

Developing year-round, nature-based well-being programmes

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This session offers insights into connecting tourism, health, nature, and community resilience through regenerative approaches. Drawing on nearly 20 years of experience working between Slovenia and Croatia, Mila shares practical lessons on integrating well-being into tourism, supporting local communities, and creating value that benefits people, destinations, and the environment. Participants will discover how real stories and real projects can guide a more meaningful and connected tourism future.

Introduction

Hello everyone, and thank you for being here.

My name is Mila Triller, and as Céline mentioned, I live and work between Slovenia and Croatia. My work focuses on the connections between tourism, health, people, nature, and well-being. Even though today I'm joining you from an early and slightly sleepy morning, I'll do my best to share meaningful insights.

After almost 20 years of experience, I can say with certainty that the most powerful knowledge doesn't come from textbooks — it comes from real people, real projects, and real stories. What I want to share today is a simple but transformative idea: when tourism, people, and nature are aligned, everyone wins.

Objectives

The goal of today's session is to explore:

- how tourism can integrate well-being and health,
- how local communities can benefit from tourism in all seasons,
- how regenerative thinking can strengthen both destinations and people,
- and how meaningful partnerships can create long-term positive impact.

More concretely, we want to understand:

- How can tourism providers add value to existing offers through well-being elements?
- How can we support communities, especially in low season, by creating programs that attract visitors year-round?
- How can collaboration — rather than isolated efforts — transform tourism into a shared opportunity?

Content & Development

My work sits at the intersection of well-being, tourism, and regenerative development. Through my company Zillennium and collaborations with Smart Octopus Solutions, I help tourism providers and destination managers design experiences that nurture both people and nature.

I strongly believe that when tourism supports well-being, it also strengthens communities. Many of the programs we develop take place outside the high season — in winter or spring — when destinations normally receive fewer visitors. These programs add new value to existing offers and help local providers welcome guests throughout the year.

One of the main challenges I see is the lack of connection between actors. Tourism cannot be a solo project. It requires cooperation between institutions, local businesses, communities, and nature-based professionals. I wish to see more openness, more partnerships, and deeper collaboration across all levels.

I often work with tourist boards, hotels, and institutions, but also independently through my website. This dual structure allows me to adapt easily to different types of clients and create programs that fit local needs.

In every case, the goal remains the same:
to create experiences where tourism becomes a positive force — for visitors, for local communities, and for the environment.

Conclusion

To conclude, here are the key messages I hope you will take away:

- Tourism, when connected with health and nature, creates value far beyond the experience itself.

- Real stories and real people are the foundation of meaningful tourism development.
- Well-being programs can support destinations during low seasons and help diversify offers.
- Stronger partnerships and collaboration are essential — tourism should never be a solo project.
- Regenerative approaches allow communities, visitors, and nature to flourish together.

Thank you very much for your attention.

I'm truly glad my voice held on until the end!

I hope this inspires you to explore new connections in your own destinations and to design tourism experiences that bring people and nature closer together.