



POLISH  
TOURISM  
ORGANISATION

# ADVISOR MINI TOOLKIT: Kraków & Lesser Poland Spa & Wellness

## Overview

Kraków blends historic charm with mountain escapes and traditional wellness. From city boutique spas to Tatra Mountain thermal baths, this region caters to luxury travelers, wellness enthusiasts, and families seeking restorative experiences.

## Why Sell Kraków & Lesser Poland for Wellness

- Historic and natural combination: city spas plus mountain retreats
- Traditional mineral baths and highlander herbal therapies
- Luxury boutique wellness experiences in the heart of Kraków
- Easy access to Tatra Mountains for immersive spa and nature retreats

## Top Experiences

- Thermal pools in Bukowina Tatrzańska and Zakopane
- Salt therapy in Kraków and Wieliczka salt mines
- Highlander herbal spa treatments and massages
- Yoga and meditation retreats in mountain lodges
- Day spas in the Old Town with modern facilities

## Ideal Client Profiles

- Luxury travelers seeking city and mountain wellness
- Families wanting spa activities and cultural immersion
- FIT travelers looking for flexible wellness itineraries

## Sample One-Day Itinerary

- Morning: Kraków salt cave therapy session

- Afternoon: Thermal spa day in Zakopane
- Evening: Mountain-view yoga and dinner at a local wellness lodge

### **Advisor Tips**

- Pair city spa experiences with historic tours in Kraków
- Promote thermal baths as year-round destinations
- Highlight authentic regional herbal treatments and local wellness traditions

# **ADVISOR MINI TOOLKIT: Warsaw & Mazovia Spa & Wellness**

### **Overview**

Warsaw offers urban sophistication and accessible wellness escapes. Modern boutique spas, salt rooms, and weekend retreats into Mazovia's green landscapes make this region ideal for corporate and city-focused wellness travelers.

### **Why Sell Warsaw for Wellness**

- Modern urban spa options with luxury treatments
- Salt therapy and herbal treatments integrated into city retreats
- Short weekend wellness escapes to nearby forests and resorts
- Combination of cultural exploration and relaxation

### **Top Experiences**

- Boutique city spas with hydrotherapy, massages, and saunas
- Salt therapy in wellness centers
- Holistic weekend retreats in Kampinos National Park
- Detox and nutrition-focused wellness workshops
- Urban yoga and fitness programs

### **Ideal Client Profiles**

- Corporate groups and incentives focused on wellness
- Urban luxury travelers seeking spa indulgence
- FIT travelers combining city culture and wellness

### **Sample One-Day Itinerary**

- Morning: Guided yoga and meditation in Warsaw's park
- Afternoon: City spa treatments including massage and sauna

- Evening: Dinner at a farm-to-table wellness restaurant

### **Advisor Tips**

- Emphasize urban accessibility with high-end experiences
- Combine spa treatments with cultural and historic highlights
- Promote weekend retreats for quick wellness getaways

# **ADVISOR MINI TOOLKIT: Wrocław & Lower Silesia Spa & Wellness**

### **Overview**

Wrocław and the surrounding Lower Silesia region offer historic spa towns and forested wellness retreats. Mineral springs and hydrotherapy circuits blend with modern luxury resorts for a variety of wellness options.

### **Why Sell Wrocław & Lower Silesia for Wellness**

- Historic spa towns with centuries-old healing traditions
- Forest and nature-based wellness retreats
- Combination of urban modern spas and countryside relaxation
- Seasonal programming from winter thermal baths to summer forest retreats

### **Top Experiences**

- Thermal baths in Cieplice and Kudowa-Zdrój
- Hydrotherapy and mineral pools in boutique resorts
- Forest meditation and yoga workshops
- Spa circuits paired with cultural tours of Wrocław
- Herbal treatments inspired by regional traditions

### **Ideal Client Profiles**

- Luxury travelers seeking spa towns and nature retreats
- Families wanting combined wellness and exploration
- FIT travelers looking for both urban and rural spa experiences

### **Sample One-Day Itinerary**

- Morning: Mineral bath and sauna in Cieplice spa town
- Afternoon: Nature walk and forest yoga session
- Evening: Dinner and relaxation at boutique wellness hotel

## **Advisor Tips**

- Promote the combination of cultural city tours and historic spa towns
- Emphasize seasonal experiences, from thermal baths in winter to forest retreats in spring and summer
- Suggest packages combining Wrocław city and Lower Silesia spa towns

# **ADVISOR MINI TOOLKIT: Gdańsk & Baltic Coast Spa & Wellness**

## **Overview**

Gdańsk and the Baltic Coast feature seaside wellness, mud and mineral treatments, and modern coastal resorts. The region appeals to travelers seeking relaxation, fitness, and seaside spa escapes combined with historic and maritime exploration.

## **Why Sell Gdańsk & Baltic Coast for Wellness**

- Unique seaside spa experiences with mineral mud and hydrotherapy
- Modern wellness resorts and boutique treatments
- Active wellness: yoga, Pilates, and fitness by the sea
- Combine spa treatments with historic Old Town and Baltic sightseeing

## **Top Experiences**

- Baltic mud and mineral therapy sessions
- Seaside yoga and fitness retreats
- Salt cave therapy and inhalation treatments
- Urban spa experiences in Gdańsk city center
- Wellness-focused day trips to Sopot and Gdynia

## **Ideal Client Profiles**

- Luxury travelers seeking seaside wellness retreats
- FIT travelers interested in independent spa and fitness options
- Families seeking accessible wellness experiences combined with sightseeing

## **Sample One-Day Itinerary**

- Morning: Baltic mud therapy session in Gdańsk
- Afternoon: Yoga or Pilates by the coast in Sopot
- Evening: Spa circuit and relaxation at a seaside resort

## **Advisor Tips**

- Emphasize the seaside location and unique mineral therapies
- Highlight combination of urban spa and coastal wellness retreat
- Suggest pairing wellness experiences with Baltic culinary or cultural tours