

AUSTRALIA'S
South West

WELLNESS TOURISM
STRATEGY 2024
IN SUMMARY

EXECUTIVE SUMMARY

The Australia's South West Wellness Tourism Strategy has been developed by Australia's South West Regional Tourism Organisation (ASW RTO) to guide wellness tourism development in the region for the next ten years.

Wellness Tourism is defined as 'travel associated with the pursuit of maintaining or enhancing one's personal wellbeing'.

With the permanent shift in global travellers seeking wellness, Wellness Tourism is forecast to double from 2022 to 2027, and the category expenditure is expected to reach US\$1 trillion in 2024, growing to US\$1.4 trillion by 2027. And with a 16.6% annual growth rate predicted over the next five years, wellness tourism is growing faster than tourism overall.

Every wellness destination has something unique to offer, and this uniqueness is what is appealing to wellness travellers. For Australia's South West, the natural environment, including aquatic and coastal landscapes and its many forests and national parks, represents a strength compared to most other emerging wellness destinations in Australia. Activating these natural assets and promoting therapeutic journeys and itineraries that begin with nature supports the region's values and existing attributes. This unique offering is encapsulated in the phrase: Nature for nurture.

VISION

**Australia's South West is the leading destination
For nature-based wellness tourism in Australia by
2034.**

To achieve this vision the goal of the strategy is to increase the appeal of Australia's South West as a wellness destination. This in turn will attract wellness travellers who spend more, stay longer and boost the local economy, visit regardless of season, and seek experiences in harmony with nature and local culture.

The tourism industry can benefit from collaborating with the wellness industry, and the wellness industry can widen its impact through collaborating with the tourism industry. When these two multi-billion-dollar industries come together, the outcome is a sustainable improvement in the overall wellbeing of the destination, its communities and its visitors.

The benefits of wellness tourism for the region include:

- Attracting a High Yield Traveller (HYT) improving economic impact of tourism in the region;
- Enhancement of local health and wellness infrastructure;
- Protection of the natural environment that nurtures visitors and local communities;
- A strong and positive brand image for the region; and
- Opportunities to exchange local culture with our visitors.

The success of this strategy will depend on collaboration between Tourism WA, WAITOC, businesses and operators within the region and other key stakeholders identified in this document. The strategy will be measured by the growth of the ASW Wellness Tourism Economy year-on-year.

Development of the Strategy

In consultation with ASW RTO, this strategy has been informed by desktop and in-market research, stakeholder consultation and alignment with other relevant strategies for Australia's South West.

The strategy has been developed by ASW RTO, Destination Wellbeing and Concept2Strategy.

ASW RTO would like to thank stakeholders and industry for their valuable time and feedback which has helped inform the development of this strategy and acknowledges the support of Tourism Western Australia.



STRATEGY ON A PAGE

VISION

AUSTRALIA'S SOUTH WEST IS THE LEADING DESTINATION FOR NATURE-BASED WELLNESS TOURISM IN AUSTRALIA BY 2034.

