



PENINSULA
HOT SPRINGS

Wellness in the Hot Springs Environment



Who we are



Peninsula Hot Springs is a natural hot springs and day spa centre in Victoria, just 90 minutes from Melbourne.

Natural thermal mineral waters flow into the pools and private baths at this coastal oasis, providing the idyllic setting for relaxation and rejuvenation and has been operating for 13 years under the creative vision of Charles Davidson, the co-founder



Purpose:

To co-create experiences where people relax in nature and connect the deep well of their being

Vision:

To be recognised and loved globally for creating and delivering immersive wellbeing experiences that respect and celebrate nature and all cultures

Global Bathing Culture

Our vision:

is to be recognised and loved globally for creating immersive hot springs experiences that are inspired by nature and respect all cultures



bath house



Experience over 20 globally-inspired bathing experiences including a cave pool, reflexology walk, Turkish steam bath (Hamam), sauna, cold plunge pools, family bathing area, massaging thermal mineral showers and hilltop pool, offering stunning 360 degree views of the region. The perfect social thermal bathing experience for groups of friends and families.

general bathing admission includes access to:

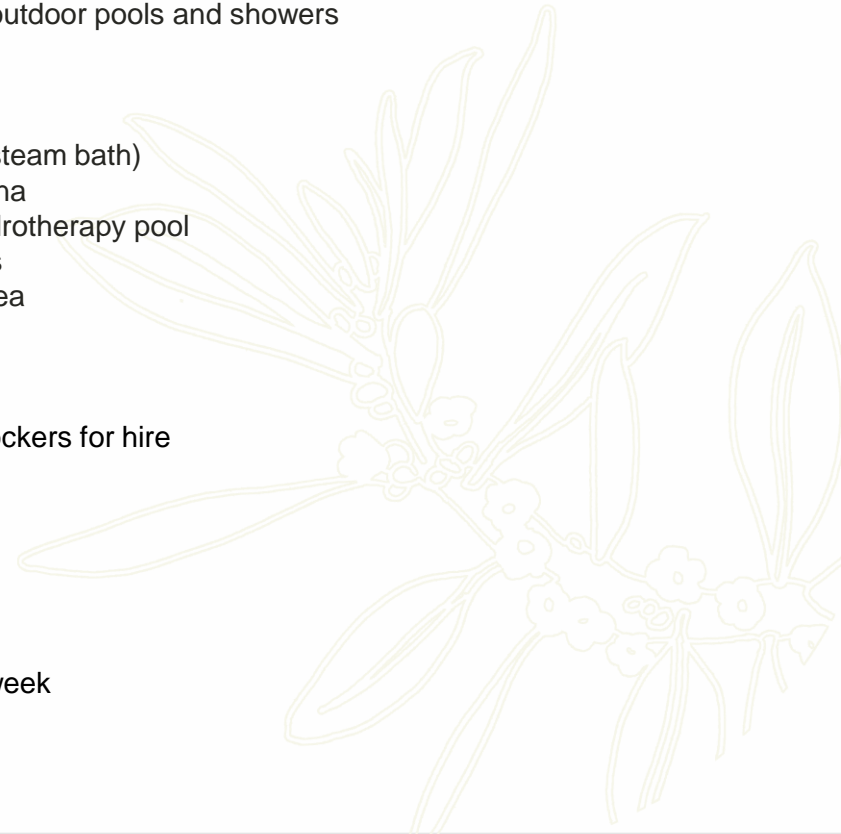
- Thermal mineral outdoor pools and showers
- Hilltop pool
- Cave pool
- Reflexology walk
- Turkish hamam (steam bath)
- Underground sauna
- Lakeside and Hydrotherapy pool
- Cold plunge pools
- Family bathing area

facilities

- Changing rooms
- Robe, towels and lockers for hire
- Communal bathing
- Bath House kiosk
- Picnic area
- Gift shop

opening hours

7am-10pm 7 days a week



spa dreaming centre

A sanctuary where your mind and body can relax in the natural surrounds. Reserved for guests 16 years and older. Enjoy the serenity and tranquillity of this area.

