

SB  WELL



European
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HOW TO PROMOTE WELLBEING TOURISM



How to promote wellbeing tourism

Wellbeing tourism is a sustainable tourism that supports harmony and balance for body, mind and soul. This booklet presents ideas for how you can promote your wellbeing products and services.



WHO

This booklet is for you who are working in the tourism industry or in a tourism related business and want to get inspiration on how to communicate your wellbeing offers so that they express wellbeing and becomes relevant for your customers.

WHAT

You will find ideas on how to use photos and words for communicating wellbeing and how to make wellbeing posts on social media. You will also find information on how to be promoted on homesofwellbeing.com.


WHY

Wellbeing tourism offers are in increasing demand. By offering services and products that are both sustainable and supporting harmony and balance for body, mind, and soul you can do good, and do well. And people need to know.

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Introduction

Demand for wellbeing

The market for wellbeing tourism products is growing. For an increasing number of people, it matters that a tourism offer and business is sustainable by for instance caring for the environment and acting responsible in relation to people and society. There is also a growing interest in using holidays to focus on increasing personal wellbeing: reducing stress, improving health and quality of life, achieving self-development, and connecting to one's own inner self and to others. To address this market of wellbeing tourists it is helpful to consider how to communicate wellbeing to them.

Wellbeing marketing

This booklet is for you who are working in the tourism industry or otherwise sells services and products to tourists. You want to promote your business and offers to tourist segments interested in wellbeing. You will find concrete inspiration for how to illustrate wellbeing offers and your business, including the style of your photos, which motifs to choose and what to consider when you depict people. You will also find information on how to use a wellbeing language: what words to use and which sentences to construct. Finally, you can find ideas for how to present yourself and your offer in a wellbeing way online.

Finding your own wellbeing profile

In general, a consistent way of communicating gives the best credibility. When developing your wellbeing communication, notice what works well and matches your business and your customers best. Also, consider how to make you stand out in comparison to others who sells similar products and services. Integrate wellbeing communication in your communication plan and photo bank so that you can shape your own wellbeing profile.



ILLUSTRATING WELLBEING

Illustrating wellbeing

Activities

Wellbeing activities are those that support the wellbeing of body, mind and soul for your guests as well as for you and the surrounding community. Photos that illustrate these activities communicate that they can be carried out in harmony, alone, together with others, or with you as the host.

Wellbeing photos can show enjoyable experiences, calm and nourishing activities and positive interaction. They can show joy, connection and relaxation. They can also show physical activities carried out in beautiful spaces, or in cosy and “hygge” environment.

Companies & hosts

You as a wellbeing host can let your photos communicate your care for the natural environment, your customers, staff and the surrounding community. Your photos should reflect your honesty in your business and your sustainable actions. Communicate all the good things you do in your photos. Show your customers how you interact, collaborate and co-create with others. Show your love and passion for what you do.

Offers, products & services

Let your photos connect your products and services to the environment where they are produced: how they are made and by whom. Focus on the natural aspects, on sustainability and how they are creating wellbeing for your customers for you and the community.

Find inspiration on how to illustrate wellbeing on the following pages!

Wellbeing activities



Wellbeing products & services



Wellbeing companies & hosts





PROFILE IMAGE STYLE

Profile image style

A profiling image style is a visual language that gives your potential customers the right feelings and connection to what you aim to communicate. Photos are one of our strongest tools in marketing. They communicate many words. That is why it is good to be aware of what message you send with your photos. Your visual language should also differentiate you from other actors and other types of tourism.

On the following pages you will find some examples of aspects that are good to keep in mind when you want to communicate the feeling of wellbeing in your offers. Get inspired by our guidelines for motifs, composition, and colours. They can assist you in conveying calmness, honesty, warmth, and equality and help you visually connect yourself to the concept of wellbeing tourism.



Natural & authentic

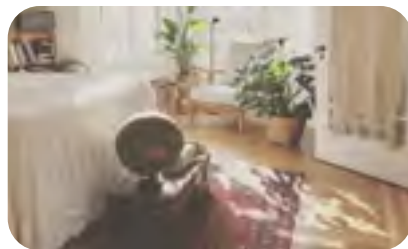
Strive for a natural, authentic feeling in the photos and give an honest and personal impression of your business and products. Avoid photos that look arranged and unnatural and photos depicting negativity and stress in relation to your work. Convey your passion and commitment and thus let the viewer get a sense of the people behind the offers.

