

Media Release

Steve Dimopoulos MP

Minister for Environment

Minister for Tourism, Sport and Major Events

Minister for Outdoor Recreation



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GROWING VICTORIA'S WELLNESS TOURISM SECTOR

The Allan Labor Government has unveiled a new guide to help businesses and investors create wellness tourism destinations and experiences, supporting further growth across Victoria's tourism sector.

Minister for Tourism, Sport and Major Events Steve Dimopoulos today launched the '*A guide to wellness tourism investment: from concept to reality*', to support tourism operators through the process of developing, planning and operating wellness tourism businesses.

Wellness tourism includes products or experiences that focus on health and wellbeing and represents a growing market that is forecast to be worth more than \$1.5 trillion globally within the coming years.

Victoria's abundance of mineral springs, relaxing coastal thermal baths, beautiful and diverse natural scenery and cultural offerings position the state to be a wellness tourism leader in Australia.

The sustained growth of the wellness tourism sector has resulted in the Labor Government identifying 'wellness' as one of the five pillars of the *Experience Victoria 2033* strategic plan that aims to grow the state's visitor expenditure towards the projected \$58 billion by 2033.

The Labor Government has also invested in wellness infrastructure including the Grampians Wellness Resort Development which will see the development of a Nordic spa resort in Halls Gap and funding for a masterplan to guide future development and management of the Hepburn Mineral Springs Reserve.

The guidelines have been developed with input from local government and industry. To access the guide, visit djsir.vic.gov.au.

Quotes attributable to Minister for Tourism, Sport and Major Events Steve Dimopoulos

"Victoria's natural and cultural attractions mean our tourism industry is well placed to capitalise on the growing wellness tourism trend."

"These guidelines will support businesses to develop, plan and operate wellness tourism offerings and products, driving further growth in our tourism sector and jobs."