general bathing admission includes access to:

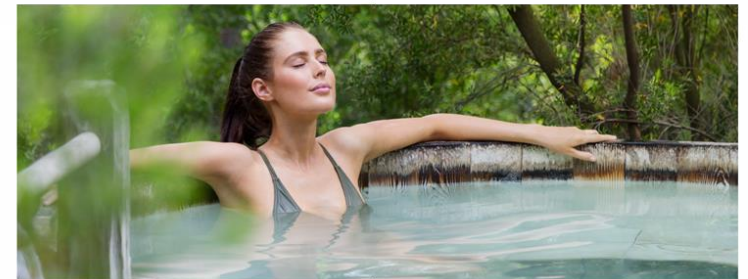
- Thermal mineral pools and showers
- Cold plunge pool
- Zen Chi machines
- Poolside lounges
- Infrared sauna
- Traditional sauna
- Hamam (steam room)
- Massaging bamboo shower
- Treetop and barrel pools
- Robe, towel and locker

dining facilities

- Spa Dreaming café (breakfast and lunch daily, dinner on Thursday, Friday and Saturday)
- Day spa

opening hours

8am-9pm 7 days a week
Closed on Christmas Day



private bathing and spa centre



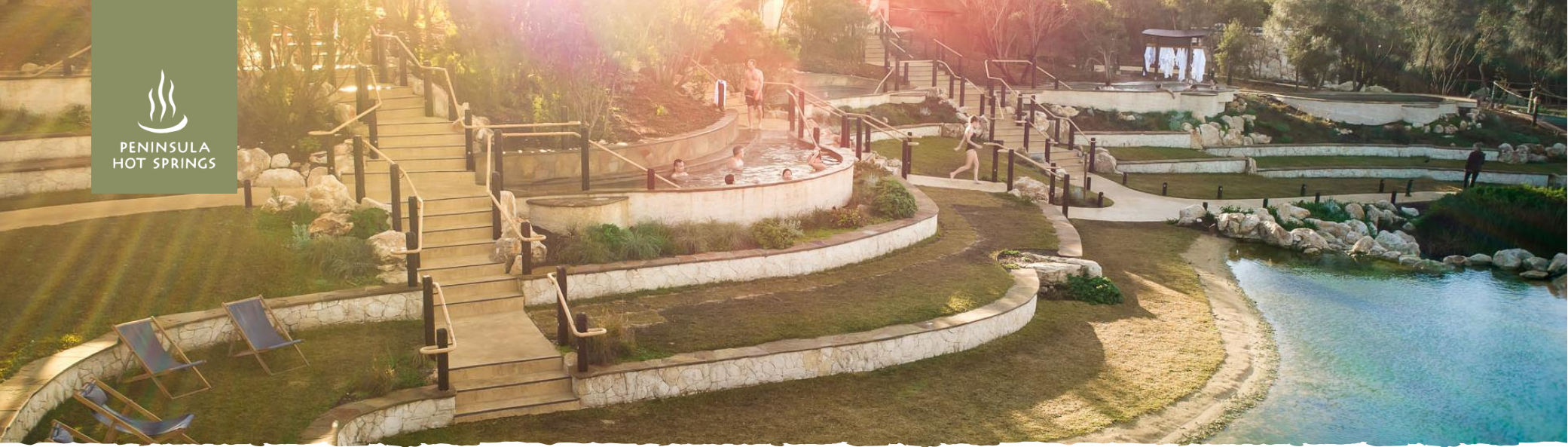
A sanctuary where your mind and body can relax in the natural surrounds. Reserved for guests 16 years and older.