Filters

To create a consistent look and feel across your communication channels (e.g. on your social media or your homepage) you can use a set of filters. Consistency in how you process your photos is important. It helps you develop a signature look which will assist you in the branding of your organization. There are many applications that allow you to build your own unique filters that consist with your brand, your intended messages and feelings. There are also many pre-set filters in the most common social media apps. Whatever you choose, be sure to be faithful to your chosen filters.



Natural & authentic



Harmonic filter



Sunny haze & warmth



Matching colours

Sunny haze & warmth

Strive to use photos with a sunny haze and a warm tone to reinforce feelings of optimism, joy, passion and purpose. Photographing backlit people, objects and environments can be one way to achieve this effect. If the subject in the photo is a product, strive to bring out a warm tone in the photos. You can also combine different natural elements and materials to create contrast.

Colours

The colours in your photos should match the profile colours of your organization. Use natural, warm, soft and slightly dimmed colours that you can find in nature. Show natural elements such as water, sand, bark, terracotta, copper and other natural tones in your photos. Remember to ensure the readability when mixing text, photos and coloured graphical elements. It's a part of your accessibility work.

Simple & calm

Use clear photos with a calm background and minimize the number of details. Use several photos to tell your story instead of trying to fit everything in one photo. Use a few large sized photos of good quality that impress, rather than using many small photos. Dare to trim your photos. It's also a way of focusing on the essentials.

Short depth of field

Short depth of field means that one part of the photo is in focus while the rest is blurred. You can use this effect to calm a busy background or highlight what is most important in the photo; the person, the product, the activity and so on.

Long depth of field

In addition to the short depth of field, a long depth of field may be more suitable in some situations. A long depth of field is good for portraying stunning landscapes that convey a feeling of freedom, the endless range of a forest, a lake, the sea and so on. It can also be used to portray a person's feelings

of solitude, mindfulness and relaxation. Keep in mind to depict these feelings in a positive manner and in balance and harmony with your surroundings.

Dynamic photos

Looking at photos that have been photographed from the same angle and distance can get boring. Create variation and dynamics by allowing your images to complement one another without disturbing the overall harmony and composition. Dynamic photos can also include objects, nature, people's actions and activities in movement. This gives a sense of liveliness and energy which is a fundamental part of wellbeing.

Examples: Close-ups- perspective; day- night; activity- calmness; people- nature; food- plants; older people- younger people.



Simple & calm



Short depth of field



Long depth of field



Dynamic photos

FINDING PHOTOS

If you lack photos for your webpage, social media or a leaflet, you can complement your own photos with photos from an Image bank. Sometimes it can be challenging to photograph your products and activities. It can then be useful to complement with photos to bring out the right message or feeling to your offer. There are several image banks, both commercial and some that offer their photos free off charge, which you can use wherever you want. Note that there might be some terms of agreements that you have to read up on first.

Some useful pages free of charge: [Foodiesfeed.com](https://www.foodiesfeed.com), [Kaboompic.com](https://www.kaboompic.com), [Magdeleine.co](https://www.magdeleine.co), [Unsplash.com](https://www.unsplash.com), [Pixabay.com](https://www.pixabay.com) and [Pexels.com](https://www.pexels.com)



A woman in a blue shirt and dark apron is smiling and holding a notepad, talking to two other people in a cafe setting. The text "WRITTEN & VERBAL COMMUNICATION" is overlaid on the image.

WRITTEN & VERBAL COMMUNICATION

Written & verbal communication

Words are powerful. Your words affect those who read your text or listen to what you are saying. They create thoughts and feelings in others. Your words and phrases not only inform but also affect people's focus and mood. Using positive words brings focus to what is positive and stimulates positive feelings. Negative words will bring focus to what is negative. By bringing attention to what is positive you nourish what is pleasant and good. It will add to the wellbeing of others – and of yourself.

When communicating to your potential customers, the wellbeing tourist target groups, you can use the wellbeing hosting values as a guideline and express that you are: aware, kind, caring, honest and joyful. This will convey an impression of you and your business as being and providing wellbeing and it will support your mission to attract visitors, collaboration partners and customers.

