstrate proven or potential health and wellbeing **benefits**
- Assess how these practices align with tourists' key decision-making and selection criteria, using market-oriented insights
- Evaluate the **impact** of N-B-Well practices on physical, mental, and emotional wellbeing
- **Map** the geographical distribution of identified good practice cases across Lithuania, Poland, Germany, and Denmark

Methodology

Quantitative survey (n=50)
Qualitative case studies
Mixed-method approach

LT: 24
DE: 18
PL: 8
DK: limited
15 case studies: 5 LT, 4 DE, 3 PL, 3DK

INPUT DATA

- └─ Quantitative Survey (n=50)
 - | └─ Stakeholder types
 - | └─ Business characteristics
 - | └─ Services and practices
 - | └─ Collaboration potential
 - | └─ Market differences (LT, DE, PL, DK)
- └─ Qualitative Data
 - | └─ Case studies (LT=5, DE=4, PL=3, DK=3)
 - | └─ Interviews with SMEs
 - | └─ Thematic insights



DATA ANALYSIS PROCESS

- └─ Quantitative Analysis
 - | └─ Descriptive statistics
 - | └─ Stakeholder mapping
 - | └─ Sector structure analysis
 - | └─ Cross-country comparison
- └─ Qualitative Analysis
 - | └─ Thematic analysis
 - | └─ Case study comparison
 - | └─ Pattern identification



CASE ANALYSIS FRAMEWORK

- └─ General overview of case
- └─ Service elements
- └─ Key success factors
- └─ Challenges
- └─ Health & wellbeing impact
- └─ Alignment with tourist selection criteria
- └─ Future vision



SYNTHESIS & INTEGRATION

- └─ Identification of Good Practices
- └─ Common Criteria Definition
- └─ Cross-country similarities & differences
- └─ Regional patterns
- └─ Strategic positioning



OUTPUTS

- └─ NB-Well Good Practice Model
- └─ Organizational & Destination Profile
- └─ Health & Wellbeing Impact Model
- └─ Regional Comparative Insights
- └─ Strategic Recommendations

Criteria for analysis of Good N-B-Well Practices cases

Core Criteria:

Strong connection to **authentic natural settings**

Focus on **relaxation, recreation, and wellbeing**

Inclusion of **forest, water, and outdoor activities**

Environmental responsibility

High-quality yet accessible experiences

Peace, privacy, and scenic value

Integration of **local culture, food, and community**

Ability to address market gaps

Stakeholders

Wellness providers (spa, sauna, therapy)
Nature experience providers (guides, forest therapy)
Accommodation (eco-farms, rural lodges)
NGOs & public sector

Sector's characteristics

Small-scale, SME-driven ecosystem
Nature-based
Reliance on local resources and cultural traditions
Experience-based (not infrastructure-heavy)

Insights:

- Value comes from **depth of experience, not volume of visitors.**
- The sector is **decentralized and highly diverse**, requiring coordination rather than expansion

N-B-Well operates as an EXPERIENCE ECONOMY Model

Common features:

Small groups,
Personalized services
Immersive formats

Positioning:

- **Alternative to mass tourism**
- Based on: Slow tourism, Authenticity, Silence and space

What defines a “Good N-B-Well practice”

Core elements:

- Strong connection to **authentic nature**
- Focus on **relaxation & wellbeing**
- Integration of:
 - Forest
 - Water
 - Outdoor experiences
- Environmental responsibility
- Peace, privacy, scenic quality
- Local culture & food integration

Destination Characteristics

Across the region, destinations share:

- Forest, coastal, and rural environments
- Low-density, quiet settings
- Strong identity and authenticity

Positioning:

A “**cool-climate, nature-based wellness region**” focused on authenticity and reconnection

Critical insight:

Good practices are **multi-layered experiences**, not single services.

Good Practices — Strategic Typology

1. Nature-Therapy Based

- Forest bathing
- Mindfulness in nature

2. Resource-Based

- Mineral water
- Sauna traditions
- Herbal therapies

3. Lifestyle-Based

- Eco-farms
- Vineyard wellness
- Slow living

4. Culture-Integrated

- Heritage landscapes
- Traditional practices

Overall System Insight

The surveys clearly show that:

NB-Well tourism in the South Baltic region is already well-developed in practice, but remains fragmented, under-structured, and insufficiently visible.

Nature-Based Wellness Concept — Core Definition

 A system where:

- **Nature is the primary therapeutic agent** (not an add-on or complementary)
- Health is **preventive, holistic, and experience-based**
- Services integrate:
 - Physical wellbeing
 - Mental relaxation
 - Emotional reconnection
 - (Often) spiritual meaning

Key insight:

NB-Well is not tourism + wellness.
It is a **nature-driven wellbeing system.**

Good Practice Case Insights: LITHUANIA

- **Key Characteristics:**

- Strong use of **natural resources (mineral water, forest, herbs)**
- Integration of **culture and spirituality**
- High diversity of services

- **Examples of Practices:**

- geothermal spa and forest integration
- forest therapy and aromatherapy
- eco-farms with gastronomy and crafts

- **Impact:**

- immune system strengthening
- stress reduction
- emotional balance

Insight:
Lithuania acts as:
“Therapeutic resource hub”

Good Practice Case Insights: Germany

- **Key Characteristics:**

- integration of **psychology + nature**
- structured wellbeing concepts
- focus on mental health

- **Practices:**

- forest therapy
- nature-based coaching
- mindfulness + hypnosis in nature

- **Impact:**

- mental resilience
- emotional transformation
- long-term behavioural change

Insight:

Germany represents:

“Forest and mental wellbeing expertise”

Good Practice Case Insights: Poland

- **Key Characteristics:**

- biodiversity-based tourism
- rural lifestyle integration
- vineyard and eco-tourism models

- **Practices:**

- vineyard wellness (ampelotherapy)
- coastal and forest-based hotels
- agrotourism

- **Impact:**

- relaxation and stress reduction
- lifestyle change
- reconnection with slow living

Insight:

Poland represents:

“Lifestyle-based NBWell model”

Good Practice Case Insights: Denmark

- **Key Characteristics:**

- strong integration of **nature + cultural heritage**
- accessible and low-threshold experiences

- **Practices:**

- heritage-based nature experiences
- self-guided wellness in natural settings

- **Impact:**

- mental wellbeing
- cultural connection
- slow exploration

Insight:

Denmark represents:

“Nature + heritage integration model”

Cross-Country Comparison

- **Common Features:**

- nature as core element
- holistic wellbeing approach
- small-scale business models
- strong authenticity
- preventive health focus

Differences

Country	Strength
Lithuania	Natural resources & diversity
Germany	Structured mental wellbeing
Poland	Lifestyle & biodiversity
Denmark	Culture + accessibility

Regional Specialization

Each country contributes a **distinct strength**:

LT Lithuania → Therapeutic Resource Hub

- Mineral water, forests, herbs
- Strong “healing nature” positioning

DE Germany → Mental Wellbeing Expertise

- Forest therapy + psychology integration
- Structured, method-based approaches

PL Poland → Lifestyle-Based NB-Well

- Rural, vineyard, slow-living models

DK Denmark → Nature + Heritage Model

- Culture-integrated, accessible experiences

Nature **functions** as:

healer (Lithuania)
mentor (Germany)
lifestyle base (Poland)
cultural enhancer (Denmark)

Strategic insight:

The region has **complementary assets**
→ **strong basis for joint products.**

Key Success Factors

Across all data:

What makes NB-Well work:

- Authentic nature connection
- Use of local resources
- Personal motivation of providers
- Small-scale personalization
- Culture + community integration
- Sustainability principles
- Collaboration networks

Insight:

Success is driven by **values and authenticity**, local identity, not scale, profit or investment.

Key Challenges

Main barriers:

- Low market awareness
- Fragmented offers
- Seasonality
- Financial & staffing constraints
- Regulatory barriers
- Weak cross-border coordination
- Limited visibility and marketing

Most important gap:

16
Lack of **structure, visibility, and cooperation**

Health & Wellbeing Impact

Holistic Impact Model

Survey + case data confirm impacts across:

Physical:

- Increased physical activity
- Improved immunity
- Therapies

Mental:

- Stress reduction
- Focus and calmness

Emotional:

- Reconnection with self, identity, meaning
- Balance and mood improvement

Social:

- Community connection
- Shared experiences

Insight:

N-B-Well should be positioned as a **preventive health solution**,
not leisure or medical.

Strategic Development Patterns

Transition Needed: FROM → TO

- Individual services → **Regional ecosystem**
- Seasonal tourism → **Year-round wellbeing**
- Fragmentation → **Integrated networks**
- Local offers → **Cross-border identity**

Insight:

The future lies in **system-building, not product creation.**

Strategic Insights

1. Regional Identity

- The South Baltic region is emerging as:
- **a cool-climate, nature-based wellness destination focused on authenticity, prevention, and reconnection**

2. Cross-Border Potential

Identified opportunities:

forest therapy networks (DE)

natural resource clusters (LT)

vineyard routes (PL)

heritage routes (DK)

However: cross-border coordination remains weak

3. Future Development Direction

Shift from:

individual services → **regional ecosystem**

seasonal tourism → **year-round wellbeing**

fragmented offers → **integrated networks**

Strategic Recommendations (from analysis)

1. Build Cross-Border Networks

- Connect SMEs
- Facilitate knowledge exchange

2. Create Common Framework

- Shared NB-Well definition
- Quality standards

3. Package Experiences

- Combine services into clear products

4. Strengthen Visibility

- Joint branding
- Clear communication of benefits

5. Support SMEs

- Training (experience design, marketing)
- Capacity building

6. Develop Year-Round Offers

- Indoor + outdoor integration
- Seasonal diversification

Final Analytical Conclusion

The surveys clearly demonstrate that:

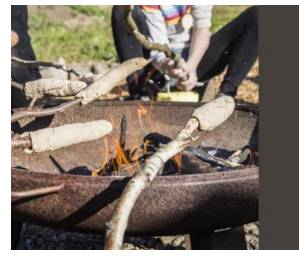
- NB-Well tourism is **authentic, effective, and already functioning**
- It is **deeply rooted in nature and local identity**
- Its main limitation is **organizational, not conceptual**

Therefore:

The South Baltic region has the potential to become
“Europe’s leading cool-climate nature-based wellness destination”
— if integration and cooperation are achieved.

The project’s key role:
**connect, structure, and scale what already
exists**

Best N-B-Well examples



Qualitative survey: results

Methodology overview

- **Qualitative case study** approach focusing on nature-based wellness tourism business good practice cases.
- Data collection through **interviews** selected and conducted by project partners.
- Data analysis aiming to identify and map identified N-B-Well tourism business **good practice cases** in the South Baltic area of Lithuania, Poland, Germany, and Denmark.

Case Analysis Framework

Each case was analysed using the following dimensions:

- General overview of place
- Key Quotations (Thematic Anchors)
- Thematic Analysis (*interview*)
- Elements used in practice
- Key Success Factors
- Challenges
- Future Vision
- Impact on Health and Wellbeing
- Key Takeaways
- Connection analysis between the tourist key selection criteria
- Service alignment across 8 tourist key selection criteria

SELECTED CASES

Lithuania	Service	Poland	Service	Germany	Service	Denmark	Service
Atostogų parkas	Holistic nature-based wellness & spa services (geothermal water, mineral therapy, forest villas, preventive health focus)	Mitumi Vineyard	Vineyard-based relaxation, private SPA houses, wine tasting & terroir-driven sustainable wellness stays	Mandy Klaus	Nature-based hypnosis, mental training, stress reduction & personal development coaching	Sagnlandet Lejre	Heritage-based nature experiences and regenerative tourism in reconstructed historical landscapes
Kap Kap	Forest immersion, aromatherapy, sensory and mindfulness-based wellness in woodland settings	Hotel Bartan (Sobieszewo Island)	Coastal-dune wellness hotel integrating sauna, beer baths, yoga on dunes, seal observation cruises & biodiversity tourism	Berit Brazda Naturmedizin	Nature-based therapies: herbal medicine, acupuncture, massage, meditation & mindfulness practices	Jægerspris Castle	Historic nature park offering reflective, culture-based wellbeing within ancient forests
Sunny Person / Rambynas	Culture-as-therapy and mindful emotional wellness combined with nature immersion and active experiences	Agritourism & Vineyard “Under the Walnut Tree”	Rural vineyard tourism combining local gastronomy, accommodation and slow-living nature experiences	Wildersehen	Forest-based experiential learning, nature awareness workshops & sustainable outdoor development	Nationalpark Skjoldungernes Land	National park offering nature-based wellbeing through hiking, cycling, kayaking, quiet recreation and cultural landscape interpretation
Karklbeck	Nature retreats combining forest, sea & Baltic cultural traditions (accommodation and guided services in nature)	Hotel Grano Solmarina	Offers accommodation, a restaurant, NB Wellness spa, bicycle rentals, marina access, and conference services.	Ostseecamping Peenemündung	Coastal camping integrating sea–forest landscapes, outdoor recreation & sustainable tourism model	Sct. Hans Naturhave	Therapeutic garden landscapes offering nature-based wellbeing through designed gardens, guided visits, cultural activities and community engagement supporting mental health
Forest Gardens (Miško sodai)	Ecological farm-based wellness focused on plants, crafts, biodiversity & environmental education	Beaty Derm Institute Beata Rogowska	Aesthetic dermatology and wellness institute specializing in skin care treatments, cosmetic dermatology procedures, and personalized aesthetic medicine services	Gutshaus Klein Nienhagen	Manor-based rural retreat integrating accommodation, landscape heritage & nature-focused relaxation	Herslev Bryghus	Organic farm brewery and rural visitor destination linking local food, craft beer, landscape experiences and social gatherings that support slow tourism and nature-based wellbeing

Interview Sample Overview



Lithuania:

- Atostogų parkas
- Kap Kap
- Sunny person/Rambynas
- Karklbeck
- Forest gardens

Poland:

- Mitumi
- Hotel Bartan
- Agritourism and Vineyard “Under the walnut tree”

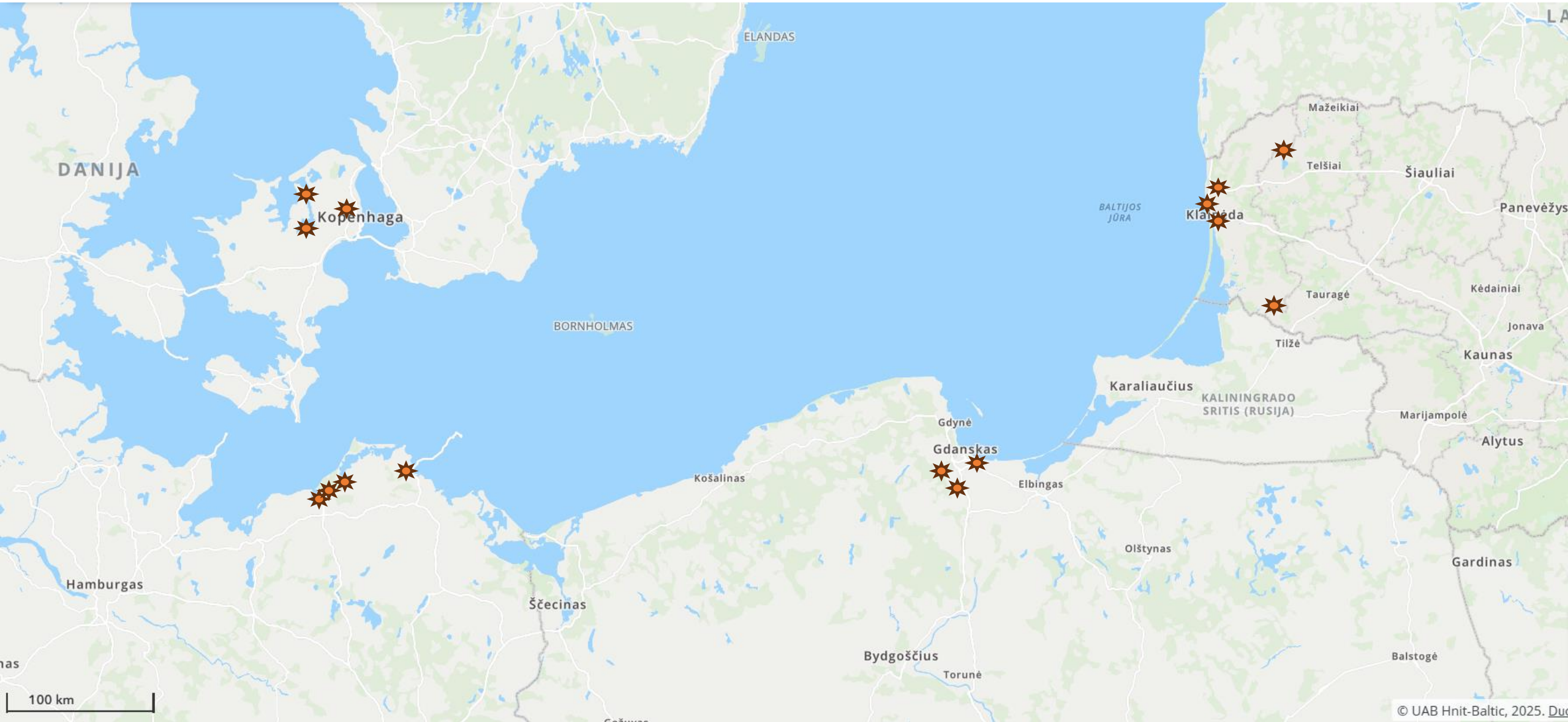
Germany:

- Mandy Klaus
- Berit Brazda Naturmedizin
- Wildersehen
- Ostseecamping Peenemündung

Denmark:

- Sagnlandet Lejre
- Jægerspris Castle
- Nationalpark Skjoldungernes Land

Approx places of good practice examples



KEY INSIGHTS FROM INTERVIEWS

Key Selection Criteria for Good N-B-Well Practices

1. Strong **connection to authentic natural settings**.
2. Focus on **relaxation, recreation, and wellness**.
3. Include **forest, outdoor, and water-based** activities.
4. Demonstrate **environmental responsibility**.
5. Offer **high-quality** yet accessible experiences.
6. Provide **peace, privacy, and scenic beauty**.
7. Incorporate **local food, culture, and community values**.
8. Address **identified gaps** (more natural objects, integrated spa services).

Key Insights 1



Criteria	Insights	Statements
Strong connection to authentic natural settings	All providers operate in ecologically valuable or protected landscapes: geothermal forests and regional parks in Lithuania, ancient forests and heritage landscapes in Denmark, Baltic coast and forests in Germany, and dunes, seal habitats, vineyards, rivers, and bird reserves in Poland. Nature is treated as the core wellness resource rather than a backdrop.	“Without the park and forest, the castle would function mainly as a traditional museum.” (DK) / “We offer everything that Gdańsk does not have: peace, quiet, forests, wide beaches, and nature without crowds.” (PL – Bartan) / “Nature is a mirror, a teacher, and a healing space where people can more easily find themselves.” (DE) / “Being in nature itself relaxes a person — that’s where wellness begins.” (LT)
Focus on relaxation, recreation & wellness	Strong preventive health and stress-reduction orientation across all countries. Wellness is associated with slowing down, emotional balance, authenticity, and reconnecting with nature. Poland and Lithuania especially emphasize prevention rather than treatment.	“People want to escape from civilisation-related illnesses and stress.” (PL – Mitumi) / “Nature reduces stress and improves mood.” (DK) / “The forest is the true therapist – it helps us look within and restore ourselves.” (LT) / “People are led by doubts and pressure, and search automatically for relief in natural systems like the beach or forest.” (DE)
Forest, outdoor & water-based activities	Nature-based wellness products strongly integrate outdoor experiences: geothermal pools and forest villas (LT), mindfulness and hypnosis in forests and coastal areas (DE), hiking and heritage landscapes (DK), dune yoga, Nordic walking, kayaking, cruises, vineyard walks and seal observation (PL). Sea, forests, rivers, dunes, and parks form integrated wellness settings.	“Yoga partly on dunes, partly in the dune forest.” (PL – Bartan) / “Cruises to the Vistula mouth to observe seal colonies.” (PL – Bartan) / “Forests, coastal areas, fjords and open land are the core asset.” (DK) / “Nature becomes a co-coach that appeals to all the senses.” (DE) / “Nature allows participants to ground themselves, experience spiritual fulfilment, and strengthen emotional and physical health.” (LT)
Environmental responsibility	Sustainability and environmental awareness are central themes. Providers emphasize low-impact tourism, local resources, biodiversity protection, and balanced use of nature. Poland highlights risks of anthropoppression and overdevelopment; Lithuania and Denmark stress harmony with ecosystems.	“Growth should never destroy the foundations on which nature-based wellness is built.” (PL) / “People no longer want long-distance travel with large carbon footprint.” (PL – Mitumi) / “We must know how much to take and how to give back.” (LT) / “The formula for success lies in protecting and activating nature at the same time.” (DK) / “Nature is not a supermarket.” (DE)

Key Insights 2



Criteria	Insights	Statements
High-quality yet accessible experiences	Providers combine boutique accommodation, wellness rituals, agritourism, geothermal resources, vineyard villas, and simple outdoor experiences. Quality is defined through authenticity, atmosphere, and personal connection rather than luxury infrastructure.	“Each house has its own SPA zone.” (PL – Mitumi) / “Dry, wet and infrared sauna, beer baths, jacuzzi.” (PL – Bartan) / “Nature-based well-being does not require large investments in infrastructure.” (DE) / “The formula for success lies in creating accessible experiences that connect nature and history.” (DK)
Peace, privacy & scenic beauty	Quietness, scenic landscapes, and remoteness are key selling points. Peripheral destinations become advantages by offering silence, slower rhythms, and uncrowded natural experiences.	“You can’t get to the beach by car – you must walk through the forest.” (PL – Bartan) / “Three ponds, rivers, forests, butterflies over lavender.” (PL – Mitumi) / “This is not only a business activity but also a lifestyle... you adopt a totally different rhythm of life.” (PL) / “Quiet outdoor recreation fosters nature connectedness and improves wellbeing.” (DK)
Local food, culture & community values	Wellness experiences integrate local gastronomy, wine culture, storytelling, biodiversity identity, and regional heritage. Cooperation and local anchoring are repeatedly identified as critical success factors.	“It would be wonderful to create a trail of cold-climate vineyards of Baltic countries.” (PL – Mitumi) / “Local anchoring and cooperation are essential for success.” (DK) / “We must connect, not compete – collaboration allows everyone to grow.” (LT) / “Communities should install regular monthly wellness days.” (DE)
Address gaps (nature objects, spa integration, cross-border visibility)	Common challenges include seasonality, infrastructure limitations, regulatory complexity, balancing conservation with tourism growth, and insufficient international visibility. Cross-border cooperation and stronger branding are viewed as future opportunities.	“Season is relatively short.” (PL – Bartan) / “Creation of associations and brand identity is necessary.” (PL – Mitumi) / “Cooperation with foreign partners would help development.” (PL – Bartan) / “Nature-based wellness does not necessarily generate immediate financial returns.” (DK) / “People need information and clarification about nature-based services.” (DE)

Regional strategic patterns

- Across Lithuania, Denmark, Germany, and Poland, N-B-Well in the South Baltic region is characterized by:
 - **1. Nature as Primary Therapeutic Agent**
 - Not complementary, but foundational.
 - **2. Escape-from-Mass-Tourism Positioning**
 - All countries emphasize quiet, slow, authentic experiences.
 - **3. Small-Scale, Experience-Based Models**
 - Micro-enterprises dominate.
 - **4. Cross-Border Potential Still Underdeveloped**
 - Ideas exist:
 - Natural resource cluster (LT)
 - Cold-climate vineyard route (PL)
 - Heritage-linked routes (DK)
 - Forest therapy networks (DE)
- But coordination structures remain weak.

SOUTH BALTIC N-B- WELL: Comparative Country Matrix

Dimension	Lithuania	Germany	Denmark	Poland
Core Natural Assets	Geothermal mineral water, sapropel mud, amber, Nemunas river landscapes, forests	Baltic coast, forest landscapes, sea-forest interface	Ancient oak forests, protected parklands, Bredvig Mose, cultural landscapes	Bird Paradise reserve, seal colonies (Vistula mouth), dunes, forests, lakes, rivers, vineyard terroir
Representative Good Practice	Atostogų parkas, Miško sodai, Rambynas area	Wildersehen forest approach, coastal camping OCPM	Jægerspris Slot (park & forest integration)	Bartan Hotel (Sobieszewo Island), Mitumi Vineyard
Wellness Model Type	Resource-based therapeutic model (medical-preventive orientation)	Forest therapy & psycho-educational model	Heritage-nature integration model	Biodiversity-based & lifestyle-vineyard model
Main Wellness Focus	Immune strengthening, mineral therapy, prevention	Stress reduction, hypnosis coaching, forest immersion	Slow exploration, cultural grounding, soft recreation	Escape from crowds, slow living, wine-based relaxation, nature immersion
Outdoor & Nature Activities	Geothermal pools, forest villas, nature walks	Forest bathing, coastal walks	Hiking routes, QR storytelling, historical park exploration	Dune yoga, Nordic walking, seal cruises, kayaking, vineyard walks
Integration of Culture & Identity	Baltic traditions, Vydūnas philosophy, amber rituals	Nature as co-coach, therapeutic dialogue	Strong integration of history (Frederik VII, Countess Danner), sculpture park	Cold-climate wine identity, ornithology niche tourism, regional Kashubian character
Target Market Profile	Health-conscious domestic & regional tourists	Individuals seeking mental balance & personal development	Cultural tourists seeking quiet, flexible engagement	Niche eco-tourists, German visitors, wine & biodiversity enthusiasts
Business Structure	Spa resorts + small eco-operators	Small specialized providers	Heritage institution with tourism services	Family-run hotel, agritourism vineyard, SMEs
Infrastructure Level	Developed spa infrastructure	Low to moderate, experience-driven	Moderate, heritage-based facilities	Moderate (hotel wellness + private SPA villas)
Sustainability Orientation	Resource sustainability, ecological extraction limits	Small-scale, low-impact	Forest preservation since 1918, landscape protection	Strong resistance to mass tourism & anthropopression
Key Challenges	National coordination, international visibility	Scientific validation & broader market reach	Time/resources for cross-border cooperation	Seasonality, urban pressure (Gdańsk model), infrastructure & road quality
Cross-Border Potential	Natural resource cluster model	Forest therapy network	Cycling & heritage routes	Baltic cold-climate vineyard trail; island-based eco-route
Distinct Regional Contribution	Medical-natural wellness specialization	Psychological & therapeutic depth	Culture-nature accessibility model	Biodiversity & terroir-based experiential wellness

Comparative Strategic Positioning

Lithuania → Therapeutic Resource Hub

- Strongest in mineral and natural healing resources
- Potential leader in medical-NBWell cluster development

Germany → Forest & Mental Wellbeing Expertise

- Integrates psychological methods with natural immersion
- Potential coordinator of forest therapy networks

Denmark → Accessible Heritage & Nature Model

- Demonstrates how cultural heritage enhances nature-based wellness
- Strong in self-guided, low-threshold experiences

Poland → Biodiversity & Lifestyle-Based NBWell

- Combines protected landscapes with experiential tourism
- Vineyard and island models emphasize slow living & periphery advantage

Overall south Baltic region character

The region collectively views **nature-based wellness** as:

- Preventive rather than medical
- Authentic rather than commercial
- Experience-based rather than infrastructure-heavy
- Deeply connected to local identity
- Future-oriented but not profit-driven

Nature is framed variously as:

- Therapist (LT)
- Mentor (DE)
- Lifestyle foundation (PL)
- Cultural amplifier (DK)

Regional key success factors (cross-country synthesis)

Category	Regional Success Factors
Authenticity	Strong alignment between personal values, place identity, and service philosophy
Nature as Core Asset	Direct integration of forests, sea, lakes, geothermal resources, and biodiversity
Holistic Wellness Model	Physical, emotional, mental dimensions combined
Small-Scale & Personalized Approach	Small groups, trust-based relationships, intimate experiences
Cultural Integration	Local traditions, folklore, herbal medicine, storytelling, heritage
Sustainability	Renewable energy, low-impact tourism, biodiversity protection, regenerative models
Community Collaboration	Partnerships with local actors, municipalities, NGOs, networks
Educational Component	Informing visitors about nature, preventive health, sustainability
Preventive Health Orientation	Wellness framed as lifestyle and long-term balance, not treatment
Passion-Driven Leadership	Founder charisma, intrinsic motivation, authentic hosting

Regional key challenges

Across Lithuania, Germany, Poland, and Denmark, challenges cluster around:

- Market awareness and visibility
- Seasonality
- Financial and staffing constraints
- Bureaucracy and regulatory barriers
- Balancing growth with authenticity and sustainability
- Limited cross-border coordination

Cross-country comparative analysis

Challenge Dimension	Lithuania	Germany	Denmark	Poland
Public Awareness Gap	High	Moderate	Moderate	Moderate
Seasonality	High	High	High	High
Financial Constraints	Moderate–High	Moderate	Moderate	High
Staffing Issues	Moderate	Moderate	Low–Moderate	Moderate
Bureaucracy	High	Moderate	Low–Moderate	High
International Cooperation Gaps	High	Moderate	Moderate	Moderate
Sustainability vs Growth Tension	Moderate	Moderate	High	High
Infrastructure Limitations	Moderate	Low	Low	High

Future Vision for the South Baltic N-B-Well Sector

1. From Individual Services to Regional Ecosystem

- Developing coordinated networks of providers rather than isolated offers.

2. From Seasonal Tourism to Year-Round Wellbeing

- Expanding forest therapy, indoor–outdoor integration, and cultural programming.

3. From Mass Tourism to Regenerative Nature-Based Models

- Protecting landscapes while strengthening small-scale entrepreneurship.

4. From Fragmentation to Cross-Border Identity

- Building a shared South Baltic NBWell brand grounded in:
 - Forests
 - Cool-climate landscapes
 - Biodiversity
 - Cultural heritage
 - Slow living

Regional Innovation and Complementarity Overview

The South Baltic N-B-Well innovation is characterized by:

- Nature as infrastructure
- Culture as therapy
- Small-scale regenerative entrepreneurship
- Biodiversity-based experiences
- Emerging regional coordination

Rather than competing with established Mediterranean spa destinations, the region is shaping a distinctive identity as:
A cool-climate, forest-and-coast-based, culturally embedded nature wellness region focused on authenticity, prevention, and reconnection.

- If combined strategically, the region could offer:
 - Mineral & geothermal therapy (LT)
 - Forest & mental restoration programs (DE)
 - Heritage-based slow exploration (DK)
 - Biodiversity & vineyard lifestyle immersion (PL)
- Together, the South Baltic could position itself as:
 - **“Europe’s Cool Climate Nature-Based-Wellness Region”**



Interreg
South Baltic



Co-funded by
the European Union

Representative N-B-Well Services in the South Baltic Region

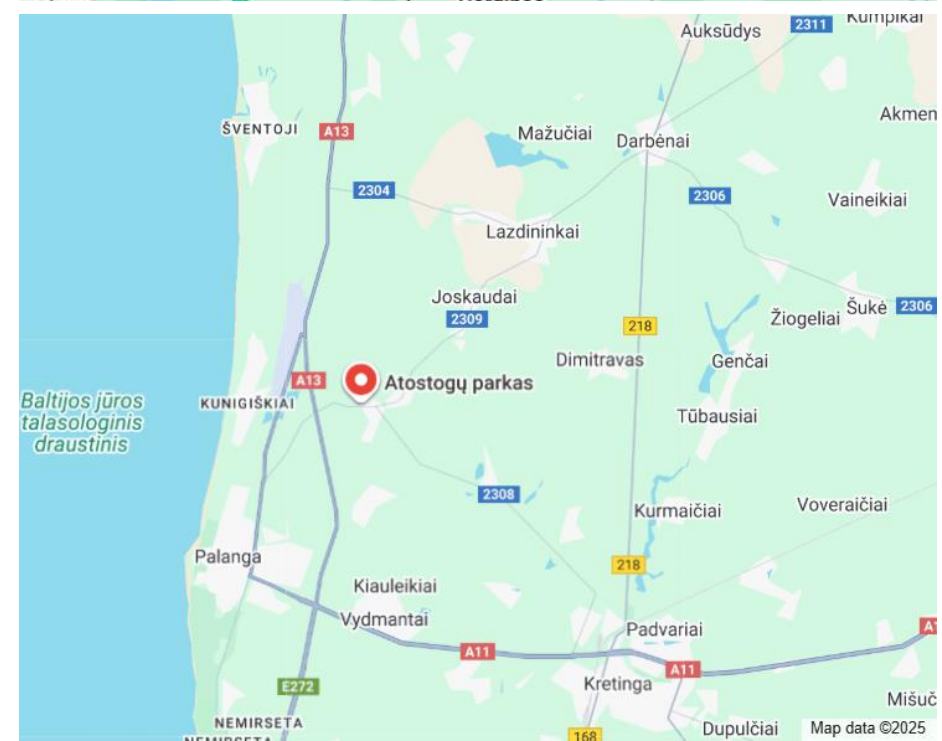
Description of each NBWell services

- General overview of place
- Key Quotations (Thematic Anchors)
- Thematic Analysis (*interview*)
- Elements used in practice
- Key success factors
- Challenges
- Future Vision
- Impact on Health and Wellbeing
- Key Takeaways
- Connection analysis between the tourist key selection criteria
- Service alignment across 8 key selection criteria

Lithuania: Good N-B-Well tourism practices overview

Atostogų parkas

- **Atostogų parkas** is one of Lithuania's leading holistic wellness destinations, located in a forested environment and built around natural therapeutic resources. The complex integrates geothermal mineral water (one of the highest mineralization levels in Lithuania), natural mud (sapropel), amber-based rituals, and forest surroundings into a preventive health-oriented spa model.
- The concept combines traditional Baltic natural resources with modern wellness infrastructure, positioning nature not as decoration but as the central healing element.
- Main Activities: **Spa & wellness treatments, forest and water therapies, adventure and eco-spiritual activities**



Key Quotations

- “**People are creations of nature** — nature born from itself. What nature has created should be continued and should contribute to human well-being.”
- “Our duty is to **strengthen human health** and the immune system **in a natural way**, without relying on medicine. We should make use of what has been **created by God.**”
- “It’s naturalness — nature itself, natural resources such as water, sapropel, and forest villas made **from glass, stone, and wood**, avoiding plastic and anything artificial.”
- “Being in nature **itself relaxes** a person — that’s where wellness begins.”
- “We use resources in their **untouched state**, exactly as they exist in the natural environment.”
- “We must **change people’s thinking** — not only go to doctors after illness but prevent disease by investing in health.”
- “Natural resources and the effects of nature have a scientifically proven positive impact on health. This source of well-being **should continue to be developed**, as it holds a **very promising future.**”
- “We must change people’s psychology — **from the scalpel to nature.**”

Thematic Analysis

Theme	Interpretation	Illustrative Evidence
1. Deep Connection Between Nature and Human Health	Jovaiša sees NBWell not as a luxury trend but as a natural law — an extension of the relationship between humans and the environment. The wellness philosophy centers on restoring balance through natural elements (water, sapropel, forests).	“People are creations of nature — what nature has created should be continued and should contribute to human well-being.”“Our duty is to strengthen human health and the immune system in a natural way, without relying on medicine.”
2. Inspiration and Local Innovation	The business model was inspired by observing successful European examples but localized through Lithuania’s geothermal potential. It reflects innovation rooted in regional identity — turning local geology and nature into a unique wellness asset.	“In Slovakia I saw a small town with 25 hotels full of guests coming for the natural water. We realized Lithuania also has these resources — even better — under the Baltic Sea.”
3. Natural Authenticity as a Core Business Principle	Authenticity and ecological integrity are central to the brand. The use of natural construction materials and local resources reflects a regenerative tourism approach — minimizing environmental footprint and maximizing nature immersion.	“It’s naturalness — nature itself, natural resources such as water and sapropel, and villas made from natural materials in the forest. Glass, stone, and wood — avoiding plastic and anything artificial.”
4. Unique Natural Therapies and Scientific Validation	The enterprise combines natural resource uniqueness with scientific legitimacy. By cooperating with researchers, <i>Atostogų Parkas</i> differentiates itself through high-quality, safe, and certified NBWell resources — a model of science-based natural wellness.	“Our geothermal water is drawn from a 2,154-meter-deep well — the deepest in Lithuania — certified for therapeutic use.”“Sapropel is so pure that you could spread it on bread and eat it.”
5. Mindset Change and Preventive Wellness	The enterprise advocates for a paradigm shift in public health behavior — from reactive medical treatment to proactive, nature-based prevention. This aligns strongly with NBWell’s mission of promoting preventive and holistic wellbeing.	“We focus on convincing clients that health can be supported not only through doctors but by investing in prevention.”“We must shift people’s psychology from the scalpel to nature.”
6. Collaboration and Sectoral Vision	The owner envisions NBWell as a networked, cross-border wellness ecosystem, not isolated businesses. He supports clustering, shared branding, and cooperative models to scale impact and visibility across the Interreg area.	“Our goal is to create a cluster of natural resources across countries.”“Competitors should work toward a common goal — to create a recognizable brand.”
7. Sustainability and Regenerative Values	Sustainability is embedded in the business model — from renewable energy and biodiversity protection to conscious visitor education. The concept extends beyond eco-efficiency to regeneration and cultural continuity.	“We use resources in their untouched state, exactly as they exist in nature.”“We plan Green Key certification and collaborate on sustainable development projects.”

