



“BANYA” TOURISM IN BELARUS

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POSITIVE EFFECTS OF “BANYA”

- 1. Can Elevate Your Mood*
- 2. Can Help You Sleep Better*
- 3. Can Help Relieve Muscle Pain*
- 4. Can Make Your Heart Healthy*
- 5. Burn Calories*
- 6. Can Relieve Cold And Flu Symptoms*
- 7. Can Soothe Irritated Skin*

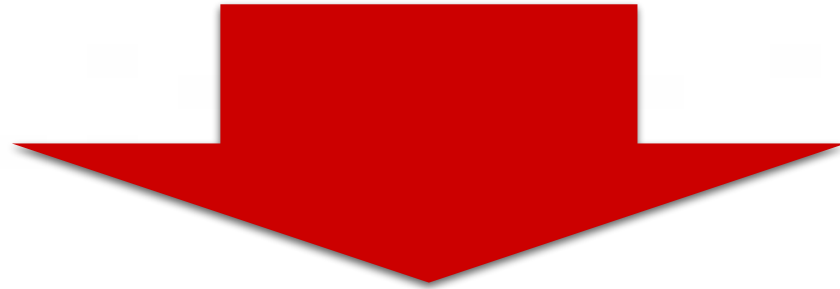


BELARUSSIAN "BANYA" TRADITIONS





**2009 – The Establishment of the
International Association of “Banya” Art**



**Development of “banya” tourism in
Belarus**



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graph TD; Finns[Finns] --> Banya[Belarussian "banya"]; Germans[Germans] --> Banya; Israelis[Israelis] --> Banya;
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Finns

Belarussian
“banya”

Germans

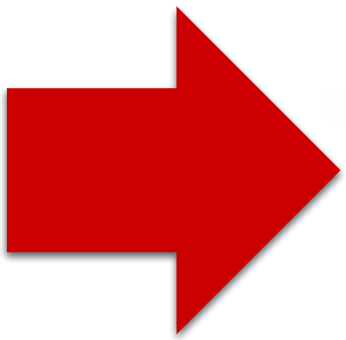
Israelis



Gennady Moroz
Professional banya attendant

«In the right banya
people laugh, meditate
and read poems»

His steam frost program is popular
with tourists from European
countries, Turkey, Australia, Cuba,
India, China, and the USA



**BELARUSSIAN
BRAND**



THANK YOU FOR YOUR ATTENTION!!!