Let your communication tell a story, not only about the offer you want to sell, but also about the wellbeing dimension of your services and products. How they improve wellbeing for body, mind, and soul and how they support a sustainable and flourishing natural environment and community.

It could be the story about the inspiring collaboration between partners behind your offer; how the ingredients are locally and sustainably sourced; or how your offer affects the pleasure and health of body and mind.

Presenting different wellbeing aspects will put your product in a larger and positive context. It makes a statement that you care - and that the customer supports a positive mission of bringing wellbeing to people and planet by buying your product.



Be personal

E-mails, handwritten cards, telephone calls, emojis and personal conversations can be considered as personal interactions. Regardless of how you interact with your potential customers and guests, it is a good idea to address your audience in a professional, yet personal way being faithful to who you are. Let your own personality shine through and communicate in a way that makes people feel like a person – not a general customer or partner. Address your readers with the wording “you” as a singular person and “you” as plural.

Express values

Let your language support the concept of wellbeing tourism and values. Include the wellbeing hosting values when communicating: aware, kind, caring, honest, and joyful. Let your social engagement, your positive intentions and what matters to you be clearly reflected in your communication. For example, choose to use a kind language that encourages collaboration and trust between companies or stakeholders rather than competition and fear. Avoid words and expressions that are associated with limitations and demands such as “have to” and “must”. Compare “It is essential companies deliver what is promised” versus “Companies must deliver what is promised”.

Easy to read and understand

To make everyone feel at ease and understand the message you want to convey, try to write so that everyone in your target group will understand. This includes keeping sentences short. Give adequate information. Look at your text from the readers point of view. What is the need? Explain your points properly and ‘eye to eye’ – thus not expressing that your reader should be neither smarter or less smart than you. Avoid using abbreviations, technical words or making references to people and things unless it is needed. Also avoid listing many facts or figures with decimal points when it is not essential for the reader to have this information.

Be equal and inclusive

The basic prerequisite for good communication between you and your potential customers is that it takes place in a non-distinctive way. Address your audience in an equal way giving your customers the freedom of being what they want to be. Avoid limiting your audience to what society says is typically female or typically male. This includes also ethnicity, appearance (e.g. body shape & skin colour, clothing), religious and political views.

Empowering wording

When addressing your potential customers and guests, you can use empowering and emotive wording, so called “power words”. These words are used to trigger psychological or emotional responses. They can be used to motivate people to take a specific action or to think a specific thought.

Choose words that are supportive, up-lifting and peaceful. Use positive expressions when possible. By using positive and empowering words you will evoke positive feelings in the receiver.

Examples of empowering words

Authentic, air, bright, breath, circular, co-create, conscious, enchanting, heart, joyful, light, nourishing, stillness, safety, vitalizing, spark, together, long-lived, curious, supporting.

You can use these empowering words to express the wellbeing aspect of your offers and your company and in general promote the concept of wellbeing and wellbeing tourism.

Examples of empowering sentences

Here are some examples of empowering sentences that you can be inspired from:

Compare “We need more time and we experience many challenges” (more positive wording) versus “We are lacking time and are suffering so many problems”(more negative wording).

Compare “It is important we support a healthy world” (more positive wording) versus “It is important we fight for a virus free world” (more negative wording).

Compare “calm environment” (more positive wording) versus “stress-free environment” (more negative wording).





Wellbeing glossary

Authentic

Air

Actions

Assisting

Aware

Accepting

Balance

Beautiful

Being

Bright

Breath

Be

Breathing

Caring

Certified

Circular

Considerate

Contemplate

Collaborate

Compassion

Clever

Closeness

Cozy

Co-create

Compelling

Commit

Conscious

Curious

Creative

Delight

Dynamic

Ease

Empower

Earth

Enchanting

Enrich

Engage

Elements

Embrace

Experience

Extraordinary

Eye-opening

Feel

Fortunate

Freedom

Gift

Genuine

Grateful

Happy

Harmony

Helping

Homefulness

Heart

Hold

Honest

Humble

Inclusive

Improving

Inspiring

Inviting

Journey

Joyful

Kind

Light

Liberating

Lucid

Long-lived

Love

Mindful

Magic

Moments

Natural

Nourishing

Nurturing

Passionate

Pause

Peaceful

Playful

Pleasurable

Protected

Prosperous

Revitalizing

Reliable

Rest

Soft

Smart

Strong

Supporting

Silent

Safety

Sun

Stillness

Sky

Spark

Space

Spiritual

Sustainable

Support

Treasure

Trust

Thoughtful

Truth

Together

Understanding

Vitalizing

Warm

Wellbeing

Welcoming

Wisdom

Within

A woman with long, wavy blonde hair is shown in profile, looking down at a smartphone she is holding in her hands. She is wearing a dark jacket. The background is a soft-focus outdoor scene with a body of water and trees, suggesting a lakeside or park setting. The lighting is warm and natural, possibly during the golden hour.