Elements used in practice

Element / Dimension	Insight / Description	Example in Practice
Natural Therapeutic Resources	Use of locally available natural healing materials as core service foundation	High-mineral geothermal water pools; sapropel mud treatments; amber sauna rituals
Hydrotherapy & Thermal Infrastructure	Water-based therapies supporting physical recovery and relaxation	Geothermal pools, mineral baths, hydro-massage areas
Preventive Health Orientation	Focus on strengthening immunity and preventing chronic conditions	Mineral water therapies designed for circulation and immune stimulation
Forest Integration	Built environment integrated with surrounding woodland	Forest villas; outdoor relaxation areas in natural surroundings
Sauna & Baltic Ritual Culture	Traditional thermal practices combined with natural materials	Amber-infused sauna experiences; contrast thermal therapy
Holistic Wellness Model	Combination of physical, emotional and relaxation therapies	Spa packages combining water therapy, sauna, mud, and relaxation sessions
Year-Round Operation	Indoor–outdoor integration to reduce climate-related seasonality	Heated geothermal pools operating in winter season
Family & Multi-Target Accessibility	Services designed for broad demographic groups	Family-friendly spa zones and relaxation areas

Impact on Health and Wellbeing

Dimension	Impact / Outcome	Example in Practice
Physical Health	Improved circulation, musculoskeletal relief, skin regeneration	Sapropel mud therapy; mineral water hydrotherapy
Immune Support	Strengthening immune response through mineral exposure and thermal contrast	High-mineral geothermal bathing cycles
Stress Reduction	Decreased stress levels through thermal relaxation and water immersion	Sauna rituals combined with relaxation pools
Mental Wellbeing	Emotional calming and mood stabilization	Quiet forest villas and relaxation areas
Preventive Healthcare	Promotion of non-pharmaceutical health maintenance	Structured spa programs oriented toward prevention
Lifestyle Adjustment	Encouragement of slower pace and reconnection with natural rhythms	Multi-day wellness stays in forest-integrated setting

Key Success Factors

- **Unique Natural Resources** – High-mineral geothermal water and sapropel treatments create strong differentiation in the regional market.
- **Holistic Health Orientation** – Focus on prevention, immune strengthening, stress reduction, and long-term wellbeing.
- **Year-Round Operation** – Indoor-outdoor integration reduces seasonality challenges typical of the Baltic region.
- **Nature Integration** – Forest villas and proximity to natural landscapes enhance experiential value.
- **Strong Branding Around Natural Authenticity** – Emphasis on “natural healing” rather than purely recreational spa services.
- **Sustainability**- Renewable energy, biodiversity care

Challenges

- **High Infrastructure and Energy Costs** – Maintaining geothermal and spa infrastructure requires substantial investment.
- **Public Mindset**-Need to convince clients of preventive wellness value
- **Need for International Visibility** – Limited structured cross-border promotion within the South Baltic region.
- **Market Education** – Explaining preventive and mineral-based therapy value to broader audiences.
- **Competition with Conventional Spa Tourism** – Differentiating from luxury-focused spa resorts.
- **Bureaucracy**- Rigid tax and administrative systems hinder innovation

Future Vision

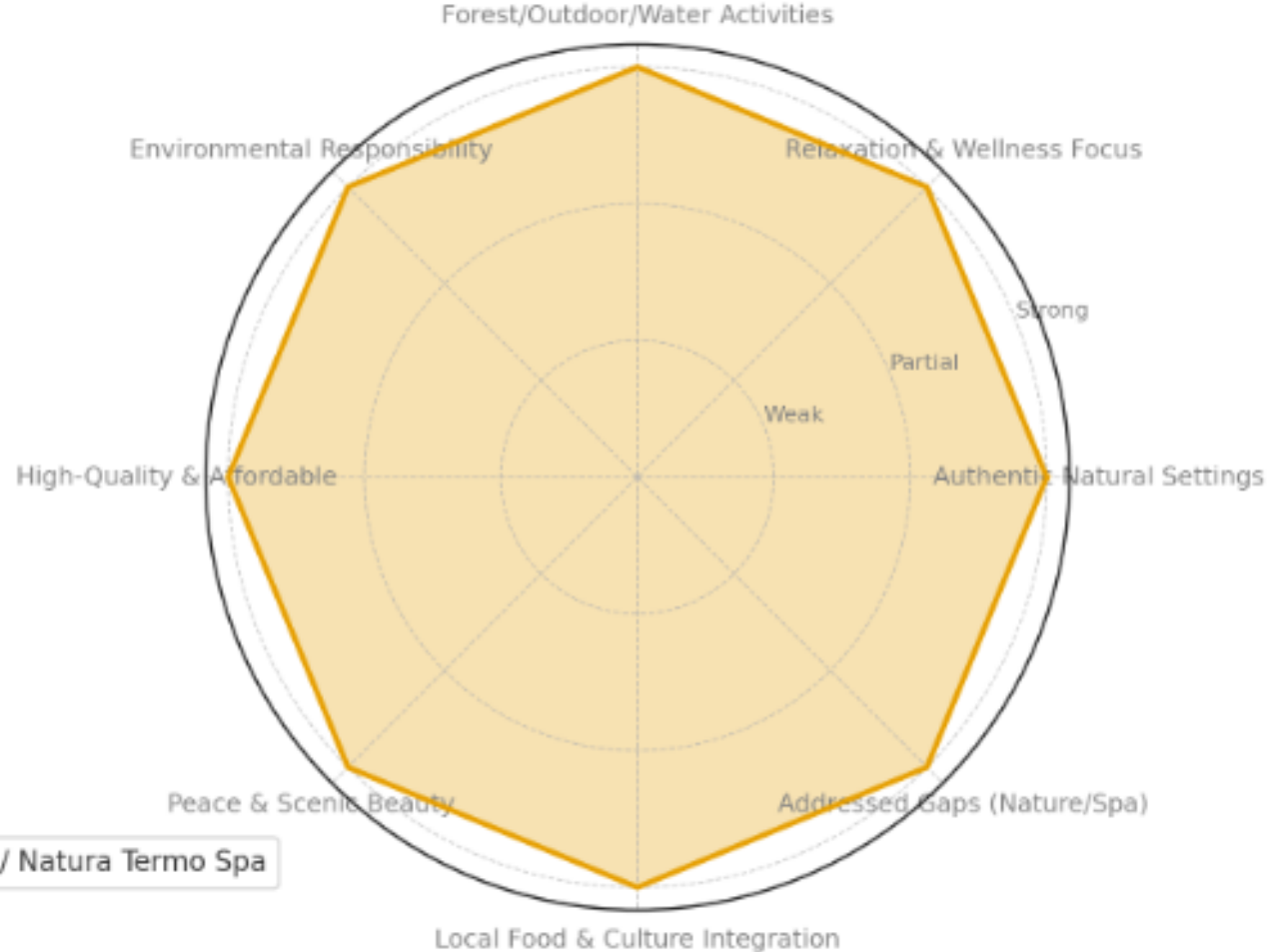
- Expansion of forest therapy programs.
- Stronger regional cooperation with nature-based wellness providers.
- Development of shared information systems to connect NBWell stakeholders.
- Positioning Lithuania as a **natural therapeutic hub** within the South Baltic region.
- The long-term ambition is to integrate geothermal therapy, forest immersion, and cultural-natural identity into a recognized regional NBWell cluster.

Alignment with 8 tourist key selection criteria

Tourist Selection Criterion	Atostogų Parkas Alignment	Remarks / Strengths
Authentic natural settings	✓ Strong	Built in forest; uses natural materials and resources
Relaxation, recreation, wellness	✓ Strong	Preventive, holistic wellness focus
Forest/outdoor/water activities	✓ Strong	Integrates all three activity types
Environmental responsibility	✓ Strong	Renewable energy, Green Key goals
High-quality & affordable	✓ Strong	Certified natural resources, accessible
Peace, privacy, scenic beauty	✓ Strong	Forest villas ensure tranquility
Local food & cultural values	✓ Strong	Folklore, sauna, herbal traditions
Addressed gaps (nature/spa)	✓ Strong	Geothermal + sapropel spa integration

Service alignment across 8 key selection criteria

Alignment of Atostogu Parkas with Tourist Key Selection Criteria



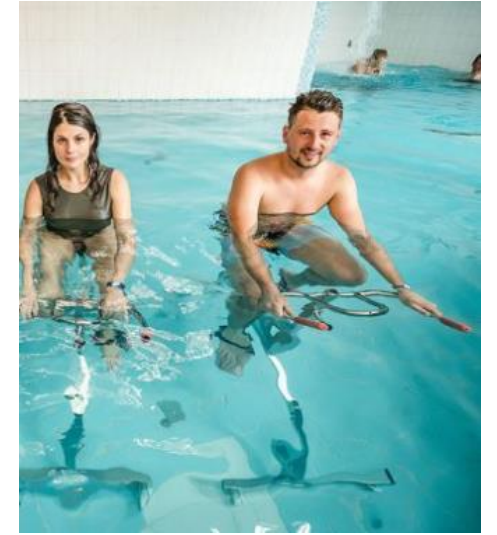
Surroundings



Accommodation



Indoor pools



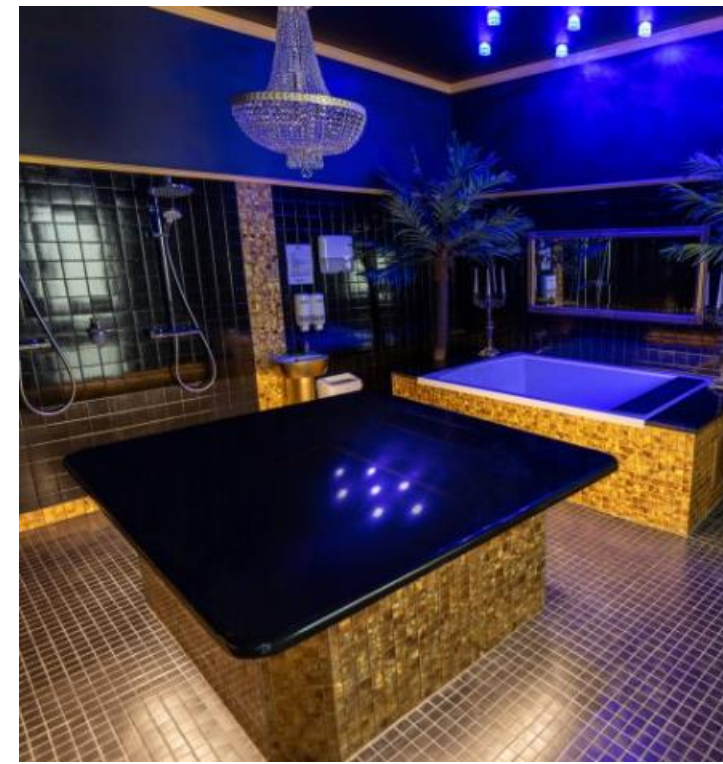
Outdoor pools



Wellness procedures



Saunas



Spa rituals

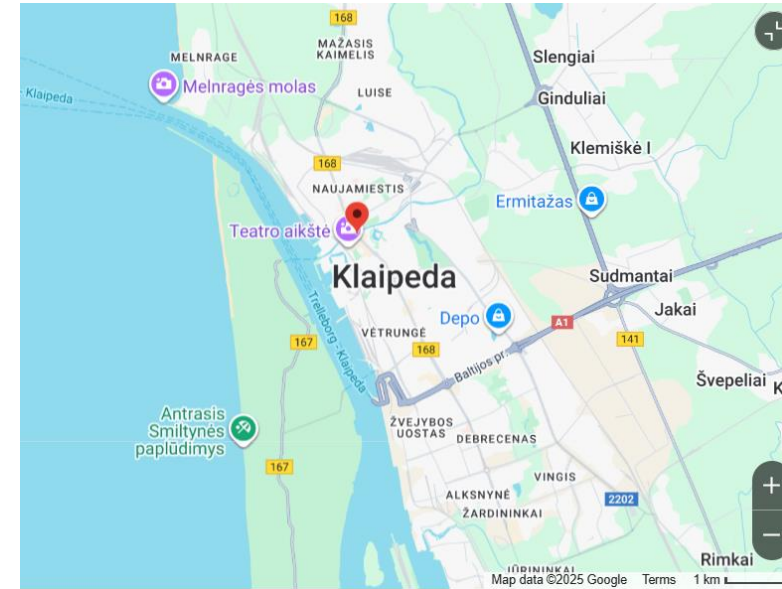


Key takeaways

- **Atostogų Parkas / Natura Termo Spa** exemplifies a *comprehensive nature-based wellness model* that:
- Merges **natural science and spirituality** for holistic healing.
- Demonstrates **resource-based regional innovation** using local geothermal and sapropel assets.
- Promotes **preventive health and wellbeing education**.
- Anchors **sustainability and cultural authenticity** in all operations.
- Advocates **transnational cooperation** and N-B-Well cluster development.

KAP KAP study

- Kap Kap represents a small-scale, forest-based wellness initiative focused on sensory immersion, aromatherapy, and mindful engagement with woodland environments. The concept emphasizes intimate group formats and experiential depth rather than infrastructure intensity.
- **KAP KAP** is a women-led wellness enterprise founded in 2015 in **Klaipėda**, Lithuania.
- The studio offers **forest bathing, forest therapy, scent sessions, and emotional perfume workshops**, grounded in **local traditions, natural aromatics, and sensory immersion**. The practice integrates psychological, emotional, and physical wellbeing through nature and scent-based experiences.



Key Quotations

- “The **forest is the true therapist** – it helps us look within and restore ourselves.”
- “These practices don’t work through the mind, but **through the body, emotions, and senses.**”
- “Our success formula is a **sincere connection with people.**”
- “The pandemic strengthened people’s need to **return to nature** and their awareness of the **importance of caring for emotional and physical health.**”
- “We must connect, not compete – **collaboration** allows everyone to grow.”

Thematic Analysis

Theme	Description	Illustrative Evidence
Nature as Therapist	Forest therapy and aromatherapy are presented as pathways for personal reflection and healing; nature is an active co-therapist.	“Miškas yra tikrasis terapeutas...”
Sensory and Embodied Wellbeing	Activities focus on the full sensory experience (smell, touch, hearing, sight), connecting body and emotions beyond rational thinking.	“Šios veiklos veikia ne per protą, o per kūną...”
Emotional Restoration and Mindfulness	The practice offers mindful, slow experiences that counter modern overstimulation and stress.	“Kviečia sustoti, pabūti lėčiau, prisipildyti.”
Cultural and Local Integration	Incorporates Lithuanian herbalism, sauna rituals, local materials, and support for artisans.	“Naudojame vietinius gamtos išteklius ir remiame amatininkus.”
Community and Collaboration	Promotes cooperation over competition; encourages partnerships among NBWell practitioners.	“Bendradarbiavimas leidžia augti visiems.”
Pandemic-Driven Transformation	COVID-19 increased demand for meaningful, outdoor, and mindful experiences.	“Po pandemijos paklausa ypač išaugo.”
Sustainability and Eco-Responsibility	Advocates minimal environmental impact, eco-friendly materials, and mindful use of resources.	Implied through business description and ethos.

Elements used in practice

Element / Dimension	Insight / Description	Example in Practice
Forest Immersion	Forest treated as active therapeutic environment	Guided sessions conducted directly in woodland
Sensory Activation	Multi-sensory engagement enhances relaxation and presence	Aromatherapy using natural essential oils during forest sessions
Mindfulness Practices	Focus on breath, awareness and grounding	Guided breathing exercises among trees
Small-Group Format	Personalized, intimate wellness delivery	Limited participant group forest sessions
Low-Impact Model	Minimal infrastructure; emphasis on natural setting	No permanent built spa structures; nature as primary setting
Emotional Safety & Reflection	Creating space for introspection and emotional balance	Guided reflection exercises in forest environment
Nature Education Component	Raising awareness of forest ecosystem value	Interpretation of plant scents and forest biodiversity during walks

Impact on Health and Wellbeing

Dimension	Impact / Outcome	Example in Practice
Stress Reduction	Reduced anxiety and tension	Guided forest immersion with slow walking and breathing
Emotional Balance	Improved mood regulation and psychological stability	Mindfulness sessions focused on grounding
Cognitive Restoration	Enhanced concentration and mental clarity	Attention-restoration exercises in natural surroundings
Nervous System Regulation	Parasympathetic activation through sensory calm	Aromatherapy combined with forest silence
Light Physical Activation	Gentle cardiovascular stimulation	Slow-paced walking on forest trails
Social & Relational Wellbeing	Strengthened sense of belonging in small groups	Shared group reflection sessions in nature
Nature Connectedness	Increased environmental awareness and appreciation	Guided sensory exploration of woodland elements

Key success factors

- **Authentic Forest Immersion**
The forest functions as a therapeutic co-facilitator rather than scenery.
- **Multi-Sensory Engagement**
Integration of aromatherapy, scent-based relaxation, breathing techniques, and guided awareness practices enhances depth of experience.
- **Small-Group & Personalized Approach**
Intimate formats create safe emotional space and stronger individual impact.
- **Low Infrastructure – High Authenticity Model**
Minimal investment requirements make the model flexible and adaptable.
- **Alignment with European Wellness Trends**
Forest bathing, mindfulness, and eco-therapy are growing in popularity across Europe.

Challenges

- **Seasonality & Weather Dependence**

Outdoor-based services are affected by Baltic climate conditions.

- **Limited Marketing & Visibility**

Micro-scale operations face difficulties in reaching international markets.

- **Lack of Structured Regional NBWell Routes**

Absence of integrated cross-border forest therapy networks limits growth.

- **Income Stability**

Small-group model may limit revenue scalability.

- **Regulatory & Certification Gaps**

Forest therapy and aromatherapy lack unified certification standards in the region.

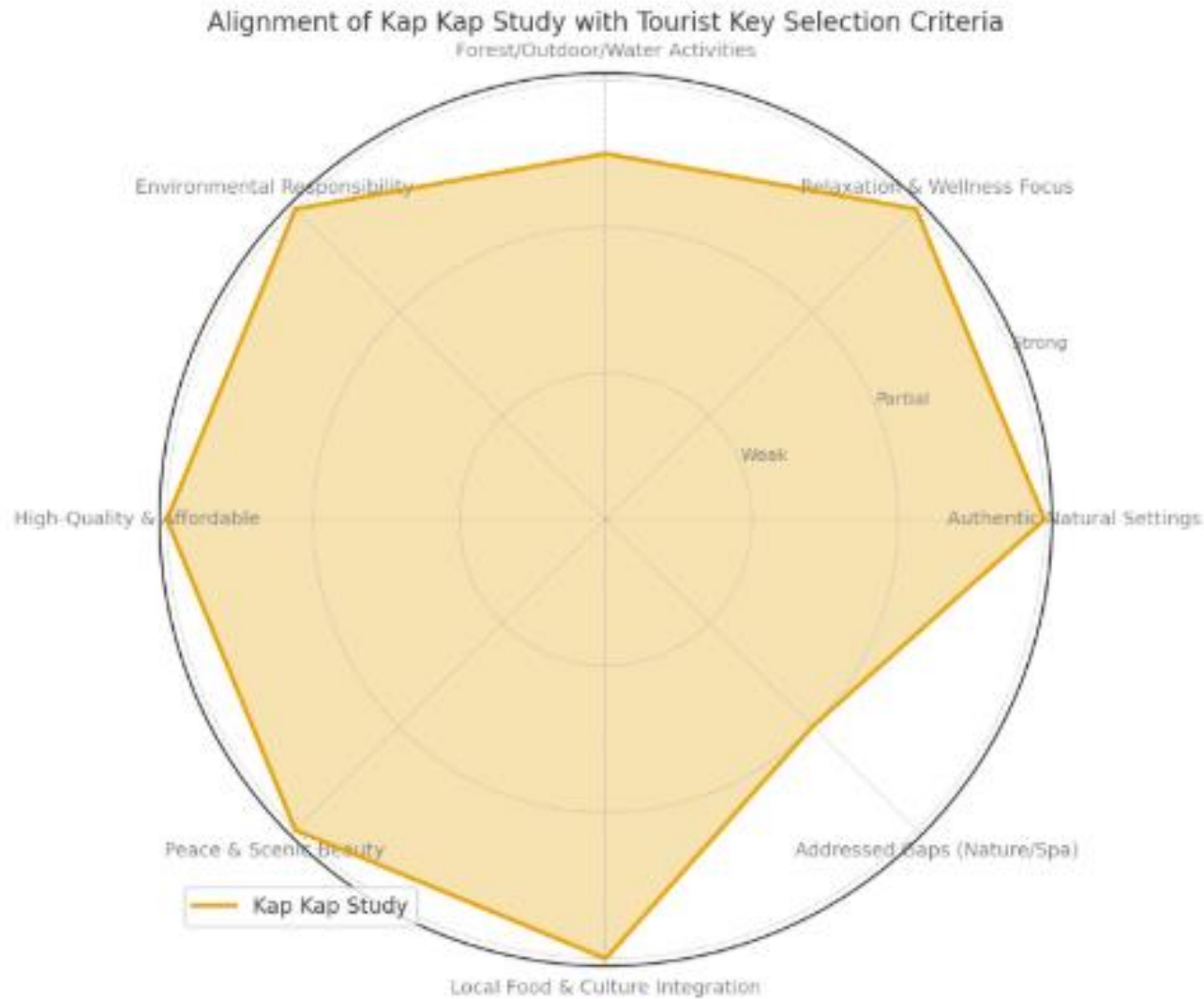
Future vision

- Expansion of structured forest therapy programs.
- Integration into regional and cross-border NBWell networks.
- Development of thematic forest-based retreat packages.
- Strengthening cooperation with regional parks and tourism centers.
- Positioning Kap Kap as part of a broader Baltic forest wellness identity.
- The long-term opportunity lies not in physical expansion but in **network-based scaling and thematic route development.**

Connection analysis between the tourist key selection criteria

Tourist Selection Criterion	Kap Kap Study Alignment	Remarks / Strengths
Authentic natural settings	✓ Strong	Forest as therapist; nature as co-healer
Relaxation, recreation, wellness	✓ Strong	Emotional restoration, mindfulness, sensory balance
Forest/outdoor/water activities	✓ Partial–Strong	Forest and outdoor only, no water
Environmental responsibility	✓ Strong	Local, eco-friendly, low-impact
High-quality & affordable	✓ Strong	Authentic, small-scale, accessible
Peace, privacy, scenic beauty	✓ Strong	Quiet forest and coastal areas
Local food & cultural values	✓ Strong	Herbalism, rituals, artisan collaboration
Addressed gaps (nature/spa)	⚠ Partial	Strong natural immersion, no spa infrastructure

Service alignment across 8 key selection criteria



Forest bathing and creating smells



Key Takeaways

- **Nature as Active Therapeutic Agent**

The forest is treated as a co-facilitator in the healing process.

- **Low-Infrastructure Innovation**

Effective wellness services can operate without expensive built infrastructure.

- **Emotional & Sensory Focus**

Emphasis on slowing down, breathing, scent, and presence responds to stress-driven lifestyles.

- **Scalability Through Networks**

Growth potential lies in cooperation rather than physical expansion.

- **Strong Alignment with Emerging Trends**

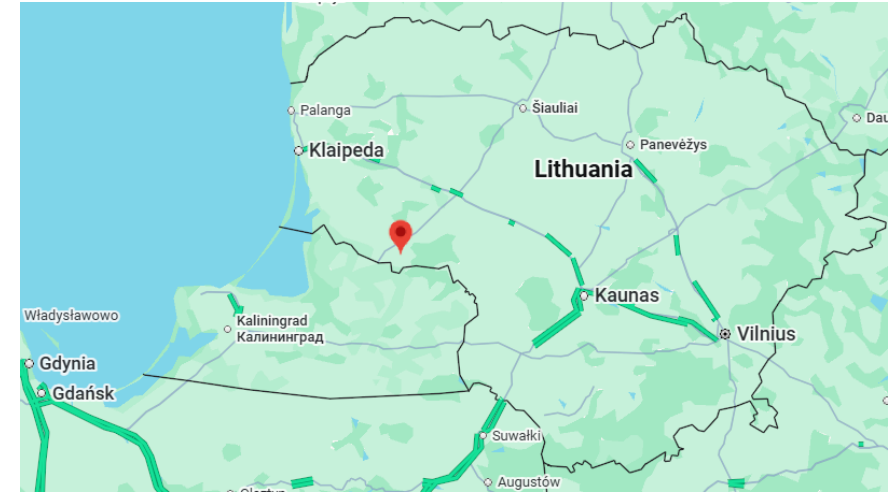
Forest bathing, mindfulness, and eco-conscious tourism continue to grow across Europe.

"Rays of Infinite Light" in Bitėnai

Public organization "Rays of Infinite Light" is an organization based in Bitėnai, **Pagėgiai Municipality**, Tauragė County, Lithuania.

The organization promotes nature-based wellness tourism across the Pagėgiai region, facilitating **outdoor, eco-spiritual, educational, cultural experiences and vegan gastronomy** such as guided forest walks in Rambynas Regional Park, tree therapy, meditation, yoga, visualization, mindfulness, conscious breathing practices, barefoot and sensory forest trails, herbal and botanical teas, healthy cuisine, and collaboration with local artisan communities to integrate traditional herbal products, also events into wellness offerings.

The organization "Rays of Infinite Light" aims to strengthen the connection between humans and nature, foster emotional balance, and support sustainable tourism initiatives in the region.



Key Quotations

- “Nature-based wellness helps maintain **balance between routine and leisure.**”
- “The natural resources of **Rambynas Regional Park** are a **source** of physical and mental health.”
- “The essence of the program is strengthening emotional and physical health, **restoring spiritual balance, and slow travel.**”
- “Nature allows participants **to ground themselves**, experience spiritual fulfilment, and strengthen emotional and physical health.”
- “Nature-based wellness is not a quick money-making machine – it **requires altruism, empathy, and experience.**”

Thematic Analysis

Theme	Description	Illustrative Evidence
Holistic Healing through Nature	N-B-Well practices in Pagėgiai combine physical, emotional, and spiritual dimensions.	“Nature allows one to feel spiritual fulfillment.”
Cultural–Philosophical Integration (Vydūnas)	The program is deeply rooted in Lithuanian Minor heritage and Vydūnas’ humanistic philosophy emphasizing inner growth and meaning.	“Life has meaning when a person can experience something new...”
Slow and Mindful Travel	Emphasis on slowing down, walking, and synchronizing with nature’s rhythm as therapy.	“Slow walking travel, feeling the rhythm of nature.”
Emotional and Spiritual Wellbeing	Focus on balance, happiness, and self-reflection through connection with the forest and Nemunas landscapes.	“Helps reduce tension, stress, and feelings of anger.”
Community and Collaboration	Integrates local guides, artisans, and educators to enhance sustainability and social cohesion.	“Combining the unique landscape resources of Rambynas and human resources.”
Education and Regeneration	Combines environmental education, cultural storytelling, and regenerative tourism (tree planting, conservation).	Project involvement, student engagement (~1700 students).
Challenges and Resilience	Remote location and seasonality limit accessibility and visibility, but partnerships and cultural value add strength.	“Main challenges – accessibility of the location and seasonality.”
Sustainable Mindset	Emphasis on long-term, ethical, and altruistic approach to wellness entrepreneurship.	“This is work that requires altruism and empathy.”

Elements used in practice

Element / Dimension	Insight / Description	Example in Practice
Protected Natural Landscape	Wellness activities embedded within regional park environment	Activities conducted in Rambynas Regional Park
Cultural–Nature Integration	Culture and history used as therapeutic dimension	Storytelling linked to local traditions and Baltic heritage
Mindful Nature Immersion	Emotional grounding through landscape presence	Guided slow walks in symbolic natural sites
Community Collaboration	Cooperation with regional tourism institutions	Collaboration with Rambynas Visitor Centre and local tourism organizations
Active Outdoor Engagement	Combination of light activity and reflective practices	Outdoor cultural events and nature-based gatherings
Non-Seasonal Programming	Efforts to attract visitors year-round	Cultural-nature activities beyond peak summer season

Impact on Health and Wellbeing

Dimension	Impact / Outcome	Example in Practice
Emotional Wellbeing	Strengthened sense of identity and belonging	Cultural storytelling in natural settings
Stress Reduction	Relaxation through slow-paced immersion in landscape	Quiet park-based reflective walks
Social Wellbeing	Community bonding and shared experiences	Group cultural-nature events
Spiritual Grounding	Connection to symbolic landscapes	Activities near historically meaningful natural sites
Mental Clarity	Improved focus through calm natural surroundings	Guided mindful observation in park environment
Nature Connectedness	Increased appreciation of protected landscapes	Interpretation of local ecological and cultural values

Key Success Factors

- **Authentic leadership and charisma** of program facilitators.
- **Team professionalism and motivation** in tourism and recreation.
- **Integration of natural and cultural heritage** within NBWell offerings.
- **Community collaboration** and municipal support.
- **Meaning-driven wellness model**, not profit-driven — fostering credibility and trust.

Challenges

- Geographic remoteness from large urban centers limits accessibility.
- Seasonal demand patterns.
- Insufficient international marketing and NBWell network visibility.
- Lack of unified Lithuanian NBWell platform or national coordination mechanism.

Future Vision

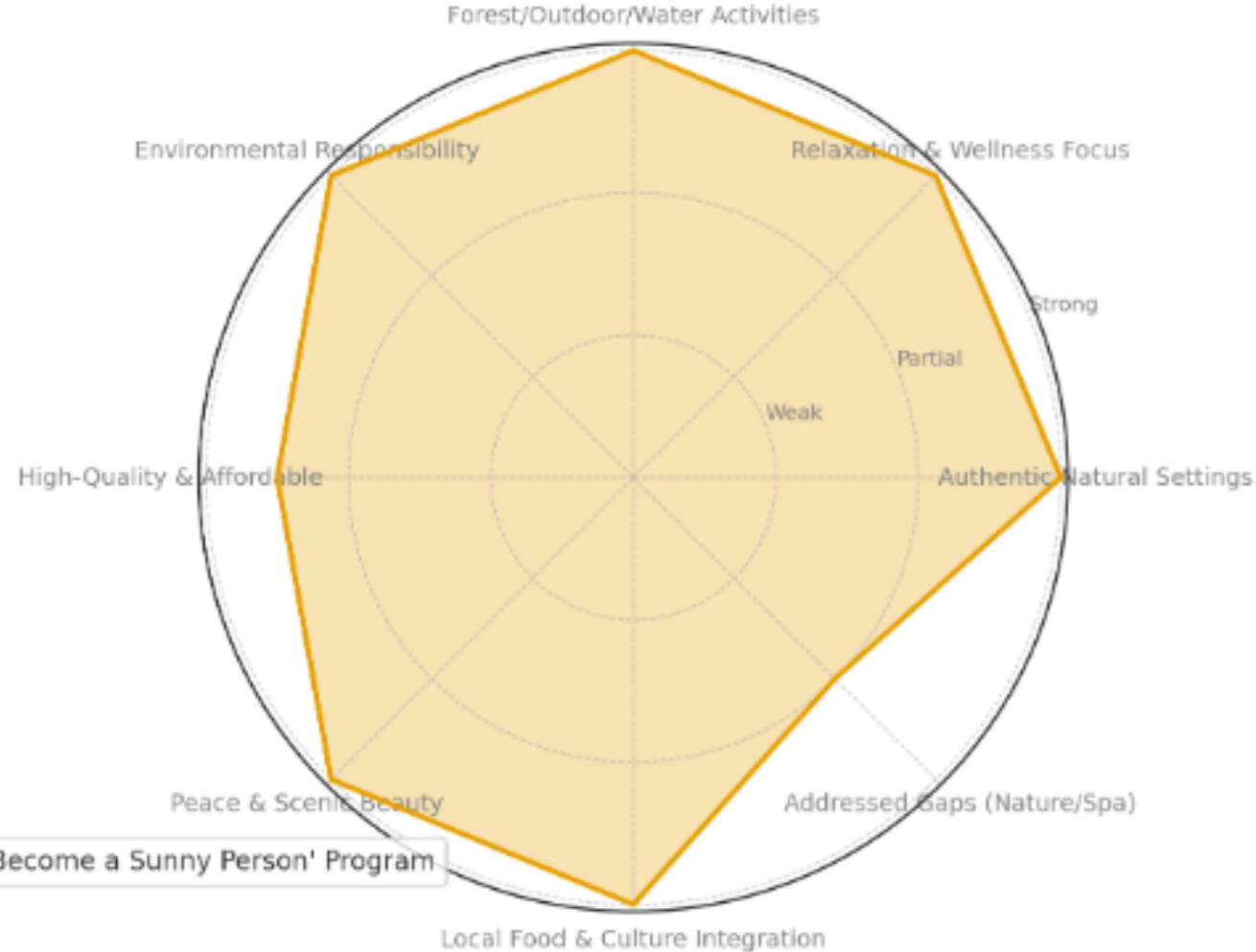
- *“We see the untapped potential and favorable prospects for NBWell sector growth.”*
- Planned directions include:
- Expanding forest and river wellness programs.
- Developing **cross-border NBWell routes**.
- Engaging in **international cooperation projects**.
- Strengthening national-level **marketing and digital presence**.
- Establishing **shared NBWell information systems**.

Connection analysis between the tourist key selection criteria and service

Tourist Selection Criterion	PTBIC Alignment	Remarks / Strengths
Authentic natural settings	✔ Strong	Forests, river, Rambynas Hill – immersive environment
Relaxation, recreation, wellness	✔ Strong	Focus on emotional and spiritual balance
Forest/outdoor/water activities	✔ Strong	Forest walks, river mindfulness, outdoor rituals
Environmental responsibility	✔ Strong	Regenerative tourism, eco-education, conservation
High-quality & affordable	✔ Medium–High	High experiential value, low cost
Peace, privacy, scenic beauty	✔ Strong	Remote, quiet, naturally beautiful landscapes
Local food & cultural values	✔ Strong	Vydūnas philosophy, heritage integration, local crafts
Addressed gaps (nature/spa)	⚠ Partial	No spa, but holistic emotional wellness focus

Service alignment across 8 key selection criteria

Alignment of PTBIC - 'How to Become a Sunny Person' Program
with Tourist Key Selection Criteria





Pajusk Prūsų Lietuva

~ Pagėgių kraštas ~

Klaipėda
105 km

Tauragė
35 km

Skulptūra „Liūdinis angelas“
PANEMUNĖ
24
Prūsijos karalienės Luizės tiltas

Švarco malūnas

VIEŠBUTIS
„Senasis Rambynas“

LUMPĖNAI

Restoranas „Senasis Rambynas“

Mazosios Lietuvos panteonas

Martyno Jankaus muziejus

Mažosios Lietuvos paveikslų sodas

Pempynės dvaro sodyba

PEMPYNĖ

Opstainių-Vilkyškių pilialkalis

OPSTAINYS

Kaunas
145 km

Lankytinų objektų sąrašas

1. „Senasis Rambynas“ (restoranas, viešbutis, Švarco malūnas)
2. Rambynų kalnas
3. Mažosios Lietuvos saugomų teritorijų direkcijos Lankytojų centras Bitėnuose (buvęs Volbergo restoranas)
4. Mažosios Lietuvos panteonas – Bitėnų kapinės
5. Rambynų kalno pažintinis takas
6. Martyno Jankaus muziejus Bitėnuose (buvusi spaustuvė)
7. Mažosios Lietuvos paveikslų sodas
8. Baltųjų gandrų kolonija Bitėnuose
9. Apžvalgos bokštas su vaizdu į Ragainę
10. Šereitlaukio pilialkalis
11. Šereitlaukio gyvenvietės pažintiniai takai
12. Šereitlaukio dvaro kompleksas
13. Opstainių - Vilkyškių pilialkalis
14. Ažuolų alėja, Vilkyškių miškas
15. Gamtos paminklas Raganų eglė, Vilkyškių miškas
16. Laisvalaikio ir pramogų centras „Istorijos inkubatorius ir TIC“
17. Vilkyškių dvaro kompleksas
18. Vilkyškių evangelikų liuteronų bažnyčia
19. Rašytojo Johaneso Bobrovskio memorialinis darbo kambarys
20. Paminklas zalcburgiečių atsikraustymui atminti
21. Palumpių dvaro sodyba
22. Pempynės dvaro kompleksas
23. Prūsijos karalienės Luizės tiltas Panemunėje
24. Skulptūra „Liūdinis angelas“, nužudytų Rytų Prūsijos gyventojų atminimui

Turistinis maršrutas „Pajusk Prūsų Lietuva“



9
Apžvalgos bokštas

11
Pažintiniai takai

Šereitlaukio pilialkalis

ŠEREITLAUKIS

12
Šereitlaukio dvaras

OPSTAINYS

13
Opstainių-Vilkyškių pilialkalis

18
Vilkyškių evangelikų liuteronų bažnyčia

VILKYŠKIAI

19
J. Bobrovskio darbo kambarys

16
„Istorijos inkubatorius ir TIC“

17
Vilkyškių dvaras

20
Paminklas zalcburgiečių atsikraustymui

15
Raganų eglė

14
Ažuolų alėja



visitpagegiai.lt



jankausmuziejus.lt

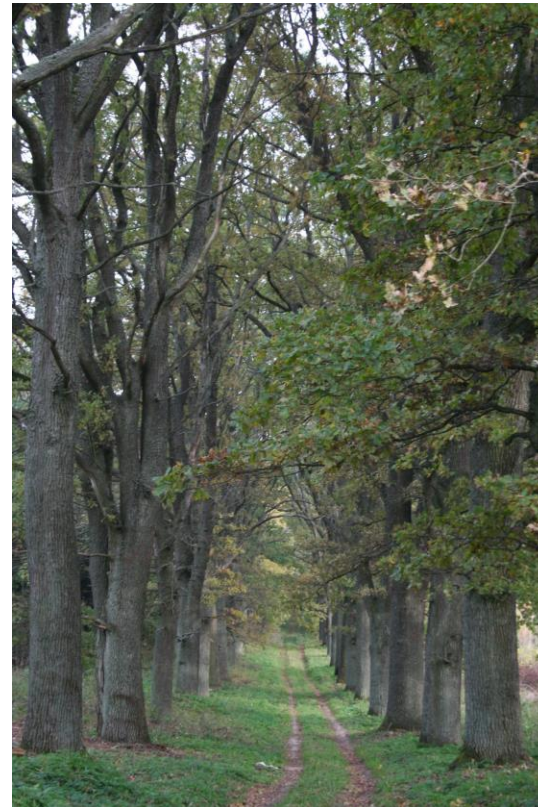


Surroundings





Nature and heritage



Activities



Traditional food



Jūros g. 12, Mociškiai, Pagėgių sav.
Tel.: 8 652 90 229, 8 699 85 151



Mociškių palivarkas

Tradicinis Mažosios Lietuvos maistas

EDUKACINIAI PIETŪS IR VAKARIENĖS



Lietuvininkų valgių ypatumai

Patiekiami mūsų regionui būdingi XIX a. pabaigoje - XX a. pradžioje kiekvieno Lietuvininko šeimoje valgyti pietūs:



Accomodation



Turizmas

Ką veikti?

