



Adelaide Hills Wellness Tourism Strategy

Adelaide Hills Tourism's Wellness Tourism Strategy grew out of the region's recovery efforts from the December 2019 bushfires and subsequent COVID-19 impacts. Terms like resilience and regeneration are synonymous with the Adelaide Hills and have led to the opportunity to reposition the region as a sustainable wellness destination. Finding new ways to collaborate, diversify, and thrive as a community are the foundations of this plan.

What is Wellness Tourism?

Wellness tourism is travel associated with enhancing, kickstarting or maintaining your own mental, physical, and social wellbeing. This includes experiences connected to nature, arts and culture, food and beverage, accommodation, spas, retreats and wellness therapies.

Sector Value

Wellness tourism is worth more than \$15 billion in visitor spend annually in Australia with 90% coming from domestic trips. During COVID-19, consumers have re-evaluated their own health priorities with over 52% now intending to increase their focus on their own wellbeing.

Source: Global Wellness Institute, August 2020

Strategic Context

The following has been at the forefront when creating this strategy:

- The vision for South Australia to be a world-leading Wellness Tourism destination by 2025.
- The Adelaide Hills 2025 Regional Visitor Strategic priorities to:
 - » Build a resilient and sustainable industry that capitalises on its proximity to Adelaide.
 - » Understand and meet changing visitor needs in a post bushfire and pandemic environment.
 - » Convert more visitors to stay overnight, encourage day trippers to linger longer and grow repeat visitation.

Wellness Tourism Objectives

1. Position the region as a wellness hub for visitors.
2. Support local community health and wellbeing by promoting new wellness experiences for all.
3. Position the region as an incubator and leader for State-wide wellness tourism industry development.
4. Attract a new sustainable high yielding visitor segment.
5. Build product capability and investment for long term growth.
6. Drive immediate visitation and visitor expenditure to the region.
7. Build resilience for existing tourism businesses and the broader regional visitor economy by expanding product and experience offerings related to wellness.

The Approach

Playing on the region's intrinsic strengths of accessible nature and wildlife and an abundance of local producers, practitioners and creators, the opportunity is to showcase existing and develop new, authentic wellness experiences for visitors and locals.

For the Adelaide Hills this places the local community's wellbeing within this tourism strategy. What wellness tourism experiences, events and services can locals value and enjoy as part of their daily lives? How can the community be our best advocates for wellbeing and welcoming visitors? How can wellness visitors contribute to the fabric of the Adelaide Hills during their stay?

Visitor target markets are both leisure (including visiting friends and relatives) and business travellers and match the region's existing tourism priorities both domestically and then internationally when borders fully open.



Adelaide Hills Wellness Tourism Actions

Marketing

- Leverage off the South Australia Tourism Commission's Wellness Sector Plan rollout.
- Refine the region's wellness message to focus on the visitor's wellbeing needs and match that to the local experience offered.
- Story-tell and showcase local creators and producers of wellness experiences.
- Actively communicate the Adelaide Hills wellness tourism offering to the local community.

Supply and Experience Development

- Support operators to expand their offerings to incorporate wellness and sustainability.
- Support wellness tourism investment especially accommodation, retreats and indigenous experiences.
- Support wellness opportunities within major development projects e.g. Cleland Wildlife Park, The Cedars redevelopment, new recreation and leisure precinct linkages, Lobethal (Fabrik), Onkaparinga trail extension of the Amy Gillett Pathway through to Birdwood.
- Develop sunset and sunrise wellness activities linked to accommodation hubs.
- Link, create and communicate regional hidden walkways and trails.
- Consider wellness focused beverage production around existing local produce.

Leisure and Business Events

- Deliver the Wellness Tourism Unearthed industry event in 2021 to upskill and engage the industry on wellness tourism opportunities.
- Curate existing and new leisure events under a wellness theme that are small, dispersed and provide direct community and business benefits. This includes the Wellness Wander event in April 2022.
- Encourage 'Well' corporate meetings and events to be hosted in the region with a series of local wellbeing experiences for delegates.

Industry Capability

- Support operators to understand what wellness travel is.
- Support operators on how to adapt and enhance existing products to align with wellness consumer needs.
- Share marketing insights on how to tap into the sector.

Collaboration

- Support greater collaboration, mentoring and bundling of wellness experiences between operators.
- Foster the creation of wellness itineraries within the region.
- Develop wellbeing partnerships for the region e.g. Wellbeing SA or Health Institutes, Healthy Parks Healthy People.

Promote the Value of Wellness Tourism

- Undertake public relations on the benefits of wellness tourism.
- Provide operator specials for locals to enjoy.
- Foster evidence-based research collaborations.

Defining Success

- 2025 Regional Visitor Strategy targets met.
- Collaboration and community spirit thriving.
- Clear understanding of what wellness tourism is and the Adelaide Hills offering.
- Regional brand recognition for wellness and as a destination of choice for visitors.
- Empowered operators that thrive and are resilient.
- Investment in new primary and secondary wellness experiences.

More Information Adelaide Hills Tourism

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