COMMUNICATING ONLINE

Guidelines for creating posts

In general, use words and images that illustrate what you want to create more of and promote: your offers, sustainability engagements, positive feelings, plant-based food, clean transportation, compassion, co-creation, local products etc. To familiarize yourself with the concept of wellbeing, that these recommendations are based on, you can read the booklet *Introducing wellbeing tourism*.

Do's

- Identify your intentions and the goal for each post.
- Use images that support your message.
- Use language that is in alignment with the wellbeing hosting values.
- Address your audience directly by using “you”.
- Be transparent and open, use storytelling to create interest.
- Share your posts in related groups (hiking, food tourism etc.).
- Create a call to action when needed.
- Tag relevant partners.
- Use 40-150 characters.
- Use 3-9 hashtags.

Don'ts

- Avoid images or videos with poor resolution.
- Avoid complicated language or lengthy texts.
- Don't post documents as images (link to them instead).
- Avoid negative words such as stress, worry, problems etc.
- Don't post food and drink products that can be considered unhealthy (e.g. white sugar and non nutritious food).
- If animal products are mentioned or imaged, it should be clear they are produced sustainably (i.e. presented in a context associated with its' sustainable source).



Example of do's: close up & easy to read.



Example of don'ts: busy images & challenging to read.

Guidelines for using hashtags

A hashtag is a word or keyword phrase preceded by a hash (#). It is used in social media posts to help your target group and those who may be interested in your topic to be able to find it when they search for a keyword or a particular hashtag. It helps to draw attention to your posts and encourage interaction. When using a phrase as a hashtag, you spell it out without spaces, such as #wellbeingtourism. It can include numbers but not symbols or punctuation. The wellbeing tourism initiative, SB WELL (see information on the last page) has selected hashtags which will help people that are interested in wellbeing and wellbeing tourism topics to find your posts. The hashtags will help you increase influence and attract new followers, and by using them you also support spreading the wellbeing concept.

Wellbeing hashtags

The (SB WELL) wellbeing hashtags can always be included in your social media posts. Use the ones that are relevant for you. If you participate in SB WELL initiatives, using the hashtags is a way of showing this. Combine the hashtags that relate to your post topic and destination, a feeling or a value.

Hashtags supporting the SB WELL concept

#wellbeingtourism #joyful #caring #kind #aware #honest
#sustainability #homeofwellbeing* #homesofwellbeing*
#dowellfeelwell

Hashtags to attract tourists in general

#tourism #vacation #destination #travel

Hashtags to attract wellbeing tourists

#harmony #balance #wellbeing #body #mind #soul #vacation
#homeofwellbeing #travel #dowellfeelwell #wellbeingvacation
#sustainability #outdooradventures #retreat

*Note: #homesofwellbeing written in plural differs itself from #homeofwellbeing. Use it to promote a region, a destination with several wellbeing offers or when you have multiple arenas, buildings or places. E.g. cottage rental or multiple accommodations. And #homeofwellbeing for a single place or offer.

Website for wellbeing tourism - homesofwellbeing.com

The website homesofwellbeing.com promotes wellbeing tourism around the southern Baltic Sea, in the coastal regions of Sweden, Denmark, Germany, Poland and Lithuania. As a tourism business or otherwise a provider of products and services for wellbeing tourists you can join the wellbeing family and be promoted on the website for free.

Content of the website

On homesofwellbeing.com visitors can find places to stay and eat, activities and places to visit. The accommodation and restaurants support the concept of wellbeing tourism and offers in different ways wellbeing to their guests. Places of interest and activities presented are chosen for their wellbeing qualities. For example, places like forests, beaches and parks and activities like trails for hiking or biking. A series of wellbeing routes inspire tourists with suggestions for one day or multi-day trips with several wellbeing stops along the way. The website also helps visitors plan their trip and find opportunities to travel sustainably to and between destinations.

