

HEALTH & WELLNESS TOURISM | TURKEY

Strategic advice government of Bursa about the positioning and marketing of its future health and wellness tourism proposition.

Research on the rich presence (and history) of hot springs and geothermal waters in the Bursa region and its values for health, recreation, tourism and community.

Intensive consultation of medical and therapeutic staff in classic bathhouses, thermal spa's and mineral pools inside hotels and medical centres.



RESEARCH | STRATEGIC ADVICE