



Building Thriving Sustainable Communities through Hot Springs Tourism

18 October, 2019

Presenter
Charles Davidson

Our Story – the beginning



PENINSULA
HOT SPRINGS





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

A world map is formed by a dense arrangement of small white dots on a solid blue background. The dots are more concentrated in some areas, particularly in North America and Europe, and more sparse in others, like the southern oceans. The text 'Local Community Connection' is centered horizontally and vertically over the map.

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

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



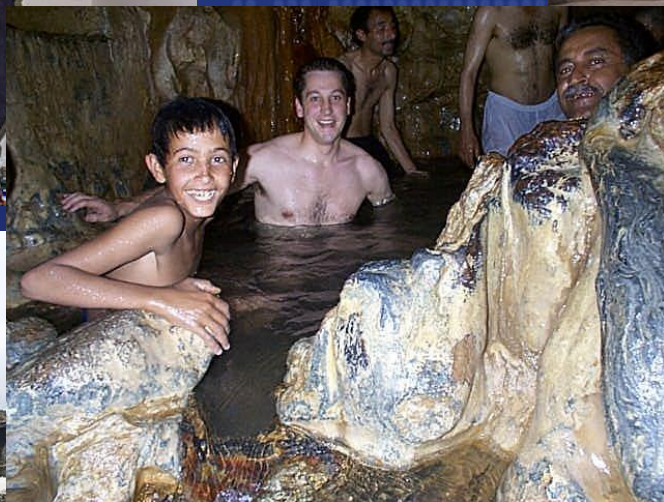
Written and compiled by Matt Sykes
Victorian Tourism Industry Council
Lynette Bergin Fellowship recipient 2018
(Experience Manager at Peninsula Hot Springs)

*Working title. Name dual-naming opportunity through collaboration with Koori Elders





Global Community Connection





GLOBAL THERMAL
THINK TANK



**GLOBAL WELLNESS
INSTITUTE™**
EMPOWERING WELLNESS WORLDWIDE



**BATHE THE WORLD
FOUNDATION**



**WORLD BATHING DAY
22 JUNE**

GLOBAL
HOT SPRINGS
INITIATIVE



GUANGDONG
CHINA

LET YOUR IDEAS FLOW WITH WORLDWIDE
INDUSTRY LEADERS AT BISHUWAN HOT SPRINGS RESORT

Hot springs, serene, verdant
surroundings and resort facilities
from across the globe discuss range
of industry issues and experiences
beneficial and grow together

Join us for an excellent opportunity of hot springs industry people

The G21 is an annual conference and rally of like-minded springing initiatives, a global network of hot springs experts, operators, academics and industry partners are invited to exploring the value of geothermal water and how it can be used and used to contribute to the health and well-being of societies as well as the economic and societies in which they are located.

We seek to connect, connect that who have geothermal water and provide opportunities to meet, share thought and collectively grow the industry while generating consumer and public awareness of this unique natural and sustainable resource. Based primarily on geothermal energy.

The first three G21 events in Australia (2016 and 2017) are hot spring leaders from Australia, Austria, China

GLOBAL WELLNESS SUMMIT 2019
C3F is taking place just
prior to the 2019
Global Wellness Summit
23-27 October
Grand Hyatt,
Hong Kong



 TWO BUNCH PALMS

 GLEN IVY HOT SPRINGS
Enhancing Life Experiences Since 1986

 Ojo Caliente
NATURAL SPRINGS
HOT & CO.
1986, REVISED

LET YOUR IDEAS FLOW WITH THOSE OF WORLDWIDE INDUSTRY LEADERS

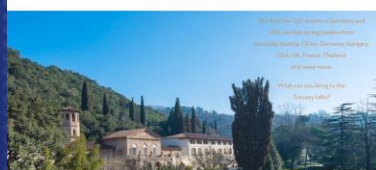


What can YOU
bring to the
springs this
year?

www.thermalthinktank.com



GROTTA GIUSTI



LET YOUR IDEAS
FLOW WITH
WORLDWIDE
INDUSTRY
LEADERS AT
UEDA-JO
CASTLE

- Conference room at Steele City Chamber of Commerce, near 10 Steele & Center
- Refreshments for conference
- Lunch at Steele City public library 11 and 12 (Motel lobby 1)
- 2 short-term buses Days 1, 3 and 4

Hot springs owners, operators, senior managers and researchers from across the globe discuss a range of industry issues and opportunities to collaborate and grow together, while immersed in ancient Japanese onsen culture.

www.thermalthinktank.com



A world map is formed by a dense arrangement of small white dots on a dark blue background. The dots are more concentrated in some areas, creating a pixelated or mosaic effect of the world's continents. Centered over this map is the text "Environmental Connection" in a clean, white, sans-serif font.

Environmental Connection

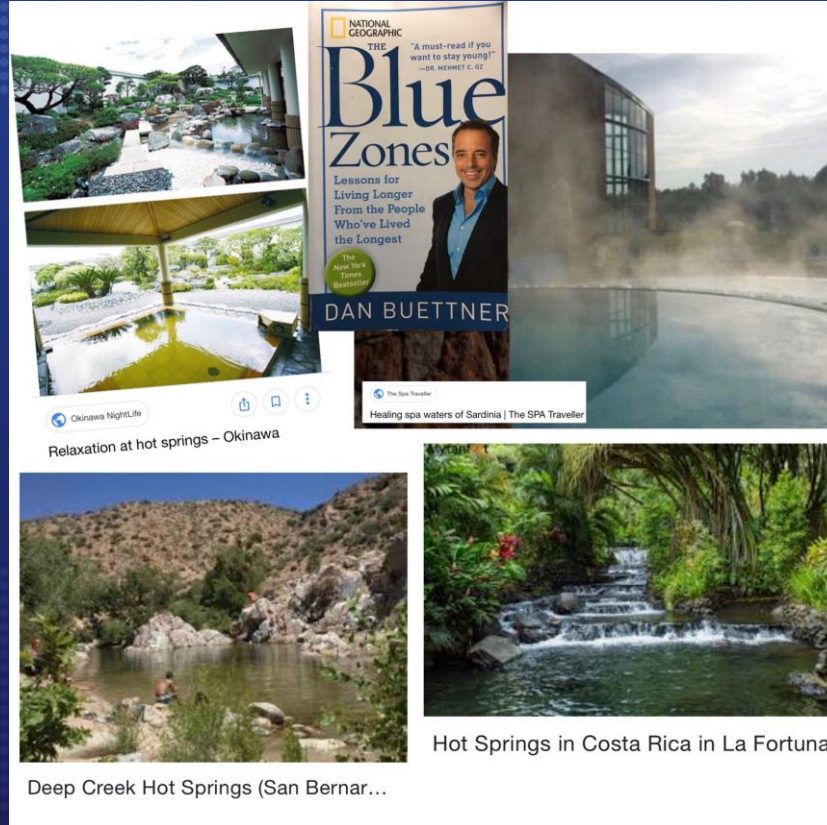
Peninsula Hot Springs experiences that help connect to nature and each other



Healthy Environment



Healthy Lives and Communities





Questions?



PENINSULA
HOT SPRINGS