Enjoy 45 minutes in a private bathing pavilion and access to tranquil bathing experiences of Spa Dreaming area, featuring:

Our Spa Dreaming Centre has 13 treatment rooms where you can surrender your body to complete relaxation with our signature spa treatments and balancing therapies honouring global traditions. Cleanse, refresh, restore and balance your body through massages, facials and body treatments.







introducing the bath house amphitheatre

On September 22 we unveiled our biggest expansion to date, the Bath House Amphitheatre. The new area features a host of cutting-edge wellness facilities to take our guests on a unique wellness journey.

These areas can be enjoyed by our Bath House guests, and in future the Bath House Amphitheatre may be available for private hire as the ultimate event space.



seven new hot spring pools

Located within the Bath House Amphitheatre are seven new pools, each fitted with underwater speakers. Guests can experience performances from the comfort of a hot spring, and also float on their back while soaking up the sonic vibrations.

open air amphitheatre stage

Expect to see a range of arts and entertainment experiences including musical acts, cultural talks, yoga and wellbeing classes happening on our new Amphitheatre stage.



fire and ice

The 'fire' aspect of this experience comprises two new 30-person saunas designed to help sweat out toxins, improve cardiovascular performance and sleep quality, cleanse skin, burn calories and boost immunity.

Our 'ice' experience includes an Ice Cave, Deep Freeze chamber and cold plunge pools to celebrate hot and cold therapy. The Ice Cave is set at a chilly 4 degrees Celsius, while more daring guests can venture into the minus 25 degrees Celsius Deep Freeze chamber.



food bowl

Our three-acre food terraces are currently in their first stage of growth and already providing fresh, organic produce to our three onsite cafes.

amphitheatre café

Our new amphitheatre café menu includes a variety of internationally-inspired dishes from seasonal, local, organic and whole foods.





cultural meeting space

Inspired by Indigenous practices and created in collaboration with Boonwurrung Elder Aunty Carolyn Briggs and Yuin Elder Uncle Max Dulumunmun. This space has been designed using sacred principles and will be the stage for many events that celebrate the spirit of community.

wellness centre

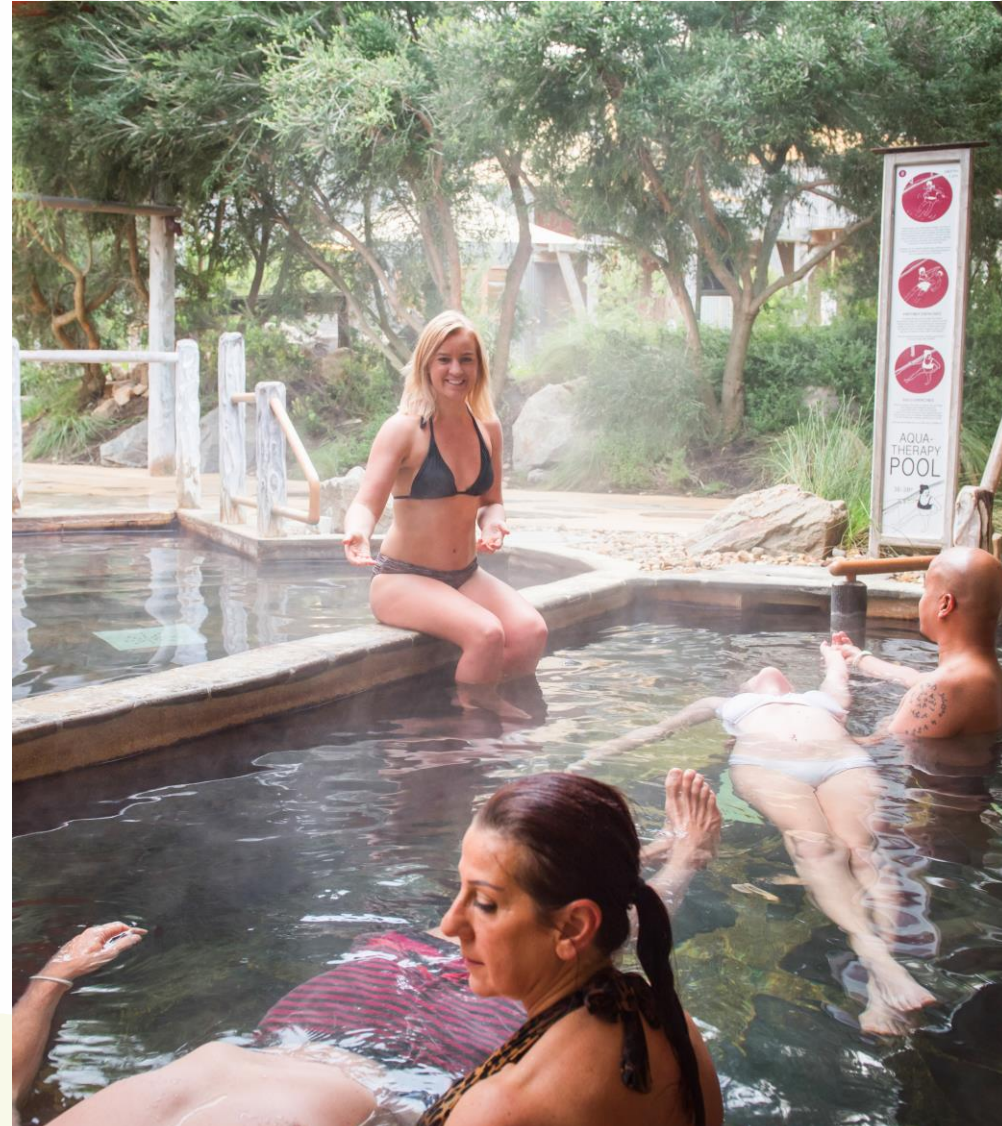
Designed as an indoor wellness studio to complement our outdoor wellness activities, this space will host functions and a variety of wellbeing activities including mind-body classes and workshops.