Ką pamatyti

Ekskursijos

Suplanuok maršrutą

Gidas

Kur apsistoti ir pavalgyti?

Svečių namai „Senasis Rambymas“ Miško g. 1, Lumpėnų sen., Pagėgių sav., Tel. Nr. +370 656 49 022, +370 656 49 020, el.p. rambynos@gmail.com



„Piktupės slėnis“: Mokyklos g. 7, Piktupėnai, Pagėgių sav., Tel. Nr. +370 689 81 089 (el.p. info@piktupeslensis.lt)



Kaimo turizmo sodyba „Gamtos slėnis“ Rambyno g. 32, Bardėnų k., Lumpėnų sen., Pagėgių sav. (tel. Nr. +370 654 72944), el.p. gamtosslenis@gmail.com



Kaimo turizmo sodyba „Mociškių palivarkas“- (reikia derinti iš anksto) Jūros g. 12, Mociškių k. Vilkyškių sen. Pagėgių sav., tel. Nr.: +370 652 90229; +370699 85 151, el.p. mociskiupalivarkas@gmail.com



Kavinė – motelis „Agirija“ K. Donelaičio g. 10, Panemunė, tel. Nr. +370 686 54590, +370 686 48 66, +370 441 42 377)



Sodyba „Sena giria“: Klaipėdos g. 1, Rukų k. Stoniškių sen. Pagėgių sav., tel. Nr. +370 630 74214, el.p. senojigiria@gmail.com



Svečių namai „Pagėgių sandora“: Vilniaus g. 1A, Pagėgiai Tel. Nr.: +370 65 333 106; +370 441 57 311



Panemuniais



Kelionė **dešiniuoju Nemuno krantu** abejingų nepalieka...
Šis Panemune besidriekiantis kelias – vienas seniausių Lietuvoje.
Jį minėjo dar kryžiuočiai, XII–XV a. sėlinę grobti mūsų krašto.
XVI a. Europos pirkliai Nemunas viliojo į Lietuvą plukdyti prekybinius laivus.

Šiandien šis upės tėkmės lydimas vaizdingas maršrutas traukia būrius keliautojų, norinčių pasigrožėti keičiančia gamta ir pajusti atgimusią istoriją.
Šioje kelionėje kiekvienas ras kažką įdomaus.



Mylintys **gamtą** – įspūdingus lėtai vingiuojančio Nemuno vaizdus ir nuo piliakalnių atsiveriančias panoramas.

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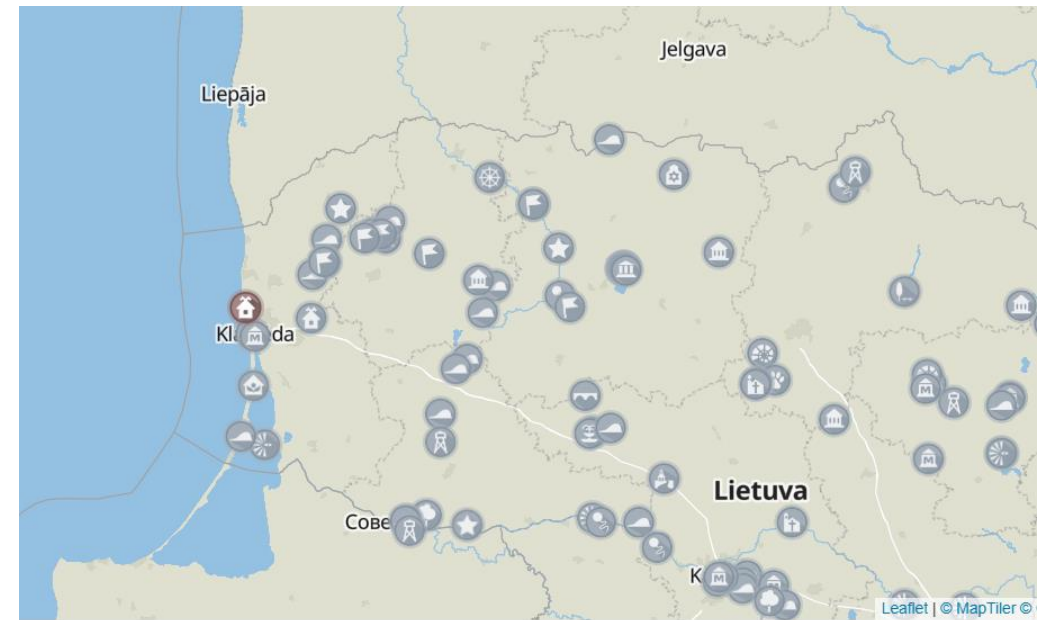
Key takeaways

- The Pagėgiai Tourism and Business Information Centre exemplifies how **small-scale regional destinations** can integrate **natural, cultural, and spiritual dimensions** into **holistic wellbeing experiences**.
- Through the “How to Become a Sunny Person” program, the Rambynas area transforms **landscape, heritage, and mindfulness** into a living model of **sustainable, meaningful wellness tourism** — where nature heals, culture inspires, and community sustains.
- It embodies a **philosophically rich, community-centered, and ecologically grounded** model of **nature-based wellness**.
- Its strength lies in **authenticity, emotional depth, and cultural integration**, offering a **slower, more mindful, and regenerative wellness experience** — a unique Baltic example of “**culture as therapy through nature.**”

Nature, Culture, Wellness, and Community interact to produce “Balance and Wholeness”

Karkelbeck No. 409

- Wellness-oriented homestead and camping/glamping site located at Placio g. 10, Karklė (Klaipėda County, Lithuania).
- Situated in a forest near the cliff of the well-known “Olando Kepurė” (Dutchman’s Cap) and only about 90 m from the sea, the venue emphasises contact with nature, simple healthy living, active leisure and thoughtful wellness services. The offering includes accommodation in a restored log cabin (“Royal Amber Workshop”), glamping gazebos, camping pitches, vegetarian/vegan catering in their café “Gryn Peiva”, and wellness-therapeutic services such as amber and sound therapies, forest & sea-based sensory experiences, barefoot walking, and more. The focus is on slow, nature-immersive wellness, healthy food, and a tranquil environment away from the busier tourist centres



Key Quotations

- “I believe **humans are an integral part of nature**, and thus **natural materials, elements, and processes are most effective for them.**”
- “Sound, though seemingly unnatural, is also considered a natural phenomenon.”
- “External means are needed to help people **discover and trust genuine experiences.**”
- “Sharing joys and concerns with others in the field is very encouraging.”
- “A good **employee is a gift from God**, a diamond, or a pearl.”
- “Always **pursue what the heart desires and start with oneself.**”

Thematic Analysis

NBWell Theme	Description	Illustrative Evidence / Quotation
Authenticity and Nature Integration	Nature is an active partner in wellness; NBWell activities leverage forests, sea, and natural materials (amber, herbs, plants).	<i>"I believe humans are an integral part of nature, and thus natural materials, elements, and processes are most effective for them."</i>
Healing Through Multi-Sensory Experience	Combines sound therapy, amber therapy, forest immersion, bodywork, glamping, and vegetarian cuisine to engage multiple senses for holistic healing.	<i>"Sound, though seemingly unnatural, is also considered a natural phenomenon."</i>
Personal and Cultural Inspiration	Practices rooted in founder's personal journey and historical heritage (Royal Amber Workshop, discovery of "Königlich Bernstein 409" in 2012); wellness approach reflects self-reflection and recovery.	Historical and personal context guides service design; emphasis on authentic, meaningful experiences.
Education and Awareness	Public understanding and trust in NBWell services is essential; education counters misinformation and promotes engagement.	<i>"External means are needed to help people discover and trust genuine experiences."</i>
Community and Collaboration	Strong focus on partnerships and peer networks, both local and international; idea-sharing fuels growth and innovation.	Collaboration with German lupine coffee partners; <i>"Sharing joys and concerns with others in the field is very encouraging."</i>
Sustainability and Nature Ethics	Integration of renewable energy, zero-waste practices, eco-friendly cleaning, and ecological gastronomy; wellness is linked with environmental responsibility.	Use of solar, wind, and geothermal energy; zero-waste initiatives; eco-conscious service design.

Elements used in practice

Element	Description	Example in Practice at Karkelbeck No. 409
Sensory	Engaging the five senses—sight, sound, touch, taste, smell—to enhance wellness and immersion in nature.	Heated amber mattress therapy with sound meditation; forest bathing; herbal tea tastings; barefoot sensory trails.
Mindfulness & Mental Awareness	Practices that cultivate present-moment awareness, stress reduction, and emotional balance.	Meditation by the sea; Tai Chi and Qi Gong sessions; guided visualization exercises in nature.
Cultural & Heritage-Based	Integration of local history, traditions, and materials to create meaningful experiences.	Use of amber, linked to the Royal Amber Workshop heritage; local herb teas; traditional Baltic nature practices.
Physical & Movement	Activities that support physical health, flexibility, strength, and bodily awareness.	Kung Fu and Thai massage; fascia exercises; Nordic walking; kayaking and cycling tours.
Nature Immersion / Place-Based	Direct connection with forests, sea, and natural landscapes to foster restoration.	Glamping in forest settings; sea-side meditation and swimming; forest-based adventure therapy.
Gastronomy & Nutrition	Food and beverage offerings that are plant-based, locally sourced, and nutritionally supportive.	Vegetarian café with botanical and herbal cuisine; locally sourced ingredients; lupine coffee collaboration with German partners.
Social & Community	Opportunities for interaction, collaboration, and sharing ideas to reinforce wellness and learning.	Peer workshops, networking with NBWell practitioners, communal meals, and idea-sharing sessions.
Sustainability & Environmental Ethics	Eco-conscious practices supporting environmental health and reinforcing wellness principles.	Use of renewable energy (solar, wind, geothermal), zero-waste initiatives, eco-cleaning products, and sustainable service design.

Impact on Health and Wellbeing

Health & Wellbeing Dimension	Focus Area	Description / Activities	Key Outcomes
Physical Health	Strength & Immunity	Amber therapy, Tai Chi, Kung Fu, Nordic walking, and outdoor exercise	Enhances immune function, flexibility, and overall vitality
	Heart & Muscles	Hiking, cycling, kayaking, Thai and fascia massage	Improves cardiovascular endurance, muscular health, and body awareness
	Nutrition & Recovery	Plant-based meals, herbal teas, time in nature	Supports digestion, boosts energy, aids recovery, and improves sleep quality
Mental & Emotional Health	Stress Relief	Mindfulness, meditation, sound therapy, and time in nature	Calms the nervous system, lowers stress, and promotes relaxation
	Emotional Balance	Guided visualizations, mindful movement, nature immersion	Enhances emotional awareness, balance, and resilience
	Focus & Creativity	Sensory and cultural activities (art, storytelling, workshops)	Stimulates creativity, concentration, and cognitive renewal
Social & Community Wellbeing	Connection	Shared workshops, meals, and group sessions	Builds belonging, empathy, and social support networks
	Cultural & Environmental Awareness	Engagement with local traditions, eco-friendly and sustainable practices	Deepens respect for cultural heritage and strengthens environmental stewardship

Key Success Factors

- **Authenticity and Personal Commitment**
 - Strong alignment between personal values, life story, and business philosophy.
 - Founder's deep belief in humans' connection with nature ensures genuine experiences.
 - Quote: *"Always pursue what the heart desires and start with oneself."*
- **Unique Nature-Based Offerings**
 - Signature services like heated amber mattress sound therapy distinguish the practice.
 - Integration of multi-sensory experiences (sound, movement, taste, forest immersion).
- **Place-Based Resources**
 - Forests, sea, and local natural materials (amber, herbs) are central to NBWell services.
 - Location-driven experiences enhance authenticity and effectiveness.
- **Sustainability and Eco-Conscious Practices**
 - Use of renewable energy (solar, wind, geothermal), eco-cleaning, and zero-waste approaches reinforce holistic wellness philosophy.
- **Community and Collaborative Networks**
 - Active engagement with like-minded practitioners and international partners.
 - Strengthens creativity, service development, and cross-border cooperation.
- **Quality Staffing**
 - Careful recruitment and retention of highly motivated staff who embody NBWell values.
 - Employees are regarded as key assets, vital for maintaining service quality.

Challenges

- **Regulatory Constraints**
 - Government interference or administrative hurdles can slow operations or limit innovation.
 - Founder desires freedom to operate without excessive intervention.
- **Human Resource Limitations**
 - Recruiting and retaining skilled, committed employees is difficult.
 - Finding good staff is described as rare and precious: *“a diamond, or a pearl.”*
- **Public Awareness**
 - Lack of knowledge among potential clients about NBWell services.
 - Risk of misinformation or skepticism affecting uptake of wellness experiences.
- **Sustainable Growth Management**
 - Balancing seasonal demand and gradual service expansion requires careful planning.

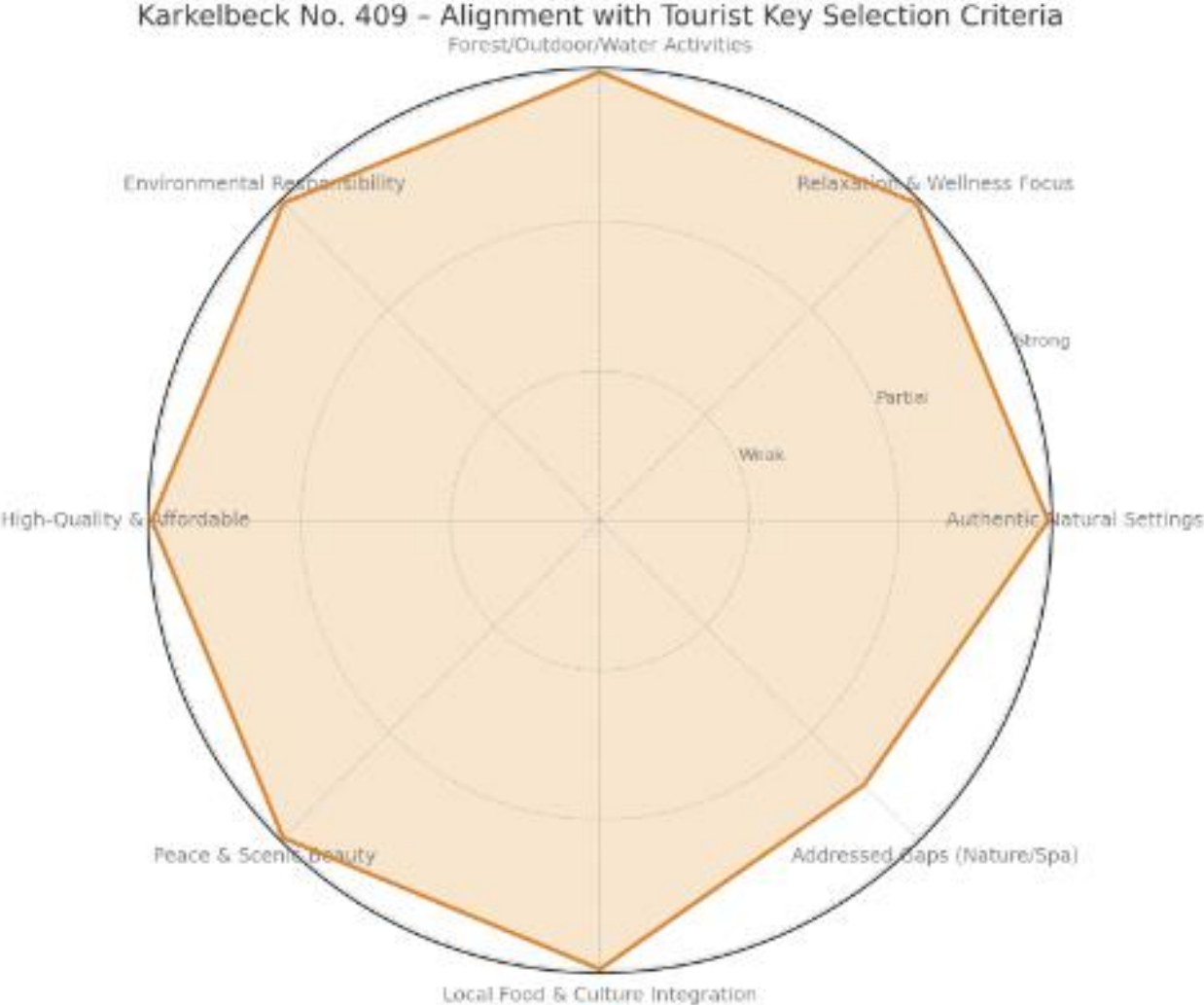
Future Vision

- **Sustainable Expansion**
 - Gradual growth with annual introduction of new NBWell offerings.
 - Maintain authenticity while expanding reach and service diversity.
- **Education and Awareness**
 - Increase public knowledge of NBWell benefits to foster trust and participation.
 - Encourage external support for sector-wide educational initiatives.
- **International Cooperation**
 - Expand partnerships and consortia to strengthen cultural exchange and business resilience.
 - Example: collaboration with small German enterprises for local food products.
- **Wellness Tourism Development**
 - Continue to emphasize the restorative power of nature in an increasingly urbanized world.
 - Focus on both physical and mental well-being through immersive NBWell experiences.
- **Community and Knowledge Sharing**
 - Maintain networks of practitioners for idea exchange, peer encouragement, and collaborative innovation.
 - Support local artisans, traditional foods, and plant-based products as part of wellness offerings.

Connection analysis between the tourist key selection criteria

Tourist Selection Criterion	Karkelbeck No. 409 Alignment	Remarks / Strengths
Authentic natural settings	✔ Strong	Forest–sea setting, total immersion in nature
Relaxation, recreation, wellness	✔ Strong	Sound, amber, and forest therapies
Forest/outdoor/water activities	✔ Strong	Forest bathing, seaside walks, glamping
Environmental responsibility	✔ Strong	Low-impact, quiet zone, eco operations
High-quality & affordable	✔ Strong	Authentic, mid-range, emotionally rich
Peace, privacy, scenic beauty	✔ Strong	Secluded, scenic, serene environment
Local food & community values	✔ Strong	Vegetarian café, amber heritage, local links
Addressed gaps (nature/spa)	⚠ Partial	Strong nature; spa integration moderate

Service alignment across 8 key selection criteria



Karkelbeck No 409



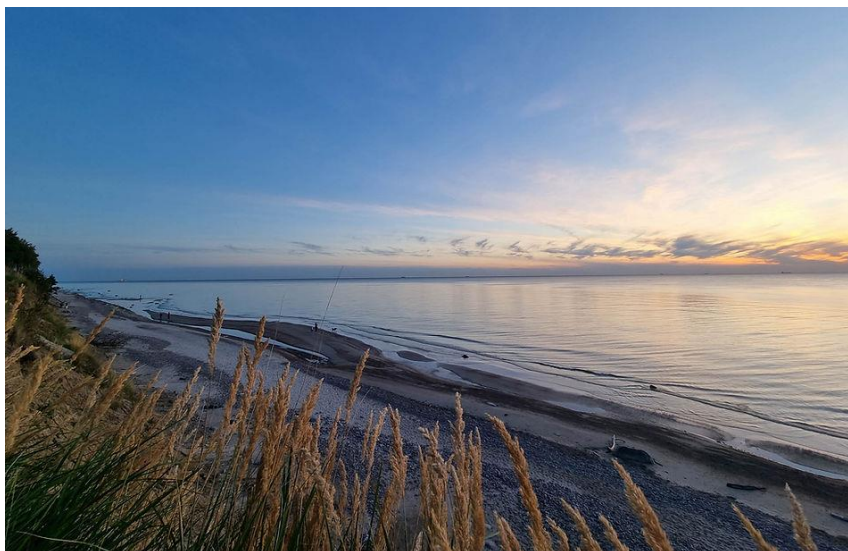
APIE NAMELIS GAZEBOS KEMPINGAS PASLAUGOS KAVINĖ KAINOS KONTAKTAI



GEROS SAVIJAUTOS SODYBA

tiems, kurie ieško įkvėpimo... prie jūros





Activities



Garso meditacija



Arbatų degustacija



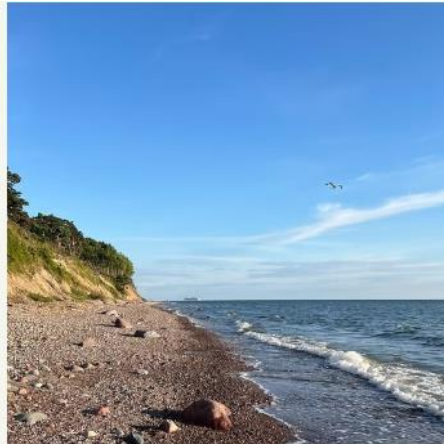
Dviračių nuoma



**"Patirk"
edukacijos ir
terapijos**



**Masažai ir kitos
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**SPA po atviru
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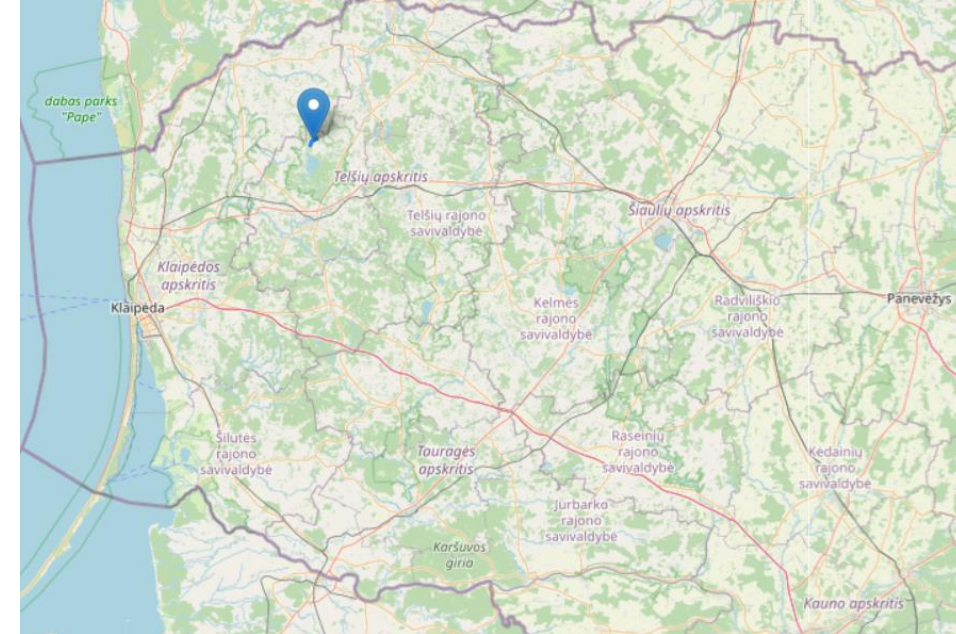
**"Gryn Peiva"
kavinė**

Key Takeaways

- **Authenticity matters:** The connection to local materials, history, and the natural environment defines NBWell at Karkelbeck.
- **Holistic, multi-sensory approach:** Combining physical, mental, and emotional practices strengthens health and awareness.
- **Nature immersion is non-negotiable:** Forests and the sea are integral, not decorative.
- **Education & communication are crucial:** Success depends on informing people about NBWell benefits.
- **Sustainability is intertwined with wellness:** Eco-conscious practices reinforce the NBWell experience.
- **Human resources are strategic assets:** Staff embody and deliver the philosophy; recruitment is vital.

Forest gardens

- Ecological Biodynamic Farm “Miško sodai” is a nature-based wellness center It offers an immersive experience combining holistic health, ecological education, traditional crafts, and sustainable agriculture to promote physical, mental, and emotional well-being.
- Located in the heart of Lithuania’s forests and biodynamic farmland, the farm offers an immersive experience designed to reconnect visitors with nature while supporting physical, mental, and emotional well-being.
- The farm offers nature-based wellness activities combining herbal therapy, healthy gastronomy, forest therapy, and local cultural integration.



Ekologinis - biodinaminis ūkis - daržas ir sodas "Miško sodai"

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Key Quotations

- “Human beings are an **inseparable part of nature**, and life without it is impossible.” “Restoring our human strengths and well-being is truly possible only through a **genuine connection** with the natural world.” - Connection with Nature
- **Nature is the foundation of both spiritual and physical well-being.** “In nature, a person becomes happier, healthier, more reflective, and **capable of creating their own reality.**” - Wellness philosophy
- “Eco-degustations **reconnect people with their natural senses**—smell and taste—and the essence of healthy, fresh food.”
- „...we understand how to interact with nature **without disturbing its balance.**”
- “Everything begins with a **genuine love for nature** and a desire to understand the processes that take place in the natural world.”
- This work must come from an **inner calling**—a sincere intention to guide others toward a deeper connection with nature.”
- Nature-based tourism is both a **vision for the present and the future.**”
- “By living in harmony with nature and guiding others mindfully, we strengthen human health and environmental **responsibility.**”

Thematic Analysis

Theme	Description	Illustrative Evidence / Quotation
Connection with Nature	Emphasis on humans as part of nature, promoting harmony and awareness of dependence on natural processes.	“Human beings are an inseparable part of nature, and life without it is impossible.”; “Ryšys su gamta/ryšio su gamta atstatymas.”
Philosophy of Wellness	Focus on physical, mental, and emotional well-being achieved through interaction with natural elements.	“Nature is the foundation of both spiritual and physical well-being.”; “Nauda fizinei sveikatai, Nauda psichikos sveikatai.”
Nature-Based Activities	Services and activities offered in natural settings, including guided experiences, plant-based workshops, forest activities, and tastings.	“All our activities take place in natural settings...without disturbing its balance.”; “Augalų rinkimas, eko produktų degustacijos, arbatos degustacija, edukacijos apie augalų auginimą.”
Traditional and Cultural Integration	Integration of local culture, crafts, herbal medicine, and culinary traditions into NBWell experiences.	“Žoliniai preparatai ir natūrali gydymo praktika”; “Vietinių amatininkų ir meistriškumo palaikymas (vaistažolės, aliejai, kosmetika).”
Preventive and Physical Health Focus	Emphasis on immune system strengthening, detoxification, longevity, physical fitness, and nutrition.	“Prevencinis sveikatinimas (imuninės sistemos stiprinimas, detoksikacija, ilgaamžiškumas).”; “Bet koks judėjimas ir buvimas gamtoje gerina sveikatą.”
Client Motivation	Clients are motivated by health benefits, mental well-being, connection with nature, and local uniqueness.	“Nauda fizinei sveikatai, Nauda psichikos sveikatai, Ryšys su gamta/ryšio su gamta atstatymas, Socialinė sąveika, Vietinės ypatybės.”
Unique Local Features	The natural environment, biodiversity, and local landscapes make the area distinctive for NBWell tourism.	“Nepaliesta ir natūrali gamtinė aplinka, Unikali biologinė įvairovė ar kraštovaizdis, Harmoningas ryšys su gamta ir atsipalaidavimo patirtys.”
Sustainability and Environmental Practices	Adoption of eco-friendly practices in energy, water, biodiversity, and materials to ensure low-impact operations.	“Atsinaujinančių energijos šaltinių naudojimas, Vandens taupymo priemonės, Biologinės įvairovės išsaugojimas, Ekologiška infrastruktūra.”
Collaboration and Networking	Cooperation with environmental organizations and participation in educational events to strengthen sustainability and community links.	“Taip, reguliariai...Baltijos aplinkos forumas”; “Dalyvaujame Žemaitijos Nacionalinio parko švietėjiškuose renginiuose.”
Business Operations & Challenges	Year-round operations, seasonal adjustments, marketing strategies, repeat clients, and organizational challenges (funding, outreach).	“Veikiame ištisus metus”; “Daugiau nei 50% lankytojų – pakartotiniai klientai”; “Finansavimo ir investicijų trūkumas”; “Informacijos apie sertifikatus trūkumas.”
Future Opportunities & Innovation	Potential for new NBWell routes, cross-border collaboration, and thematic experience development.	“There is potential to develop themed routes and opportunities for exchanging experiences—for example, a tasting route or a nature-based creative route engaging all the senses.”
Personal Philosophy & Advice	Entrepreneurs should start with self-awareness, love for nature, and an inner calling to guide others.	“Everything begins with a genuine love for nature and a desire to understand the processes that take place in the natural world.”; “This work must come from an inner calling—a sincere intention to guide others toward a deeper connection with nature.”

Elements used in practice

Element	Description	Example in Practice
Foraging / Plant Identification	Learning to recognize local plants, their properties, and benefits.	Guided walks in forests and meadows, collecting herbs for tea and medicinal use.
Herbal Teas & Tasting	Using local plants to create teas that support wellness, connecting taste and health.	Herbal tea degustations and workshops demonstrating health benefits of each plant.
Botanical Dyeing	Using plant-based dyes for fabrics, clothing, and yarns.	Dyeing yarn and textiles with locally harvested plants; learning traditional dyeing techniques.
Weaving and Crafting	Creating decorations and items from plants and natural materials.	Making woven decorations from meadow grasses, exploring Baltic symbols and cultural meanings.
Forest Activities / Therapy	Experiencing the therapeutic and restorative benefits of forests.	Forest bathing, Nordic-inspired tree therapy, “green exercise,” and picking forest berries or herbs.
Agricultural & Biodynamic Education	Learning ecological and biodynamic farming practices.	Workshops on sustainable vegetable gardening, farm care, and soil-nature interactions.
Eco-Gastronomy	Promoting healthy nutrition using local, natural, or herbal ingredients.	Preparing and tasting meals with herbal blends, botanicals, or other fresh local products.
Preventive Health Practices	Activities aimed at boosting immunity, detoxification, and longevity.	Herbal remedies, detox programs, guided physical exercises in nature.
Cultural & Traditional Integration	Inclusion of local cultural, artisanal, and traditional practices.	Using local crafts, folk stories, and traditional medicinal recipes in activities and workshops.
Eco-Friendly Practices	Implementing sustainable methods in farm and activity management.	Use of renewable energy, rainwater harvesting, composting, biodegradable cleaning products.
Small Group Facilitation	Managing group size for quality experience and minimal environmental impact.	Limiting groups to 12–15 participants for workshops, guided walks, or tastings.
Seasonal Adaptation	Adjusting offerings based on seasonal availability of resources and weather.	Autumn herbal collection and forest walks; summer botanical dyeing and outdoor workshops.

Impact on Health and Wellbeing

Dimension	Impact on Health & Well-being	Example / Evidence from Practice
Physical Health	Strengthens immune system, supports detoxification, improves fitness and mobility, aids recovery after illness	Herbal teas, plant-based remedies, forest walks, green exercise, farm activities, preventive health workshops
Mental & Emotional Well-being	Reduces stress, enhances emotional balance, promotes mindfulness, fosters a sense of harmony	Forest bathing, mindful nature walks, plant-based crafts, creative workshops, sensory experiences
Social & Cultural Well-being	Encourages community interaction, builds social cohesion, strengthens cultural awareness, enables intergenerational learning	Small-group activities (12–15 participants), integration of local crafts and folk traditions, herbal workshops, eco-farming experiences
Environmental Awareness	Increases connection with nature, encourages responsible behavior, promotes sustainable lifestyle practices	Guided walks emphasizing biodiversity, eco-friendly farm practices, education on renewable energy, composting, and sustainable agriculture

Key success factors

- **Strong Connection with Nature** – Living and operating in harmony with the natural environment, which allows authentic wellness experiences.
- **Diverse, Nature-Based Activities** – Guided forest walks, plant foraging, herbal teas, botanical dyeing, weaving, eco-gastronomy, and preventive health workshops.
- **Integration of Local Traditions** – Use of local herbs, crafts, culinary practices, and cultural storytelling to enrich experiences.
- **Sustainability Practices** – Adoption of renewable energy, water-saving methods, biodiversity preservation, composting, and eco-friendly infrastructure.
- **Personal Passion and Expertise** – Providers' inner calling, love of nature, and knowledge of ecological and biodynamic practices.
- **Collaboration and Networking** – Partnerships with environmental organizations, local experts, and other service providers.
- **Small Group Approach** – Managing group size (12–15 people) to ensure personalized, high-quality, low-impact experiences.
- **Customer Focus and Feedback** – Regular collection of client feedback, fostering high satisfaction and repeat visits (>50% repeat clients).

Challenges

- **Organizational and Marketing** – Difficulty in reaching target audiences and promoting services effectively in current communication systems.
- **Financial Constraints** – Limited funding and investment for expanding services or infrastructure.
- **Sustainability Certification Gaps** – Lack of formal eco-certifications due to information gaps or perceived low demand from clients.
- **Seasonal Dependence** – Need to attract visitors year-round despite weather or seasonal availability of resources.
- **Knowledge and Skills Development** – Continuous need for training in guiding, therapeutic practices, and innovative NBWell offerings.

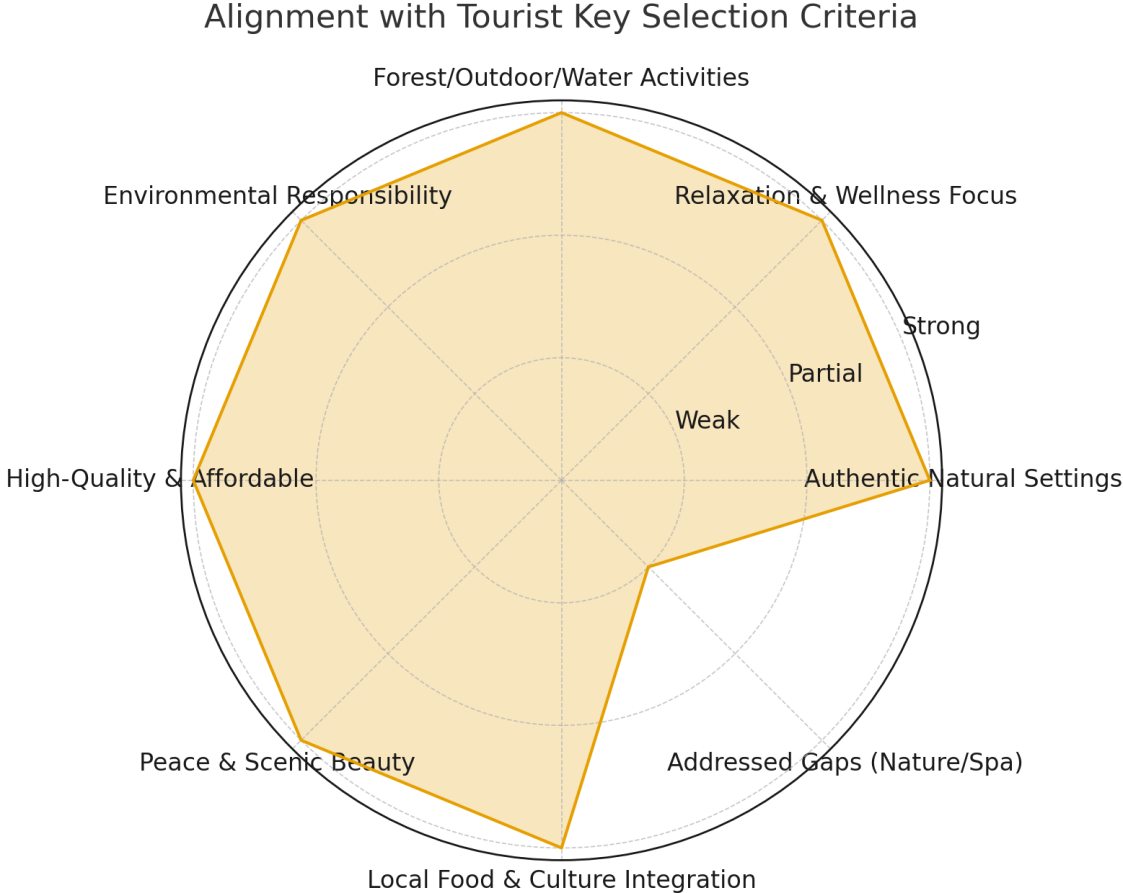
Future vision

- **Expanded NBWell Offerings** – Development of themed routes, cross-border collaborations, and multisensory nature experiences (tasting, creative, forest therapy).
- **Greater Public Awareness** – Increasing awareness among both service providers and clients about benefits of nature-based wellness.
- **Integration of Innovation** – Applying new educational, sensory, and eco-technological approaches in NBWell services.
- **Harmonious Human-Nature Relationship** – Promoting health, well-being, and environmental responsibility simultaneously.
- **Sustainable Growth** – Expanding the sector without compromising biodiversity or ecological balance, guided by principles of ecological and biodynamic farming.

Connection analysis between the tourist key selection criteria

Tourist Selection Criterion	Service Alignment	Alignment	Remarks / Strengths
Strong connection to authentic natural settings	All activities take place on the farm, in forests, and near Lake Plateliai.	✔ Strong	Immersive experiences in untouched nature; strong sense of authenticity.
Focus on relaxation, recreation, and wellness	Forest walks, herbal tea tastings, botanical crafts, eco-gastronomy, and preventive health workshops.	✔ Strong	Supports mental and physical relaxation, stress reduction, and overall well-being.
Include forest, outdoor, and water-based activities	Forest bathing, Nordic-inspired tree therapy, green exercise, berry/plant picking; access to Lake Plateliai nearby.	✔ Strong	Multisensory nature engagement; promotes physical activity and connection to ecosystems.
Demonstrate environmental responsibility	Renewable energy, rainwater harvesting, composting, biodiversity preservation, eco-friendly infrastructure.	✔ Strong	Strong sustainability practices; educates visitors on ecological responsibility.
Offer high-quality yet affordable experiences	Small-group workshops, guided tours, hands-on activities, eco-gastronomy.	✔ Strong	Personalized attention; value for money; repeat client rate >50%.
Provide peace, privacy, and scenic beauty	Remote location in Žemaitija National Park; small groups (12–15 participants).	✔ Strong	Low-stress environment; allows reflection, meditation, and immersion in nature.
Incorporate local food, culture, and community values	Herbal teas, plant-based meals, local crafts, storytelling, integration of Baltic traditions.	✔ Strong	Enhances cultural awareness; connects visitors to local heritage and practices.
Address identified gaps (more natural objects, integrated spa services)	Current focus is on plants, forests, meadows; no formal spa yet.	Weak	Potential to expand with natural spa treatments, outdoor thermal or water-based therapies; opportunity for innovation.