GOAL

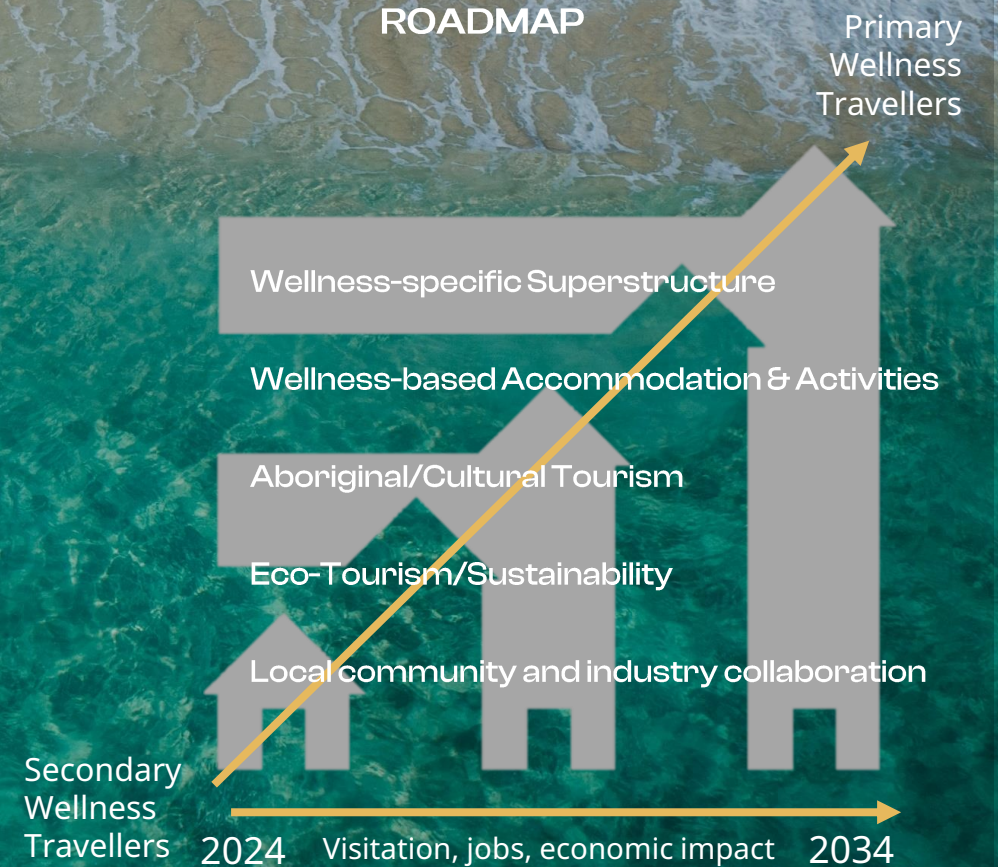
TO ENHANCE THE APPEAL OF AUSTRALIA'S SOUTH WEST REGION FOR WELLNESS TRAVELLERS.

ROADMAP

Primary
Wellness
Travellers

STRATEGIC OBJECTIVES

EMBED WELLNESS IN DESTINATION MARKETING	FOSTER COMMUNITY AND INDUSTRY COLLABORATION	DEVELOP NATURE-BASED WELLNESS EXPERIENCES	ENCOURAGE ECO-FRIENDLY PRACTICES	SUPPORT LOCAL ABORIGINAL TOURISM	IDENTIFY & FACILITATE WELLNESS-SPECIFIC SUPERSTRUCTURE
Enhance the recognition of Australia's South West as a must-visit destination for nature-based wellness travel through strategic marketing initiatives.	Establish and strengthen collaborative partnerships between the community and industry stakeholders to enhance mutual growth and sustainable development.	Create and implement a range of innovative, nature-based wellness experiences that promote health, well-being, and environmental connection for visitors.	Encourage sustainable practices across all operations and activities, aiming to minimise environmental impact and foster long-term ecological balance.	Actively support and collaborate with local Aboriginal businesses to foster cultural exchange in wellness tourism activities.	Identify key elements of wellness-specific superstructure and facilitate their development to enhance the quality and accessibility of wellness-focused facilities and services.



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ROLES & RESPONSIBILITIES OF AUSTRALIA'S SOUTH WEST REGIONAL TOURISM ORGANISATION

<ol style="list-style-type: none"> 1. Develop a comprehensive marketing strategy focusing on the unique nature-based wellness experiences available in ASW. 2. Encourage congruous partnerships to strengthen the appeal of ASW as a wellness tourism destination. 3. Make wellness travel planning prominent and accessible through comprehensive consumer resources including optimising the digital experience across consumer pathways to enable greater engagement and conversion outcomes. 4. Work with Tourism WA to include wellness experiences and information in relevant famils, media pitches and responses. 	<ol style="list-style-type: none"> 1. Engage and include community across the region forming strategic alliances and partnerships to embed the ASW Wellness Tourism Strategy 2. Host a launch and networking events in sub-regions to demonstrate the value of wellness tourism 3. Provide industry capability and educational resources for new and existing operators 4. Collaborate with Business Events Perth on attracting wellness-based business events to the region. 	<ol style="list-style-type: none"> 1. Strengthen industry capacity and capability to support nature-based wellness tourism across the region. 2. Provide encouragement and education to industry to become travel trade ready. 3. Develop an annual signature nature-based wellness tourism event. 	<ol style="list-style-type: none"> 1. Build a culture where businesses prioritise conservation and sustainability and strive for improvement in eco-friendly practices. 2. Promote available eco-certification and programs to address the need to identify genuine nature and ecotourism operators. 	<ol style="list-style-type: none"> 1. Consult with WAITOC and Aboriginal elders, communities and businesses on the nature-based wellness tourism strategy. 2. Host networking events to facilitate partnerships between mainstream operators and Aboriginal businesses 3. Invite Aboriginal businesses to offer cultural exchange at wellness tourism workshops to educate and promote integrating cultural experiences in wellness tourism products and packages. 4. Align with ASW Aboriginal Cultural Tourism Plan. 	<ol style="list-style-type: none"> 1. Support development of wellness-specific infrastructure to increase visitor demand to the region.
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AUSTRALIA'S SOUTH WEST WELLNESS TOURISM STRATEGY