Pathway to Global Wellness Culture

Goal

Evolve our vision and purpose by creating a unique wellness proposition within the healing environment of Hot Springs

- Expose over 500,000 people to our wellness proposition, creating a positive impact within the community
- Take advantage of the 563 billion dollar wellness tourism market and emerging transformational experience market



Pathway to Global Wellness Culture

- Provide unique world class facilities with distinctive expansion
- Grow visitation by bringing in a different market segment (indulged – highly stressed)



Pathway to Global Wellness Culture

- Take advantage of strong existing database (124K)
- Take advantage of a multi skilled team
- Proximity to Melbourne, especially its Mind n Body gurus and sports teams
- Promotion of benefits of Hot Springs bathing
- Ambassador program – building expertise amongst the staff and trust with the clients





Wellness Offerings

Wellness Pass
Venue for hire
Guru Program
ACEE



wellness experiences



International Day of Yoga, June 21

Pathway to Global Wellness Culture

World Wellness Weekend, September 22-23



wellness experiences



mind body classes



wellness experiences



wellness experiences



wellness experiences



wellness experiences





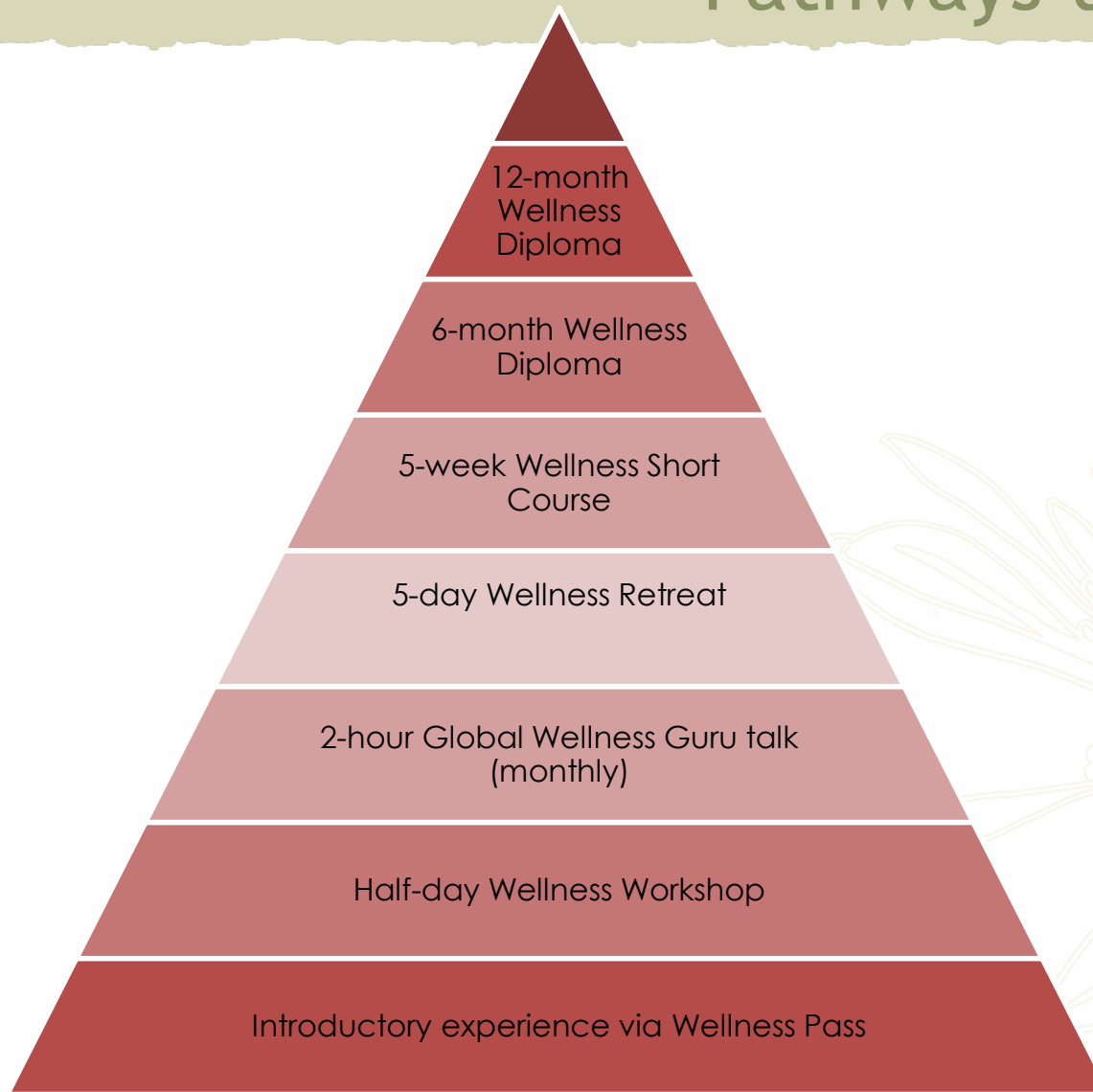
glamping

Guests will be able to sleep whilst immersed in nature with our onsite glamping facilities. Bell tents will offer guests a unique accommodation and bathing experience like no other.

accommodation

We are exploring accommodation options on our remaining 32 hectare site. Our unique hot springs destination experience will offer 126 accommodation rooms with ecolodges and hotel style accommodation

Pathways to wellness



In Conclusion

The proposed wellness offering at Peninsula Hot Springs has the potential to be a game changing business development

“Peninsula Hot Springs planned wellness and Cultural offerings will be a disruptor to the global wellness industry” Global Wellness Institute

The Arts, Culture, Entertainment and Events program in the new amphitheatre space was mentioned in a recent New York Times article

The simple combination of Hot Springs bathing and widespread wellness practices has untapped potential



PENINSULA
HOT SPRINGS

thank you

wellness experiences

