



# 2020 TOP 100 GOOD PRACTICE STORY

**Title of the Story:** the thalasso-island

**Destination Name:** *(include any state, province or region)*

Norderney

**Country:** Germany

**Submitter name:** Wolfgang Lübben

**Email address:** luebben@norderney.de

**Position:** 2nd head of marketing and distribution

**Nomination Category:** *(Please check the boxes that indicate the focus of your story)*

- Culture & Communities
- Environment & Climate
- Nature & Ecotourism
- Islands & Seaside
- Immediate responses in dealing with the COVID -19
- Post COVID -19 recovery
- One of the 17 SDGs\* *(if yes, which one)* Click or tap to choose

\*The Sustainable Development Goals (SDGs), also known as the Global Goals, were adopted by all United Nations Member States in 2015 as a universal call to action to end poverty, protect the planet and ensure that all people enjoy peace and prosperity by 2030. The 17 SDGs are integrated—that is, they recognize that action in one area will affect outcomes in others, and that development must balance social, economic and environmental sustainability. What are the Sustainable Development Goals? <https://www.undp.org/content/undp/en/home/sustainable-development-goals.html>

For further information on Tourism for SDGs: <http://tourism4sdgs.org/>

Find detailed instructions for submitting good practices [here](#)



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*Address each aspect of your good practice story in the different sections being specific including relevant quantitative and qualitative information.*

## Issues faced

The island of Norderney is one of seven east-frisian islands located in the north-sea. Norderney stands out for the untouched nature in the national park, which takes up the east side of the island as well as the culture and lived tradition in the city-side of the island. The mixed abilities of pure loneliness in the nature and the conviviality in the city makes Norderney an unique destination.

Before focusing on health tourism Norderney was known for party and club tourism. This led to energy and waste consumption. To shift away from that, the relation to the sea was used to focus more on sustainable health tourism. Norderney aims on becoming the most popular island for practicing thalasso in Europe until the year 2020. In thalasso-therapy the forces of wind, sea and algae and the rough climate of the seaside are used to increase the physical well-being and overall health.

## Methods, steps and tools applied

The thalasso-aspect was implemented through various activities outside and also inside for example in the "bade:haus norderney", the public bath of the island. The destination built several thalasso-paths and thalasso-platforms for walking and relaxing at the seaside. Moreover, guests can take part at the sport activities offered at the beach or go swimming in the North Sea at every time of the year, which can be part of a climate therapy. The badehaus offers many different ways of enjoying the feeling of thalasso, for example seawater-baths, massages or treatments with mud.

The marketing of the destination is also aimed on promoting Norderney as a thalasso-destination. They host events like the thalasso-day at the beach with speeches of experts in that field and activities in which guests can participate to raise the awareness of the thalasso-therapy.

But there is still more to discover on Norderney: with several thalasso-experts on the island, e. g. Dr. Raschke who researched thalasso for more than three decades or e. g. Karin Rass, a climate-therapist and a pupil of thalasso-professor Dr. Menger - the base of spreading the idea of thalasso is at hand. Many participants took part at thalasso-skill-enhancements and became thalasso-therapists and / or climate-therapists. The annual courses are normally fully booked and combine theory with practical exercises.

Norderney also has a partnership with Wando, a city in south-korea. Wando has quite familiar natural conditions to Norderney and wants to follow the way Norderney has already gone for years.



### Key success factors

The key success factor is the fact, that Norderney has chosen to focus on its natural origin. Thalasso is a part of Norderney since the island exists. It's nothing that had to be imported or that someone had to invent – Norderney can't exist without the wadden-sea, the fresh air, the dune-landscape, the salt, the mud, the aerosols. It can't be any closer than this – so the best marketing is to just mirror what is normal to us but extraordinary for so many. This island is a special place here and many guests realize it.

The DMO Norderney focussed to orchestrate all its activities to thalasso.

Advertisement is never loud, fancy or plastic but always authentic. We don't use stock photos but photos from Norderney with people from the island who present the island's goods. It's only consequence that the DMO has several cooperations with local businesses, to support mutually.

Intelligent experts who trust in the strength of the island's offer work hard and have the same goals. The mayor, the DMO's CEO, the thalasso-experts and the inhabitants know how valuable the treasures from the north-sea are for them and their guests – so everybody is interested in being successful together.

### Lessons learned

The reputation of the island has improved. About fifteen years ago, Norderney was in many ways known as Germany's answer to party-destinations like Mallorca or Goldstrand. That reputation also kept people away from the island who used to be regular guests.

These days, when the importance of party-tourism has definitely decreased, Norderney is a light-house in Germany's health-tourism. Working seriously with the destination's DNA is easy and successful at the same time, because nobody knows better what Norderney is and what the island's strengths are than us. The marketing of it mirrors credible offers and raises the satisfaction of our guests. Keeping it real, promising only what can be kept and always remembering what Norderney offers – that's the key to sustainable tourism and a green future of Norderney and of tourism in general, not only on this island.

### Results, achievements and recognitions

Norderney is Germany's oldest sea-bath, since the year of 1797. The great party of the 222-years-jubilee took about a year, but everybody could join and it's been of high quality with surprising guests and locals. On the other side, when a tour-operator offers a party-train from Cologne to Norderney with loud music and cheap drinks, the island's mayor and the DMO's CEO work together to avoid these kind of tourism.

Health-tourism is improved not only on Norderney. Norderney also included the other east-frisian islands to remember their original strengths – the untouched nature with the dunes-landscape, the wadden-sea, the pure air and its direct impacts on people's well-being. It's not only about the status of being healthy, it's about improving your personal condition in general: get healthy, stay even healthier! Thalasso works not only for the skin and lungs, but e. g. also against insomnia.

For their efforts of leading the island to a more health-oriented tourism and the sustainable ecology that comes with it the destination Norderney and their institutions could win many awards. For example, in 2016 the Badehaus was the first



public bath in Europe that got rewarded with the “Thalasso & SPA – Prädikat Leading Spa Selection” award due to their fully integrated thalasso-concept. The destination Norderney got priced with the international award “Best Public Bath in Europe” at the European Health and Spa Awards and is one of the leading destinations in health tourism.

Already in 2010, Norderney won th german tourism-prize oft he DTV, in the category health-tourism.

#### Additional references

[www.norderney.de](http://www.norderney.de)

<https://www.facebook.com/norderney>

<https://www.facebook.com/search/top?q=support%20your%20locals%20norderney>

[https://www.instagram.com/norderney\\_meineinsel/](https://www.instagram.com/norderney_meineinsel/)

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