

Droga & co.

Adelaide
Hills, SA
1-2 April
2023



Wellness wander

Briefing 2023



Wellness wander
proudly sponsored by



Adelaide Hills

Wellness wander acknowledges the Kurna and Peramangk people as the traditional custodians and caretakers of the land that is known as the Adelaide Hills. We value the Kurna and Peramangk people's rich cultural heritage and spiritual beliefs that connect them with Country, and pay our respects to Elders past and present.

Wellness wander is a weekend program of events, rendezvous and experiences to celebrate wellness. Our inaugural event was held in the beautiful Adelaide Hills region April 1-3, 2022.

We're an open-access event that welcomes any operator in the Adelaide Hills who shares our aims and practices.

We're particularly interested in collaborating with operators (like you!) who can help us showcase a diverse mix of wellness experiences across our event pillars:

- Nature
- Provenance
- Relax + unwind
- Stay
- Learn + create.

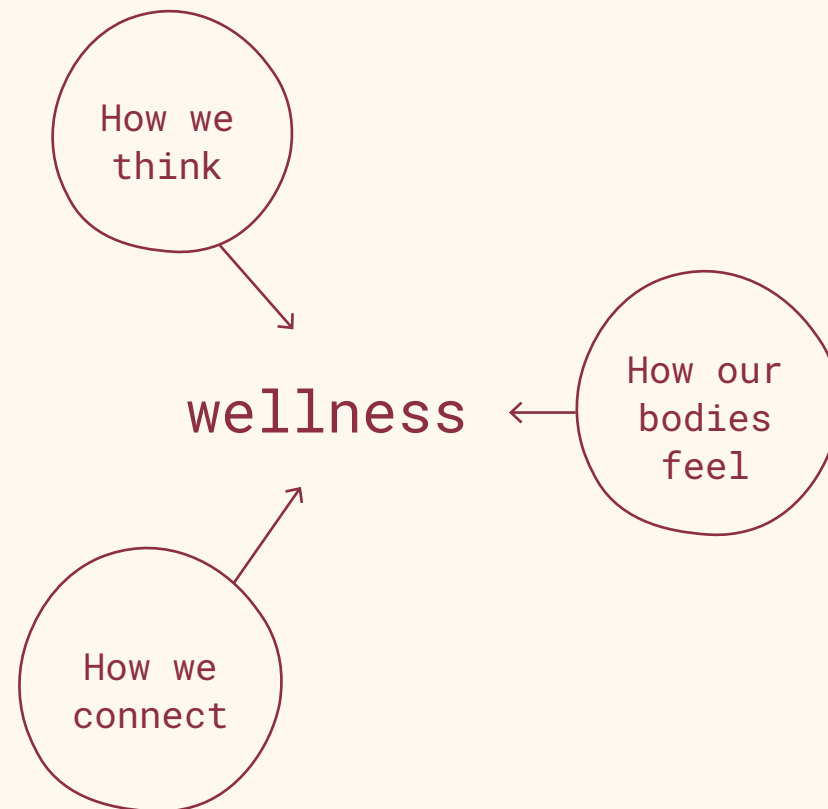
Adelaide
Hills, SA
1-2 April
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What is wellness tourism?

Wellness tourism is any travel that is also associated with enhancing, kickstarting or maintaining mental, physical, and social wellbeing.

- **Mental wellbeing** – how we think. This is the resilience to cope when times are tougher than usual. It is also feelings of contentment, confidence, contribution, and engagement.
- **Physical wellbeing** – how our bodies feel in our day to day. This is not just the absence of disease but a proactive approach to keeping our physical bodies in a healthy state.
- **Social wellbeing** – how we connect. This is our relationships with others, a sense of belonging to a community and making a positive contribution to society.



2022 Wellness wander snapshot



Ticket sales and revenue results

- Total tickets sold:
2580
- Available tickets sold:
87% of tickets
- Ticket revenue:
\$101,243
- Economic impact to
the Adelaide Hills:
\$751,350



Adelaide Hills
economic impact
\$751,350

Wellness wander website

The website was an integral part of the events success and a great investment for the future.

WEBSITE	STATS
Page views	217,360
Total users	28,524
Average engagement: Minutes per session	2.05
Pages viewed per user	8
Australian site users from South Australia	83%
Australian site users from rest of Australia	17%

7%
of total web
traffic was from
the USA

Visitor satisfaction

- Visitor satisfaction score of 9.4 out of ten
- Very satisfied/satisfied scores:
 - » 99% Communication with your host
 - » 98% Quality of events experienced
 - » 98% Ease of booking
 - » 92% Variety of events
- 94% very likely/likely to attend next year.
- 96% found it useful for their own health and wellbeing.
- 10% new visitors attracted to the region



94% very likely/likely to attend next year



Adelaide
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1-2 April
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Wellness wander pillars

Wellness wander has been created to showcase experiences that reflect the following pillars.

- **Nature:** Soak up the benefits of immersing yourself in nature. Whether it be energetic or leisurely, learning or play. For example activities such as hiking, cycling, horse riding, forest bathing, nature picnics or connecting to Country.
- **Provenance:** Delight your taste buds and nourish your soul with bespoke food and drink experiences crafted by the region's finest artisans and producers. For example local markets, pick your own orchard produce, a relaxed farm experience, wellness infused dining experience or picnic.
- **Stay:** The opportunity to encourage visitors to stay overnight with a wellness themed accommodation offering.
- **Relax + unwind:** A focus on pampering or experiences designed to help visitors destress, recharge and reconnect. This could include spa treatments, yoga sessions, meditation.
- **Learn + create:** Workshops and activities focused on unleashing creativity or mastering a new skill. A focus on providing relaxing and fun experiences that ease busy minds and help our wellbeing.

