



DOLINA CHARLOTTY
Resort & SPA

Tourism

„STRESS-OUT”

IN THE AREA OF
THE BALTIC SEA





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„Stress-out” Tourism

MAIN AIM

➔ **The project is aimed at:**

- Development
- Implementation
- Promotion

of the innovative MODEL prevention-relaxation called „STRESS- OUT”

The project is carried out in Poland as one of six

Intelligent Specialisations of THE POMERANIAN REGION
entitled *Smart Port & City*

➔ The planned **implementation of the STRESS -OUT model in Dolina Charlotty** will use its existing recognisability outside Poland and support the promotion of the STRESS-OUT model



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CONDITIONALITY PROJECT *STRESS-OUT*:

1. DEMOGRAPHIC-SOCIAL:

Society is **growing old** and simultaneously - activity among the elderly is increasing

Life gets faster and faster - **exposure to stress is greater**

a shift in the mentality of European societies towards health issues – **prevention.**

2. ECONOMIC:

Destructive influence on health = **increase in costs/ social losses:**

1) treatment

2) quick withdrawal from professional life due to health problems

Poland - offers cheaper tourist services in comparison to Western European countries

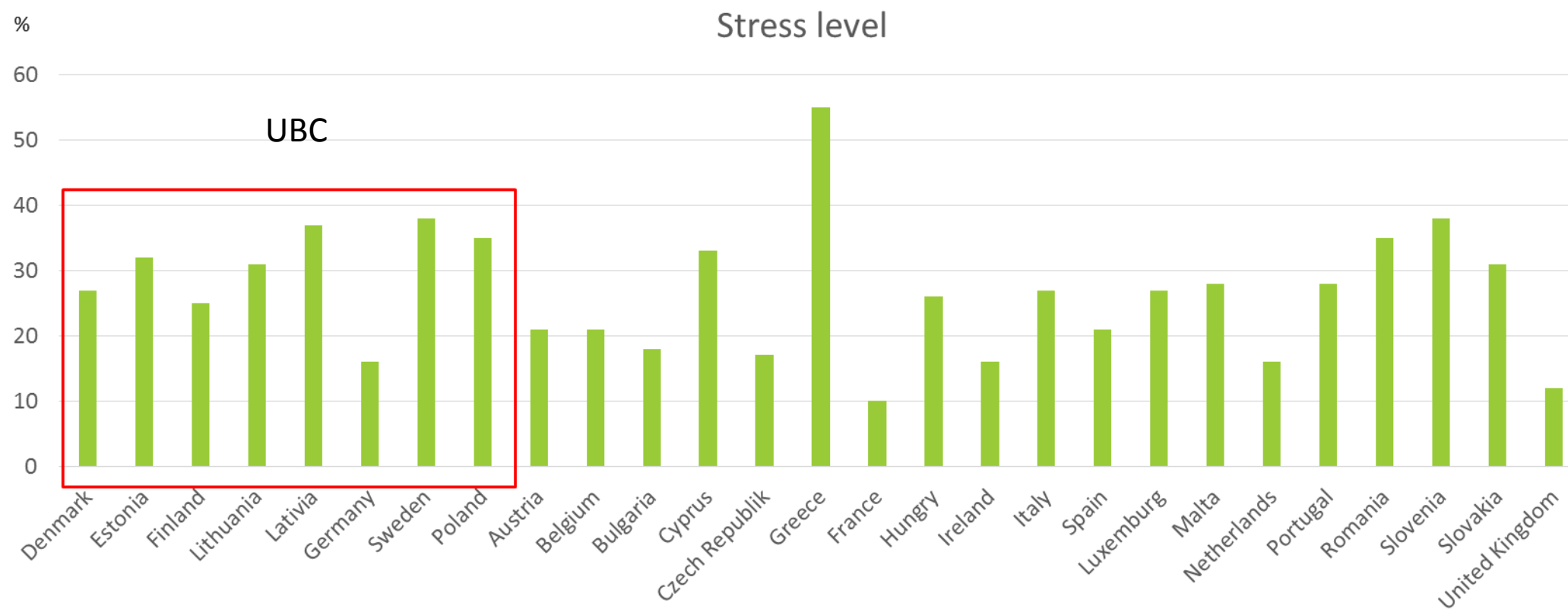
3. ECOLOGICAL AND OTHERS:

The possibility to apply **cutting edge pro-ecological solutions** in the project