STAKEHOLDER SUPPORT

The success of this strategy will depend on collaboration across the region between a range of businesses, operators and stakeholders and will be measured by the growth of the ASW Wellness Tourism Economy year-on-year.

Australia's South West's role in this strategy, as the Regional Tourism Organisation, is critical, yet limited. So summarised in this section are the roles and responsibilities of stakeholders who can support the region's vision of becoming Australia's number one nature-based wellness tourism destination.



1. EMBED WELLNESS IN DESTINATION MARKETING

Enhance the recognition of Australia's South West as a must-visit destination for nature-based wellness travel through strategic marketing initiatives.

Guiding Principles:

- ASW Brand
- High Yield Traveller audience
- Quality over quantity, value over volume
- Targeted media

Roles and Responsibilities:

- | | |
|-----------|---|
| ASW | <ul style="list-style-type: none"> • Intrastate marketing • Stakeholder engagement |
| TWA | <ul style="list-style-type: none"> • Interstate marketing • International marketing • Support/facilitate familiarisations in region |
| TA | <ul style="list-style-type: none"> • International Marketing |
| MRBTA | <ul style="list-style-type: none"> • Support in owned marketing channels |
| LTO | <ul style="list-style-type: none"> • Support in marketing channels |
| TRAILS WA | <ul style="list-style-type: none"> • Collaborative marketing |
| INDUSTRY | <ul style="list-style-type: none"> • Collaborative marketing • Develop digital solutions to connect visitors with nature-based wellness tourism experiences and industry with visitors, driving conversions and bookings. |
| WAITOC | <ul style="list-style-type: none"> • Promotion of cultural experiences |
| VCs | <ul style="list-style-type: none"> • Provide information, recommendations and trip planning functions for wellness tourism |

2. FOSTER COMMUNITY & INDUSTRY COLLABORATION

Establish and strengthen collaborative partnerships between the community and industry stakeholders to enhance mutual growth and sustainable development.

Guiding Principles:

- Involve
- Educate
- Guide
- Connect

Roles and Responsibilities:

- | | |
|-----------------|---|
| ASW | <ul style="list-style-type: none"> • Operator and member engagement • Networking events and workshops |
| TWA | <ul style="list-style-type: none"> • Access to Tourism Experience Development Managers to educate and assist via the National Park Tourism Experiences Development (NPTED) Program |
| BG, MR, SFV, GS | <ul style="list-style-type: none"> • Promote industry events and encourage attendance |
| LGA | <ul style="list-style-type: none"> • Educate on development pathways in wellness tourism |
| TOs/WAITOC | <ul style="list-style-type: none"> • Guide industry on cultural exchange opportunities |