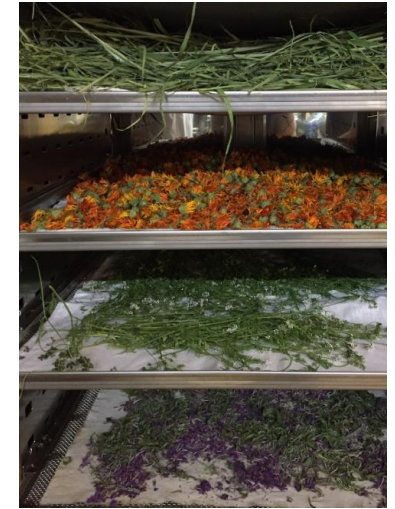
Service alignment across 8 key selection criteria



Outdoors activities



Indoor activities and products



Key Takeaways

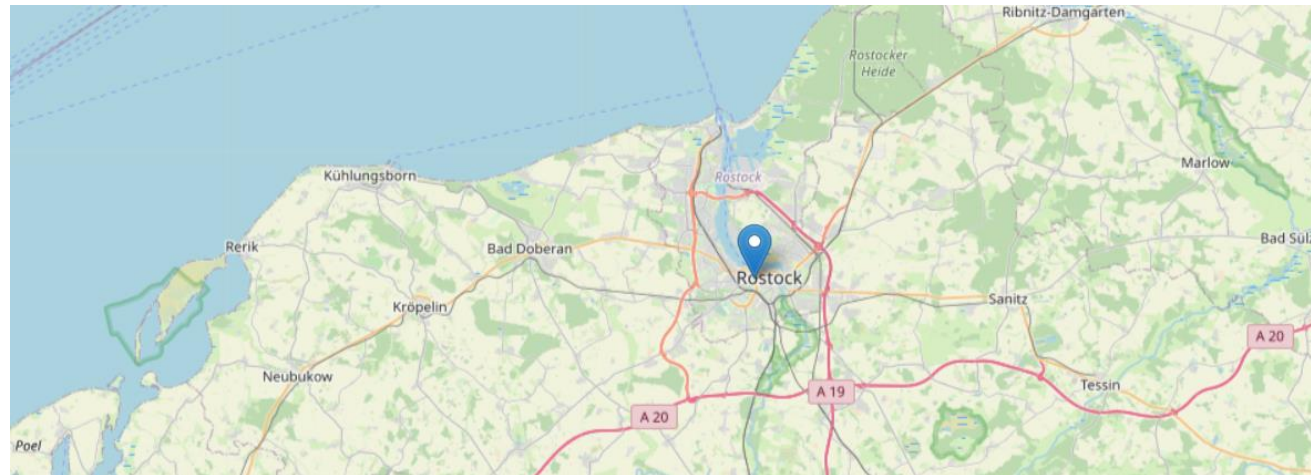
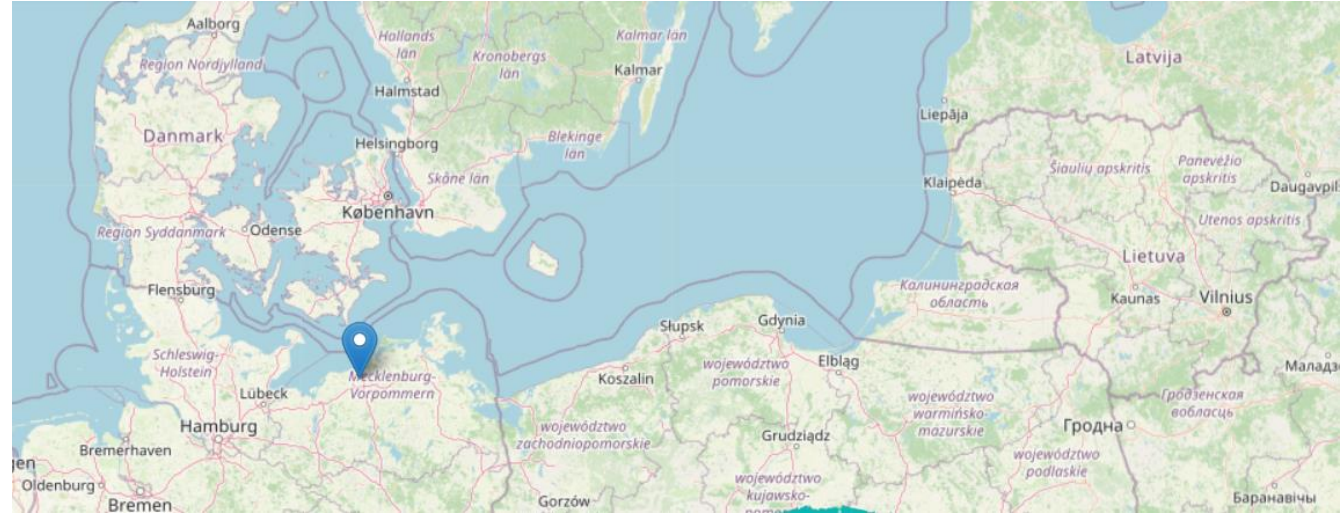
- **Nature is central to well-being** – Physical, mental, and emotional health improve through connection with natural environments.
- **Hands-on, diverse activities work** – Forest walks, herbal teas, botanical crafts, and eco-gastronomy engage all senses.
- **Local culture enriches experiences** – Traditional crafts, herbal practices, and storytelling add uniqueness.
- **Sustainability matters** – Eco-friendly practices, biodiversity preservation, and renewable energy ensure long-term impact.
- **Passion and knowledge drive success** – Providers' love for nature and expertise create authentic experiences.
- **Small groups maximize quality** – Intimate groups (12–15 people) ensure personalized, low-impact engagement.
- **Challenges include marketing and funding** – Promoting services and securing investment are key hurdles.
- **Future opportunities lie in routes and collaboration** – Themed and cross-border NBWell experiences can expand the sector.

GERMANY:

Good N-B-Well tourism practices overview

Mandy Klaus – Hypnosis Coach & Mental Trainer”

- Independent practice combining psychology, mental training, and nature immersion in Rostock.
- **Mandy Klaus** integrates **hypnosis, mental training, and mindfulness** with **nature-based experiences** such as *forest hypnosis, mindful “Walk & Talk” sessions, and outdoor breathing rituals*. Her approach connects **inner transformation** (through subconscious and emotional work) with **outer natural elements**, creating a deep and sustainable sense of balance and well-being.
- She describes **nature as a “co-coach”** —a mirror and teacher that amplifies the effects of mental and emotional healing. Her practice is an example of how psychological coaching can evolve into a **holistic, sensory, and eco-integrated form of wellness**.



Key Quotations

- “**Nature is a mirror, a teacher, and a healing space** where people can more easily find themselves.”
- “My recipe for success is the combination of **hypnosis, mental training, and mindfulness with natural resources**—in other words, the connection between inner and outer space.”
- “Nature becomes a **co-coach** that appeals to all the senses.”
- “People are led by doubts and pressure, and search automatically for relief in natural systems like the **beach or forest.**”
- “**Start small and trust in the power of nature**—you don’t need big investments; nature is already there.”
- “Those who work with nature **themselves benefit** constantly from this connection. It creates a **cycle of regeneration.**”

Thematic Analysis



Theme	Description	Illustrative Evidence
Nature as Co-Coach	Nature is not a passive setting but an <i>active partner</i> in transformation—supporting the subconscious and sensory experience.	“Nature becomes a co-coach that appeals to all the senses.”
Integration of Inner and Outer Worlds	Hypnosis and mental training in natural environments bridge internal psychological processes with external natural rhythms.	“The connection between inner and outer space.”
Emotional and Mental Healing	Forest hypnosis, mindfulness walks, and breathing exercises reduce stress, self-doubt, and emotional overload.	“People search for calm in natural systems to ground themselves.”
Sensory Awareness and Mindfulness	Engaging all senses creates powerful, memorable inner images and grounding experiences.	“Rituals in nature leave memorable images in the subconscious.”
Innovation in N-B-Well Sector	Combining hypnosis with nature-based work is pioneering; it expands the N-B-Well spectrum beyond physical to mental-emotional healing.	“Combining hypnosis with forest bathing is still new—it took courage and educational work.”
Self-Regeneration Cycle	Practitioners themselves are renewed through working in natural settings—mutual energy exchange between guide and nature.	“We pass on energy and draw from the same source.”
Authenticity & Simplicity	Success comes from personal authenticity, low environmental impact, and trust in natural processes, not technology.	“You don’t need to make big investments—nature is already there.”
Future Vision for NBWell	Integration of scientific validation, international networks, and quality standards to make N-B-Well as accepted as traditional spa care.	“My vision is for N-B-Well to become as commonplace as a classic spa visit.”

Elements used in practice

Element / Dimension	Insight / Description	Example in Practice
Nature-Supported Hypnosis	Outdoor environments enhance therapeutic processes	Coaching sessions conducted in natural surroundings
Mental Training Techniques	Structured psychological methods for stress management	Guided hypnosis for emotional regulation
Forest Immersion	Nature used as co-facilitator in therapy	Sessions incorporating forest walks
Individualized Approach	Personalized development and wellbeing support	One-to-one mental coaching sessions
Preventive Mental Health	Focus on burnout prevention and resilience building	Programs targeting stress and emotional overload
“ Small-Scale Professional Practice	Low infrastructure, expertise-based model	Independent practitioner-led sessions

Impact on Health and Wellbeing

Dimension

Stress Reduction

Emotional Regulation

Cognitive Clarity

Burnout Prevention

Self-Awareness

Nervous System Relaxation

Impact / Outcome

Lower psychological tension and anxiety

Improved coping and emotional balance

Enhanced focus and decision-making

Increased resilience and mental endurance

Strengthened internal awareness

Calming effect of natural setting on therapy

Example in Practice

Nature-based hypnosis sessions

Guided mental training exercises

Reflective exercises during outdoor sessions

Preventive coaching programs

Individualized hypnosis-supported reflection

Sessions conducted in forest environments

Key success factors

- **Forest Hypnosis:** Guided trance and mindfulness sessions outdoors.
- **Walk & Talk Therapy:** Movement-based mental coaching.
- **Nature-Based Rituals:** Letting-go and grounding exercises connected to seasons and natural elements.
- **Weather-Adaptive Flexibility:** Sessions planned with alternative indoor–outdoor continuity.
- **Multisensory Anchoring:** Sound, scent, and tactile elements enhance subconscious integration. Minimal environmental footprint: no infrastructure beyond natural settings.
- Psychological sustainability: long-term change through subconscious engagement.
- Educational impact: raising awareness of inner ecology and emotional literacy.
- Social value: promotes mindfulness, stress reduction, and mental resilience.

Challenges

- Lack of public understanding of *hypnosis + nature* concept.
- Need for **scientific validation** and **professional network support**.
- Weather and seasonality challenges for outdoor work.
- Limited international N-B-Well collaboration structures.

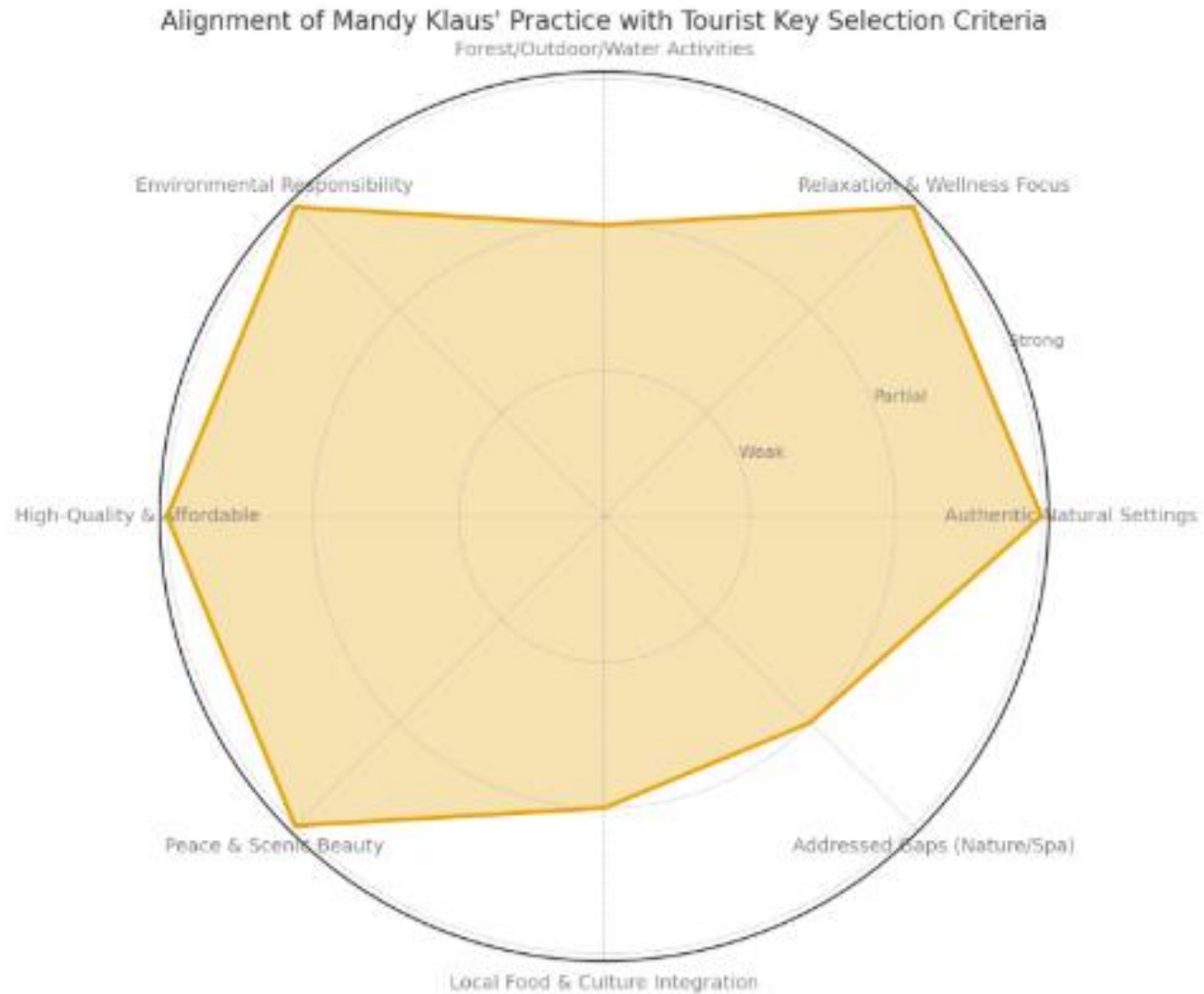
Future Vision

- “Nature-based wellness will become as common as a spa visit—appealing to body, mind, and soul alike.”
- Greater **integration of psychology and ecology**.
- **International collaboration** with standardized N-B-Well quality frameworks.
- Increased **visibility and legitimacy** of mental-nature approaches.
- Expansion into **retreats, training programs, and cross-border emotional routes**.

Connection analysis between the tourist key selection criteria and service

Tourist Selection Criterion	Mandy Klaus Practice Alignment	Remarks / Strengths
Authentic natural settings	✔ Strong alignment	Nature as active partner (“co-coach”)
Relaxation, recreation, wellness	✔ Full	Mindfulness, hypnosis, stress relief
Forest/outdoor/water activities	✔ Partial	Forest focus; limited water activities
Environmental responsibility	✔ Strong	Minimal impact, eco-philosophy
High-quality & affordable	✔ Yes	Personalized, low-cost, high value
Peace, privacy, scenic beauty	✔ Strong	Quiet, natural, sensory environments
Local food & culture integration	⚠ Partial	Cultural sense via nature, not food
Addressed gaps (natural/spa)	⚠ Partial	Inner wellness only; spa absent

Service alignment across 8 key selection criteria





Ängste



Mandy Klaus
Termin nach Vereinbarung

Hypnobirthing



Mandy Klaus
Termin nach Vereinbarung

Individuell



Mandy Klaus
Termin nach Vereinbarung

Activities

Subtitles in German

Lebensgefühl



Persönlichkeitsentwicklung



Abnehmen



Allergien



Blockaden



Vergangenheit



Phobien



Rauchfrei



Burnout



Haut



Schmerzen



Konzentration & Leistung



Products

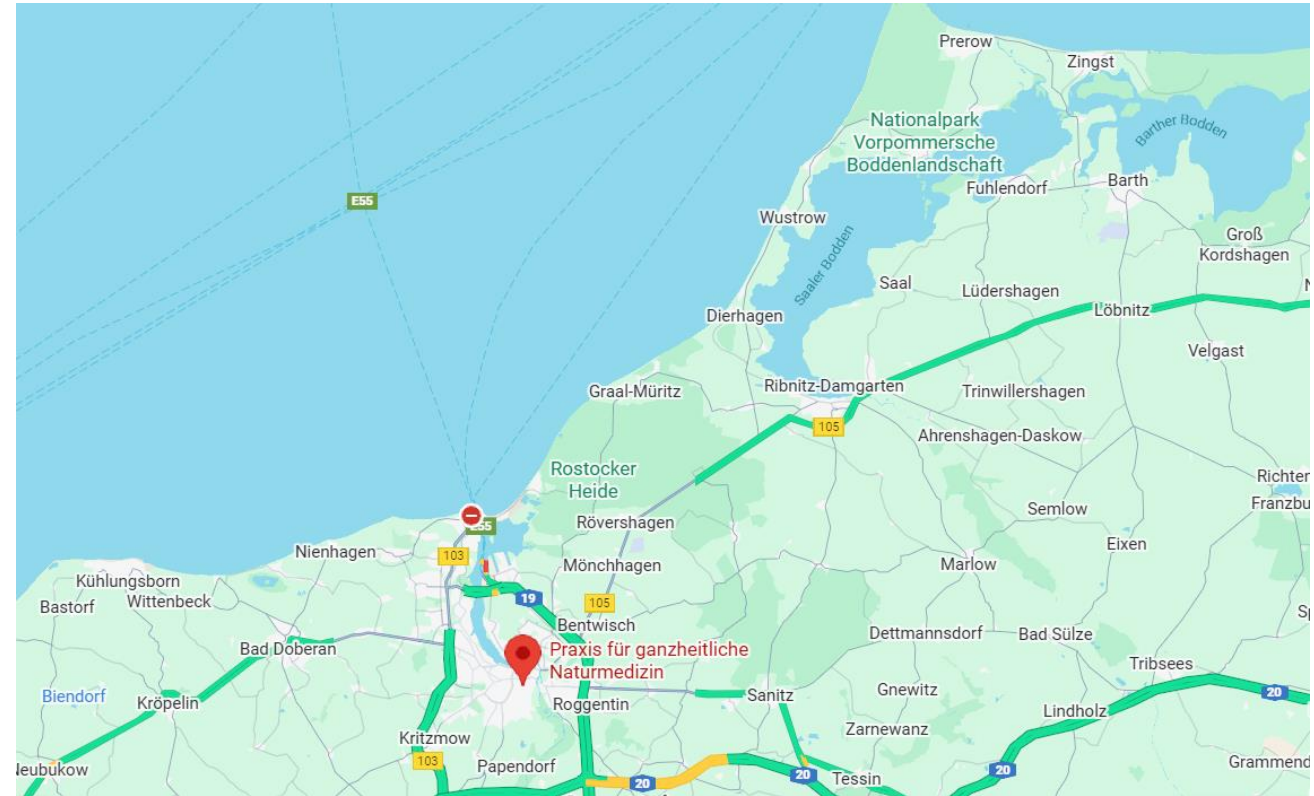


Key takeaways

- Mandy Klaus' practice exemplifies **authentic, psychologically deep, and environmentally responsible nature-based wellness**.
- Healing and transformation emerge when **inner mental processes** interact with **outer natural environments** through conscious sensory engagement.
- **Four Interconnected Dimensions:**
 - **Nature as Mirror** – Reflection, grounding, and sensory immersion.
 - **Inner Work** – Hypnosis, subconscious transformation, mental training.
 - **Integration & Awareness** – Mindfulness, breathing, letting go, visualizing.
 - **Regenerative Cycle** – Energy exchange between nature, client, and practitioner.
 - **Outcome:** A sustained state of emotional clarity, balance, and empowerment through embodied, mindful presence in nature.

Praxis für ganzheitliche Naturmedizin

- Location: **Rostock**
- Practice offers holistic, nature-based therapies—**herbal medicine, acupuncture, massage, meditation, and mindfulness**—to support physical, emotional, and spiritual well-being.
- Nestled near the Baltic coast, it serves as a restorative retreat with personal consultations, workshops, and rituals fostering reconnection with nature.



Key Quotations

Authentic Connection with Nature (Core of Experience)

“For me, it is important to **connect and reconnect people with nature** and to natural healing methods. With the deep connection to nature and its rhythms, humans achieve to **get back to their own rhythms** and to a healthier way of life.” *(Key tourism link: immersive, restorative experience in nature; emotional and physical wellbeing through contact with natural landscapes.)*

Authenticity and Personal Transformation

“My clients tell me that I seem naturally authentic, happy and sparkling and that I **convey a lightness of life**. I inspire them to experience a lighter, more colorful yet meaningful life.” *(Key tourism link: authenticity of host and emotional impact on visitors — transformation through meaningful human–nature encounters.)*

Education and Awareness for Visitors

“People need information and clarification about nature-based services, nature-based nutrition and the effects of artificial nutrition on the body and wellbeing... Often, people do not know the **healing effects of nature**.” *(Key tourism link: interpretive and educational dimension — guiding visitors to understand and value nature’s healing role.)*

Vision for Inclusive, Educational Tourism

“Communities should install regular monthly events like ‘Wellness Days’ or ‘Health Days’... bringing people of different ages together in projects to allow for **networking and knowledge transfer and avoid loneliness**.” *(Key tourism link: community-based tourism concept; inclusive, educational, and social experiences that strengthen local well-being.)*

Thematic Analysis

N-B-Well Theme	Description	Illustrative Evidence / Quotation
Authenticity and Nature Integration	Healing practices are deeply connected to natural landscapes, plants, and ecological cycles; nature is an active partner in therapy.	“For me, it is important to connect and reconnect people with nature and to natural healing methods. With the deep connection to nature and its rhythms, humans achieve to get back to their own rhythms and to a healthier way of life.” “I offer guided herb walks where we walk outside in the fields and reconnect to wild herbs, flora, fauna and sense nature which offers strengths but also calm for stress reduction.”
Healing Through Multi-Sensory Experience	Combines sensory engagement through touch, smell, movement, taste, and sight for holistic wellness.	“I have created my own set of foot reflexology massages in combination with aroma therapy.” “I offer energy circulation / 5 elements body massage, Hawaiian full body massage, cooking seminars/retreats in manor houses.”
Personal and Cultural Inspiration	Practices are grounded in traditional Northern German healing methods, folk rituals, and indigenous knowledge.	“I give seminars on Germanic / Keltic history with Runen powers.” “I offer herbal seminars for different client groups – depending on the season – with the production of natural/herbal products as herbal salts, oils, cremes, bouquets, teas.”
Education and Awareness	Focus on client education about holistic health, herbal medicine, mindfulness, and sustainable living.	“I give seminars on herbal knowledge and nutrition advice and teach how to give a foot reflexology massage to therapists and private people.” “People need information and clarification about nature-based services, nature-based nutrition and the effects of ‘artificial nutrition’... maybe even in schools, kindergarten or other public institutions.”
Community and Collaboration	Engagement with local artisans, suppliers, and wellness networks enhances learning and service diversity.	“I work together with a regional bee keeper who provides me with wax for the cremes/salves and I partner with a regional oil mill (Schöneberg near Grevesmühlen) where I buy natural oils.” “It would be helpful to be informed of potential service providers... to find and contact potential cooperating partners.”
Sustainability and Nature Ethics	Eco-conscious principles embedded in daily practice, promoting environmental responsibility.	“I use regional beeswax and natural oils for my products.” “Once people are informed about those risks and possible counteractions, they need to be informed about available nature-based wellness and wellbeing offerings to act in line with these preventative measures.”

Elements used in practice

Element	Description	Example in Practice
Sensory	Engaging sight, touch, smell, movement, and taste to enhance wellness.	Herbal walks in the Nature Park Warnow , aroma therapy integrated with foot reflexology and energy circulation massages , Hawaiian full-body massage , and herbal product-making (salts, oils, creams, teas) using locally sourced ingredients.
Mindfulness & Mental Awareness	Practices supporting presence, emotional balance, and stress reduction through awareness of body and environment.	Guided nature walks for stress reduction and reconnection with the natural rhythm; energy work and 5-elements body massage to harmonize emotions; reflection on personal healing journeys.
Cultural & Heritage-Based	Integration of local, traditional, and folk healing knowledge from Northern Germany and Celtic traditions.	Runenarbeit and workshops on Germanic / Celtic history , folk herbal medicine , and seasonal herbal seminars ; honoring traditional healing cycles and rituals such as Jahreskreisfeste (seasonal celebrations).
Physical & Movement	Activities that improve physical health, circulation, and body awareness through touch and movement.	Foot reflexology massage , 5-elements energy circulation massage , and Hawaiian full-body massage ; seminars where participants learn hands-on therapeutic skills.
Nature Immersion / Place-Based	Direct contact with natural environments to foster restoration, resilience, and ecological connection.	Herbal walks in Nature Park Warnow , forest- and coastal-based seminars , and retreats in manor houses surrounded by natural landscapes.
Gastronomy & Nutrition	Nutritional guidance and experiential cooking connecting food, health, and nature.	Nutrition counseling focusing on holistic and natural diets; cooking seminars and retreats using regional produce and wild herbs; emphasis on the link between food, mindset, and health.
Social & Community	Interaction and collaboration with peers, clients, and local artisans to build networks of shared learning and support.	Collaboration with local beekeepers (for beeswax) and a regional oil mill for natural oils; teaching at Volkshochschule and local wellness centers; fostering networks through workshops and seminars.
Sustainability & Environmental Ethics	Eco-conscious operations reinforcing holistic wellness principles and regional identity.	Use of locally sourced and natural materials (beeswax, oils); promotion of sustainable living , awareness-raising on environmental health, and support for regional small producers .

Impact on Health and Wellbeing

Health/Wellbeing Dimension	Impact / Outcome	Example in Practice
Physical Health	Recovery, immune support, and musculoskeletal balance through natural and body-based therapies. Clients experience improved physical vitality and circulation.	Acupressure, foot reflexology, Hawaiian and 5-elements energy massages, nutrition advice, and herbal therapy using self-produced oils, creams, and teas.
Mental & Emotional Health	Stress reduction, emotional release, and enhanced mindfulness. By experiencing nature through the senses—touch, smell, and observation—clients achieve deep relaxation and emotional balance, reporting reduced stress, improved resilience, and a regained sense of joy and lightness.	Guided herbal walks, forest and coastal meditations, energy work, and aroma therapy for emotional harmonization.
Spiritual & Energetic Wellbeing	Connection with nature, deepened inner awareness, and energy alignment supporting holistic healing and self-trust.	Eco-spiritual rituals, Jahreskreisfeste, Runenarbeit, and nature-based meditations that restore harmony between body, mind, and environment.
Social & Community Wellbeing	Strengthened cultural connection, learning, and mutual support through collaboration and exchange.	Workshops and seminars, community herbal projects, and partnerships with local artisans such as beekeepers and oil producers; fostering participation and shared learning.
Lifestyle & Preventive Wellness	Encouragement of sustainable, holistic self-care habits for long-term wellbeing. Clients learn to integrate natural nutrition, mindfulness, and ecological responsibility into daily life.	Personalized wellness programs, herbal and nutritional guidance, cooking retreats, and mindfulness practices promoting sustainable and healthy living.

Key success factors

- **Holistic Integration**
 - Combines **physical, emotional, mental, and spiritual dimensions** in a unified, nature-based approach.
 - Personalized wellness programs are designed for individual and small-group needs, integrating herbal medicine, massage, nutrition, and mindfulness.
 - Emphasizes self-healing and empowerment, helping clients rediscover inner balance and resilience.
- **Nature and Place-Based Focus**
 - Healing is deeply rooted in **direct contact with Baltic coastal forests, the Nature Park Warnow, and regional flora**.
 - Activities such as **herbal walks, forest therapy, and eco-spiritual rituals** create immersive multi-sensory experiences.
 - Nature acts as an active therapeutic partner, fostering reconnection with natural rhythms and emotional restoration.
- **Cultural and Traditional Knowledge**
 - Strong integration of **local folk healing traditions, herbal medicine, seasonal rituals, and Celtic-Germanic knowledge**.
 - Practices include **Runenarbeit, Jahreskreisfeste**, and the making of **herbal products** (salts, oils, creams, teas).
 - Collaboration with **local beekeepers and oil mills** ensures authenticity, sustainability, and high-quality regional materials.
- **Client-Centered Education and Authenticity**
- **Authenticity, personal passion, and emotional openness** build strong client trust and long-term engagement.
 - Workshops, consultations, and seminars empower clients to adopt **sustainable, mindful, and preventive lifestyles**.
 - Clients often report **stress reduction, improved resilience, and a regained sense of joy and lightness** through sensory connection with nature.
- **Sustainability and Environmental Responsibility**
 - **Eco-conscious principles** are embedded in daily operations, including **waste reduction, composting, plastic-free initiatives, and use of eco-friendly materials**.
 - The practice promotes **responsible consumption and regional economic support** through local sourcing and collaboration.
- **Community and Network Collaboration**
 - Active engagement with **regional producers, wellness networks, and educational institutions** enhances innovation and cross-sector learning.
 - Emphasis on **networking and partnerships** to strengthen visibility, share knowledge, and ensure growth within the Mecklenburg-Vorpommern wellness community.

Challenges

- **Visibility and Market Awareness**
 - Building visibility and a consistent client base in **Mecklenburg-Vorpommern**, where awareness and demand for nature-based wellness are still developing.
 - Compared to Southern Germany, **economic constraints** limit booking frequency and the willingness to invest in repeated sessions.
- **Scaling Personalized Programs**
- Maintaining **individualized, high-quality experiences** while expanding offerings requires careful **resource and time management**.
- **Awareness and Adoption**
 - Some clients remain **unfamiliar with holistic, nature-based approaches**, necessitating ongoing education, outreach, and experiential marketing.
 - **Resource Dependence**
 - Reliance on **seasonal herbs, local producers, and specific landscapes** may affect scheduling and product availability.
- **Staffing and Expertise**
 - Recruiting and retaining practitioners skilled in both **traditional and contemporary wellness methods** is essential to preserve authenticity and service quality.

Future vision

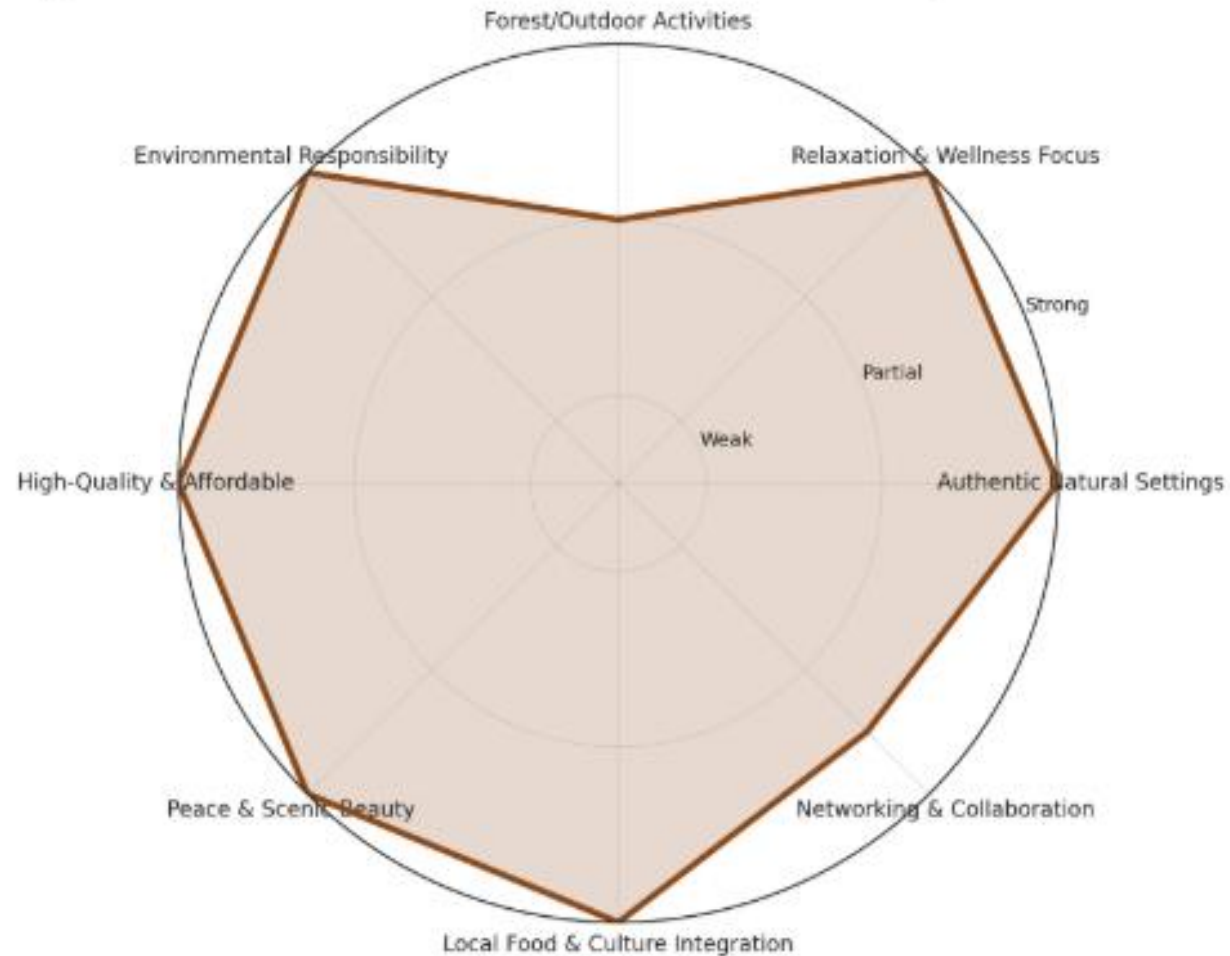
- Expansion of Nature-Based and Holistic Offerings
- Continue developing herbal, mindfulness, and eco-spiritual programs that address individual and small-group needs.
- Deepen the integration of sensory and emotional experiences in nature-based healing, helping clients achieve long-term balance and self-empowerment.
- Expand expertise through international training in India, focusing on herbal and forest-based healing practices that can be adapted to the Northern German context.
- Cross-Border and Regional Collaboration
- Envisions stronger collaboration within the Nature-Based Wellness (N-B-Well) network, both regionally and internationally.
- Plans to engage with European and Baltic wellness networks for knowledge sharing, joint projects, and complementary service routes.
- Supports the creation of cross-border wellness routes and platforms to showcase practitioners, promote visibility, and encourage cooperation among service providers.
- Public Education and Awareness
- Sees education, awareness, and experiential learning as key drivers for sector growth.
- Advocates for community events such as “Wellness Days” and intergenerational educational projects connecting schools, retirement homes, and local communities.
- Promotes teaching about nature-based health, sustainable living, and preventive wellness in schools and public institutions.
- Sustainability Leadership
- Aims to strengthen her role as a regional leader in eco-conscious wellness, embedding environmental responsibility and biodiversity into all practices.
- Supports the use of local, natural materials, zero-waste operations, and awareness of nature’s healing capacities in both personal and collective wellbeing.
- Year-Round and Community Engagement
- Intends to expand seasonal and year-round activities, drawing from herbal traditions, annual cycles (Jahreskreisfeste), and seasonal rituals.
- Seeks to ensure continuous engagement through educational workshops, retreats, and collaborative community programs that bridge wellness, culture, and sustainability.

Connection analysis between the 8 tourist key selection criteria

Tourist Key Selection Criteria	Alignment Level	Remarks / Strengths
Strong connection to authentic natural settings	✔ Strong	Her practice is deeply embedded in the natural landscape near the Baltic coast , primarily around Nature Park Warnow . Therapies are based on local herbs, plants, and natural cycles , with direct outdoor contact through herbal walks, forest meditations, and eco-spiritual rituals.
Focus on relaxation, recreation, and wellness	✔ Strong	The entire concept centers on holistic wellbeing , integrating physical, emotional, mental, and spiritual health . Clients experience deep relaxation and renewal through massage, herbal therapy, energy work, and mindfulness practices .
Include forest, outdoor, and water-based activities	⚠ Partial	Offers strong forest and outdoor engagement (e.g., <i>Kräuterwanderungen</i> , forest therapy, seasonal retreats), but limited blue-space or water-based elements . Potential exists for developing coastal or hydrotherapy activities leveraging proximity to the Baltic Sea.
Demonstrate environmental responsibility	✔ Strong	Implements eco-conscious practices , including waste reduction, composting, plastic-free operations , and use of locally sourced, organic materials . Educates clients on sustainability and ecological ethics , aligning wellness with environmental responsibility.
Offer high-quality yet affordable experiences	✔ Strong	Provides personalized, high-quality care through small-group or one-on-one sessions. Uses natural, locally produced ingredients (e.g., beeswax, oils) to maintain authenticity and affordability without luxury pricing.
Provide peace, privacy, and scenic beauty	✔ Strong	Operates in tranquil natural environments surrounded by forests, meadows, and coastal scenery . The intimate setting fosters peace, reflection, and emotional restoration , ideal for stress reduction and personal healing.
Incorporate local food, culture, and community values	✔ Strong	Strongly reflects regional identity and heritage through herbal traditions, Germanic–Celtic healing knowledge, and seasonal rituals (Jahreskreisfeste) . Collaborates with local beekeepers, oil mills, and artisans , promoting community connection and sustainable local economies.
Address identified gaps (more natural objects, integrated spa services)	⚠ Partial	Already offers a robust nature-based therapeutic program , yet could expand into water-based wellness (hydrotherapy, sauna, sea bathing) or integrated spa services to broaden the N-B-Well experience and year-round appeal.

