Wellbeing product offer in the Baltics - results of the cooperation trans-nationally and locally within Prowell project

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This project has been funded with support from the European Commission
Creating the wellbeing product in Latvia

- Market research with online customer survey
- Guidelines, application form with criteria
- Presentations during the association's meetings
- Communication in the association's website, social media and printed newsletter
- Publicity in mass media (paper, radio)
- On-site visits
- Providers still can apply for being included at the wellbeing section on our website
Rural wellbeing tourism guidelines
for the Baltic States

Content:
• why does the project team suggest to create rural wellbeing tourism products?
• what is „wellbeing” in rural tourism?
• the types of wellbeing tourism and their criteria
• recommendations for marketing communications in wellbeing tourism
• product examples
• wellbeing product description to address the market.
Product criteria and application form
Product development-address product providers

- Product criteria
- Product guidelines
- Application form
Product development – on-site visits
Results – 4 types of wellbeing products

- SPA and pampering
- Latvian / Lithuanian sauna experience
- Silence and peace
- Nature for health
SPA AND PAMPERING

- Spa hotels, guest-houses and manors at the countryside
- High-quality SPA procedures and pampering
- Accessible nature and beautiful rural landscapes
- Facilities for outdoor activities
- Local products
LATVIAN / LITHUANIAN SAUNA EXPERIENCE

- Latvian sauna (pirts / pirtis) ritual
- Certified and experienced sauna specialists
- Natural and local materials used (switches, scrubs, body masks, accessories)
- Herbal tea ritual
SILENCE AND PEACE

- Holiday homes to enjoy undisturbed peace
- Silence, open space, privacy, fresh air, the sounds of nature
- Rural landscape, often by sea, lake or river
- Information on surrounding
- Trails for walks and natural environment for soft activities (mushroom, berry picking, bird watching)
Healthy lifestyle and self-development programmes located in the countryside:

- mindfulness, peace practices, yoga, meditation camps and retreats
- environmental therapy (ride therapy)
- Studies of medical plants and teas
- Healthy food from nature
Promotional brochure e-book, pdf and printed, LV and EN languages

Content:

- SPA and pampering
- Latvian sauna experience
- Silence and peace
- Nature for health

Website for local and international market

Thanks to our transnational partners

- **Finish Tourim Board** - FinRelax experience for making criteria and help to define the product for our – Latvian- sauna section

- **VisitVelje** experience for including local food and produce within the wellbeing product which we took as well

- **Hardanger** for samples and ideas about silence and peace product

- **University partners** for challenging and encouraging us to including various practises (yoga, meditation, mindfulness, health focussed courses etc.)

- **Loma Oy** for practical arguments from business point of view

- **Lithuanian Rural Tourism Association** for helping to define what we have already in the Baltics and how to join separate products in tour packages in the future