How to be promoted on the website

If you want your business or specific products and services to be visible on the website, you can sign up and do our self-evaluation test to see if your business is conducted in line with the values on which wellbeing is based. Passing specific questions in the test is obligatory in order to be promoted as a wellbeing business. The test will also guide your company to identify key aspects of wellbeing which you are good at, and which you can still develop further.

When passing the test, you can create a display card with information and photos that will inspire visitors to come and visit. You will also be able to add contact information like social media, webpages, telephone, and email.

Educational information

Homesofwellbeing.com also provides information about wellbeing, what it is and what it means. For companies, a whole section is earmarked educational information. Here you can find inspiration on how to develop wellbeing in your business and offers. You will find several booklets, films and other supporting documents.

TIP!
PUT THIS
PAGE ON YOUR
PIN BOARD

SB WELL guide- overview

Definition of wellbeing tourism

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

Intention

Wellbeing tourism implicates an intention to do good, to have a positive impact on people - guests and hosts, on the surroundings, on the planet, in the present, and in the future. When you do good, you feel good and develop a state of wellbeing.

Wellbeing hosting values

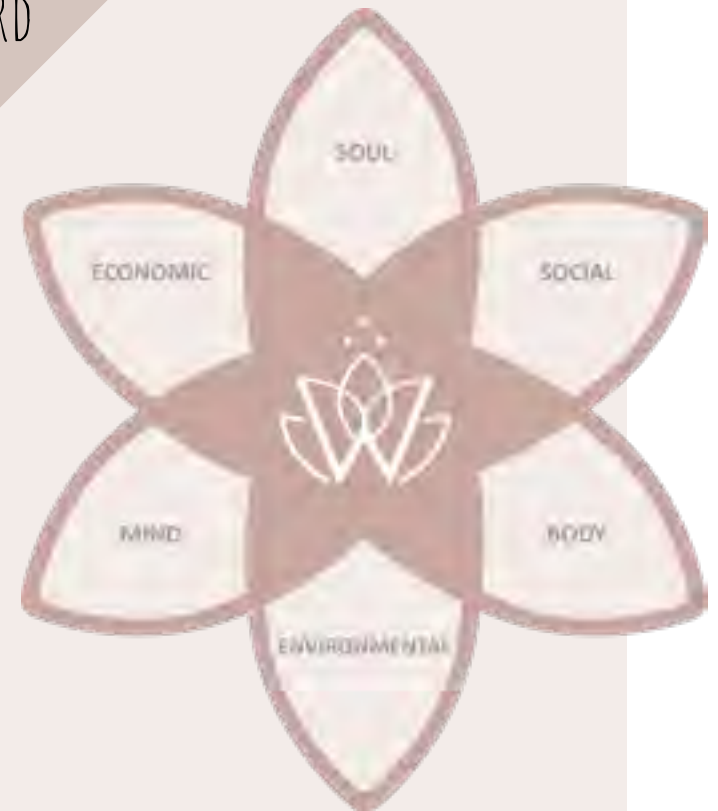
Honest | Aware | Caring | Kind | Joyful

Wellbeing atlas

www.homesofwellbeing.com

Your wellbeing hashtags

#WellbeingTourism #DoWellFeelWell #HomesOfWellbeing
#HomeOfWellbeing #Joyful #Caring #Honest #Aware #Kind



Wellbeing Facebook
@Wellbeingtourism



Wellbeing Instagram
#WellbeingTourism



Wellbeing Twitter
@Wellbeingtouri1



Colophon

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Available on: wellbeingtourism.com. Copyright: SB WELL, version 1, 2021.

Project



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The main goal of the project is to increase the awareness about wellbeing, create wellbeing in the tourism sector and promote the South Baltic Region as an attractive wellbeing destination. The project defines wellbeing tourism as tourism that supports harmony and balance of body, mind, and soul for guests and hosts in a sustainable interaction with the local community and environment.

The contents of this booklet are the sole responsibility of the authors and can in no way be taken to reflect the views of the European Union, the Managing Authority or the Joint Secretariat of the Interreg South Baltic Programme 2014-2020.

Lead Partner



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