Service alignment across 8 key selection criteria

Praxis für ganzheitliche Naturmedizin - Alignment with Tourist Key Selection Criteria (2025)



Activities

berit-brazda.de

Heilpraktikerin Berit Brázda

Praxis für ganzheitliche Naturmedizin

Suchen ...

Willkommen Über mich Therapieangebot Kosten Seminare /Termine Empfehlungen Impressum Kontakt

Fussreflexzonenmassage



Ernährungsberatung



Palmtherapie



- 21.12.2025 Magische Raunächte
- 04.01.2026 Runenseminar
- 22.03.2026 Metamorphose Seminar
- 25.04.2026 Kräuterwanderung
- 31.05.2026 Kräuterseminar
- 16.08.2026 Frauendreißeiger

Meine Angebote

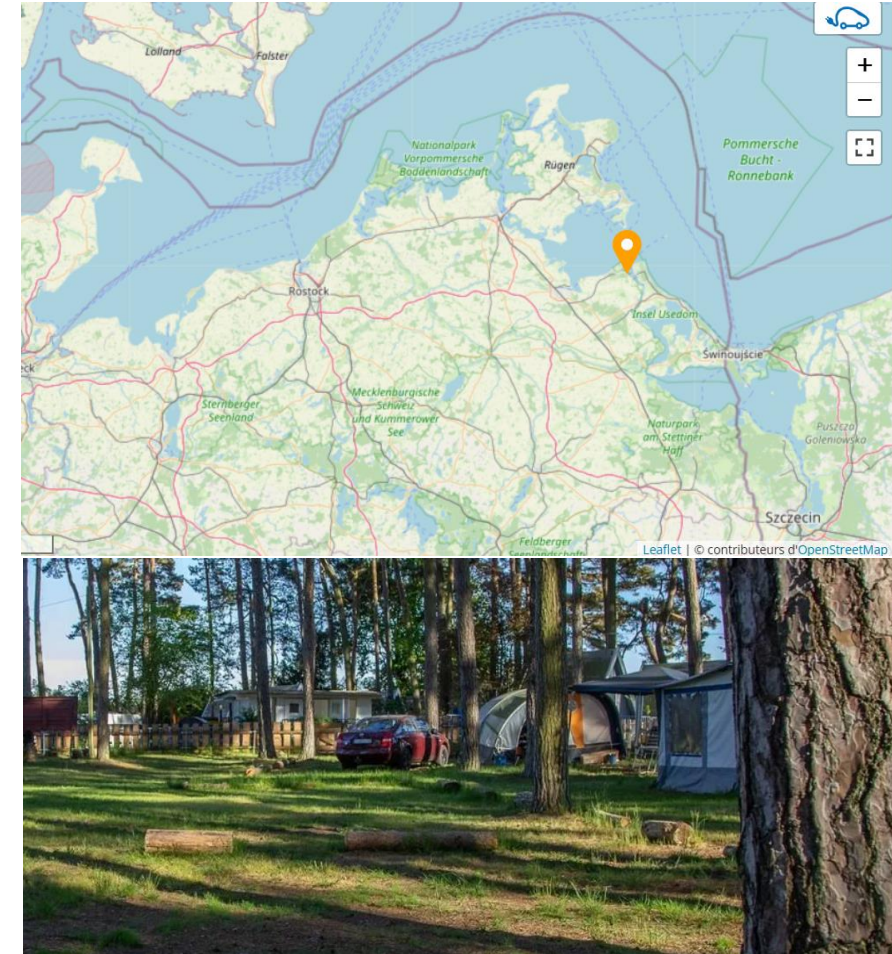
- Ernährungsberatung
- Palmtherapie
- Jin Shin Jyutsu
- Massagen
- Fußreflexzonenmassage
- Sanumtherapie
- Ku`Hu Hoa Aloha-Massage
- 5-Elemente-Massage
- Seminare
 - Kräuterwanderung
 - Kräuterseminar
 - Fußreflexzonenmassagekurs
 - Autogenes Training
 - Meditation „Raunächte“
 - Fasten und Wandern

Key Takeaways

- **Praxis für ganzheitliche Naturmedizin** exemplifies the **therapeutic and spiritual dimension of nature-based wellness** — translating ecological awareness into personal healing practices.
- It stands out as a **best-practice N-B-Well model** for:
 - **Authenticity:** Nature as a living partner in wellness.
 - **Integration:** Blending traditional herbal wisdom with modern therapies.
 - **Sustainability:** Demonstrating environmental and cultural responsibility.
 - **Accessibility:** Offering affordable, meaningful experiences rather than luxury wellness.

OSTSEECAMPING PEENEMÜNDUNG by *Alexandra & Michael Heck eGbR*

- Ostseecamping Peenemündung is a small, family-run nature campsite located in the coastal forest near the Baltic Sea in Freest (Mecklenburg-Vorpommern, Germany). Since 2016/2017, the owners have gradually transformed the campsite into a nature-based wellbeing destination.
- The site combines forest, sea, and beach landscapes, offering guests restorative experiences rooted in forest bathing, yoga, outdoor cooking, and community life. The concept focuses on holistic wellbeing emerging from nature exposure, social connection, and personal guest service rather than traditional spa infrastructure.
- The business operates seasonally (May–October) and remains intentionally small to preserve atmosphere and quality.



Key Quotations

- “Nature-based well-being is our passion.”
- “Already simply staying with us has a positive effect.”
- “The combination of forest, sea and beach has a very special effect on people.”
- “Don’t complain, do something about it.”
- “Nature-based well-being does not require large investments in infrastructure.”

Thematic Analysis

Theme	Description	Illustrative Evidence
Nature as Healing Environment	The forest environment was recognised as having measurable positive health effects.	Reference to Japanese forest bathing research and guest feedback.
Small Scale as Strength	Micro-scale structure enables personal contact and authentic wellbeing experience.	“The health-promoting effect can be achieved especially due to the small size.”
Community-Based Wellbeing	Social interaction and village atmosphere enhance wellbeing outcomes.	Community feeling in wooden hut village.
Marketing Barrier for Micro-Enterprises	Difficulty reaching the right target groups despite existing demand.	“Finding and reaching the target group is almost impossible for a micro-enterprise.”
Holistic Wellbeing Philosophy	Focus on physical, mental and social wellbeing through nature immersion.	Holistic approach radiating into everyday life.
Practical Entrepreneurship	Pragmatic mindset focused on action and implementation.	“Don’t complain, do something about it.”

Elements Used in Practice

Element / Dimension	Insight / Description	Example in Practice
Forest Immersion	Use of scientifically recognised forest bathing principles	Guided forest bathing sessions
Multi-Sensory Coastal Nature	Combination of forest, sea and beach climate	Forest Night (Interreg “ReTour” project)
Nature Education	Early exposure for families and children	Nature education activities
Community Building	Social atmosphere enhances relaxation	Wooden hut village and shared spaces
Low-Infrastructure Wellness	Wellbeing without expensive spa facilities	Yoga, outdoor cooking, nutrition advice

Impact on Health and Wellbeing

Dimension	Impact / Outcome	Example in Practice
Mental Health	Stress reduction, emotional relaxation	Forest bathing, community atmosphere
Physical Wellbeing	Improved vitality through outdoor stay	Yoga, beach & forest walking
Social Wellbeing	Strengthened belonging and connection	Shared campsite community
Long-Term Lifestyle Impact	Transferable skills (e.g. forest bathing practice)	Guests learning techniques to apply at home

Key Success Factors

- Authentic hosting and personal service
- Strong natural setting (coastal forest ecosystem)
- Holistic wellbeing approach
- Integration into regional and EU projects
- Intentional small-scale operation

Challenges

- Bureaucracy and staff integration
- Marketing visibility
- Limited financial resources
- Seasonal operation constraints

Future Vision

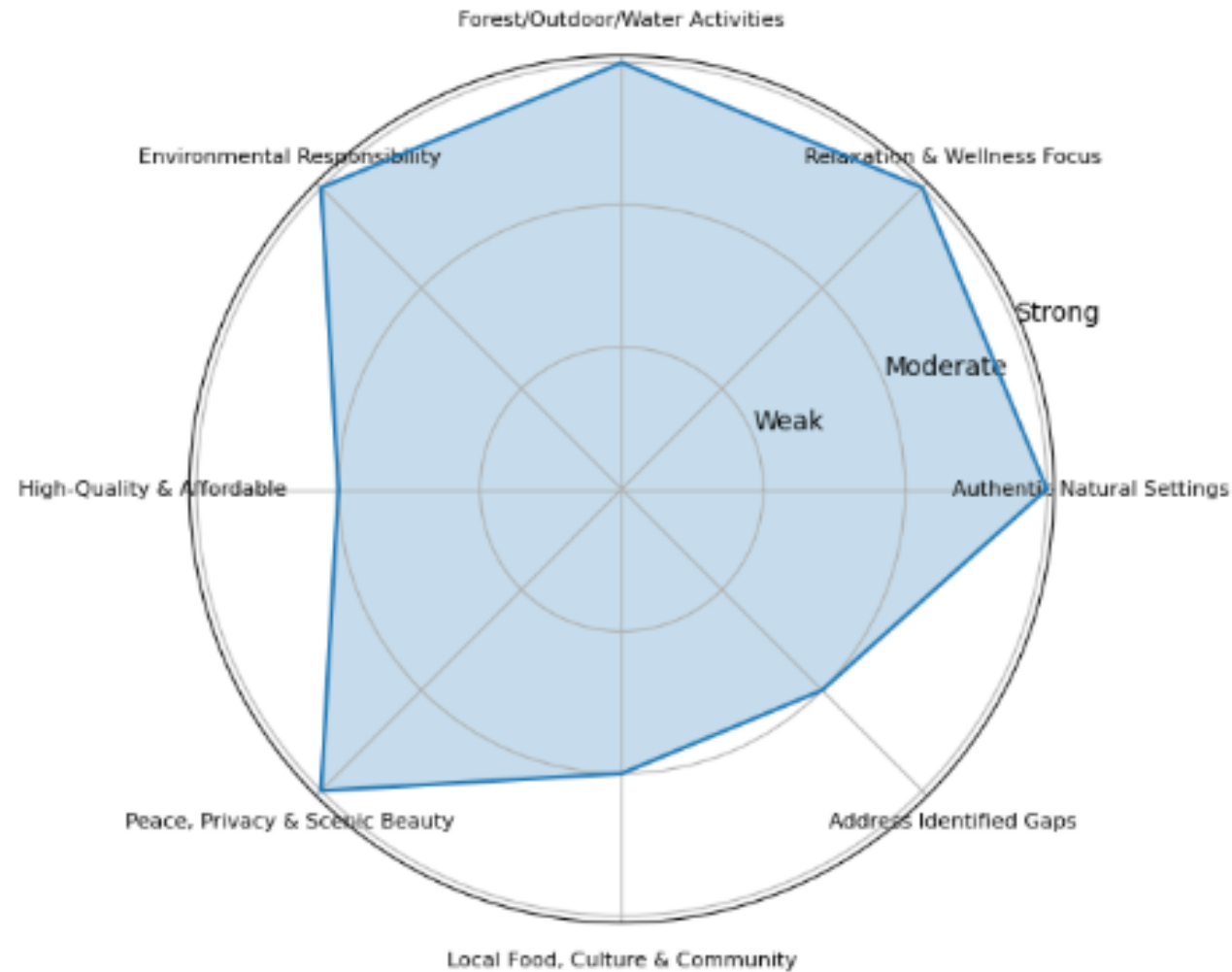
- Growth of holistic nature-based wellbeing alongside mass wellness tourism
- Stronger marketing platforms for micro-enterprises
- Nature-based tourism contributing to environmental protection
- Wider recognition of small-scale authentic providers

Service alignment with the 8 tourist key selection criteria

Tourist Selection Criterion	Ostseecamping Alignment	Remarks / Strengths
Authentic natural settings	✔ Strong	Coastal, forest and lagoon setting; nature-integrated accommodation
Relaxation, recreation, wellness	✔ Strong	Waldbaden, yoga in nature, wellbeing through place-based experience
Forest/outdoor/water activities	✔ Strong	Forest bathing, outdoor yoga, camping by water
Environmental responsibility	✔ Strong	Renewable energy, waste reduction, eco-infrastructure, biodiversity measures
High-quality & affordable	● Moderate	Camping format ensures affordability; simplicity over luxury
Peace, privacy, scenic beauty	✔ Strong	Quiet coastal landscape; community-oriented yet tranquil
Local food & cultural values	● Moderate	Fisher carpet heritage workshops, local cooperation
Addressed gaps (nature/spa)	● Moderate	Focus on wellbeing over spa; no integrated wellness infrastructure

Service alignment across 8 key selection criteria

Ostseecamping Peenemündung - Alignment with Tourist Key Selection Criteria

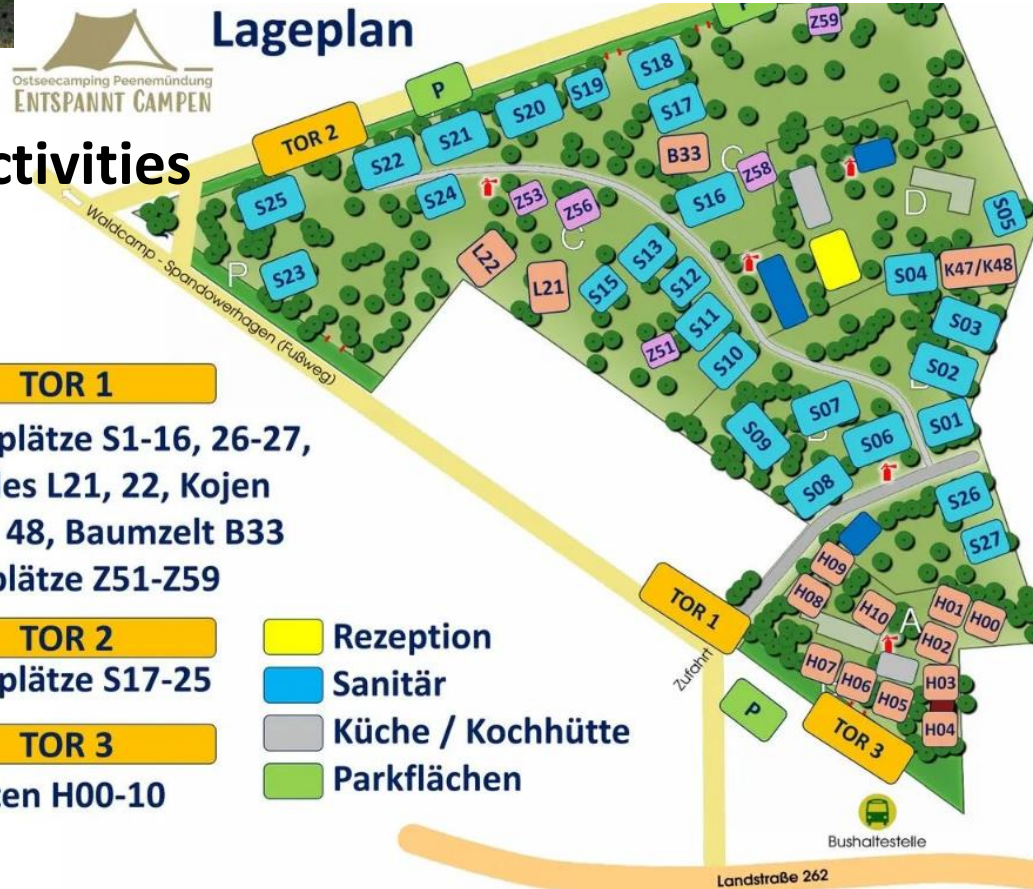




OSTSEECAMPING PEENEMÜNDUNG



Accommodation and activities



Surroundings





Outdoor activities

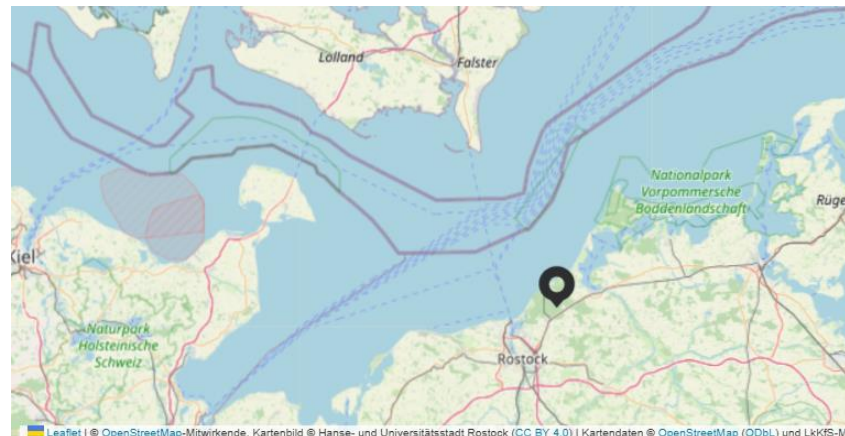
Key Takeaways

- Micro-enterprises can deliver high-impact wellbeing experiences.
- Nature itself is the main infrastructure.
- Community enhances therapeutic outcomes.
- Marketing support structures are crucial for small providers.
- Nature-based wellbeing can protect landscapes through sustainable tourism use.

WILDERSEHEN

Inh. Fabio Moriondo

- Wildersehen is a Rostock-based wilderness and nature-based wellness provider active since 2019. Operating primarily in the Rostocker Heide forest, it offers seminars, camps, and immersive outdoor programs focused on reconnection with nature.
- The concept is rooted in wilderness living skills, experiential education, and deep ecological awareness. It positions nature not as a resource to consume, but as a mentor and teacher.
- The company operates year-round with small group formats.



<https://www.wildersehen.de/>

Key Quotations

- “Nature is not a supermarket.”
- “We want to change the perspective of people when they step into nature.”
- “Nature plays the role of a mentor.”
- “We try to bring participants hand in hand in this process.”
- “We need something to counterbalance artificial intelligence.”

Thematic Analysis

Theme	Description	Illustrative Evidence
Nature as Mentor	Nature is teacher and guide, not resource	“Nature plays the role of a mentor.”
Reconnection with Origins	Humans historically lived in tune with natural rhythms	Reflection on pre-industrial human life
Authenticity as Success Factor	Values-based and honest positioning	“To be authentic... is my recipe for success.”
Skill-Based Re-empowerment	Wilderness skills rebuild self-confidence	Learning fire-making, tool creation
Identity & Political Distancing	Need to differentiate from extremist survival culture	Concern about association with right-wing prepping
Demand After Crisis	Nature-based activities increased after COVID	Overbooked courses post-lockdown
Future Counterbalance to AI	Nature as response to digital overexposure	“We need something to counterbalance that.”

Elements Used in Practice

Element / Dimension	Insight / Description	Example in Practice
Wilderness Skills	Rediscovery of innate human capabilities	Fire-making, woodcraft, tool creation
Experiential Education	Learning by doing in natural settings	Forest camps and overnight programs
Perspective Shift	“Seeing wilder” – cognitive reframing	Guided immersive forest stays
Mentoring Approach	Accompanied personal development	Small group facilitation
Cultural Inspiration	Germanic forest traditions	Storytelling and nature philosophy

Impact on Health and Wellbeing

Dimension	Impact / Outcome	Example in Practice
Mental Health	Reduced depressive symptoms, stress relief	Immersive forest experiences
Emotional Resilience	Increased self-confidence	Skill mastery (fire, shelter, tools)
Social Cohesion	Strengthened group bonds	Camps and team retreats
Identity & Self-Worth	Rediscovery of personal value	Mentoring and guided reflection
Digital Detox	Counterbalance to AI-driven life	Wilderness immersion

Key Success Factors

- Authentic leadership
- Clear value-based communication
- Immersive hands-on experiences
- Growing demand for resilience and reconnection
- Small group mentoring approach

Challenges

- Bureaucracy and forest permissions
- Marketing visibility
- Brand distancing from political extremism
- Limited funding
- Access to qualified personnel

Future Vision

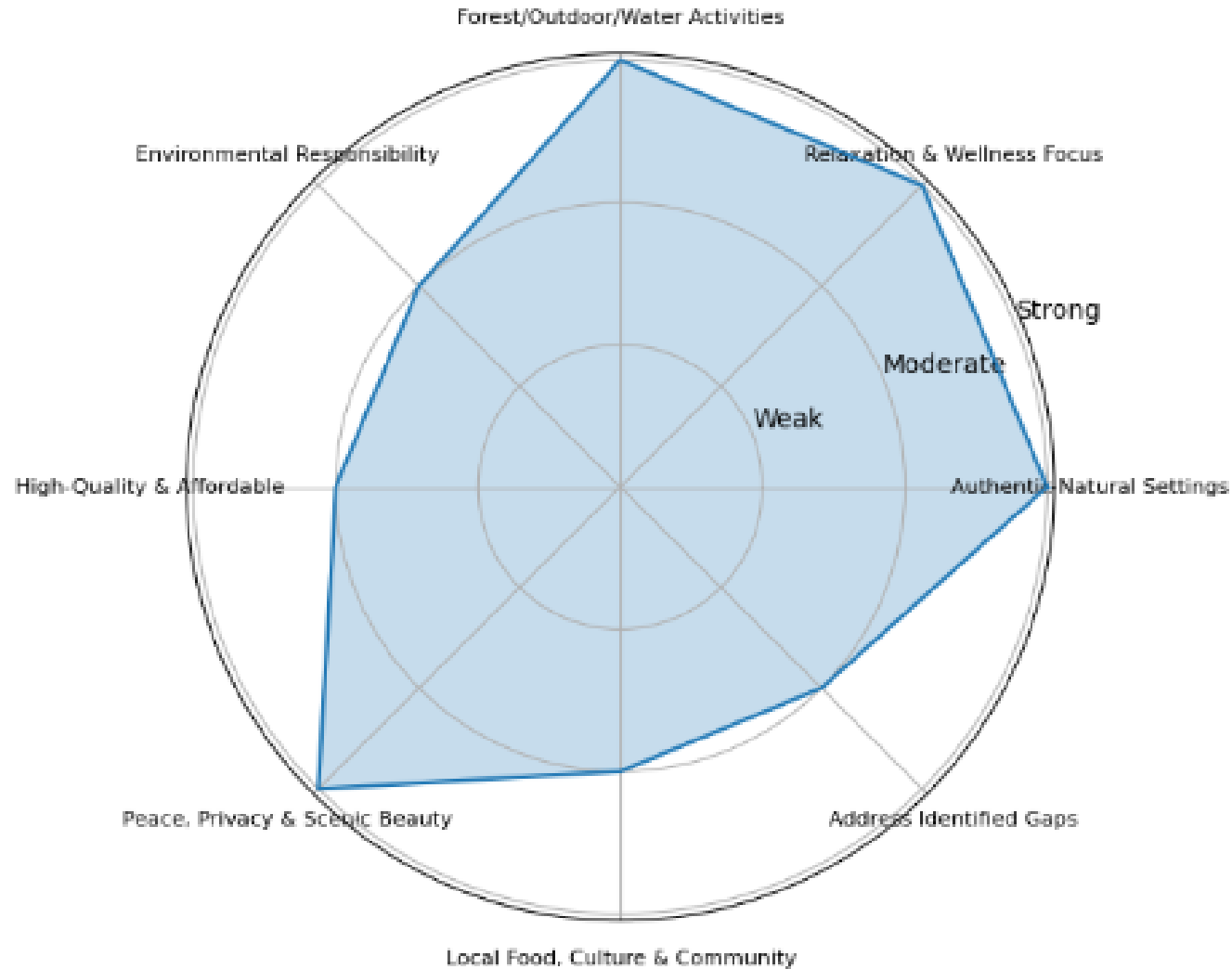
- Nature-based wellness as core future tourism model
- Collaboration with international partners
- Integration into cruise tourism routes
- Expansion of immersive retreat formats
- Nature tourism supporting forest conservation

Service alignment with the 8 tourist key selection criteria

Tourist Selection Criterion	Wildersehen Alignment	Remarks / Strengths
Authentic natural settings	✔ Strong	Operates directly in forests and wilderness areas; immersive outdoor learning environment
Relaxation, recreation, wellness	✔ Strong	Focus on mental resilience, mindfulness, reconnection with inner and outer nature
Forest/outdoor/water activities	✔ Strong	Forest seminars, wild herb workshops, outdoor camps, wilderness training
Environmental responsibility	● Moderate	Biodiversity protection, renewable energy use; no formal certification
High-quality & affordable	● Moderate	Small-scale, experience-based quality; niche educational model
Peace, privacy, scenic beauty	✔ Strong	Deep forest immersion, small group formats
Local food & cultural values	● Moderate	Inspired by Germanic traditions; wild plant cuisine
Addressed gaps (nature/spa)	● Moderate	Plans forest overnight stays & multi-day retreats; no integrated spa services

Service alignment across 8 key selection criteria

Wildersehen - Alignment with Tourist Key Selection Criteria



1. Einstieg



Seminare

2. Vertiefung



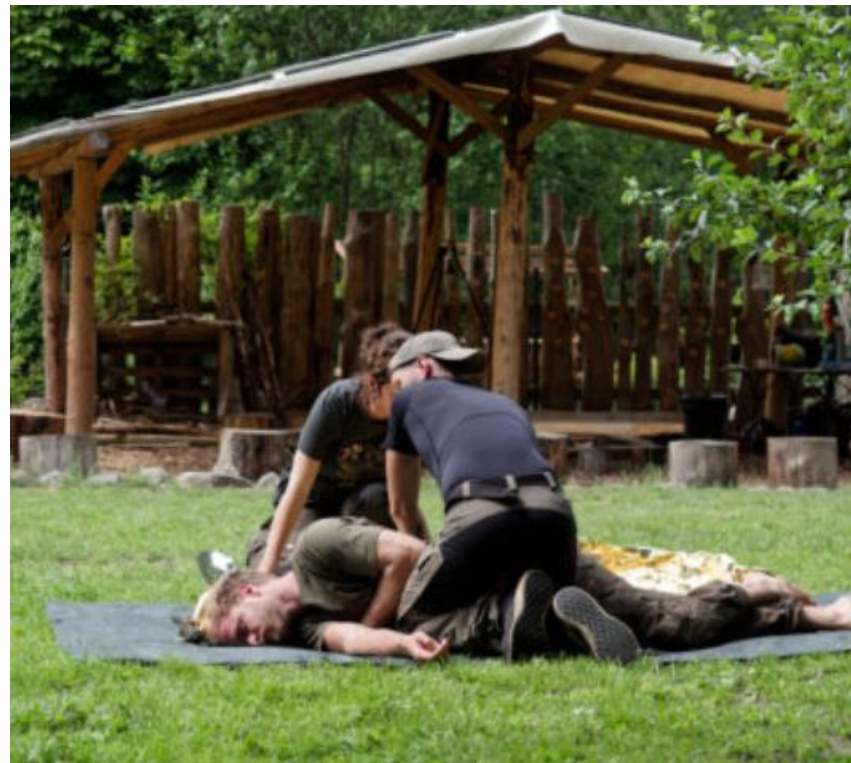
Camps & Wochenenden

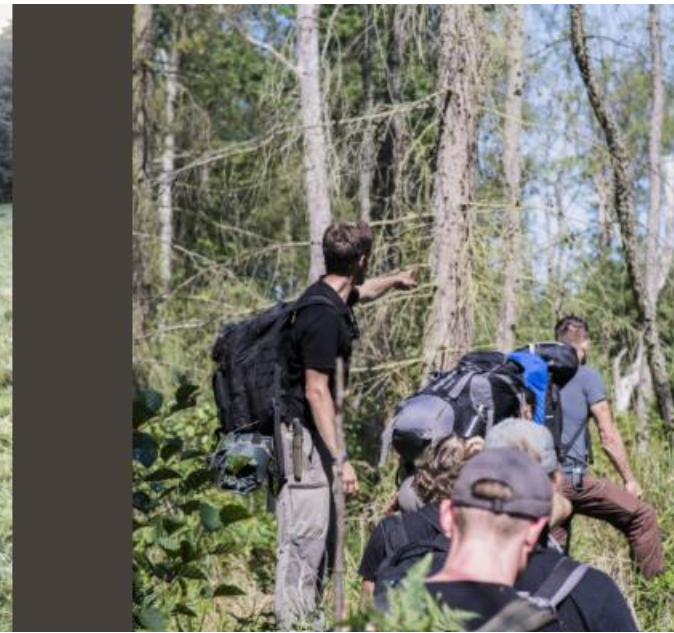
3. Verantwortung



Aus- und Fortbildungen

Wildnistrainer*in Ausbildung





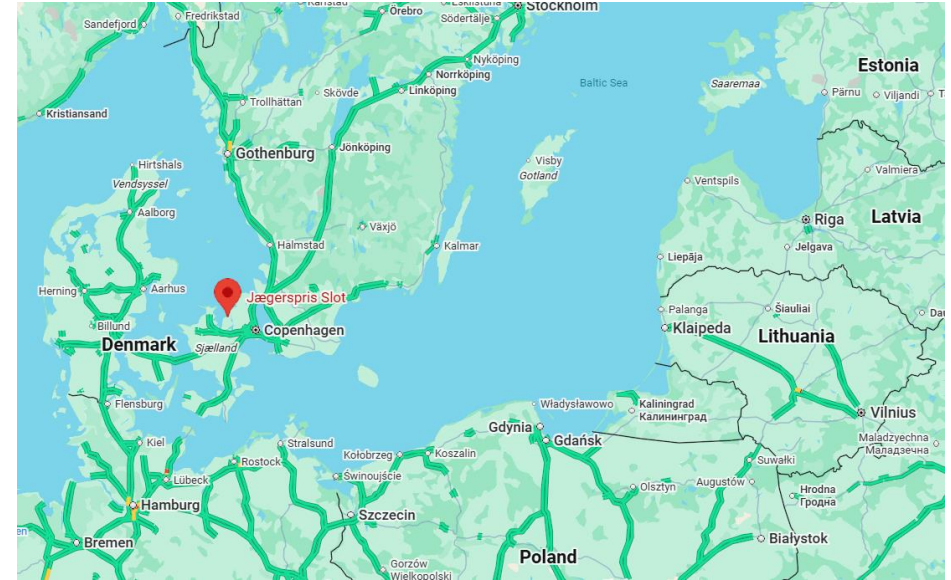
Key Takeaways

- Nature-based wellness restores human identity and resilience.
- Skills-based immersion increases confidence and wellbeing.
- Authentic communication is essential.
- Demand will grow in response to digitalisation and AI expansion.
- Sector growth requires visibility and structural support.

DENMARK: Good N-B-Well tourism practices overview

Jægerspris Castle

- Walking Through Time: Nature-Based Wellness Rooted in Royal Danish Heritage
- Jægerspris Castle is one of Denmark's oldest royal residences, located in the scenic **Fjordlandet region** and surrounded by ancient forests. Dating back to the 13th century, the castle now operates as a museum and cultural heritage site under Kong Frederik den Syvendes Stiftelse.
- Integration of:
 - Royal Danish history
 - Protected ancient forest (Nordskoven)
 - Thousand-year-old oak trees (e.g., Kongeegen)
 - Bredvig Mose primeval forest
 - The Johannes Wiedewelt Memorial Grove (54 monuments)
 - The park and forest are not secondary attractions — they are central to the visitor experience. Nature transforms the castle from a traditional museum into a broader experiential wellness and cultural destination.



Key quotation

- “Nature-based wellness is highly relevant today, as more people are **rediscovering the value of nature** for mental and physical wellbeing.”
- “Without the park and forest, the castle would function mainly as a traditional museum; **nature transforms** it into a broader experiential destination.”
- “The formula for success lies in creating accessible experiences that **connect nature and history.**”
- “Nature-based wellness does not necessarily generate immediate financial returns.”
- “Local anchoring and cooperation are essential for success.”

Thematic Analysis

Theme	Description	Illustrative Evidence
Heritage as a Pathway to Wellness	Wellbeing emerges through historical immersion. Walking among ancient trees and royal monuments connects visitors to nature and identity, fostering mindful reflection.	“Walking through the forest here is like walking through Danish history.” “We want visitors to experience wellness through culture — a calm mind and an active body.”
Nature as a Living Museum	Nature acts as an active co-curator of the visitor experience. Ancient trees and forest continuity anchor emotional wellbeing, providing a sense of belonging and functioning as a therapeutic, cultural landscape.	“Our park and forest are as much a part of the museum as the castle itself.” “The ancient oaks — Kongeegen, Storkeegen, Snoegen — are witnesses of time and wellbeing anchors for visitors.”
Mindfulness and Movement in Heritage Settings	Integration of gentle physical activity (walking, running, orienteering) with mental reflection promotes mental balance and physical vitality, following evidence-based wellbeing practices.	“The park invites quiet reflection, but also gentle activity — walking, running, orientation.”
Innovation through Digital Storytelling	Low-impact digital tools (QR codes, audio guides) enhance engagement with heritage and nature while supporting mindful reflection rather than distraction.	“We imagine audio guides as ‘history for your evening walk’ — engaging, calm, and personal.”
Accessibility and Inclusion	Open, barrier-free access to the park enables spontaneous interaction with nature and culture, fostering wellness and social sustainability, especially for local and low-mobility visitors.	“The park is open to all — people can come anytime, walk freely, and make their own wellness experience.”
Regenerative and Cross-Border Vision	Focus on regenerative tourism and sustainable travel connects cultural and natural landmarks, restoring landscapes and communities while promoting wellbeing.	“We want to connect cultural and natural landmarks through cycling and sustainable travel — not only for tourism but for wellbeing.”

Elements Used in Practice

Element / Dimension	Insight / Description	Example in Practice
Ancient Forest Immersion	Experiencing prehistoric forest landscapes	Bredvig Mose protected primeval forest
Monument-Based Storytelling	Outdoor cultural learning through walking	54-monument Memorial Grove
Digital Cultural Access	Enhancing autonomy and personalization	QR-coded monuments
Physical Activity Integration	Blending movement with education	Orienteering with running club
Hiking Partnerships	Collaboration with nature organizations	Danish Hiking Association projects
Open-Access Design	No strict engagement barriers	Free park access
Planned Audio Guides	Making storytelling immersive	Development underway

Impact on Health and Wellbeing

Dimension	Impact / Outcome	Example in Practice
Mental Wellbeing	Stress reduction, mood enhancement	Walking in Nordskoven
Emotional Reflection	Connection to history and identity	Memorial Grove monuments
Physical Health	Light-to-moderate physical activity	Orienteering routes
Mindfulness & Contemplation	Quiet immersion in biodiversity	Bredvig Mose
Social Wellbeing	Community engagement	Running club collaboration
Autonomy & Personal Agency	Self-directed experiences	QR-code navigation

Key success factors

- Strong authenticity (royal + ancient forest setting)
- Unique fusion of culture and nature
- Low-threshold accessibility
- Digital tools enhancing autonomy
- Strong local anchoring and partnerships
- Scenic, peaceful environment
- Historic credibility dating to the 13th century

Challenges

- Limited time and financial resources
- Marketing nature-oriented audiences is difficult
- NBWell does not generate immediate revenue
- Need to align new initiatives with heritage storytelling
- Seasonal concentration of visitors
- Lack of structured international collaboration

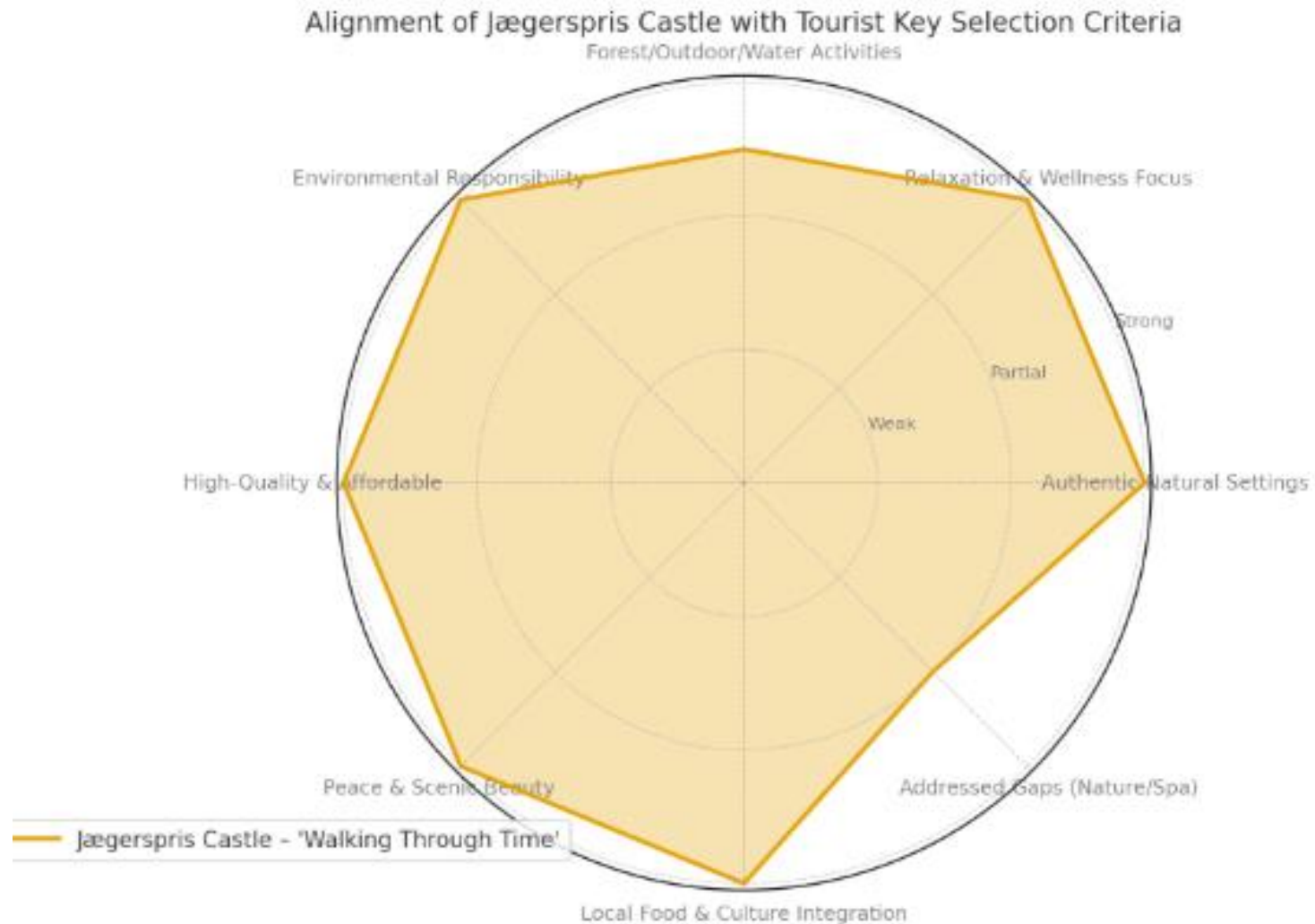
Future vision

- Jægerspris Castle sees strong potential in the expansion of nature-based wellness tourism.
- Planned and envisioned developments include:
- Development of immersive audio guides
- Integration into cycling-based NB-Well routes
- Participation in cross-border heritage collaborations
- Regenerative tourism alignment
- Strengthening digital storytelling
- Sustainable mobility promotion
- Growth requires:
- Sustained investment
- Clear business framework
- Strong shared value propositions

Connection analysis between the tourist key selection criteria

Tourist Selection Criterion	Jægerspris Castle Alignment	Remarks / Strengths
Authentic natural settings	✔ Strong	Ancient oaks and parkland as living heritage
Relaxation, recreation, wellness	✔ Strong	Mental calm, mindful walking, gentle recreation
Forest/outdoor/water activities	✔ Partial–Strong	Forest & outdoor strong; limited water
Environmental responsibility	✔ Strong	Low-impact, regenerative tourism principles
High-quality & affordable	✔ Strong	Free, inclusive, meaningful experience
Peace, privacy, scenic beauty	✔ Strong	Tranquil, historic, and scenic natural setting
Local culture & community values	✔ Strong	Deep integration of Danish history and identity
Addressed gaps (nature/spa)	⚠ Partial	Strong on nature; lacks spa integration

Service alignment across 8 key selection criteria





Key takeaways

- Nature transforms heritage into wellness.
- Cultural storytelling deepens nature immersion.
- Accessibility is more important than luxury.
- Digital tools can enhance low-impact engagement.
- Local partnerships are crucial.
- Nature-based wellness may build long-term value rather than immediate financial returns.
- Regenerative and cycling-based tourism represent major future opportunities.
- **Jægerspris Castle** offers a **cultural–natural hybrid model** of wellness where **heritage and landscape** work together to promote **mental balance, reflection, and connection to identity**.

