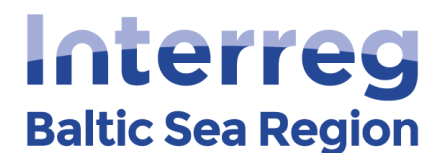
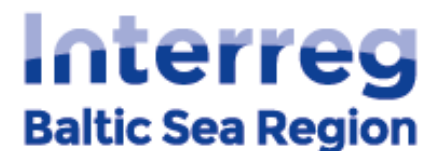


Climate-Neutral & Regenerative Tourism – a strategic priority for cities 4.11.2026 Slupsk

RegenT - Integrating Regenerative
Practices in Nature and Cultural Tourism



Co-funded by
the European Union



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the European Union



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www.interreg-baltic.eu/project/regent/

www.interreg-baltic.eu/project/light-in-the-dark

Why do we need tourism?

Why does the tourism industry need to pivot?



- Transport hubs that support local businesses would not exist without tourism
- Crucial industry – e.g. Finland 5% employment, 14.5% exports
- Supports viable city centres
- Creative industries
- Cultural events
- Cultural heritage



Light in the Dark helps tourism SMEs create an off-season nature-based offer to attract tourists to rural and coastal areas of the BSR region.

Detailed analysis of eight key markets, (4000 respondents)
SME challenge inventory (300 respondents).

New business and product concepts co-created transnationally in five countries 2024 in online workshops and 2 seminars with DMOs.
Experiences piloted with the engagement of almost 400 tourism professionals, spring and autumn 2025

Marketing materials for SMEs and DMOs created and piloted 2025

Key recommendations for DMOs and municipalities and SMEs

Webinars and regional development workshops, AI product tool, handbook

LOCAL LIFESTYLE



Come close to the reality with authentic experiences with local people, food, culture and traditions.

NOURISHED BY NATURE



A travel experience focusing on stillness and recreation through close encounters with nature.

ACTIVE ADVENTURES



Embrace the excitement of outdoor activity that is approachable and enjoyable for everyone



Photo by Henrik Trygg

Low season travel in rural areas around the Baltic Sea

- Needs a focussed approach and collaboration within the tourism ecosystem.
 - DMOs, municipalities and regions
 - SMEs, DMCs
- Collaboration
- A good place to live – is a good place to visit
- Tourism needs a managed development
- What is tourism's purpose

Regenerative tourism

- Starts from the community and the destination's needs
- Value creation
- Returning to host and guest dynamic
- From sustainability to regeneration



Regenerative tourism principals Degrees of regeneration

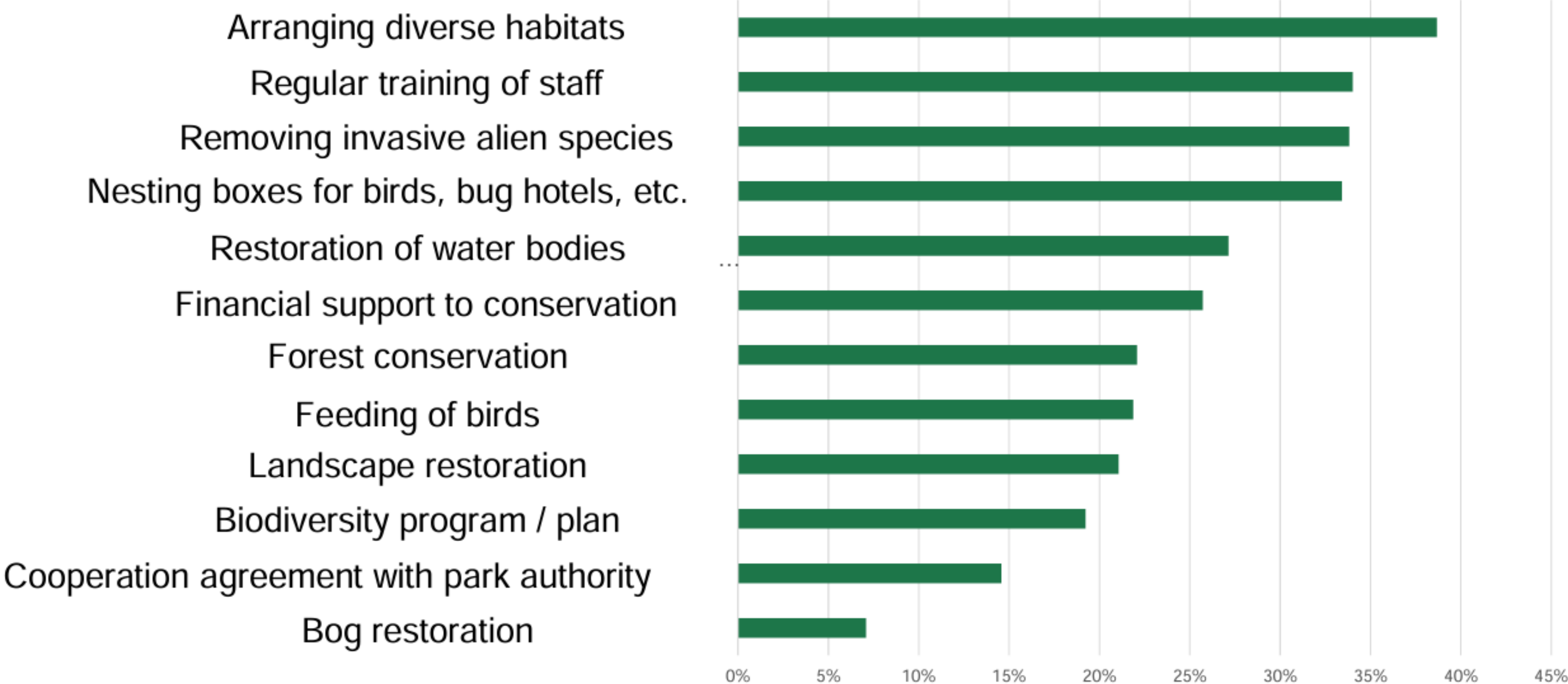
- It starts from the destination, its needs and its residents
- Visitors participate in the destination - transformational tourism
- Long-Term Vision safeguarding natural resources, cultural heritage and economic growth for future generations.
- Authentic local cultural experiences.
- Supporting local food production.



Biodiversity handprints 2024



SUSTAINABLE
TRAVEL
FINLAND™



(N=494)

Soomaa - Estonia

- Soomaa
- Using ecotourism to preserve a dying tradition and skill
- Haabjas listed as a UNESCO Intangible Cultural Heritage in Need of Urgent Safeguarding



Living archipelago landscapes

- Craft theme and
- cultural landscape theme
- Collaboration with landowners, farmers, UNESCO Biosphere area, National Park authorities and tourism companies





Haltia Lake Lodge



Good life.
Nothing else.



SUSTAINABLE
TRAVEL



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RegenT

July 2025 – June 2028

The RegenT project platform develops a regenerative tourism hub, offering training, and policy recommendations for public authorities, DMOs, NGOs, and business support organisations to make revitalisation and sustainable tourism a guiding strategy across the region. RegenT consolidates outcomes from 7 EU projects.

Interreg
Baltic Sea Region



Co-funded by
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PROJECT PLATFORMS

RegenT



Newsletter:



www.interreg-baltic.eu/project/regent/



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