



**RURALTOUR**  
EUROPEAN FEDERATION OF RURAL TOURISM

# Rural Tourism as Health Product and Destination

6<sup>th</sup> – May - 2026

**European Health Destinations & Activities**

In Cooperation with European Public Health week

**6 May - 2 pm** Brussels



**New York: 8 am**  
**London: 1 pm**  
**Bucharest: 3 pm**

*Klaus Ehrlich – General Secretary Ruraltour*

# Who are we?

## **RURALTOUR**

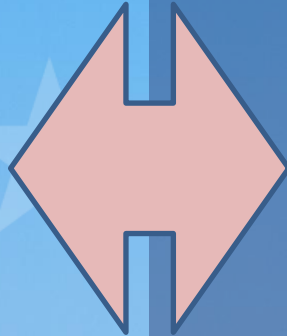
EUROPEAN FEDERATION OF REPRESENTATIVE PROVIDER  
ORGANISATIONS IN RURAL / COUNTRYSIDE TOURISM  
27 ORGANIZATONS FROM 24 COUNTRIES

**600.000+ MICRO-ENTERPRISES**

AND 6 - 7,5 MILLION BED PLACES

# Focus on **DESTINATION**

- Gastronomy
- Accommodation
- Active Tourism
- Landscape
- Heritage
- Culture
- Events
- other resources



# **Sustainable Tourism**

## **IN RURAL AREAS**

- **Rural Tourism**
  - **AgroTourism**



# Health is a transversal element



- “55+”
- *Romantic escape*
- *Agro-Tourism*
- *Travellers with pets*
- *Health and well-being (“wellness”)*
- *Family meetings or events*
- *MICE*
- *Sensations and experiences*

- \* **Nature / Eco-tourism**
- \* **Food and drink**
- \* **Families with kids / mono-parental**
- \* **Activities: walking, biking, boating, ...**
- \* **Monuments, culture, history**
- \* **Events and festivities**

## **Common characteristics**

Stable / resilient demand

High and specific motivation

Know what they are looking for

Less seasonal

# What is needed?

## Destinations

- Include health aspects in destination KPI
- Map health resources in the territory
- Link them to tourism movements (existing or potential)
- Development plan for un-/under-used resources

## Tourism Services

- **Awareness**
- Inventory of own and close-by resources
- Can I create a specific USP on them?
- Improvement plan
- Training and re-/upskilling needs

**Leadership at political level?**

**“We all will be clients at some point”**

# Thank you !

## CONTACT

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