The application of the newest **ICT solutions**

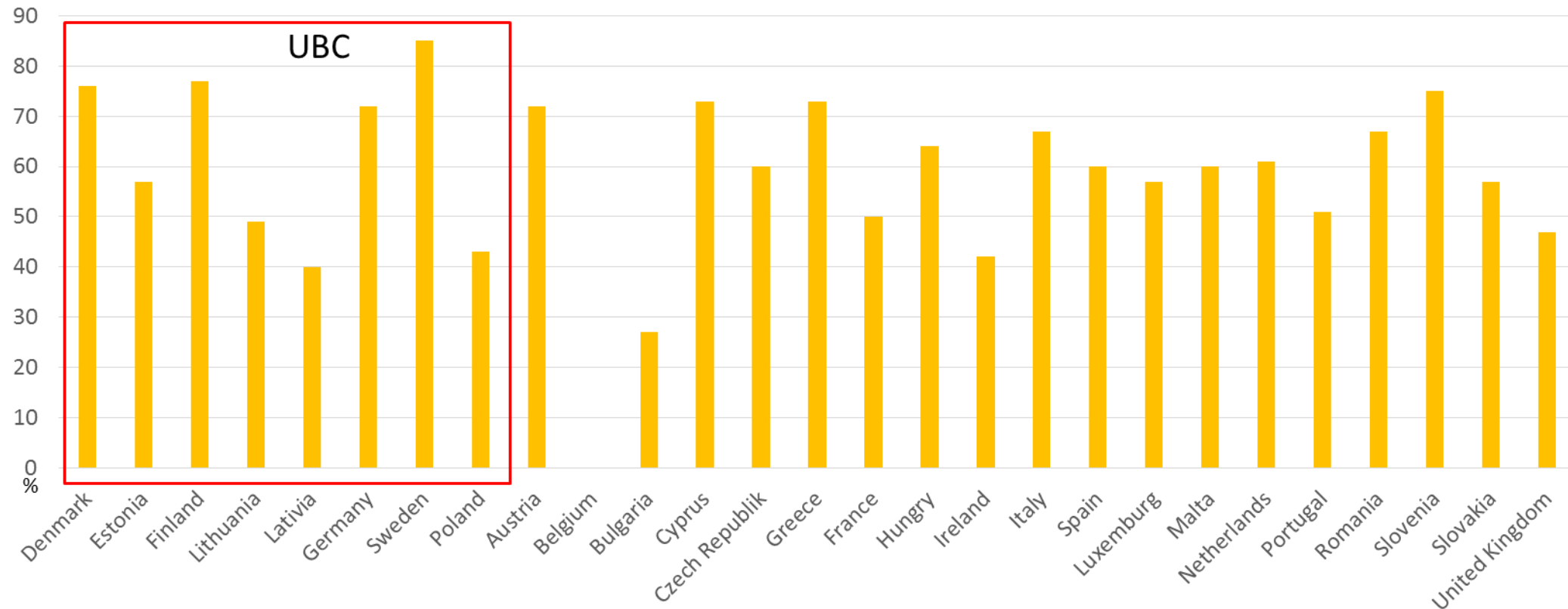
Architectural landscaping of Dolina Charlotty in accordance with the project aims

Work-related stress by countries





Working at very high speed in EU countries (% of workers)





Costs connected with stress

REASONS

- absences from work due to stress
- low efficiency at work/ decrease of company results
- early retirement

RESULTS

- in EU – costs of mental health conditions **240 billion euro** per annum
- in EU – costs of sick leaves **136 billion euro** per annum
- in France – costs of stress in the work environment: **2-3 billion euro** per annum (appr. 0,2% GDP)
- in UK – the number of days away from work due to stress: **4,9 mln days** per annum
- in Austria – **42%** of white collar workers retire too early due to stress



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➔ **UNION of the BALTIC CITIES** – is a potential area for:

- business cooperation of NETWORKS of tourist entities
- with the support of **international research**

➔ A possible **common GOAL** - promotion on the world markets:

- the brand of health tourism **"STRESS-OUT,"**
- **cities from the area of RMB.**

➔ **RESULT** of activities - economic development based on tourism in the area of **UBC.**



UNION of the BALTIC CITIES – is a potential of:

- the wealth of cultural heritage
- land and sea landscapes
- tourist attractions

that allows for the **creation of a
cooperating** region, which will attract
more tourists:

- internal
- external

One of the aims of the project is:

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- ➔ **PROMOTION** of the development of pro-health tourism STRESS-OUT in the area of the Baltic Sea
 - **Synergy with UBC activities:**
 - ➔ Pro-health activities, aimed at pro-health prevention and reduction of treatment costs and decrease of absences from work due to illness are also aims of **UBC – Commission Inclusive and Healthy Cities**
 - ➔ Activities connected with the development of tourism, business and education as part of – **Commission Smart and Prospering Cities**

THANK YOU FOR YOUR ATTENTION

WE WOULD LIKE TO INVITE YOU TO
COOPERATE WITH US



STRESS-OUT TOURISM

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