



## FORM BEST PRACTICES CONTEST 2020

Municipality Gołdap

Country Poland

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Name of the project

Promotion of a healthy lifestyle – HEALTH RESORT (SPA) GOŁDAP

Category Certification Criteria: mark the category of your project

- Energy and environmental policies (politiche energetiche e ambientali);
  - Infrastructure policies (politiche infrastrutturali);
  - Quality of urban life policies (politiche per la qualita' urbana);
  - Agricultural, touristic and artisan policies (politiche agricole, turistiche, artigianali);
  - Policies for hospitality, awareness and training (politiche per l'ospitalita, la consapevolezza e la formazione);
  - Social cohesion (coesione sociale).
- \*Cittaslow Solidarity Covid-19

Summary project



Gołdap is the **only health resort** in Warmia and Mazury region and one of 45 in Poland. It is a health resort visited by patients from all over the country and from abroad.

In the Gołdap health resort, treatment is carried out in several therapeutic directions, such as:

- orthopaedic and traumatic diseases,
- rheumatological diseases,
- cardiological diseases and hypertension,
- diseases of the lower respiratory tract,
- nervous system,
- digestive system and female diseases.

Mineral and healing waters, peloid and climatic factors such as clean air, unique microclimate and natural values is used here.

Gołdap has been **a health resort since 2000**, and since then it has been successively implementing comprehensive investment tasks aimed at developing tourist and spa infrastructure as well as promoting a healthy lifestyle among residents, tourists and patients.

The most important activities implemented so far:

**a) in the frame of EU FUNDS available in the financial perspective 2007-2013:**

1. Construction of a mineral water pump room in the Gołdap health resort, including an underground medicinal water intake.
2. Drilling a brine well and building a graduation tower in the SPA Park in Gołdap.
3. Development of the health resort in Gołdap by arranging the beach and building a SPA and Kinesiotherapeutic Park.

**b) in the frame of EU FUNDS available in the financial perspective 2014-2020:**

1. The shore of Lake Gołdap arrangement.
2. Reclamation of the Gołdap lake
3. Construction/building of a treatment center along with the extension of the Promenade in the Gołdap Health Resort.

For several years, Gołdap has also focused on promoting a healthy lifestyle and local products through organized events.

- Four editions of the "Health Festival" have already been organized, during which meetings, lectures related to health as well as physical and recreational activities with instructors are held.
- Another important regional event Kartaczewo, an event promoting local products and healthy eating style mostly among the residence.  
<https://uzdrowiskogoldap.pl/2019/02/14/kartaczewo-2019/>



#### Goal project

Building the brand of Gołdap Health Resort and improving the quality of life of residents based on the TOURIST AND SPA function of the city.

#### Result project

GOŁDAP - peripherally located on the border with the Russian Federation - in order to change its unfavourable situation and problems that it faced in the 90s - such as high unemployment or low standard of living of the inhabitants, **focused on using local resources** for the sustainable development of the city and improving the quality of life of the local community.

For many years, thanks to the consistently implemented investments, which were carried out at Lake Gołdap, the area previously unavailable to residents, tourists and patients was developed.

The newly created "health resort" significantly strengthened the all-year offer of Gołdap, thus extending the tourist season.

It has also contributed to improving **the quality of life of the residents**, as on the one hand they have the opportunity to use the new attractive urban space, and on the other, a lot of new jobs have been created.

The implementation of Health Resort projects has inspired a lot of local investors. New facilities, that provide services in the tourism sector were created, such as:

- a restaurant serving regional cuisine specialties from the Polish-Russian border,
- first 4-star hotel in the Gołdap district with a SPA & Wellness offer <http://www.ventushotel.pl/>
- an aesthetic medicine clinic,
- existing companies expanded their tourist offer.

The Health Resort has become a new attractive tourist product. The implementation of the projects increased the importance of Gołdap, as well as the Warmian-Masurian Voivodeship, on the tourist map of Poland.

This made it possible to increase the tourist attractiveness of the Warmia and Mazury region, mainly by extending the tourist offer of the voivodeship and promoting therapeutic/health tourism among inhabitants and people from all over the country.



Finance (costs and benefits)

The investments mentioned above were carried out under EU funds. Total projects value - 79 million PLN, including funding is almost PLN 59 million. Events such as the Health Festival and Karatachewo are organized with the municipality's own funds, although the municipality is also trying to effectively gain external funds.

Staff (staff involved and use of time)

The tasks are carried out by employees of the Town Hall in Gołdap.

Additional information (if necessarily)

Gołdap was the **winner of the EDEN competition in 2019** for the "Best European Tourist Destinations" in the category of health and wellness tourism. **EDEN- European Destinations of Excellence**, is a project inaugurated in 2006 by the European Commission. Its aim is to create a European network of tourism areas and products, which so far are little recognizable, but are characterized by exceptional values for the natural and cultural heritage of Europe. The winners of the competition are products managed in accordance with the principles of sustainable development, i.e. with respect for local culture and tradition, natural resources and the local economy.

Link website **uzdrowiskogoldap.pl**

(if available)

**Once filled in this form please send it to: [info@cittaslow.net](mailto:info@cittaslow.net)  
- Participation Deadline 5 September 2020 -**