Sagnlandet Lejre

- Located in Lejre, Denmark, is an **open-air research and experience center** covering 43 hectares of **forests, meadows, lakes, and hills**.
- It combines **prehistoric storytelling, outdoor engagement, biodiversity, and hands-on activities** within a natural and cultural landscape.
The site offers a unique form of **“living history wellness”** — blending **physical movement, learning, and regenerative tourism** in a peaceful, nature-immersed environment.



Thematic Analysis

NBWell Theme	Description	Illustrative Evidence / Quotation
Authenticity and Nature Integration	Nature is central; experiences occur directly in forests, lakes, meadows, and reconstructed prehistoric environments.	Elevated boardwalks through treetops and animal enclosures; open natural spaces for play and discovery.
Healing Through Multi-Sensory Experience	Visitors engage multiple senses via hands-on prehistoric activities, physical movement, and environmental exploration.	Archery, fire-making, canoeing, outdoor cooking, animal care; nudging design encourages movement and reduces screen time.
Cultural and Historical Inspiration	Combines prehistoric storytelling and living history to create immersive cultural experiences.	13,000 years of living history presented in reconstructed environments; workshops integrating traditional skills.
Education and Awareness	Promotes learning, nature literacy, and environmental stewardship among visitors.	Thematic weeks, seasonal workshops, and guided exploration programs; research-driven educational programming.
Community and Collaboration	Strong local and regional engagement with communities, schools, and tourism platforms.	Partnerships with local municipalities; collaboration with national tourism initiatives.
Sustainability and Regenerative Tourism	Operations integrate conservation, eco-friendly design, and long-term nature stewardship.	Elevated walkways to protect sensitive areas; reinvestment in landscape care, sustainable visitor behavior promotion.

Elements used in practice

Element	Description	Example in Practice
Sensory	Multi-sensory engagement through touch, movement, sight, hearing, and smell	Archery, fire-making, canoeing, elevated boardwalk experience, outdoor cooking
Mindfulness & Mental Awareness	Encourages presence, focus, and environmental awareness	Hands-on activities, outdoor exploration, reduced screen exposure, reflective workshops
Cultural & Heritage-Based	Integration of prehistoric culture and traditional skills	Storytelling of 13,000 years of living history, reconstructing past settlements, seasonal rituals
Physical & Movement	Outdoor activity for fitness, coordination, and engagement	Canoeing, walking trails, nudged movement via elevated paths, archery practice
Nature Immersion / Place-Based	Direct contact with forests, lakes, meadows, and biodiversity	Elevated treetop paths, meadow exploration, wildlife observation, forest trails
Social & Community	Learning, collaboration, and family engagement	Workshops, school visits, family-friendly activities, thematic weeks
Sustainability & Environmental Ethics	Protects ecosystems while educating visitors	Elevated walkways to reduce impact, reinvestment in landscape preservation, regenerative tourism practices

Impact on Health and Wellbeing

Health/Wellbeing Dimension	Impact / Outcome	Example in Practice
Physical Health	Encourages movement, coordination, and fitness	Canoeing, archery, walking on trails, outdoor play
Mental & Emotional Health	Reduces stress, enhances focus, and promotes curiosity	Hands-on prehistoric activities, immersive cultural experiences, forest exploration
Social & Community Wellbeing	Strengthens family bonds and community participation	Group workshops, school programs, thematic weeks
Cognitive & Learning	Enhances environmental literacy, historical knowledge, and problem-solving	Storytelling, reconstruction activities, guided exploration
Lifestyle & Preventive Wellness	Promotes active engagement with nature and sustainable habits	Nudging design for movement, outdoor play, nature-based learning

Key Success Factors

- **Authentic, Immersive Experiences** – Combining natural landscapes and living history.
- **Multi-Sensory Engagement** – Hands-on prehistoric activities engaging sight, touch, and movement.
- **Cultural & Educational Focus** – Storytelling and research-driven workshops enhance learning and wellbeing.
- **Community and Network Collaboration** – Partnerships with schools, municipalities, and tourism platforms.
- **Sustainability Leadership** – Elevated walkways, landscape preservation, regenerative tourism practices.
- **Scalable & Research-Driven Model** – Potential for cross-border replication and digital integration.

Challenges

- **Seasonal Operation** – Peak visitor periods require careful resource planning; off-season engagement is limited.
- **Maintaining Authenticity at Scale** – Preserving immersive experiences for large visitor numbers.
- **Balancing Access and Conservation** – Ensuring inclusivity while protecting sensitive ecosystems.
- **Cross-Border Knowledge Transfer** – Adapting experiences to other regions while maintaining cultural and environmental relevance.

Future Vision

- **Regenerative Tourism Expansion** – Increase trails, workshops, and immersive activities while protecting biodiversity.
- **Cross-Border Collaboration** – Partner with similar NBWell and cultural heritage centers across Europe.
- **Digital Engagement** – Develop virtual storytelling, educational content, and online nature-based experiences.
- **Inclusive, Accessible Experiences** – Expand infrastructure for all ages and abilities while maintaining ecological integrity.
- **Research & Knowledge Sharing** – Continue as a hub for sustainable nature-based education and living history research.

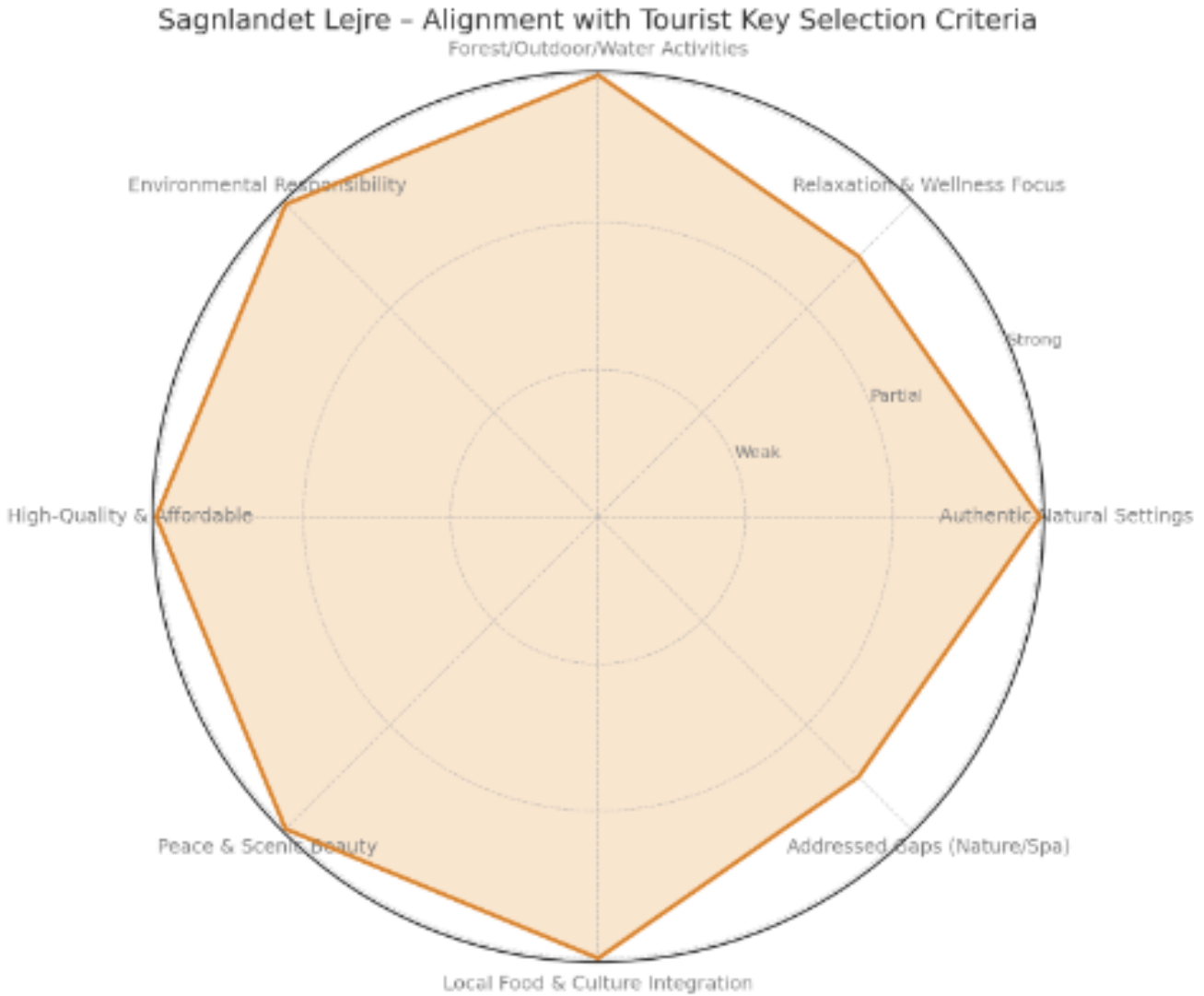
Areas for future development

- Introduce **nature-based relaxation and mindfulness modules** (e.g., forest bathing, sound therapy).
- Expand **blue-wellness elements** (lakeside meditation or floating trails).
- Develop **cross-border NBWell partnerships** to share educational and regenerative methods.

Connection analysis between the tourist key selection criteria

Tourist Selection Criterion	Sagnlandet Lejre Alignment	Remarks / Strengths
Authentic natural settings	✔ Strong	Real landscape integration, biodiversity, ecological authenticity
Relaxation, recreation, wellness	✔ Partial–Strong	Focus on active wellness through engagement and education
Forest/outdoor/water activities	✔ Strong	Forest trails, canoeing, outdoor workshops
Environmental responsibility	✔ Strong	Regenerative tourism, biodiversity protection
High-quality & affordable	✔ Strong	Research-based, accessible, inclusive pricing
Peace, privacy, scenic beauty	✔ Strong	Vast, scenic area balancing activity and tranquility
Local food & culture integration	✔ Strong	Heritage storytelling, hands-on cultural learning
Addressed gaps (nature/spa)	⚠ Partial	Nature immersion strong; no spa services

Service alignment across 8 key selection criteria



Surroundings



EDUCATION

Activities



TRAINING COURSES



CAMP SCHOOLS



ON YOUR OWN



TEACHING IN BÅLDALEN

Meet the animals The barbecue awaits Take a



TEACHING THE IRON AGE



TEACHING IN THE VIKING AREA



TEACHING IN THE 1850S

- 1 Indgang og butik**
Entrance and shop - Eingang und Geschäft
- 2 Velkomstcenter og biograf**
Toilets, baggagebox and administration
Visitor Centre, toilets, cinema, etc.
Besucherzentrum, Toiletten, Kino u.s.w.
- 3 Kongehallen - Danmarks største vikingehal**
The Viking Kings Hall
Königshalle aus der Wikingerzeit.
Støttet af - funded by - gefördert von:
• A.P. Møller og Hustru Chastine Mc-Kinney
Møllers Fond til almene Formaal
• Augustinus Fonden
- 4 Vikingepladsen**
The Viking site - Das Wikingergelände
- 5 Vikingepladsen Skovhuset**
The Viking Forest House - Die Wikingerwaldhaus
- 6 Dyrefolden**
Animal pen - Tiergehege
- 7 Båldalen, formidlingshus og familieaktiviteter**
Fire Valley, activity house and family area
Feuertal, Aktivitätshaus und Familienbereich
- 8 Cafe Hvidesøhus - smugkro siden 1836**
Café - Gaststätte
- 9 Keglebane**
Bowling alley - Kegelbahn
- 10 Det Lille Hus**
Toilets - Toiletten
- 11 Harpestrengs Have, middelalderhave**
Medieval garden - Mittelalterlicher Garten
- 12 Stenaldergrave**
Neolithic tombs - Neolithische Gräber

- 15 Iron Age smithy - Eisenzeitschmiede**
 - 16 Jernalderlandsbyen Lethra**
Iron Age Village - Eisenzeitdorf
 - 17 Oren**
Grasslands - Grasland
 - 18 Arkæologisk vandsold og værksted**
Archaeological workshop - Archäologische Werkstatt
 - 19 Bueskydning og spydkast**
Archery and javelins - Bogenschiessen und
Speerwerfen
 - 20 Skovturspavillon**
Picnic pavillion - Picknick-Pavillon
 - 21 Natursti - Nature trail - Naturpfad**
 - 22 Karpøkajen - Carp Dock - Karpfen Anlegeplatz**
 - 23 Smedje, nyere tid - Smithy - Schmiede**
 - 24 Potteri - Pottery - Töpferei**
 - 25 Dragt værksted**
Textile Workshop - Textilwerkstätte
 - 26 Vildsvinefold**
Wild boar pen - Wildschweingehege
 - 27 Landbohuse Krikkebjerg huse**
Smallholding - Kleinbauernhäuser
 - 28 Det kloge træ**
The wise tree - der Baum der Weisheit
 - 29 Skibssætningen**
The Viking Age Stone Ship - die Schiffssetzung
 - 30 Sumpbroen**
The swamp bridge - die Sumpflücke
 - 31 Uroksernes fold**
Aurochs pen - Aurochsengehege
 - 32 Stenalderleil Ranaa - Istidsjægerfelt**
Ice Age hunter tent - Steinzeitzelt der ersten Jäger
 - 33 Stenalderhytten Traha - Maglemosehytte**
Aurochs hunter hut - Aurochsensjägerhütte
 - 34 Spangelt, stenalderbro**
The Stone Age log bridge - steinzeitliche
Baumstammbrücke
 - 35 Stenalderbopladsen Athra - Ertebøllehytte**
Mesolithic Stone Age settlement -
Mittelsteinzeitliche Niederlassung
 - 36 Offermosen**
Sacrificial bog - Opfermoor
 - 37 Varpelevvejen, oldtidsvej**
Iron Age road - Eisenzeitlicher Weg
 - 38 Danselabyrinten**
Dance labyrinth - Tanzlabyrinth
- Madpakke område - packed lunch area -
Lunchpaket Bereich**
 - Toiletter - Toilets - Toiletten**
 - Café Hvidesøhus - Hvidesøhus café -
Gaststätte**



- Blå rute 1,5 km.**
Farbar med kørestole, træk- og klapvogne.
wheelchair, pull-cart, and pushchair.
- Blue route 1,5 km -** Passable with
wheelchair, pull-cart, and pushchair.
- Blaue Route 1,5 km -** Begehrbar mit
Rollstuhl und Kinderwagen.
- Gul rute 3,5 km -** Naturskøn panoramatur -
kun for de feriangående.
- Yellow route 3,5 km -** Beautiful trekking
path - only passable for good walkers.
- Yellow route 3,5 km -** Schöner
Spaziergang für Leute, die gut zu Fuss sind.

App & Audio-Adventures

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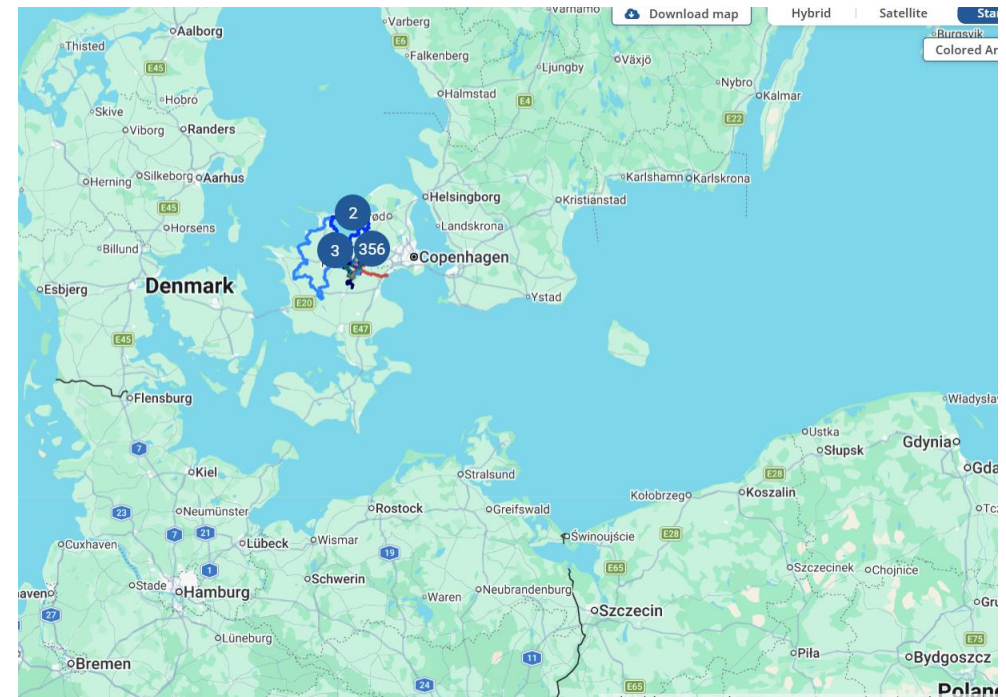


Key takeaways

- **Living heritage as wellness:** Combines nature, history, and mindfulness.
- **Educational and family-centered well-being:** Encourages physical activity and emotional connection.
- **Regenerative and inclusive design:** Protects nature while expanding access.
- **Sustainable identity:** Reinforces Denmark's leadership in sustainable tourism and cultural wellness.
- **Sagnlandet Lejre** stands as a **best-practice hybrid model of nature-based, cultural, and regenerative tourism**. It transforms nature and heritage into **tools of wellness, learning, and reflection**, aligning with seven of eight key NBWell selection criteria.

Nationalpark Skjoldungernes Land

- Nationalpark Skjoldungernes Land in Denmark offers a nature-based wellness experience rooted in **authentic landscapes, cultural heritage, and outdoor recreation**.
- Located in a scenic area of **forests, fjords, meadows, and historic sites**, the park provides visitors with opportunities for hiking, cycling, kayaking, and quiet nature immersion.
- The park's approach focuses on promoting **physical activity, mental relaxation, and connection with nature** through accessible outdoor experiences rather than structured spa services.
- By combining biodiversity conservation, cultural storytelling, and sustainable tourism practices, the park supports wellbeing while protecting the natural environment.



Key Quotations

Theme	Key Quotation
Nature and Wellbeing Philosophy	“Nature, landscape, culture and history together can contribute to human wellbeing, both physically and mentally.”
Nature as the Core Asset	“Forests, coastal areas, fjords and open land are not a backdrop but the core asset that enables wellbeing, reflection, physical activity and nature connection.”
Quiet Recreation	“Our work to support quiet outdoor recreation is one example of how nature-based experiences can foster nature connectedness and improve wellbeing.”
Formula for Success	“The formula for success lies in protecting and activating nature at the same time.”
Partnership Approach	“A clear best practice is working through partnerships rather than isolated initiatives.”
Simple Nature Experiences	“Low-threshold activities such as walking, cycling, nature interpretation and storytelling allow visitors to engage with nature at their own pace.”
Future of NBWell	“The future of nature-based wellness tourism lies in quality rather than quantity.”
Advice for Operators	“Start from the place itself: understand the nature, stories and values of the local area before developing new products.”
Broader Role of NBWell	“Nature-based wellness should not be seen solely as a tourism product, but as part of a broader societal agenda related to public health, quality of life and sustainable land use.”

Thematic analysis

NBWell Theme	Description	Illustrative Evidence / Quotation
Authenticity and Nature Integration	The landscape itself is the primary wellness resource, with forests, fjords and open cultural landscapes enabling reflection, movement and nature immersion.	“Forests, coastal areas, fjords and open land are not a backdrop but the core asset that enables wellbeing.”
Quiet Recreation and Mental Restoration	Special focus on calm outdoor experiences that support reflection, mental restoration and nature connection.	Development of “ Quiet Outdoor Recreation ” facilities designed to foster nature connectedness and wellbeing.
Cultural Landscape and Heritage Integration	Cultural narratives, Viking history and traditional land use are integrated into the nature experience.	Guided storytelling walks linking Viking heritage and landscape history.
Accessible Outdoor Recreation	The park facilitates simple activities accessible to everyone, encouraging participation without complex infrastructure.	Hiking routes, cycling paths, open access landscapes, nature interpretation.
Partnership-Based Development	Collaboration with municipalities, tourism actors and local communities ensures sustainable destination development.	“A clear best practice is working through partnerships rather than isolated initiatives.”
Sustainability and Regenerative Tourism	Visitor experiences are designed to protect biodiversity while enabling access and learning.	Emphasis on balancing accessibility with nature protection and encouraging sustainable visitor behaviour.

Implication for N-B-Well

Analytical Dimension

Core Idea

Implication for NBWell

Nature as Core Wellness Asset

Large natural landscapes enable wellbeing without requiring built wellness infrastructure.

National parks can function as large-scale wellness environments.

Quiet Recreation Approach

Calm, low-impact recreation promotes reflection and mental restoration.

NBWell initiatives should integrate silent or slow experiences such as walking and nature observation.

Cultural Landscape Interpretation

Historical storytelling enriches the nature experience and deepens place connection.

Cultural heritage can strengthen the emotional value of NBWell experiences.

Partnership Governance

Collaboration between municipalities, tourism actors and local communities is essential.

NBWell destination development should rely on multi-stakeholder governance.

Accessibility and Low-Threshold Activities

Simple activities allow wide participation.

Walking, cycling and storytelling can be powerful wellness tools without high investment.

Conservation and Visitor Balance

Wellness tourism must respect ecosystem limits.

Visitor management strategies are essential for sustainable NBWell destinations.

Elements used in practice

Element	Description	Example in Practice
Sensory Nature Experience	Immersion in landscapes through sight, sound and movement.	Walking along fjords, forest trails and open meadows.
Mindfulness and Reflection	Quiet outdoor environments promote calmness and mental clarity.	Quiet recreation zones designed for reflection.
Cultural and Heritage-Based	Integration of history and storytelling with nature experiences.	Viking heritage narratives and landscape interpretation walks.
Physical Activity	Nature trails encourage movement and healthy outdoor recreation.	Hiking and cycling routes across the park.
Nature Immersion / Place-Based	Direct contact with diverse ecosystems such as forests, fjords and agricultural landscapes.	Open access to large natural areas for walking and exploration.
Educational and Cognitive	Nature interpretation fosters environmental awareness and learning.	Outdoor learning programs and guided storytelling experiences.
Social and Community	Activities create connections among local communities and visitors.	Guided walks and community-based events.
Sustainability and Environmental Ethics	Conservation principles guide visitor experiences and tourism development.	Visitor management and biodiversity protection initiatives.

Impact on Health and Wellbeing

Health & Wellbeing Dimension	Focus Area	Example Activities	Key Outcomes
Physical Health	Outdoor movement	Hiking trails, cycling routes, nature exploration	Improved fitness, endurance and overall vitality
Mental and Emotional Health	Reflection and calm	Quiet recreation areas, nature immersion	Reduced stress, improved mental restoration
Cognitive and Learning	Environmental awareness	Storytelling experiences, outdoor learning	Increased knowledge of nature and cultural landscapes
Social and Community Wellbeing	Shared outdoor experiences	Guided walks, community events	Strengthened social interaction and sense of belonging
Lifestyle and Preventive Health	Nature connection	Open access to landscapes for recreation	Encourages active lifestyles and regular nature contact

Key Success Factors

- **Large-scale natural landscapes as the core wellness asset**
- **Low-threshold outdoor activities accessible to all visitors**
- **Strong partnership model with municipalities, tourism actors and communities**
- **Integration of cultural storytelling with nature experiences**
- **Focus on quiet recreation for mental restoration**
- **Strategic governance balancing tourism and conservation**
- The park's philosophy emphasizes **protecting and activating nature simultaneously** to create meaningful experiences while safeguarding biodiversity and cultural heritage.

Challenges

Challenge

Balancing Access and Conservation

Stakeholder Coordination

Sustainable Visitor Growth

Governance Complexity

Description

Growing visitor interest may put pressure on sensitive ecosystems, requiring careful visitor management.

Aligning municipalities, tourism actors, NGOs and communities around shared goals.



Ensuring that increased demand for nature experiences does not harm biodiversity.

Integrating tourism development with conservation policies and land ownership structures.

Future vision

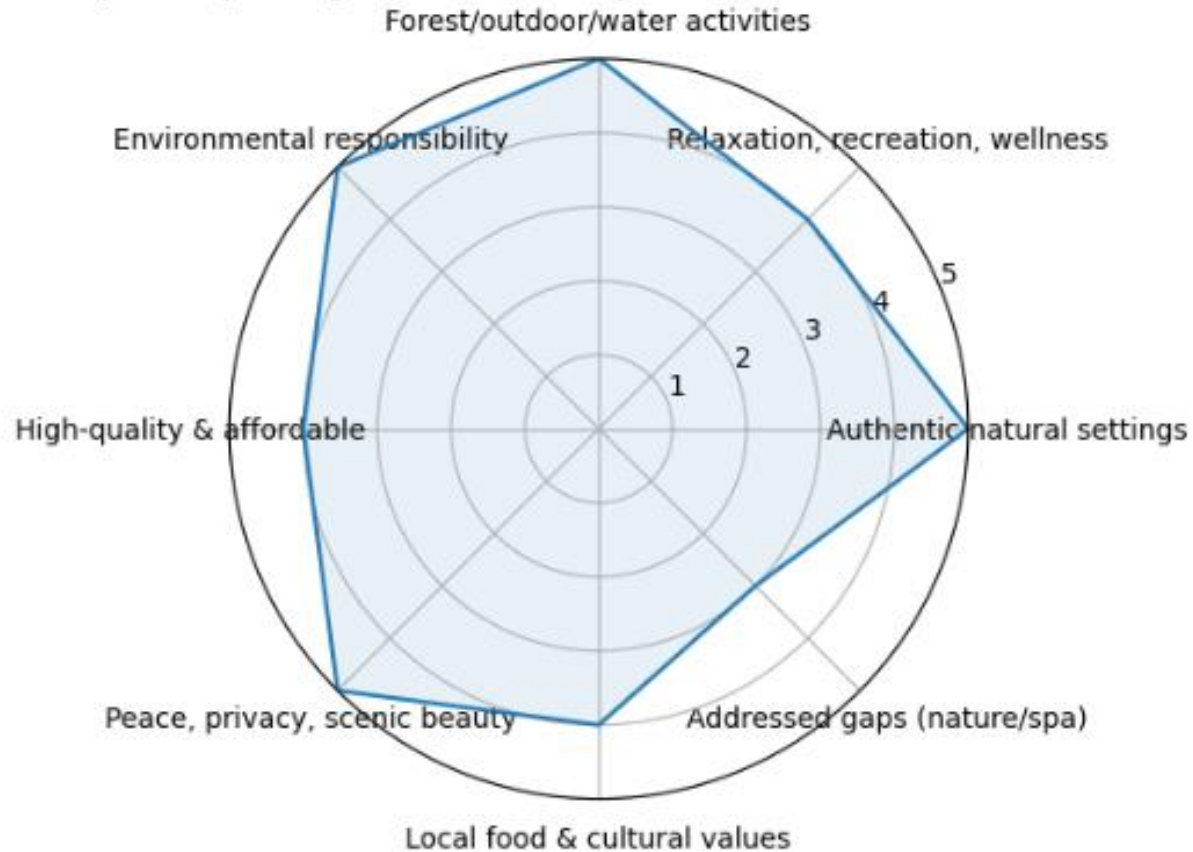
- Development of **nature-based wellness concepts connected to forests and fjord landscapes**
- Strengthening **visitor management and sustainable recreation strategies**
- Expansion of **international knowledge exchange and cross-border projects**
- Integration into **international nature-based tourism routes**
- Continued focus on **quality experiences rather than high visitor numbers**
- The park envisions **nature-based wellness as part of broader destination development that supports both human wellbeing and ecosystem resilience.**

Connection analysis between the tourist key selection criteria

Tourist Selection Criterion	Nationalpark Skjoldungernes Land Alignment	Remarks / Strengths
Authentic natural settings	 Strong	Large protected landscapes with forests, fjords, meadows, and cultural heritage sites provide highly authentic nature experiences.
Relaxation, recreation, wellness	 Moderate	Quiet recreation such as hiking, cycling, and nature observation supports relaxation and mental wellbeing, though structured spa services are limited.
Forest/outdoor/water activities	 Strong	Extensive opportunities for hiking, cycling, kayaking, and outdoor learning in forest and fjord environments.
Environmental responsibility	 Strong	Strong commitment to biodiversity protection, sustainable visitor management, and environmental education.
High-quality & affordable	 Moderate	Public national park access ensures affordability, but wellness-specific infrastructure or premium services are limited.
Peace, privacy, scenic beauty	 Strong	The park emphasizes quiet nature experiences and scenic landscapes ideal for restoration and reflection.
Local food & cultural values	 Moderate	Cultural heritage interpretation and cooperation with local actors exist, though food experiences are not central to the service.
Addressed gaps (nature/spa)	 Limited–Moderate	Strong nature-based wellbeing potential, but limited integration with spa or structured wellness facilities.

Service alignment across 8 key selection criteria

Nationalpark Skjoldungernes Land - Alignment with Tourist Selection Criteria

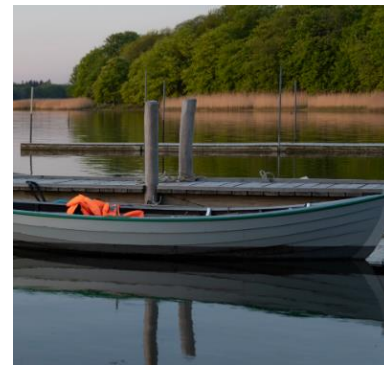


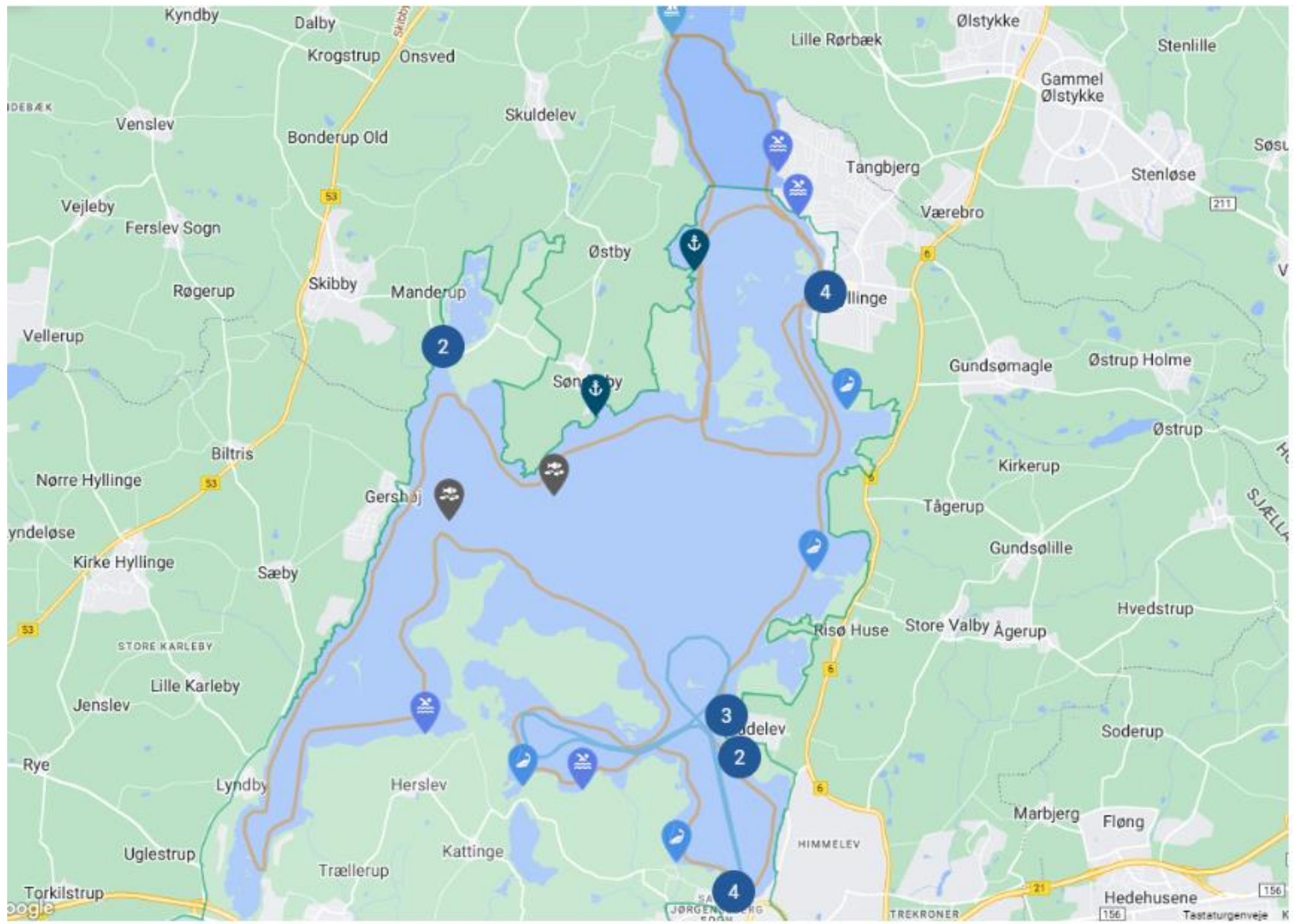
- The **strongest alignment** lies in **nature authenticity, environmental responsibility, outdoor activities, and tranquility.**
- Moderate alignment** exists in **wellness services and cultural-food integration.**
- The **main gap** is the **limited spa or structured wellness infrastructure**, meaning the park's wellbeing value comes mainly from **nature immersion rather than formal wellness services.**



Activities

hiking, running, cycling, horseback riding, birding, sailing, swimming, and fishing, Viking Ship Museum.





Key Takeaways

- Nature itself can function as a wellness infrastructure.
- Quiet outdoor recreation is a powerful tool for mental health and restoration.
- Cultural storytelling strengthens emotional connection to landscapes.
- Simple activities like walking and cycling can deliver significant wellbeing benefits.
- Partnership-based governance is essential for sustainable NBWell development.
- National parks can play a key role in linking tourism, public health and environmental protection.

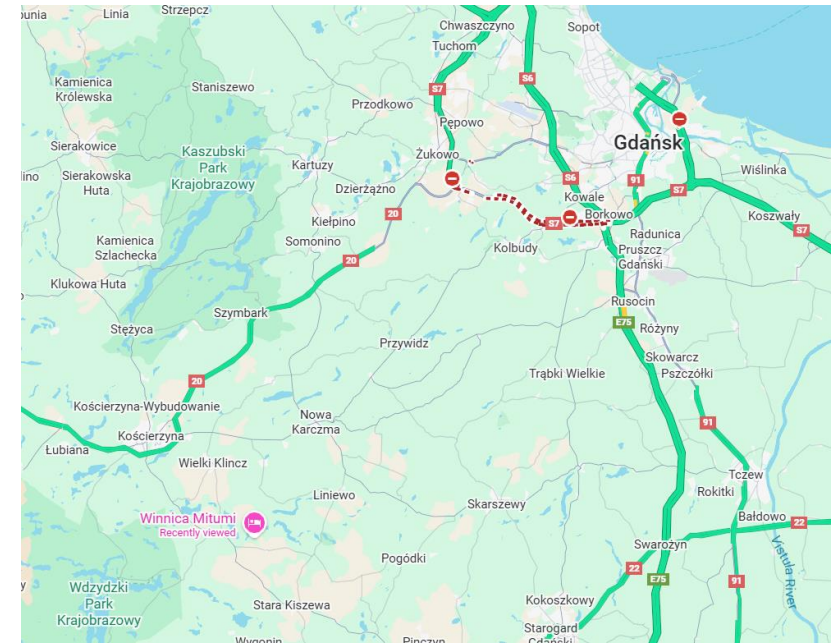
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Good N-B-Well tourism practices overview

Mitumi Vineyard

- **Wine, Nature, and Wellbeing**
- Location: **Northern Poland** (border of Kashubia and Kociewie) managed by Adam Czaja
- Core Focus: **Enotourism, ampelotherapy, and nature-based relaxation** in a vineyard landscape
- It merges **viticulture, relaxation, and eco-living** within a peaceful rural setting surrounded by forests, lakes, and lavender fields.
- Offers a tranquil retreat that invites guests to slow down, reconnect with nature, and experience ampelotherapy (grapevine therapy) and wine-based wellness.
- Each guesthouse includes a private **SPA zone** (pool, sauna, jacuzzi), blending comfort with natural simplicity. Visitors can stroll through the vineyards, taste wines, and engage in mindful activities such as observing butterflies, listening to birds, or kayaking in nearby rivers.

