



POLISH  
TOURISM  
ORGANISATION

# ADVISOR TOOLKIT: Spa and Wellness in Poland

## Poland Destination Specialist Program

This toolkit equips travel advisors with selling points, itinerary ideas, signature experiences, client messaging, and practical tips to promote Poland as a premier spa and wellness destination.

## 1. WHY SELL POLAND AS A SPA AND WELLNESS DESTINATION

- **Heritage Meets Modernity:** Poland combines centuries-old healing traditions, mineral waters, and thermal spas with contemporary wellness resorts, boutique retreats, and luxury spa experiences.
- **Diverse Landscapes:** From Baltic coastlines to mountain valleys, Poland offers a variety of natural settings for wellness, relaxation, and outdoor therapies.
- **Holistic Experiences:** Guests can enjoy everything from salt cave therapies and mineral baths to yoga retreats, forest bathing, and modern fitness programs.
- **Year-Round Offerings:** Wellness escapes are available in all seasons—mountain thermal baths in winter, seaside spa treatments in summer, forest wellness retreats in spring and fall.
- **Urban and Regional Access:** Luxury city spas, day retreats, and countryside wellness resorts make Poland accessible for all traveler types.

## 2. KEY SPA AND WELLNESS EXPERIENCES

| <b>Experience</b>            | <b>Description</b>  | <b>Regional Notes</b>                        |
|------------------------------|---|--|
| Thermal Baths                | Mineral-rich pools, hydrotherapy circuits, saunas                       | Wielkopolska, Lower Silesia, Tatra Mountains |
| Salt Therapy                 | Salt caves and inhalation rooms for respiratory and relaxation benefits | Kraków, Wieliczka, Warsaw                    |
| Mountain & Forest Retreats   | Yoga, meditation, and nature immersion                                  | Tatra Mountains, Beskidy, Bieszczady         |
| Modern Urban Spas            | Luxury facials, massages, wellness circuits                             | Warsaw, Kraków, Wrocław, Gdańsk              |
| Mud & Mineral Treatments     | Therapeutic mud baths, mineral wraps                                    | Baltic Coast, Pomerania, Masurian Lakes      |
| Traditional Herbal Therapies | Herbal infusions, body scrubs, and local healing rituals                | Podhale, Carpathians, Lesser Poland          |
| Fitness & Wellness Programs  | Boutique fitness, Pilates, Pilates-yoga fusion                          | Urban centers and resort complexes           |
| Holistic Wellness Days       | Combination of spa treatments, nature walks, nutrition workshops        | Across all regions                           |

### **3. CITY AND REGIONAL HIGHLIGHTS**

#### **Gdańsk and the Baltic Coast**

- Modern seaside resorts with thermal pools and Baltic mud treatments
- Salt caves and wellness hotels with sea air therapy
- Coastal fitness and yoga retreats overlooking the sea
- Spa offerings often combined with historic Old Town exploration

#### **Wrocław and Lower Silesia**

- Historic spa towns like Cieplice and Kudowa-Zdrój with mineral springs
- Contemporary wellness hotels offering hydrotherapy circuits
- Forest walks and holistic retreats in surrounding countryside
- Mix of traditional thermal experiences and modern luxury treatments

#### **Warsaw and Mazovia**

- Urban wellness experiences: day spas, boutique hotels with pools and saunas
- Salt therapy rooms and herbal treatments integrated into city retreats
- Accessible weekend spa getaways to surrounding nature areas
- Combination of cultural sightseeing with relaxation programs

#### **Kraków and Lesser Poland**

- Thermal resorts near the Tatra Mountains and Zakopane
- Traditional highlander spa treatments and mineral baths
- Yoga and wellness retreats with mountain views
- Urban luxury spas for clients who want city convenience with wellness indulgence

## 4. IMMERSIVE WELLNESS EXPERIENCES

- Guided forest walks and meditation in Tatra and Beskidy mountains
- Thermal spa day packages in Kraków, Wrocław, and Gdańsk
- Yoga and Pilates retreats in mountain or coastal resorts
- Salt cave therapy and breathing exercises in Kraków or Warsaw
- Herbal body treatments using local flowers, herbs, and minerals
- Wellness cooking workshops focusing on detoxifying, seasonal ingredients
- Combination wellness and cultural tours: historic town walk plus spa afternoon

