



AUSTRALIA

US\$14.4 billion
wellness spend

11.9 million wellness
trips in Australia
annually

Ranked 9th globally
for spend

Global Wellness Institute 2023

ADELAIDE HILLS,
AUSTRALIA
CASE STUDY DEC 2023

WELLNESS SNAPSHOT

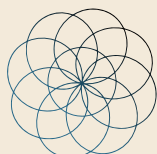
Global Wellness Institute -
Wellness Destination Tourism
Initiative

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SOMETIMES IT TAKES DEVASTATION TO COME BACK *STRONGER.*

Adelaide Hills wasn't always a Wellness Destination, it took devastating times combined with community resilience to regenerate a long term strategy for health and well-being in the region.

Located in South Australia, Adelaide Hills, is a tourism region known for their picturesque vineyards, fresh, seasonal, and local produce, sprawling National Parks, and beautiful gardens. As a destination it welcomes 737,000 visitor nights, 1.3 million day trips a year, and \$272 million in spend.*

Referred to as "Black Summer", in 2019, a combination of strong winds, existing dry conditions, and high temperatures created dangerous bushfires causing over 23 000 HA of damage in the region before the fires could be fully contained. Natural capital including vegetation and native fauna were heavily impacted. Nearly 500 residential homes and out buildings were destroyed.

It was a test of community resilience at multiple levels that pushed collective positive change. Led by consultants Droga & co., on behalf of Adelaide Hills Tourism and in consultation with local businesses, state and local governments, and the tourism sector, the region's **community and tourism resilience strategy** was co-created.

This was the key driver to today's success of the development of a Wellness Destination built on strength, determination, and collaboration.

HELEN EDWARDS FORMER
CHAIR ADELAIDE HILLS TOURISM

“This region's wellness tourism strategy was all about building resilience – resilience for the landscapes, businesses and the local community after a devastating bushfire.

The outcome was the creation of a whole new sustainable sub-sector of our tourism offering that brings new visitors and reasons to visit the Adelaide Hills.”

KEY SUCCESSES

By creating a strategy for Wellness Tourism the region was able to strengthen its unique natural environmental capital while developing new tourism experiences and a consumer well-being event.

The State Government launched a Wellness Tourism Action Plan linking the Adelaide Hills strategy with an all-encompassing statewide strategy leading to incredible alignment and collaboration.

The delivery of a capacity-building conference helped develop and strengthen the skills, processes and resources for over 150+ local businesses. This enabled new wellness tourism products and experiences to thrive with an attendee satisfaction score of 8.5 out of 10.

Adelaide Tourism hosted the first Wellness Wander consumer event concept, with 50+ individual locally-led event experiences for over 2,500 people delivering over \$1 million in economic value for the region and a visitor satisfaction of 9.4 out of 10.

The overall project strategy stimulated a pipeline of regional Wellness Tourism development including new spas, retreats, and wellness accommodation, creating a genuine world class destination for well-being.

ADELAIDE HILLS, SA

KEY LEARNINGS

Industry education was fundamental to the understanding of the 'what', including shared clear definitions of Wellness Travel and the sectors value.

Early engagement and consultation with national and local governments brought valuable input and collaboration that was key to the success of the overall strategy.

Setting up clear metrics of success and key performance indicators at project initiation was imperative when developing new experiences and driving visitor spend, visitor satisfaction and operator satisfaction.

Flow of strategy, from capacity building, product development to a consumer event enabled operators to build understanding, support, and action cohesively.



FUTURE OPPORTUNITIES

Ongoing new sustainable wellness tourism offerings by local businesses.

Regenerative wellness offerings where visitors can give back during their stay and ensure the land continues to thrive environmentally.

Making wellness tourism offerings accessible to all.

Ongoing digital marketing capacity building for operators.

Continue to initiate large-scale partnerships with government and the private sector in this space to enhance the overall offer and visibility.

OPERATOR EXCELLENCE



Sequoia Lodge – Sustainably built luxury lodge focused on wellness touchpoints including local produce, artisan hot pool, star gazing, hiking and a sustainable day spa.

Jurlique Biodynamic Farm Tour - an immersive behind the scenes farm tour for one of the world's leading biodynamic and sustainable beauty brands.

Cathy Gray Mindfulness Mandala Classes - an inclusive and creative mindful experience for both children and adults.

For more information contact
[GWI Tourism Initiative](#)



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