<https://www.winnicamitumi.pl/>



Key Quotations

- “I think [nature-based wellness] is the **future of tourism** as such. People tend to appreciate contact with nature, trying to **escape from civilisation-related illnesses.**”
- “Doing everything with an enormous **lot of passion – and loving people** – is my recipe for success.”
- “Terroir is something that can also be enjoyably experienced by guests visiting us.”
- “When guests arrive from big cities, they start to appreciate it... they **flow into that climate and get totally chilled out.**”
- “It would be a wonderful idea to have a ‘**Trail of cold climate vineyards of Baltic countries.**’”
- “People want nature, want ecology, want to rest and do not want to travel long distances.”
- “This is not only a business activity but also **a lifestyle...** you adopt a totally **different rhythm of life.**”

Thematic Analysis

Theme	Description	Illustrative Evidence
Nature as Sanctuary	The vineyard acts as a refuge from urban stress; the natural environment is central to healing and wellbeing.	“Here you can truly chill out and rest.”
Passion and Human Connection	Success depends on authenticity, passion, and empathy toward guests.	“Doing everything with passion... loving people.”
Terroir and Place Identity	Local landscapes (forests, lakes, rivers, vineyards) define the sensory and emotional experience of the stay.	“Terroir is something that can be enjoyably experienced by guests.”
Slow Living and Mindfulness	Guests learn to decelerate and rediscover simplicity; mindfulness emerges naturally from the environment.	“With time they start to appreciate it... they get totally chilled out.”
Community and Cooperation	Collaboration with other local tourism providers enhances the collective NBWell offer.	“We recommend other spots – cooperation benefits all of us.”
Regenerative Lifestyle	NBWell is seen not just as tourism but as a way of living aligned with nature’s rhythm.	“This is not only a business activity but also a lifestyle.”
Sustainability and Local Ecology	Promotes eco-friendly, low-carbon travel close to home.	“People want nature, want ecology, and do not want to travel long distances.”
Future and Networks	Advocates creation of NBWell networks, cross-border vineyard trails, and branding for local wellbeing destinations.	“Creation of a brand and association... would send a clear signal.”

Elements used in practice

Element / Dimension	Insight / Description	Example in Practice
Terroir-Based Experience	Landscape and wine culture integrated into wellness concept	Walks among vines; wine education sessions
Private SPA Infrastructure	Individual wellness facilities per accommodation unit	Houses with private pools, sauna, jacuzzi
Rural Landscape Immersion	Nature-based retreat environment	Surrounding lakes, forests, ponds and lavender fields
Slow Living Philosophy	Escape from urban stress and overconsumption	Relaxed vineyard stays focused on “chill-out”
Outdoor Recreation	Active engagement with natural surroundings	Kayaking on nearby rivers; mushroom picking
Lifestyle-Based Entrepreneurship	Wellness as life philosophy, not only business	Host-led personalized guest interaction
Sustainable Tourism Orientation	Emphasis on local tourism & reduced travel footprint	Promotion of regional wine tourism over long-distance travel

Impact on Health and Wellbeing

Dimension	Impact / Outcome	Example in Practice
Stress Reduction	Deep relaxation through rural immersion	Quiet vineyard accommodation with private spa
Emotional Wellbeing	Improved mood through scenic landscape exposure	Lavender fields, ponds, birds and natural silence
Social Wellbeing	Strengthened interpersonal connection	Wine tasting conversations and host-guest interaction
Physical Relaxation	Muscle relaxation and circulation improvement	Private sauna and jacuzzi facilities
Cognitive Detachment	Mental break from urban overload	Digital disconnection in rural setting
Lifestyle Reorientation	Encouragement of slower rhythm and ecological awareness	Vineyard-based sustainable living model

Key success factors

- **Authentic rural hospitality** with local gastronomy and artisan collaboration.
- Uses **natural surroundings (ponds, forests, vineyards)** as wellness infrastructure.
- **Private SPA Cottages:** Each accommodation combines luxury and nature immersion.
- **Ampelotherapy:** Therapeutic use of grapes and vineyard environment.
- **Eco-sustainability:** Local materials, small-scale production, minimal footprint.

Challenges

- Navigating **legal and administrative complexities** as a new entrepreneur.
- **Infrastructure constraints** (rural road quality).
- Initial lack of NBWell awareness in Poland.
- Balancing **business growth** with **lifestyle integrity**.

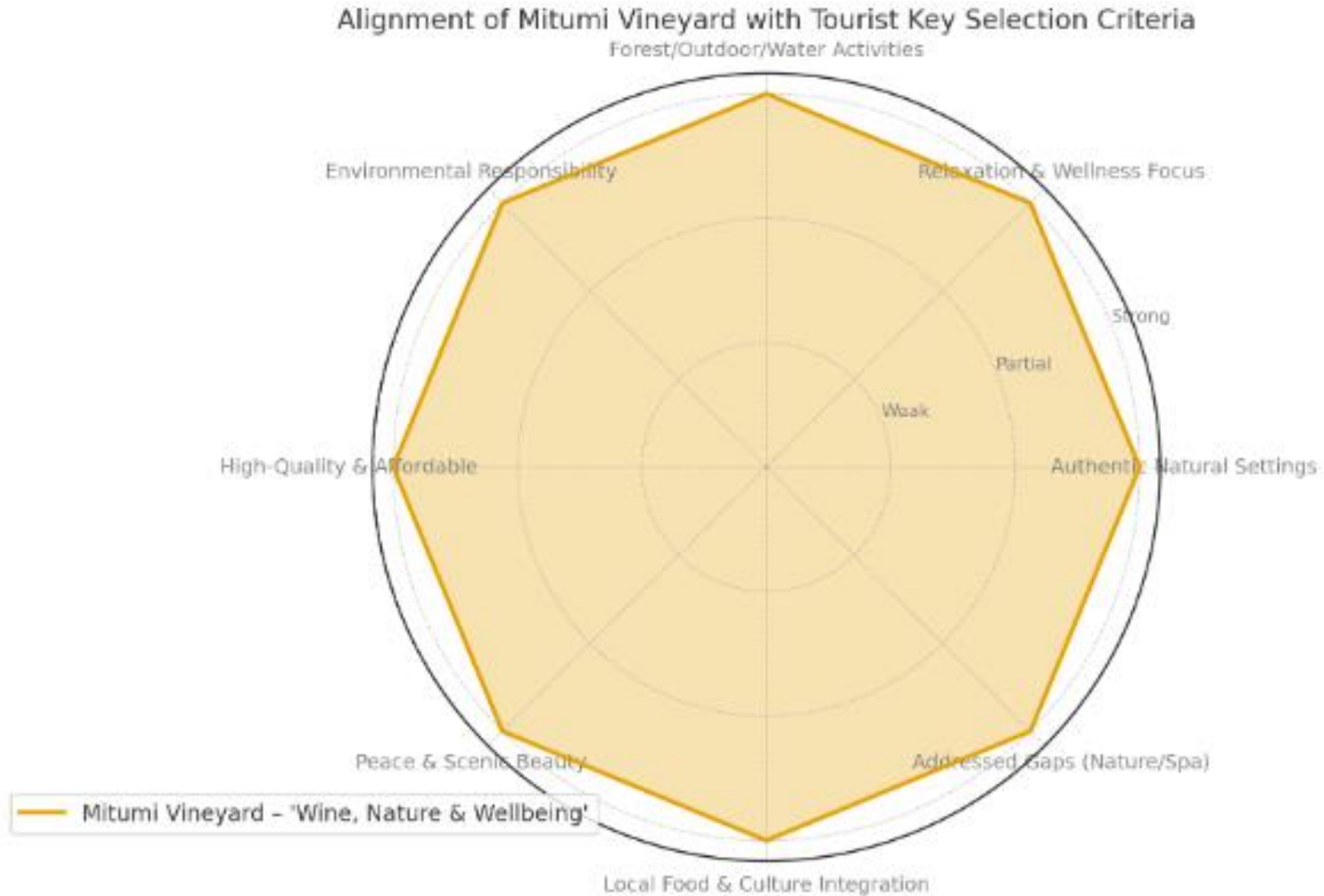
Future Vision

- “If we can provide people with a climate of Provence in Kashubia—let’s do it.”
- Creating a “**Baltic Cold-Climate Vineyard Trail**” connecting Northern European wineries and wellness spots.
- Promoting **local, short-distance tourism** over long-haul travel.
- Establishing **national NBWell branding and associations** for recognition.
- Fostering **slow tourism** as an antidote to fast-paced modernity.

Connection analysis between the tourist key selection criteria

Tourist Selection Criterion	Mitumi Vineyard Alignment	Remarks / Strengths
Authentic natural settings	✓ Strong	Immersed in vineyards, forests, lakes, lavender fields
Relaxation, recreation, wellness	✓ Strong	Slow living, mindfulness, preventive wellness
Forest/outdoor/water activities	✓ Strong	Forest walks, kayaking, Kneipp, yoga
Environmental responsibility	✓ Strong	Zero-waste, eco-materials, certification in progress
High-quality & affordable	✓ Strong	Comfort + simplicity, private SPAs
Peace, privacy, scenic beauty	✓ Strong	Quiet rural setting, beautiful landscapes
Local food & culture	✓ Strong	Kashubian gastronomy, herbal rituals, local artisans
Addressed gaps (nature/spa)	✓ Strong	Integrates both natural elements and spa facilities

Service alignment across 8 key selection criteria





Surroundings and outdoor activities



Key takeaways

- Full integration of **green (forest, vineyard)** and **blue (lake, water-based)** wellness.
- **Mitumi Vineyard** embodies the transformation of a traditional vineyard into a **sanctuary of calm, sensory pleasure, and mindful living**.
- Its success lies in its **human authenticity, environmental harmony, and integration of wine culture with wellness principles**.
- Mitumi reflecting a **fully integrated, sustainable, and high-quality model** of nature-based wellness that unites authentic landscapes, comfort, and cultural identity.
- **Mitumi Vineyard** represents a **balanced, multi-sensory model** that unites **nature, culture, comfort, and sustainability** — providing both **physical relaxation** and **emotional rejuvenation**.

Agrotourism and Vineyard “Pod Orzechem”

- Agrotourism and Vineyard “Pod Orzechem” is a small-scale, family-run, nature-based wellness initiative located in **Miradowo**, Poland.
- Operating **seasonally** from spring to autumn, the site combines **agritourism, enotourism, outdoor wellness, and healthy cuisine in a rural, low-impact environment surrounded by forests and lakes.**
- Founded in 2006, the initiative is deeply rooted in a lifestyle approach rather than a commercial wellness model. The place offers space, calm, and authenticity, with the vineyard serving as both a symbolic and functional core of the experience. The offer is intentionally designed for families with children, prioritising safety, freedom of movement, and stress-free rest for parents.
- Nature is not treated as a backdrop but as the primary medium through which health, well-being, education, and regeneration are delivered.



Key Quotations

- “**Nature-based wellness is a lifestyle** rather than a product. Guests feel immediately whether something is authentic or only a marketing concept.”
- “The foundation of our offer is **space** – space to walk, observe, slow down, and simply be in nature.”
- “Parents are not looking for attractions that create stress. They want **safety, predictability, and peace of mind.**”
- “Agrotourism combined with enotourism falls **between** systems – it is neither classic agriculture nor standard tourism.”
- “Growth should never destroy the foundations on which nature-based wellness is built.”

Thematic Analysis

Theme	Description	Illustrative Evidence (Interview)
Nature-Based Wellness as a Lifestyle	Nature-based wellness is understood not as a market product but as a way of living and working, rooted in everyday rural practices and long-term values.	“Nature-based wellness tourism represents a return to simplicity and authenticity... NBWell is therefore a lifestyle rather than a product.”
Authenticity and Simplicity over Marketing	The offer rejects artificial wellness narratives and focuses on real, tangible experiences grounded in nature and farming.	“Food and rest have their roots in nature, not in marketing narratives.”
Space and Slowness as Core Wellness Assets	Open space, freedom of movement, and a slow pace are treated as fundamental wellness resources.	“The foundation of the offer is space... to walk through the vineyard, spend time outdoors, and observe nature without hurry.”
Vineyard as a Central Identity Anchor	The vineyard functions as a unique, defining feature that shapes both the atmosphere and the identity of the place.	“The vineyard itself acts as a magnet. Not every place has one.”
Family-Oriented Wellness and Safety	Wellness is deliberately designed for families with children, with safety and predictability enabling deep relaxation for parents.	“Parents are not looking for attractions that generate stress... a predictable environment and the absence of risks build trust.”
Trust-Based Guest Relationships	Trust, rather than promotion, is identified as the main driver of guest satisfaction and recommendations.	“That trust returns in the form of recommendations.”
Structural Barriers and Institutional Misfit	The initiative faces systemic challenges because agrotourism combined with enotourism does not fit existing funding and policy frameworks.	“Agrotourism combined with enotourism does not fit rigid definitions... falls between systems.”
Clear Positioning as a Success Strategy	A clearly defined, distinctive profile is seen as essential for success and long-term sustainability.	“Clear positioning has proven to be the most effective practice.”
Limits of Word-of-Mouth and Need for Networks	While personal recommendations work well, they are insufficient for broader visibility without structured cooperation.	“Word-of-mouth marketing works well, but it has its limits.”
Importance of Cooperation and Networking	Collaboration, mutual recommendations, and exchange within the sector are viewed as necessary for sustainable development.	“Nature-based wellness tourism works best when stakeholders act together, as a team.”
Growth without Loss of Authenticity	Future development should avoid scaling that undermines the natural and cultural foundations of the offer.	“The vision for the future is growth without losing authenticity.”
Need for Public and Institutional Support	Long-term development of NBWell requires active support from public institutions and policy-level recognition.	“Real support from public institutions... is crucial.”
Guiding Core Idea as Foundation of the Offer	A single strong idea should structure all decisions and make the offer understandable and distinctive for guests.	“One strong core idea should guide the offer, structure decisions, and be clear to guests.”

Elements Used in Practice

Element / Dimension	Insight / Description	Example in Practice
Nature as Core Infrastructure	Nature is the foundation of the wellness offer, not an added feature. Open space, landscape, and natural rhythms define the experience.	Large open areas allowing free movement, walking through vineyards, resting outdoors without time pressure.
Vineyard as Central Identity Element	The vineyard serves as both a symbolic and functional anchor, shaping the site's identity and guest experience.	Vineyard walks, wine tastings, wine-based wellness rituals (enotherapy).
Forest-Based Wellness Activities	Forests are used for gentle, restorative wellness activities that support mental well-being.	Forest bathing, herbal and mushroom foraging, nature workshops.
Water-Related Natural Practices	Nearby lakes and water resources support simple, nature-inspired hydrotherapy and relaxation.	Lake-side relaxation, Kneipp-inspired hydrotherapy elements.
Outdoor Physical Activity	Physical movement is embedded in nature and adapted to different age groups and fitness levels.	Hiking, Nordic walking, cycling, barefoot walking on sensory paths.
Healthy, Nature-Based Cuisine	Food is treated as an essential wellness component, rooted in local and natural ingredients.	Herbal and botanical cuisine, organic and locally sourced products.
Family-Oriented Spatial Design	The offer is deliberately designed for families with children, prioritising safety and freedom of movement.	Safe, hazard-free open spaces allowing children to explore while parents rest.
Slow Pace and Simplicity	Wellness is created through slowing down and removing unnecessary stimuli rather than adding attractions.	Minimal infrastructure, focus on rest, observation of nature, and everyday rural activities.
Educational Nature Experience	Wellness is linked with learning and awareness of nature, food origins, and rural life.	Workshops showing how food is grown, foraging activities, nature education for children.
Low-Impact Sustainability Practices	Environmental responsibility is embedded in daily operations and long-term planning.	Zero-waste initiatives, recycling, composting, plastic-free solutions, eco-certification.

Impact on Health and Well-being

Dimension	Impact / Outcome	Example in Practice
Mental Health	Reduction of stress and mental overload through immersion in calm, natural surroundings.	Guests spend time walking through vineyards, forests, and open spaces without schedules.
Emotional Well-being	Improved emotional balance and sense of inner calm linked to simplicity and authenticity.	Absence of artificial attractions; emphasis on quiet, space, and routine rural life.
Physical Health	Support for gentle physical activity and overall body regeneration.	Hiking, cycling, Nordic walking, barefoot walking on natural surfaces.
Preventive Well-being	Strengthening general health and resilience through regular contact with nature and healthy food.	Multi-day stays combining outdoor activity, rest, and natural cuisine.
Stress Management	Enhanced ability to disconnect from everyday pressures and urban overstimulation.	Slow pace, lack of crowds, no mass-tourism infrastructure.
Family Well-being	Reduced parental stress and improved family relationships through safe, shared nature experiences.	Children freely exploring outdoor spaces while parents experience peace of mind.
Cognitive and Psychological Restoration	Mental restoration through observation of natural processes and seasonal rhythms.	Vineyard care activities, observing plant growth, harvesting periods.
Lifestyle Awareness	Increased awareness of healthy lifestyles rooted in nature rather than consumption.	Education about food origins, natural farming, and sustainable living.
Social Well-being	Strengthened interpersonal bonds through shared experiences in nature.	Family activities, workshops, communal meals using local products.
Long-Term Well-being Orientation	Encouragement of sustainable habits and long-term well-being rather than short-term relaxation.	Guests adopting slower routines and nature-oriented practices beyond their stay.

Key Success Factors

- **Clear and unique identity** centred on the vineyard
- **Authenticity and consistency** built over many years
- **Strong alignment between lifestyle and offer**
- **Trust-based guest relationships** leading to word-of-mouth promotion
- **Focus on families**, a clearly defined and underserved target group
- **Low-impact use of natural resources**
- **Eco-certification** (MindScape Tourism Certification Programme) reinforcing credibility

Challenges

- Limited access to funding and investment
- Lack of institutional understanding of hybrid models (agrotourism + enotourism + wellness)
- Difficulties in international marketing and visibility
- Structural gaps between agricultural, tourism, and wellness policy frameworks
- Seasonality of operations

Future Vision

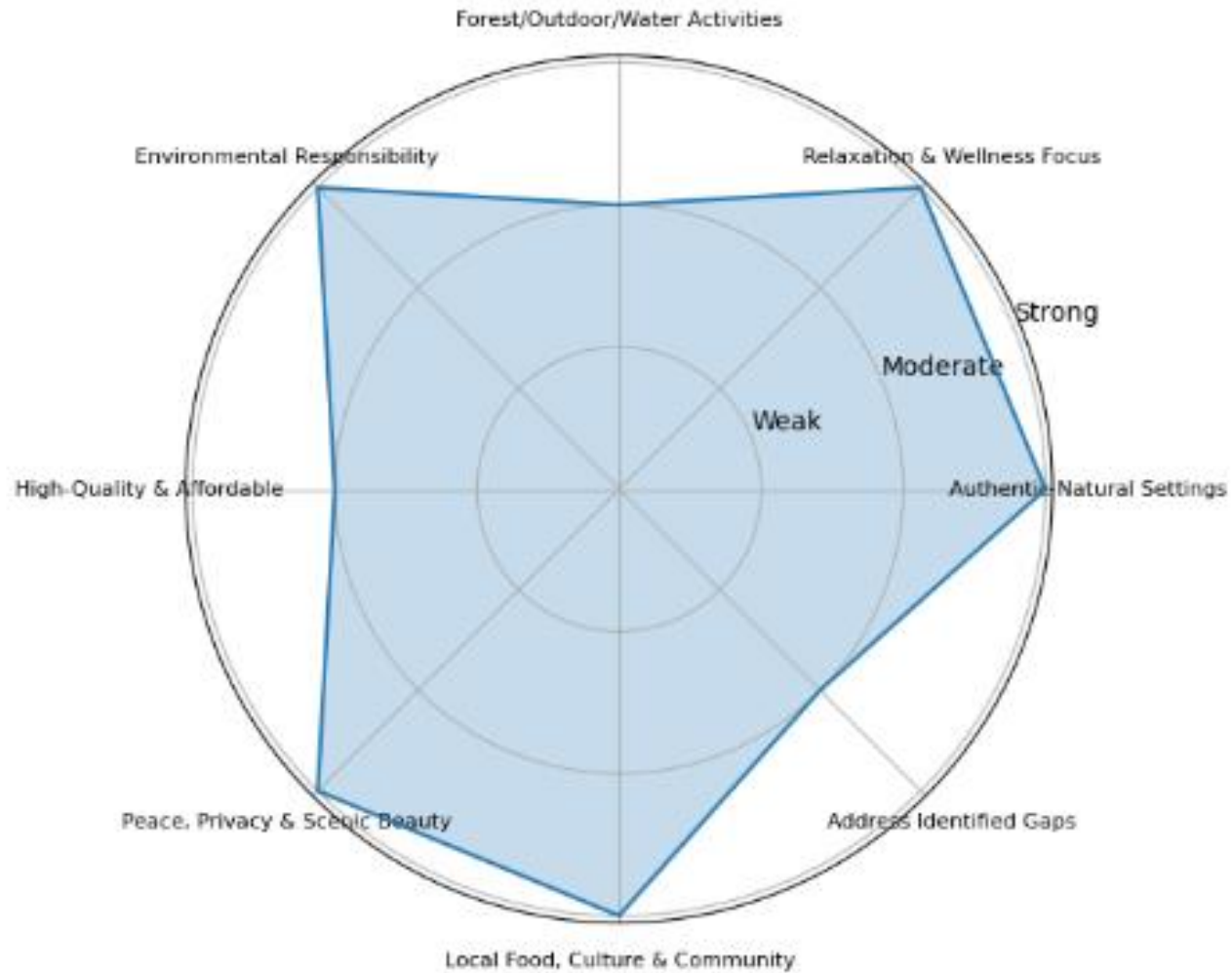
- The future vision focuses on **growth without loss of authenticity**. Planned development includes the creation of additional relaxation areas and further enhancement of wellness infrastructure, while maintaining low intensity and respect for nature.
- The owner emphasises the need for:
 - Greater public and institutional support
 - Preferential policies for nature-based wellness initiatives
 - **Cross-border cooperation** and thematic wellness routes
 - Networking platforms facilitating **knowledge exchange**
 - Nature-based wellness is seen as a long-term investment in regional quality of life, not mass tourism.

Service alignment with the 8 tourist key selection criteria

Tourist Selection Criterion	Pod Orzechem Alignment	Remarks / Strengths
Authentic natural settings	✔ Strong	Rural vineyard environment; pristine landscape
Relaxation, recreation, wellness	✔ Strong	Preventive wellbeing focus; nature immersion; wine therapy
Forest/outdoor/water activities	● Moderate	Outdoor activities, forest-based experiences, lake proximity
Environmental responsibility	✔ Strong	Zero-waste initiatives; MindScape certification
High-quality & affordable	● Moderate	Small-scale, personalized hospitality; limited capacity
Peace, privacy, scenic beauty	✔ Strong	Vineyard landscape ensures tranquility and slow tourism
Local food & cultural values	✔ Strong	Organic cuisine, herbal products, enotherapy
Addressed gaps (nature/spa)	● Moderate	Developing relaxation zones; no integrated spa facilities

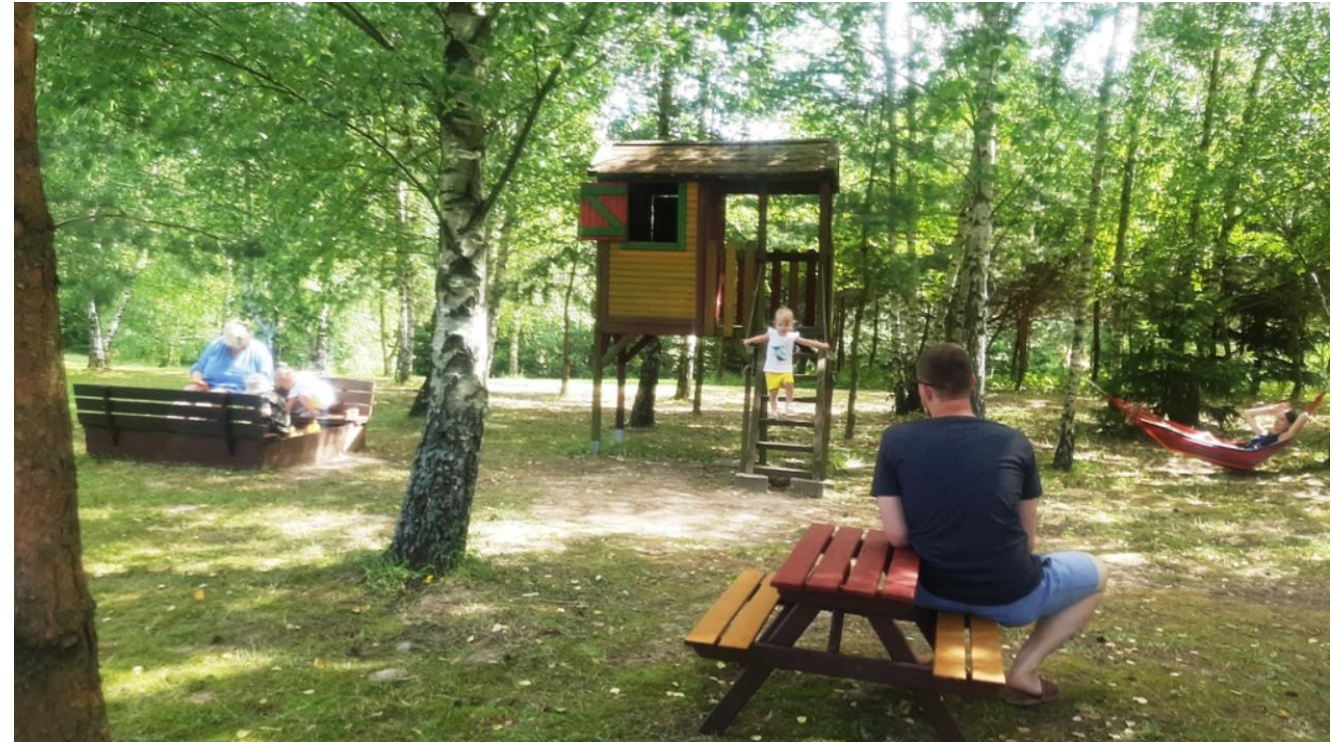
Alignment with 8 key tourist selection criteria

Agrotourism & Vineyard - Alignment with Tourist Key Selection Criteria



Vineyard and surroundings





Outdoor activities

Key Takeaways

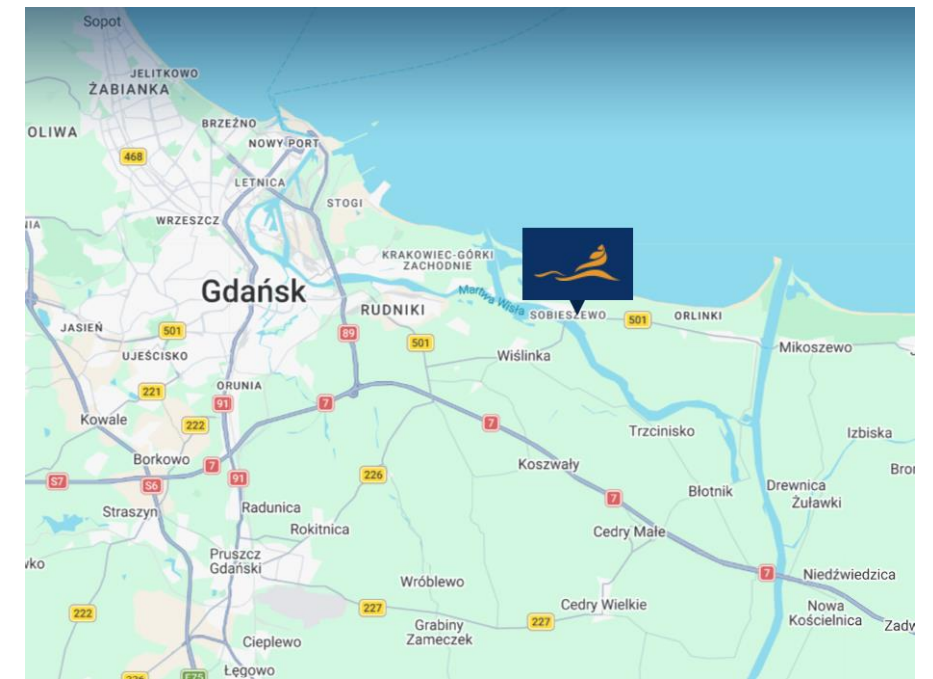
- Nature-based wellness works best when it is **lived, not staged**
- A **single strong guiding idea** (here: the vineyard) is essential
- Safety and simplicity can be powerful wellness assets
- Authenticity builds trust, and trust builds long-term success
- Structural recognition and cooperation are critical for sector growth
- Nature-based wellness should prioritise quality, not scale

Hotel Bartan

- Hotel Bartan is a year-round wellness hotel located on **Sobieszewo Island**, a coastal district of Gdańsk, Poland, just 800 meters from the sandy beach, near unique coastal and forest ecosystems, situated between forested dune landscapes, wide sandy beaches, and two protected nature reserves, the hotel operates in a unique Blue–Green environment characterized by exceptional biodiversity, silence, and low levels of mass tourism compared to nearby urban beaches.
- The hotel combines **integrated accommodation, wellness and SPA services, and nature-based outdoor activities**. Its offer is shaped by the island's natural assets: forests, dunes, bird habitats, and proximity to the largest grey seal colony in the Baltic Sea.
- Hotel Bartan positions itself as an alternative to crowded urban tourism, offering calm, contact with nature, and slow tourism experiences for families, wellness seekers, and nature-oriented guests.

<https://www.hotelbartan.pl/hotel/hotel-w-gdansku>

<https://www.hotelbartan.pl/hotel/film-o-hotelu-bartan>



Key Quotations

- “We offer everything that Gdańsk does not have: peace, quiet, forests, wide beaches, and nature without crowds.”
- “The bed, the food and the beach are no longer enough – people want to experience nature.”
- “We try to introduce natural values even into standard hotel services, for example by moving fitness activities to the forest or beach.”
- “Anthropopression and infrastructure development threaten the possibility of sustainable tourism on the island.”
- “If you are not in the center of a big city, you can turn the periphery into your advantage.”

Thematic analysis

Theme	Description	Illustrative Evidence
Nature as a Core Value Proposition	Natural assets (forests, dunes, protected areas, wildlife) are the primary drivers of the hotel's wellness offer and competitive advantage, distinguishing it from urban and mass tourism destinations.	"We offer everything that Gdańsk does not have: peace, quiet, forests, wide beaches, and nature without crowds."
Wellness Integrated into Standard Hospitality	Wellness is embedded into everyday hotel services rather than offered as a separate, isolated product. Physical activities and relaxation are deliberately moved outdoors to strengthen their impact.	"We try to introduce natural values even into the standard services we offer, for example by carrying out fitness classes on the beach or in the forest."
Search for Calm and Escape from Mass Tourism	Guests choose Hotel Bartan to avoid noise, crowds, and intensive tourism typical of large cities, seeking silence, slow pace, and immersion in nature.	"Tourists who come to us are looking for peace, quiet, escape from crowds, and this is completely different from what Gdańsk offers."
Unique Wildlife and Educational Experiences	Birdwatching and seal-watching are key experiential elements that link wellness with learning and nature interpretation, attracting niche and environmentally aware tourists.	"The vicinity of the 'Bird Paradise' nature reserve was undoubtedly an advantage... we organize cruises to see seal colonies."
Tension Between Sustainability and Urban Development	The hotel faces challenges caused by anthropopression, urban expansion, and infrastructure development promoted at city level, which threaten sustainable tourism on the island.	"The city allows for investments that undermine the possibility of developing sustainable tourism."
Seasonality and Need for Infrastructure Investment	Extending the tourist season and stabilising demand requires continuous investment in wellness infrastructure, such as pools and expanded SPA facilities.	"The main challenges... is the need to invest in infrastructure. The hotel plans to expand its wellness area and add a swimming pool."
Growing Environmental Awareness of Guests	Guests increasingly value nature, sustainability, and authentic experiences over basic tourism services, reinforcing demand for nature-based wellness.	"The bed, the food and the beach alone are no longer enough – people want to experience nature."
Peripheral Location as an Advantage	Being outside the city centre is reframed as a strength, allowing the hotel to attract guests seeking niche, experience-based, and environmentally conscious tourism.	"If you are not in the centre of a big city, you can turn the periphery into your advantage."
Importance of Cooperation and Networks	Cross-border cooperation and thematic routes are seen as opportunities to strengthen visibility and support sustainable development aligned with the hotel's values.	"Cooperation with foreign partners would enable us to further develop in the way we prefer – in harmony with nature."

Elements Used in Practice

Element / Dimension	Insight / Description	Example in Practice
Natural Environment as Infrastructure	The surrounding forests, dunes, beaches, and protected areas function as core wellness infrastructure rather than background scenery.	Forests and dunes are used as spaces for walking, yoga, fitness classes, and relaxation.
Outdoor Integration of Wellness Activities	Standard indoor wellness and fitness services are partially relocated outdoors to enhance health benefits and nature connection.	Yoga and fitness sessions conducted on dunes or in the adjacent forest.
Blue–Green Wellness Synergy	The combination of marine (blue) and forest (green) environments creates a diversified wellness offer addressing both physical and mental health.	Beach walks, forest bathing, Nordic walking, and sea-air exposure.
Wildlife-Based Experiential Wellness	Contact with wildlife is used as an educational and emotional wellness component, fostering fascination, calm, and mindfulness.	Organised birdwatching excursions and seal-watching cruises to the Vistula River mouth.
Complementary Indoor Wellness Services	Indoor wellness services support outdoor activities, enabling year-round operation and weather-independent regeneration.	Sauna (dry, wet, infrared), jacuzzi, aromatherapy, massages, SPA treatments.
Quietness and Low-Noise Environment	Silence and the absence of mass-tourism infrastructure are intentionally preserved as wellness assets.	Location away from city beaches; access to beaches via forest paths rather than car traffic.
Family-Friendly Nature Design	Nature-based wellness is adapted for families, ensuring safety, accessibility, and stress reduction for parents.	Children’s playground integrated into forest surroundings near the hotel.
Eco-Friendly Infrastructure	Environmental responsibility is embedded in operational practices and building management.	Energy- and water-saving systems, eco-friendly cleaning products.
Nature-Oriented Spatial Preferences	Guest accommodation choices reflect demand for direct contact with nature and sensory experiences.	Returning guests request rooms facing the forest side of the hotel.
Local Environmental Engagement	Active involvement in local environmental protection supports long-term sustainability of wellness resources.	Regular cooperation with the association “Friends of Sobieszewo Island”.

Impact on Health and Well-being

Dimension	Impact / Outcome	Example in Practice
Mental Health	Reduction of stress and mental fatigue through exposure to calm natural environments.	Guests choose the hotel to escape crowds and noise; relaxation in forest surroundings and quiet beach areas.
Emotional Well-being	Improved emotional balance and sense of calm resulting from silence, space, and slow pace.	Forest-facing rooms preferred by returning guests for their tranquillity and sensory comfort.
Physical Health	Support for physical fitness, mobility, and regeneration through movement in natural settings.	Nordic walking, hiking, outdoor fitness classes, yoga on dunes and in forests.
Respiratory Well-being	Positive effects of clean sea air and forest microclimate on breathing and relaxation.	Walks through dune forests and along the beach integrated into wellness stays.
Stress Management	Improved ability to manage daily stress by removing urban stimuli and encouraging mindful activities.	Yoga, meditation, and mindfulness sessions conducted outdoors.
Preventive Well-being	Strengthening overall resilience and health through regular low-intensity activity and relaxation.	Combined use of SPA facilities and outdoor movement across multi-day stays.
Cognitive and Psychological Restoration	Mental restoration through contact with biodiversity and natural rhythms.	Birdwatching and seal-watching experiences that foster focus, curiosity, and presence.
Social Well-being	Strengthened social bonds through shared nature-based experiences.	Group yoga, guided walks, and nature excursions for families and organised groups.
Digital Detox	Reduced exposure to digital stressors and improved attention and relaxation.	Digital detox offers and limited need for screen-based entertainment due to nature immersion.
Environmental Awareness	Increased awareness of natural values and sustainable behaviours.	Guided nature activities and proximity to protected areas encouraging respect for ecosystems.