## 5. MAJOR SPA AND WELLNESS EVENTS

- **Zakopane Thermal Spa Week** – January
- **Baltic Sea Wellness Festival, Gdańsk** – June
- **Lower Silesia Spa & Health Fair** – April
- **Warsaw Urban Wellness Expo** – September
- **Lesser Poland Yoga & Wellness Retreats** – Seasonal

## 6. IDEAL CLIENT PROFILES

- **Luxury Travelers** seeking spa retreats, boutique hotels, and curated wellness programs
- **Wellness Enthusiasts** focused on holistic therapies, yoga, meditation, and forest immersion
- **Corporate Groups** interested in team wellness, corporate retreats, and spa experiences
- **Family Travelers** seeking inclusive wellness resorts with programs for adults and children
- **FIT Travelers** who prefer flexible wellness itineraries, mixing spa, city, and nature

## 7. SAMPLE ITINERARY BUILDER

### One Day Wellness Escape

- Morning: Forest walk and guided meditation in Kraków's countryside
- Afternoon: Thermal spa experience with mineral pools and sauna circuits
- Evening: Dinner at a farm-to-table restaurant focusing on seasonal ingredients

### **Two Day Urban & Nature Retreat**

- Day 1: Warsaw urban spa experience with massage and salt therapy
- Day 2: Day trip to Mazovia forest retreat with yoga and wellness workshops

### **Three Day Spa Immersion Across Cities**

- Day 1: Gdańsk seaside resort with Baltic mud therapy
- Day 2: Wrocław historic spa town with hydrotherapy and herbal treatments
- Day 3: Kraków thermal baths and mountain-view yoga retreat

## **8. SELLING TIPS AND TALKING POINTS**

- Highlight the **mix of tradition and modernity**: thermal baths, herbal rituals, city spa luxury
- Emphasize **nature integration**: mountain and coastal retreats connect travelers with the landscape
- Promote **wellness as experience**: clients actively participate in spa therapies, meditation, and yoga
- Offer **seasonal options**: winter thermal escapes, summer seaside spa stays, spring forest detoxes
- Combine wellness with **culture**: urban spas plus historic sightseeing

## **9. READY TO USE CLIENT MESSAGING**

- Experience Poland through spa traditions, mineral baths, forest meditation, and boutique wellness retreats
- Relax in thermal pools, enjoy salt therapy, and recharge in mountain and coastal resorts
- From Gdańsk's Baltic Sea treatments to Kraków's Tatra Mountain wellness escapes, Poland offers holistic experiences for every traveler

## **10. PRACTICAL TRAVEL ADVICE**

- **Best Time to Visit**: Year-round; thermal spas in winter, coastal retreats in summer, forest and wellness retreats in spring/fall

- **Accessibility:** Urban spas are walkable, resorts reachable by train, car, or short flights
- **Recommended Duration:** 3–7 days for a comprehensive wellness experience
- **Transfers:** Major cities (Kraków, Warsaw, Gdańsk, Wrocław) connected by air, train, and road
- **Where to Stay:** City centers for urban spa access, regional resorts for immersive experiences

## 10.1 READY TO USE EMAIL TEMPLATE

**Subject:** Discover Poland’s Spa and Wellness Journeys

Hi [Client Name],

Are you ready to unwind and restore in a country where nature, tradition, and modern luxury converge? Poland offers wellness experiences unlike anywhere else in Europe. From mountain thermal baths to coastal mud treatments, forest meditation, and boutique urban spas, each city and region provides a unique path to relaxation.

Highlights include:

- Thermal spa circuits in Kraków, Wrocław, and Gdańsk
- Salt cave therapies and herbal treatments in Warsaw and Kraków
- Mountain and forest retreats with guided yoga and meditation
- Seasonal wellness programs and urban luxury spa experiences
- Major wellness festivals across Poland

Whether your clients seek a luxury spa escape, an immersive wellness retreat, or a family-friendly wellness adventure, Poland delivers a holistic and unforgettable experience.

I would be happy to help create a custom wellness itinerary that blends spa, culture, and nature. Shall we start planning your client’s journey?

Warm regards,

[Your Name]

[Your Title and Agency]

[Contact Information]