Why host a Wellness wander event?

We want to collaborate with you to showcase your wellness experiences authentically.

Our objectives are:

- To provide visitors with experiences that improve their physical, mental or social wellbeing in some small or significant way.
- Drive visitor spend and encourage overnight stays.
- Build domestic awareness of what Adelaide Hills can offer as a wellness destination for future visitors.
- Embed the region's wellness credentials and encourage ongoing repeat visitation to wellness offerings you may currently offer or develop for our event.
- Provide national promotion of your business's wellness offerings across the Wellness Wander event period and beyond.

Participation fee

You pay \$95 plus GST to be part of Wellness wander 2023. This one-time-fee entitles you to:

- Event creation advice
- Operator introductions
- Listing on our website
- Editorial support for your listing
- Branded imagery for your socials
- One feature post on our socials



Showcase
your unique
wellness
experiences
with us!

Wellness wander target audience

Wellness wander will be targeting a broad group of travel-minded Australians who already align with the Adelaide Hills current visitor priorities, who are also motivated to maintain their own wellbeing.

This includes:

- Intrastate visitors
- Interstate visitors
- Friends and relatives of locals who are visiting in the region
- Couples, families, singles and groups of friends
- Residents and the local community of Adelaide Hills



Adelaide
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How to design your offering

Wellness wander is all about showcasing wellness experiences authentically.

What does that mean for you? This means staying anchored in what you do best while expanding to offer more wellness-oriented experiences for your customers, if this is something you don't already do.

Your event offering could be:

1. Showcasing an existing business offering that speaks to wellness.
2. Creating a new wellness visitor experience that has potential longevity for your business.
3. Collaborating with others in the region and/or partners nearby e.g. yoga in the vineyards, wellness stay add-ons, retreat offerings, wellness hampers with a bike tour, Hahndorf artisan shopping trail, wellness-themed markets, or farm gate extensions.

When deciding on your offering, consider the following:

- **Be authentic:** Play to your strengths and how you connect visitors to wellbeing.
- **Be environmentally conscious:** How can your offering embrace low impact sustainable principles when delivering the experience?

- **Contribution:** How can you encourage the local community to connect with your offering or how can your experience contribute to the local community in some way?
- **Will it be a paid or a free offering?** Wellness wander will appeal to all types of visitors and price points. Your event could be free for customers or priced to suit your business.
- **Ease of booking:** As event owners you are responsible for your own booking/ticketing management on your preferred platform. Our website and marketing will direct visitors to your preferred platform. Communicating your event status is key to your success.
- **Consider duration, frequency and capacity:** What will work best to maximise your opportunities during the event and, just as importantly, in the long term.

Wellness wander marketing strategy

We will be running a significant eight week print and digital advertising, public relations and social media campaign for Wellness wander in the Adelaide Hills. Our campaign provides excellent opportunity to showcase your business and event offering.

We encourage you to take full advantage of our marketing campaign by applying as soon as possible!

MARKETING
CAMPAIGN
KICKOFF

7
DECEMBER
2022

Website new dates and social commences

29
JANUARY
2023

Program release and marketing commences

WELLNESS
WANDER
WEEKEND

1-2
APRIL
2023

13
JANUARY
2023

Deadline for applications to be included in first program release

3
MARCH
2023

Deadline for all host event applications

Marketing your event offering

In addition to our marketing campaign we encourage you to be proactive about promoting your event for Wellness wander

- Are you registered on [Australian Tourism Data Warehouse](#)? The ATDW offers a range of great digital tourism marketing opportunities. Email Tanya Jarman at Adelaide Hills Tourism to find out more tanya@visitadelaidenhills.com.au
- Nominate a spokesperson for our PR inquiries.
- Identify one hero image and one other image for your event listing on our website and social media.
- Share your social media handles with our team (Facebook and Instagram).
- Post about Wellness wander and your event on your social media accounts in the lead up to the weekend.
- Use our hashtags (#) so we can re-post and share your posts on our account:
 - » #wellnesswander
 - » #adelaidehillswellness
 - » #visitadelaidenhills
- Tag us in your social media posts:
 - » Instagram [@wellnesswanderweekend](#)
[@visitadelaidenhills](#)
 - » Facebook [@wellnesswander](#)
[@visitadelaidenhills](#)
- Create a giveaway for social media that we can also share or promote for you.
- Share your key messages (event type, location, times, etc and a media release if you create one). Remember, a new or unique story will gain more attention.

Apply as soon as possible to benefit from our marketing campaign starting 29 January 2023!

Working together

Great communication is integral for a successful event

Booking status

We ask you to inform us of changes in your event status in a timely manner so the Wellness wander website is always up to date.

Sold out events will remain on the site to encourage greater exposure for your business and potential bookings outside the designated Wellness wander weekend.

Ensure booking is seamless and trackable for post event reporting.

Post-event checkup

As part of your event participation we require all event hosts to complete a post-event report and return by no later than 20 April 2023.

We are here to help

We want you enjoy your Wellness wander experience so our friendly team are always available if you need help.

General: hello@wellneswander.com.au



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