Key Success Factors

- **Exceptional location** within protected coastal and forest ecosystems
- **Clear positioning** as a calm, nature-oriented alternative to urban tourism
- **Integration of nature into standard hotel services**
- **Year-round operation**, reducing seasonal dependency
- **Strong repeat visitation** (10–30%)
- **Active cooperation with local environmental organisations**
- **Responsiveness to changing guest preferences** towards slow and sustainable tourism









Challenges

- High investment needs for wellness infrastructure development
- Anthropopression and urbanisation pressure from Gdańsk
- Risk of deforestation and loss of protective forest functions
- Competition with mass tourism models incompatible with sustainability goals
- Seasonality and limited off-season demand
- Limited availability of qualified wellness professionals

Future Vision

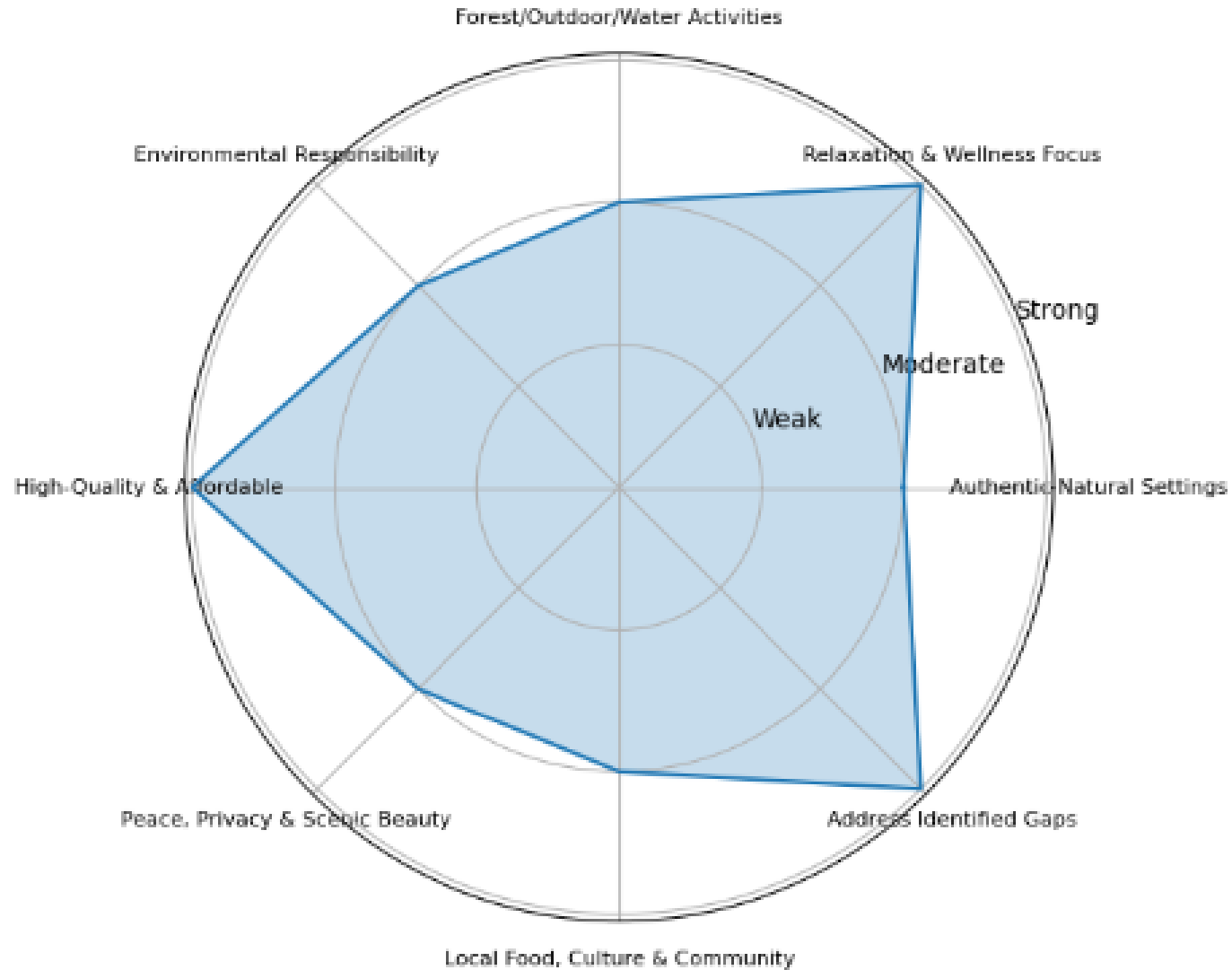
- Hotel Bartan sees nature-based wellness tourism as a strategic development path for Sobieszewo Island. Planned investments include the expansion of the wellness area and the construction of a swimming pool, aimed at extending the tourist season and increasing resilience.
- The long-term vision emphasizes:
 - Development in harmony with nature
 - Protection of forests and natural landscapes
 - Strengthening cooperation with foreign partners, especially from Germany
 - Participation in cross-border nature-based wellness routes and networks
 - Positioning Sobieszewo Island as a model destination for sustainable coastal wellness tourism

Service alignment with the 8 tourist key selection criteria

Tourist Selection Criterion	Hotel Bartan Alignment	Remarks / Strengths
Authentic natural settings	 Moderate	Located near forest and Baltic coast; hotel-based environment
Relaxation, recreation, wellness	 Strong	Sauna, aromatherapy, nature excursions, wellness packages
Forest/outdoor/water activities	 Moderate	Birdwatching, seal observation, outdoor excursions
Environmental responsibility	 Moderate	Eco-friendly infrastructure and cleaning systems; no certification
High-quality & affordable	 Strong	Full-service hotel with wellness offers at accessible regional pricing
Peace, privacy, scenic beauty	 Moderate	Coastal setting, but larger hotel structure
Local food & cultural values	 Moderate	Regional context and cooperation with local associations
Addressed gaps (nature/spa)	 Strong	Plans to expand wellness zone and build swimming pool

Alignment with 8 key tourist selection criteria

Hotel Bartan - Alignment with Tourist Key Selection Criteria





SURROUNDINGS

Outdoor activities



Indoor activities



Key Takeaways

- Nature-based wellness can successfully compete with urban tourism if clearly positioned
- **Forests, silence, and biodiversity** are strong wellness assets
- **Integrating nature into everyday hotel services increases perceived value**
- **Sustainable tourism** requires protection from overdevelopment
- Infrastructure investments must align with environmental limits
- Peripheral locations can become advantages when matched with the right wellness concept

Quantitative survey: results

Lithuania

Poland

Germany

Distribution of respondents

- A total of respondents participated from three countries:
 - **Lithuania** – largest group of respondents
 - **Germany** – moderate participation
 - **Poland** – smallest group
- This indicates varying levels of sector maturity and engagement across countries.

Number of Participants

Lithuania: 24 respondents

Germany: 19 respondents

Poland: 8 respondents

→ The higher response rate in Lithuania suggests:

- stronger stakeholder engagement
- more active or visible sector development

Participants represent a mix of:

- Rural areas (nature-based services, retreats, farms)
 - Small towns (local wellness providers)
 - Urban-adjacent areas (accessible nature tourism services)
- A significant share of respondents operate in **nature-rich environments**, confirming the relevance of location for this sector.

Type of Organizations / Businesses

- Survey participants represent a diverse range of stakeholders:
 - **Main categories:**
 - Wellness service providers (SPA, sauna, retreats)
 - Nature-based experience providers (guides, forest therapy practitioners)
 - Tourism operators and destination managers
 - Accommodation providers (eco-lodges, rural tourism homesteads)
 - Health and wellbeing specialists (yoga, meditation, therapy)
 - **Additional participants:**
 - NGOs and community initiatives
 - Public sector representatives
 - Project-based or educational initiatives
- This diversity reflects the **cross-sectoral nature** of nature-based wellness tourism.

Business Characteristics

- Common features among participants:
 - Mostly **small and medium-sized enterprises (SMEs)**
 - Often **locally rooted businesses**
 - Strong connection to:
 - natural resources
 - cultural traditions

 - Many offer **experiential services rather than mass tourism products**
- The sector is characterized by:
- authenticity
 - personalization
 - niche offerings

Key Observations About Participants

1. Strong Link to Nature

Most participants:

- directly operate in natural environments
- use nature as a **core element of their service**

2. Holistic Approach to Wellbeing

- Participants typically combine:
- physical activities (hiking, sauna, movement)
- mental wellbeing (mindfulness, relaxation)
- emotional experiences (connection, reconnection)

4. Differences in Market Maturity

- **Lithuania:** high engagement, creative, but fragmented
 - **Germany:** structured, experience-focused, mature
 - **Poland:** emerging, lower engagement
- These differences should be considered in project design.

3. High Willingness to Collaborate

A large majority of respondents:

- expressed interest in cooperation
- are open to:
 - joint projects
 - knowledge exchange
 - international partnerships

→ This is a key enabler for project development.

Implications for the Project

- Based on participant characteristics, the project should:
- **✓ Support networking and partnerships**
- Build connections between fragmented actors
- Encourage cross-country collaboration
- **✓ Develop structured frameworks**
- Help organize and map existing services
- Introduce common standards
- **✓ Strengthen capacity (especially in Poland)**
- Training and awareness raising
- Integration into international networks
- **✓ Leverage diversity of stakeholders**
- Combine tourism, health, and nature sectors
- Promote interdisciplinary cooperation

Conclusion

- The survey confirms that the **nature-based wellness tourism sector is present and active across all three countries**, but at different stages of development.
- Participants are:
 - diverse
 - highly engaged (especially in Lithuania and Germany)
 - strongly connected to nature and holistic wellbeing principles

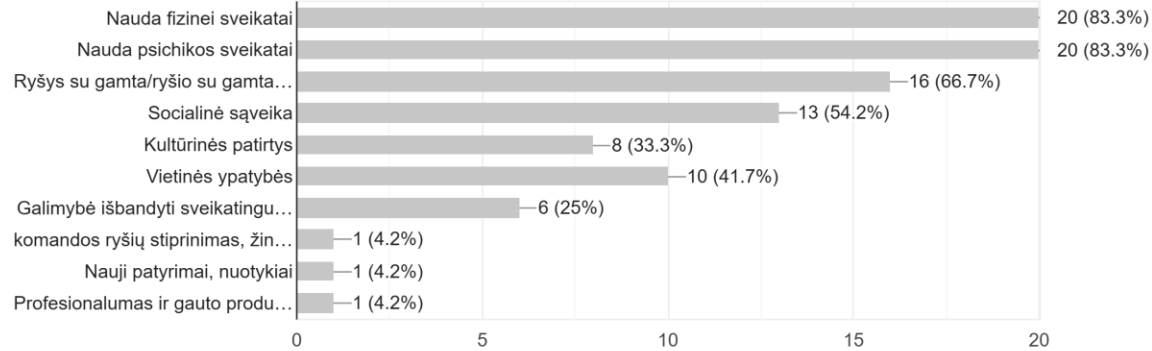
The main opportunity for the project lies in:

- **connecting stakeholders**
- **structuring the sector**
- **developing joint international offerings**

What motivates your clients to participate in nature-based wellness activities?

6. Kaip jūs manote, kas motyvuoja jūsų klientus dalyvauti gamta grįstose sveikatingumo veiklose? (Pažymėkite visus tinkamus atsakymus)

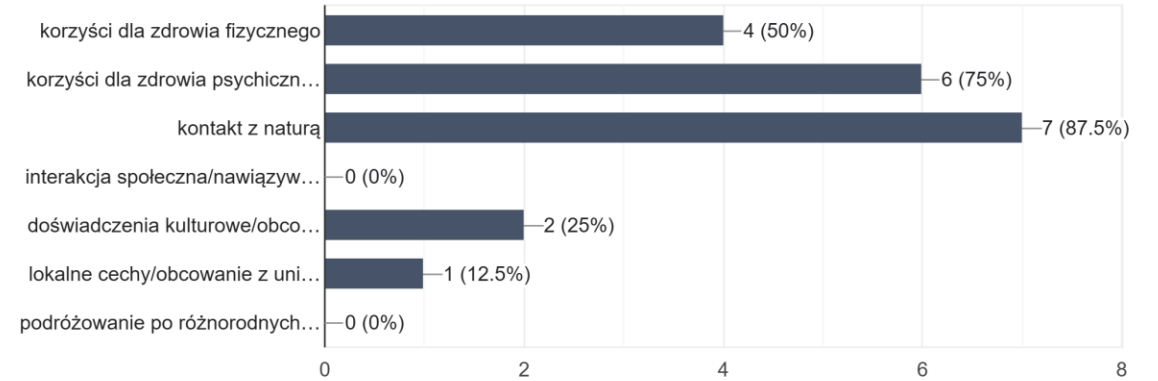
24 responses



- Physical health benefits
- Mental health benefits
- Re-/Connection to nature
- Social interaction
- Cultural experiences
- Local characteristics
- Cross country experience
- Other

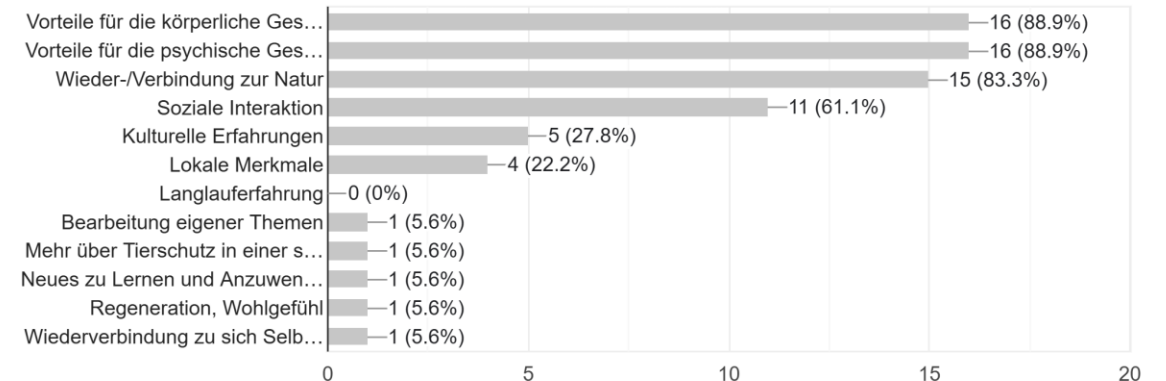
6. Co motywuje Państwa gości do udziału w zajęciach wellness opartych na naturze? (prosimy o zaznaczenie wszystkich właściwych wg Państwa opcji)

8 responses



6. Was motiviert Ihre Kunden zur Teilnahme an Wellness-Aktivitäten in der Natur? (Wählen Sie bitte alle zutreffenden Punkte aus)

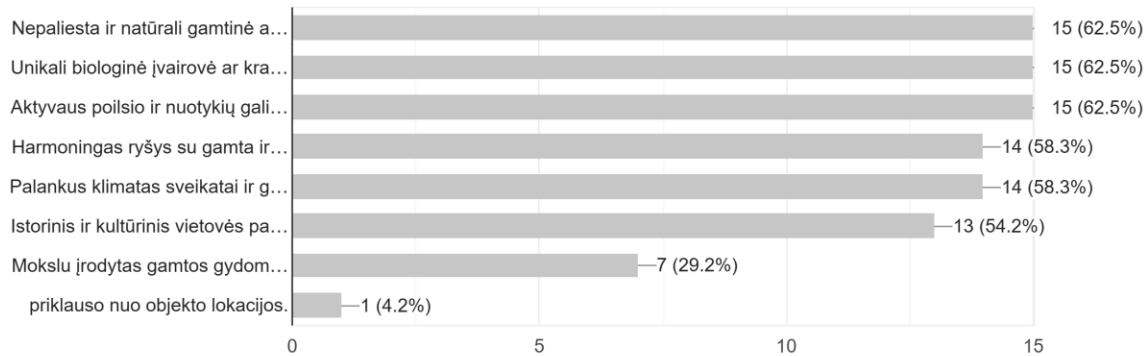
18 responses



What makes your location unique for nature-based wellness tourism?

7. Kaip jūs manote, kuo jūsų vietovė išsiskiria kaip gamta grįsto sveikatingumo turizmo kryptis?
(Pažymėkite visus tinkamus atsakymus)

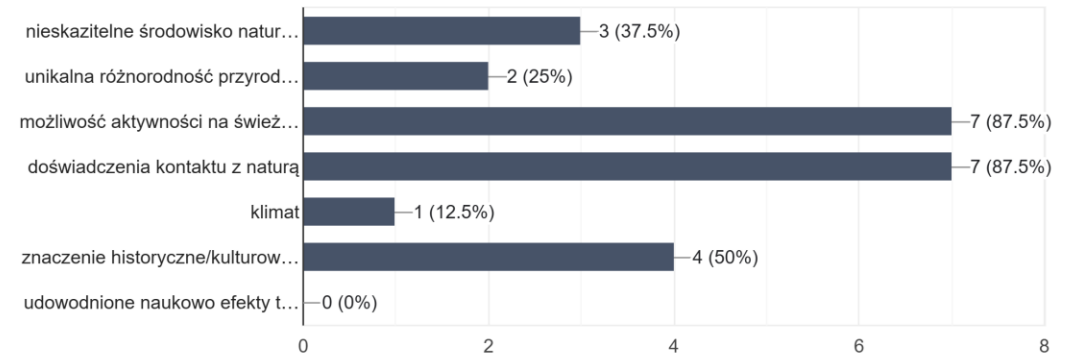
24 responses



- Pristine natural environment
- Unique biodiversity or landscapes
- Possibilities for active outdoor adventures
- Deep nature reconnection experiences
- Climate
- Historical/cultural significance of the site
- Evidence-based effects of nature treatments
- Other

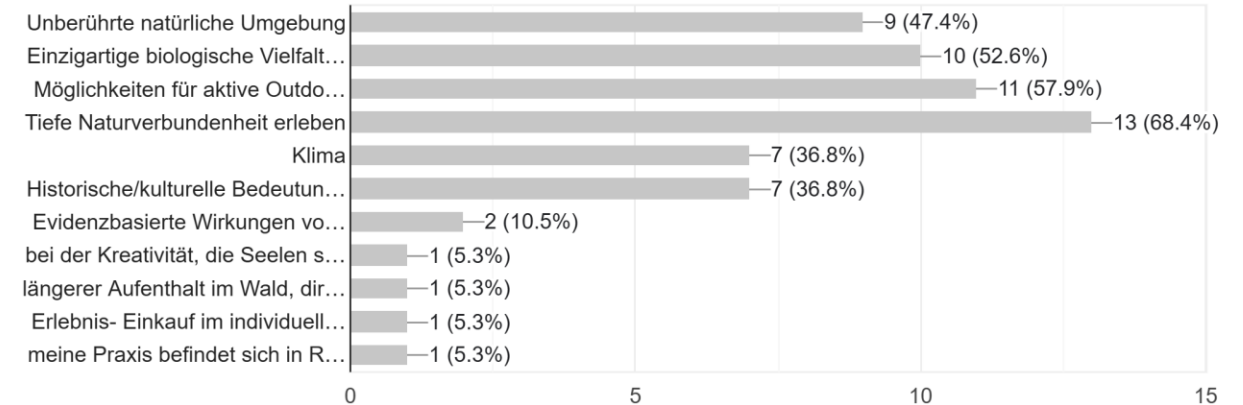
7. Co sprawia, że lokalizacja Państwa przedsięwzięcia turystycznego jest wyjątkowa pod względem turystyki wellness opartej na przyrodzie?

8 responses



7. Was macht Ihren Standort einzigartig für naturbasierten Wellness Tourismus?

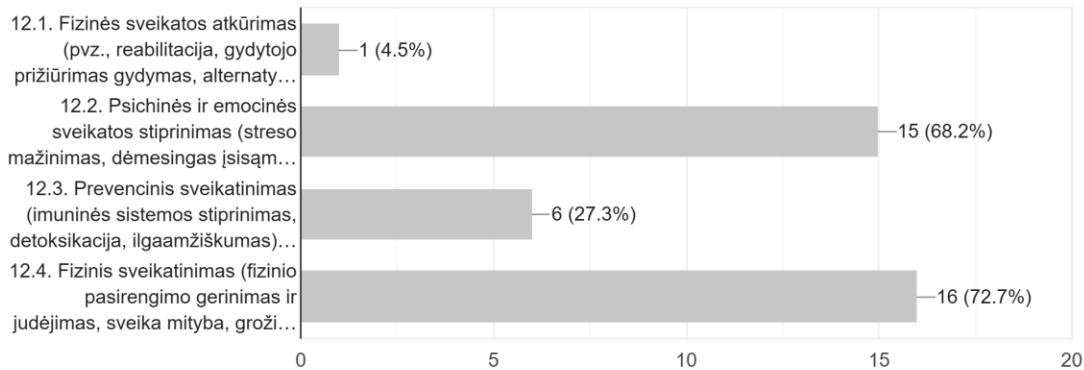
19 responses



Which aspects of health and wellness does your business primarily focus on?

12. 1. Kuriems iš sveikatos ir sveikatingumo aspektų jūsų verslas skiria daugiausia dėmesio? (Pažymėkite visus tinkamus atsakymus):

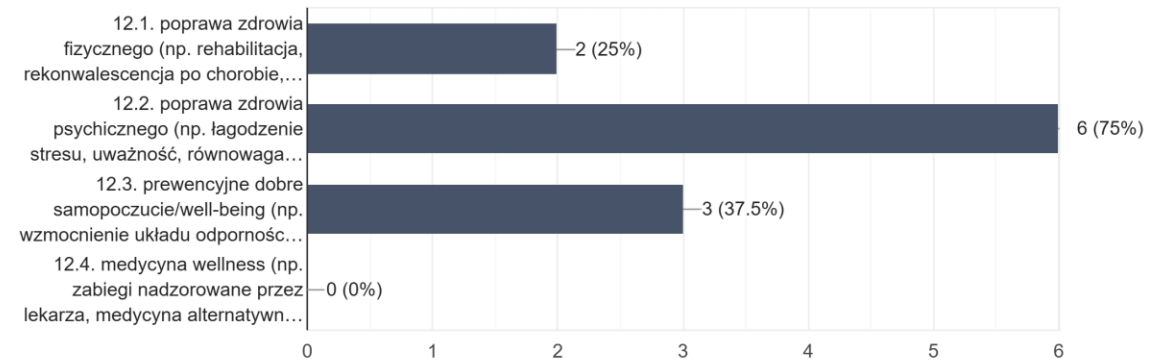
22 responses



- Physical health recovery (e.g., rehabilitation, doctor-supervised treatments, alternative medicine, post-illness recovery, cardiovascular, pulmonary, gastrointestinal, skin, nervous, and etc.)
- Mental and emotional health enhancement (stress relief, mindfulness, emotional balance)
- Preventive wellness (boosting immune system, detox, longevity)
- Physical wellness (fitness and movement, nutritional wellness, beautification)

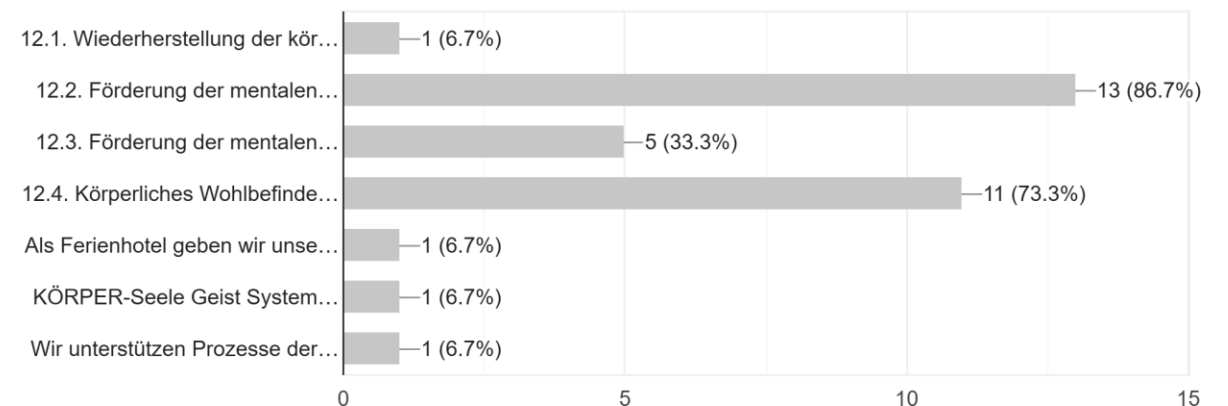
12. Na jakich aspektach zdrowotnych skupia się przede wszystkim Państwa przedsięwzięcie? (prosimy o zaznaczenie wszystkich pasujących odpowiedzi)

8 responses



12. Auf welche Aspekte von Gesundheit und Wellness konzentriert sich Ihr Unternehmen hauptsächlich? (Kreuzen Sie bitte alle zutreffenden Punkte an):

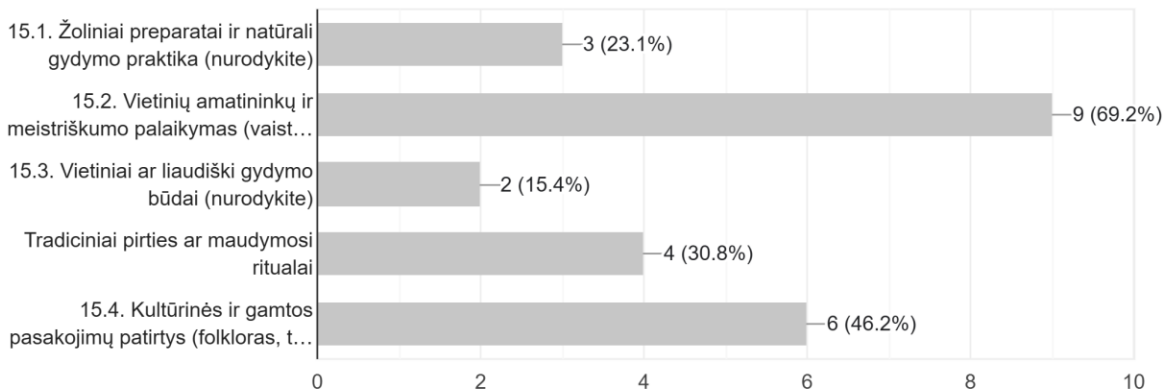
15 responses



Which traditional elements do you incorporate?

15. Jei jūsų sveikatingumo pasiūlymai apima ir vietines tradicijas, kokius konkrečius tradicinius elementus įtraukiate? (Pažymėkite visus tinkamus atsakymus)

13 responses



- Herbal medicine & natural healing practices
- Traditional sauna or bathing rituals
- *Supporting Local Artisans & Craftsmanship*
- Indigenous or folk healing techniques
- *Cultural & Nature Storytelling Experiences* (folklore, traditions)

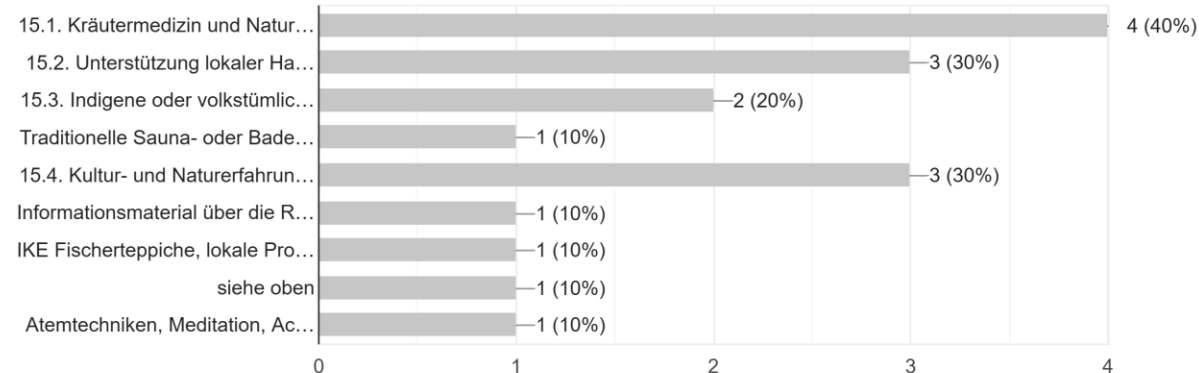
15. Jeśli zaznaczyli Państwo odpowiedź „tak” lub „w pewnym stopniu”, jakie tradycyjne elementy kultury lokalnej oferują Państwo w swoim projekci... o zaznaczenie wszystkich pasujących odpowiedzi)

2 responses



15. Falls ja oder ein wenig, welche traditionellen Elemente werden von Ihnen verwendet? (Kreuzen Sie bitte alles an, was zutrifft):

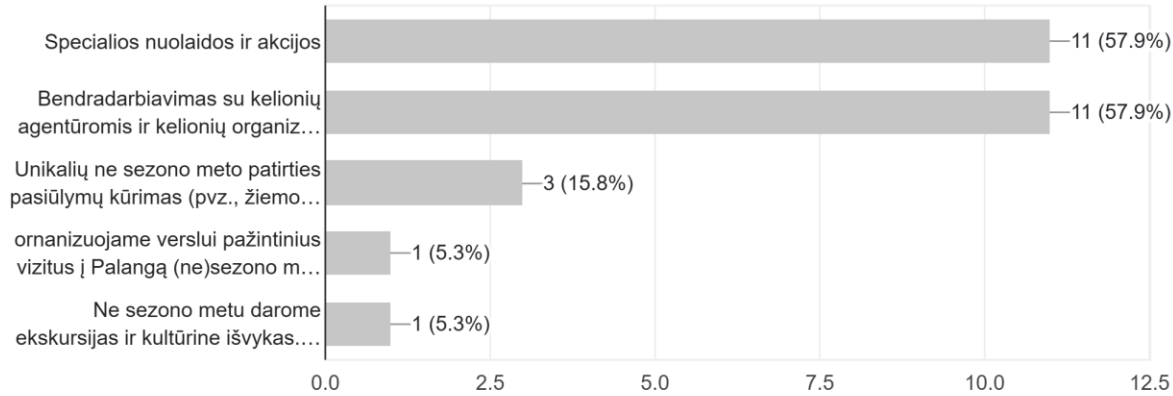
10 responses



What strategies do you use to attract visitors during off-peak seasons?

18. Kokias strategijas taikote siekdami pritraukti lankytojus ne sezono metu? (Pažymėkite visus tinkamus atsakymus):

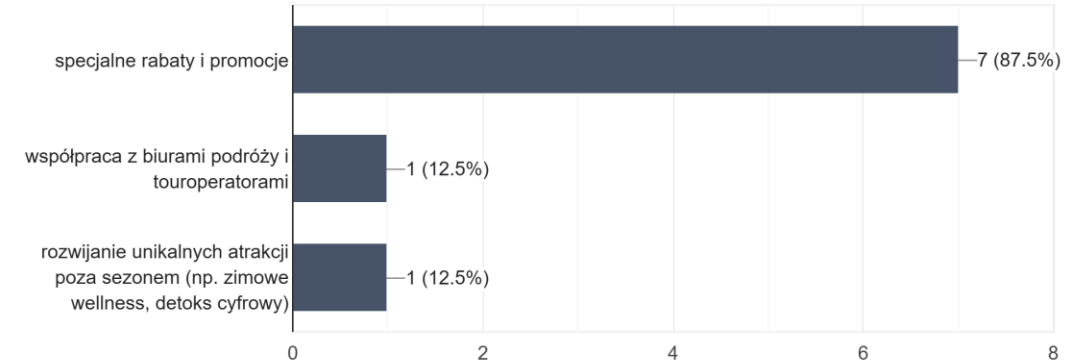
19 responses



- Special discounts and promotions
- Collaborations with travel agencies & tour operators
- Developing unique off-season experiences (e.g., winter wellness, digital detox retreats)
- Other

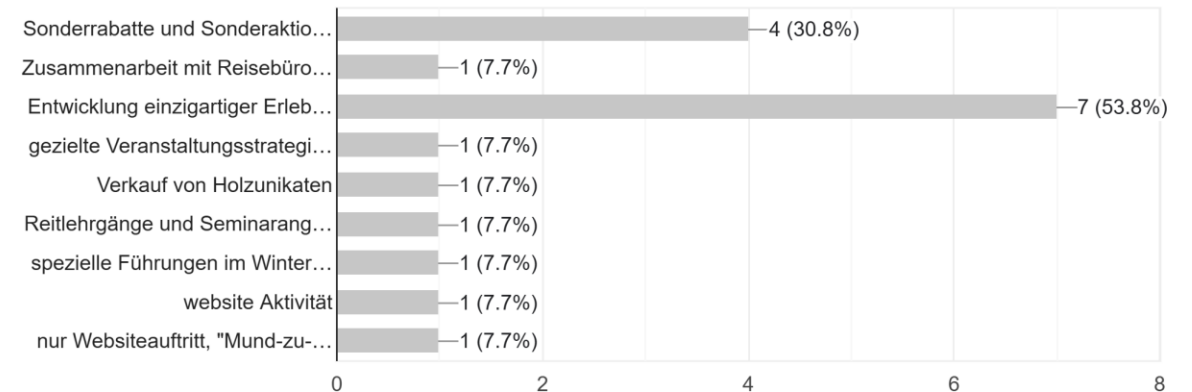
18. Jakich strategii Państwo używają, aby przyciągnąć odwiedzających poza szczytem sezonu? (prosimy o zaznaczenie wszystkich pasujących odpowiedzi)

8 responses



18. Welche Strategien wenden Sie an, um Besucher in der Nebensaison anzuziehen? (Kreuzen Sie bitte alles an, was zutrifft):

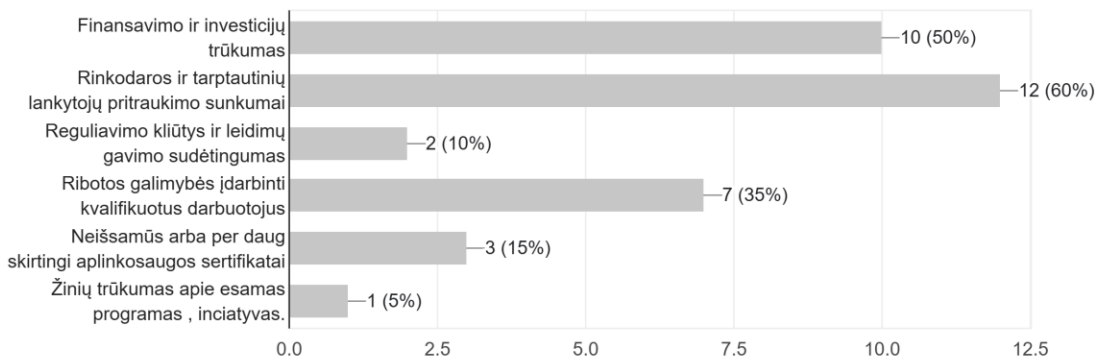
13 responses



What challenges do you face in developing your nature-based wellness offerings?

21. Kokie pagrindiniai iššūkiai kyla kuriant sveikatingumo pasiūlymus, grindžiamus gamtos išteklių panaudojimu? (Pažymėkite visus tinkamus atsakymus):

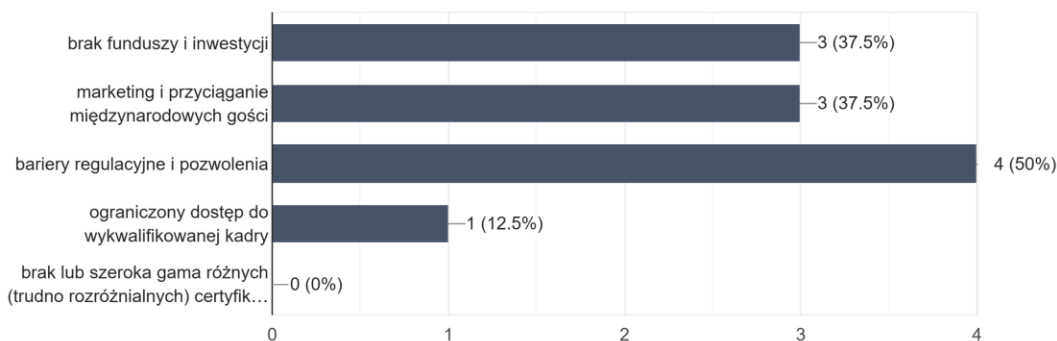
20 responses



- Lack of funding & investment
- Marketing & attracting international visitors
- Regulatory barriers & permits
- Limited access to qualified staff
- Lack of a wide range of different (hardly distinguishable) environmental certificates
- Other

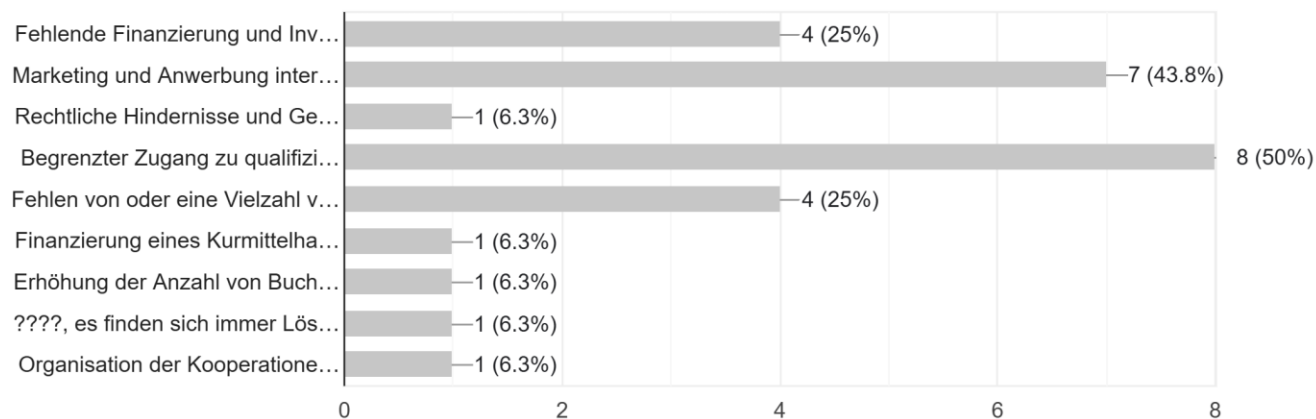
21. Z jakimi wyzwaniami muszà siê Państwo zmierzyć, rozwijając swojà ofertê wellness opartà na naturze? (prosimy o zaznaczenie wszystkich pasujàcych odpowiedzi)

8 responses



21. Vor welchen Herausforderungen stehen Sie bei der Entwicklung Ihrer naturbasierten Wellness-Angebote? (Kreuzen Sie bitte alles an, was zutrifft):

16 responses



Identification of Good N-B-Well Tourism Practices in the South Baltic Region



South Baltic Region

Key Criteria

- ✓ Natural Settings
- ✓ Holistic Wellbeing
- ✓ Local Culture
- ✓ Sustainability

Key Success Factors

- Authenticity
- Small Scale
- Local Resources
- Collaboration

Good Practice Cases



Forest & SPA
(Lithuania)



Nature Retreats
(Germany)



Vineyard Wellness
(Poland)



Heritage & Nature
(Denmark)



Health & Wellbeing Impact



Physical Health



Mental Balance



Emotional Wellbeing

Recommendations

Cross-Border Cooperation

Marketing & Visibility

Year-Round Offers

Main Challenges



Seasonality



Low Awareness

Fragmentation