

Fact Sheet

Wisdom Warrior Eco-Health Tour Ireland

Wisdom Tour 2025

red sites of Ireland guided by energy and land healer and
ave. Learnto connect with your own indigenous healing
ness that comes with knowing the land through practice
Breathwork and Guided Meditations.



Ancient Practices

Experience the expansive and uplifting practices that connect to land and place and support deep inner healing.



Historic Accomodation

Embark on a journey of ancestral discovery and host your evening reflections in luxurious settings.

Small Group Tours (max 10ppl) : 6 Days - Fully guided : €2,250 pp



Location/Country

Sligo, Northwest
Ireland



Idea

Experiential
Tourism and Well-
Being Retreat



Focus Areas

Eco-health, eco-
tourism, energy
healing and
wellbeing.



Entrepreneur

Blaithin Sweeney,
"Your Wellbeing
Warrior"

Introduction to Wisdom Warrior Tour, Sligo, Ireland

Wisdom Warrior Tour is a newly established experiential tourism project offering transformative well-being and cultural retreats in the breathtaking landscapes of Northwest Ireland. This venture combines sustainable tourism, cultural immersion, and holistic wellness practices to create a unique travel experience for domestic and international tourists. By blending Ireland's rich cultural heritage with its natural healing landscapes, the business aims to deliver authentic, rejuvenating, and memorable experiences to its guests.

Objective: Create a transformative eco-tourism experience

Wisdom Warrior Tour Sligo, Ireland

A Grassroots Eco-Health Tourism Business



The Wisdom Warrior Tour (WWT) embodies the principles of a grassroots eco-health business, seamlessly integrating wellness, sustainability, and cultural immersion. Its foundation lies in local empowerment, environmental stewardship, and holistic well-being, making it a model for eco-health entrepreneurship.

Objective: Create a transformative eco-tourism experience

About the Owner: Blaithin Sweeney, is a young purpose-driven tourism entrepreneur who wants to not only develop a generic tourism model but a model that resonates with the GRASSROOTS modern travellers seeking meaningful, impactful and transformative experiences that are good for people and the planet. This innovative approach positions Blaithin as a tour operator and as a leader in the eco-health movement, championing well-being for individuals, communities, and the planet.

About the Mentor: [Laura Magan](#) is Momentum's lead tourism specialist bringing a wealth of international tourism expertise gained primarily from her University lecture experience and working in the industry for over 25 years including Australia for 10 years with Tourism Events Queensland, Southern Great Barrier Reef and Darwin International Airport.

Wisdom Warrior Tour Aligned with GRASSROOTS

WWT is rooted in the local community of Northwest Ireland, showcasing authentic Irish traditions, practices, and landscapes. It operates with a bottom-up approach, prioritizing:

- **Community Involvement:** Supporting local businesses by engaging with local guides, artisans, musicians, and food producers to ensure economic benefits flow directly to the region.
- **Cultural Preservation:** Highlighting Ireland's ancient healing traditions and sacred sites, enabling appreciation for intangible cultural heritage.
- **Small-Scale Initiatives:** Maintaining an intimate and personalised experience, building a connection between guests and the local environment.
- **Environmental Stewardship:** By encouraging low-impact tourism and educating guests on ecological preservation, WWT brings a collective responsibility toward protecting the natural environment.
- **Personal Transformation:** Guests leave with a renewed sense of well-being, deeper connections to nature, and a greater appreciation for sustainable living.

Eco-Health Focus

WWT bridges the gap between ecological sustainability and individual wellness, focusing on:

- **Healing through Nature:** Leveraging the transformative power of Ireland's landscapes, such as sea dips, sacred site visits, and foraging, to restore mental and physical well-being.
- **Sustainable Practices:** Employing environmentally friendly practices like sourcing local, organic food and minimising the environmental footprint of tours.
- **Holistic Wellness:** Offering experiences like group healing sessions, mindful retreats, and sauna therapy to rejuvenate guests' minds, bodies, and souls.



grassroots
young entrepreneurs in eco-health tourism

Mentoring Steps & Topics Covered



Step 1	Context Framework & Introduction to Wisdom Warrior Tour	Page 4
Step 2	Content Development	Page 10
Step 3	Exploring the Experience, Concept, and Product Offering	Page 17
Step 4	Customer Profiles and Segmentation	Page 26
Step 5	Leverage Regional Hero Experiences	Page 39
Step 6	Itinerary Development	Page 47
Step 7	Building Your Experience With Purpose-led Branding	Page 59
Step 8	Creating a Transformative Digital Experience	Page 79
Step 9	Create a Memorable & Transformative Tourism Experience	Page 96

www.ecohealthforyouth.com



This resource is licensed
under CC BY 4.0

This project has been funded with support from the European Commission. The author is solely responsible for this publication (communication) and the Commission accepts no responsibility for any use may be made of the information contained therein. In compliance of the new GDPR framework, please note that the Partnership will only process your personal data in the sole interest and purpose of the project and without any prejudice to your rights therein 2021-2-BE04-KA220-YOU-000050778



Co-funded by
the European Union