Building Thriving Sustainable Communities through Hot Springs Tourism

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Presenter
Charles Davidson
Our Story – the beginning
Tourism = Visitor Economy

Visitor Origin
- Local
- Intrastate
- Interstate
- International
Peninsula Hot Springs Purpose

To create experiences where people can relax in nature and with each other and connect to the wellness of their being

Peninsula Hot Springs – Business Values

Friendly  empathetic and embracing all
Passionate about inspiring international understanding through hot springs and creating valued experiences
Sharing our knowledge, creativity and experience
Respectful of culture, communities and nature
Responsible for all our actions and impacts on society and the environment
Peninsula Hot Springs – Community Values

Corporate responsibility to society

International understanding through hot springs
Hot Springs Provide

Local Community Connection

Global Community Connection

Environmental Connection
Local Community Connection
Regional industry packages
Community engagement initiatives
Great Baths of Australia
A cornerstone in Tourism Australia’s 2030 signature experience offering

Great Victorian Bathing Trail
The backbone of Visit Victoria’s 2030 nature-based tourism strategy

Hot Springs Wellness Zone
Peninsula Hot Springs at the heart of a wellness Peninsula
Victorian Hot Springs Industry Development Plan

HOT SPRINGS TYPES
- Thermal Water Park
- Thermal Rehabilitation
- Relaxation Hot Spring

DEVELOPMENT KEY
- Operational
- Planned development
- Potential development

The Great Victorian Bathing Trail
A blueprint for a Victorian hot springs and bathing tourism strategy
Global Community Connection
Environmental Connection
Peninsula Hot Springs experiences that help connect to nature and each other
Healthy Lives and Communities

Relaxation at hot springs – Okinawa

Deep Creek Hot Springs (San Bernar...

Hot Springs in Costa Rica in La Fortuna
Questions?