3. DEVELOP NATURE-BASED WELLNESS EXPERIENCES	4. ENCOURAGE ECO-FRIENDLY PRACTICES	5. SUPPORT LOCAL ABORIGINAL BUSINESSES	6. IDENTIFY & FACILITATE WELLNESS-SPECIFIC SUPERSTRUCTURE
<p>Create and implement a range of innovative, nature-based wellness experiences that promote health, well-being, and environmental connection for visitors.</p>	<p>Encourage sustainable practices across all operations and activities, aiming to minimise environmental impact and foster long-term ecological balance.</p>	<p>Actively support and collaborate with local Aboriginal businesses to foster cultural exchange in wellness tourism activities.</p>	<p>Identify key elements of wellness-specific superstructure and facilitate their development to enhance the quality and accessibility of wellness-focused facilities and services.</p>
<p>Guiding Principles:</p>	<p>Guiding Principles:</p>	<p>Guiding Principals:</p>	<p>Guiding Principles:</p>
<ul style="list-style-type: none"> Nature-based Wellness Tourism activities Wellness-specific accommodation Cross-industry collaboration 	<ul style="list-style-type: none"> Eco-certification Program by Ecotourism Australia Sustainable Tourism Standards for WA Parks by TCWA and DBCA Tourism Emissions Reduction Program by TCWA 	<ul style="list-style-type: none"> The Jina Plan ASW Aboriginal Cultural Tourism Plan 	<ul style="list-style-type: none"> Nature-based Wellness Tourism activities Wellness-specific accommodation Cross-industry collaboration
<p>Roles and Responsibilities:</p>	<p>Roles and Responsibilities:</p>	<p>Roles and Responsibilities:</p>	<p>Roles and Responsibilities:</p>
<p>ASW</p> <ul style="list-style-type: none"> Support industry with education and toolkits 	<p>ASW</p> <ul style="list-style-type: none"> Promote pathways for certification 	<p>ASW</p> <ul style="list-style-type: none"> Consultation with WAITOC and Aboriginal elders and communities. Work with existing and new Aboriginal tourism operators to foster cultural exchange in wellness tourism activities. 	<p>ASW</p> <ul style="list-style-type: none"> Support development of wellness-specific infrastructure to increase visitor demand to the region. Identify and procure grant funding for industry support programs and tools.
<p>TWA</p> <ul style="list-style-type: none"> In-region support for the development of new tourism experiences via NPTEd Program Regional event support via RES and REP programs 	<p>TCWA</p> <ul style="list-style-type: none"> Support business education and facilitate progress <p>DBCA</p> <ul style="list-style-type: none"> Support development of nature-based wellness tourism experiences in WA's national parks 	<p>TWA</p> <ul style="list-style-type: none"> Through The Jina Plan support a range of initiatives including the development of new Aboriginal tourism experiences. 	<p>TWA</p> <ul style="list-style-type: none"> Infrastructure support as identified in WAVES 2033 initiatives; <ul style="list-style-type: none"> Attract private-sector investment Accommodation development Experiences in Protected Areas Attraction and experience development
<p>LGA</p> <ul style="list-style-type: none"> Support development of nature-based wellness experiences 	<p>MRBTA</p> <ul style="list-style-type: none"> Provide leadership, facilitation, support and investment for tourism-related initiatives that demonstrate positive outcomes. 	<p>WAITOC</p> <ul style="list-style-type: none"> Connect the Aboriginal tourism industry with the ASW Wellness Tourism Strategy. Facilitate cross-region networks, develop partnerships with local Aboriginal Corporations, Local Government Authorities (LGAs), state government agencies and tourism attractions. 	<p>LGA</p> <ul style="list-style-type: none"> Prioritise and support wellness-specific superstructure development Lead with a proactive vs a reactive approach.
<p>LTO</p> <ul style="list-style-type: none"> Drive and/or participate in local wellness tourism development initiatives 	<p>LGA</p> <ul style="list-style-type: none"> Develop clear and concise local planning strategies for tourism in local government areas. 	<p>INDUSTRY</p> <ul style="list-style-type: none"> Co-design wellness experiences based on consumer insights. 	<p>MRBTA/LTO</p> <ul style="list-style-type: none"> Develop investment prospectus for wellness tourism opportunities.
<p>MRBTA</p> <ul style="list-style-type: none"> Member engagement and attractions development 	<p>LTO</p> <ul style="list-style-type: none"> Encourage action through promotion and education of national and state-based programs 		<p>GSDC & SWDC</p> <ul style="list-style-type: none"> Offer information support, investment facilitation and advice on grants and financial incentives.
<p>BEP</p> <ul style="list-style-type: none"> Attract wellness-based business events to the region 	<p>INDUSTRY</p> <ul style="list-style-type: none"> Take action towards development and promotion of eco-friendly practices. 		<p>INDUSTRY</p> <ul style="list-style-type: none"> Private investment in wellness-specific superstructure.
<p>RDC</p> <ul style="list-style-type: none"> Encourage, promote, facilitate and monitor development. Deliver regional programs, policies and services <p>INDUSTRY</p> <ul style="list-style-type: none"> Develop a range of innovative, nature-based wellness experiences Package nature-based wellness tourism products and experiences to encourage visitor dispersal Develop trade-ready wellness tourism product Collaborate to provide offerings 7-days per week to cater for travellers 			

ASW Wellness Tourism Strategy In Summary

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