

WELLNESS OPPORTUNITIES IN 2026

DELIVERING WELLNESS TOURISM; AN OPERATOR TOOLKIT FROM TOURISM TASMANIA



Insights and Tips for
Tourism Businesses

Opportunities across
day and night

Feeling well is about balance, not perfectionism. Tasmania is a natural fit for delivering wellness tourism.



Wellness today is not about extremes, it is about enjoying the entire facet of experiences that can make people feel like their best selves.

True wellness is physical, mental and spiritual and can incorporate nature, food (both healthy and indulgent), learning new skills, engaging with other people, cultures and the environment.

Transformational wellness travel experiences take people out of their everyday and incorporate a range of elements for a celebration of all the things that make being a human great.

Tasmania is a natural fit for delivering wellness tourism in 2026.

Deepening understanding of visitor needs, expectations and interests supports the development of new offers and refinement of existing products. This research provides information and hints and tips for operators to help visitors feel better after a holiday in Tasmania.

Feeling well in 2026 is about balance for most visitors. While 2 in 10 visitors are coming down with a strong focus on wellness, most are wanting to experience wellness elements within a broader holiday (7 in 10).

Tasmania is already seen as an appealing wellness destination by 9 in 10 potential visitors.

Wellness activities can take place at any time of the day or night and Tasmania is very well placed to promote activities that leverage our scenic places and dark skies.



Tasmania is a natural fit.



It's a beautiful mix of culture, culinary experiences, art, outdoors – a hidden gem. It's unspoiled down there, completely different to any city on the mainland. Seems to be a laidback lifestyle. There wasn't traffic, there was just so much greenery, the food was from the local farms. A stunning place.”



Tasmania is strongly associated with nature and fresh air. The landscapes and quietness are a key source of appeal for Tasmania as a wellness destination.



Associations with Tasmania

Nature	81%
Clean air	75%
Cool weather	68%
Relaxed	60%
Local food and drink	58%
Hiking	58%
Tranquillity	55%
Unique wildlife	53%
Wellness	44%
Cultural experiences	23%
Cultural events e.g. Dark Mofo	20%



Reasons for Tasmania's appeal as a wellness destination

Landscapes	42%
Quietness	20%
Wilderness	16%
Wellness	14%
Activities	9%
Local Food	6%
Air Quality	6%
Weather	5%
Uniqueness	5%
Accessibility	5%
Less Crowded	5%

Wellness Research 2025, Tourism Tasmania
 Q15. [TASMANIA ASSOCIATIONS] What do you associate with Tasmania? Please select as many as apply.
 Q14. Why do you say Tasmania is [appealing/unappealing] as a wellness destination?
 Base: n = 1514

Wellness travellers want to feel relaxed, rested and rejuvenated, and 7 in 10 want balance out of a wellness holiday.



Desired emotional outcomes of a holiday

Relaxed	68%
Rested	60%
Rejuvenated	56%
Energised	49%
Balanced	47%
Physical reset or healthy	45%
Escape from pressure or burnout	43%
Present / mindful	42%
Emotional / mental reset / regulation	41%



Purpose of a wellness holiday

I prefer a balanced holiday with a mix of rest, activity, connection, and new experiences	71%
I mostly want to relax and switch off	14%
I like holidays with one main focus to feel well (e.g. nature, food, etc.)	7%
I enjoy holidays that help me learn or grow	5%
I want to feel reconnected – with myself or others	3%

Connecting with nature contributes to the enjoyment of a holiday for wellness travellers. Tasmania is the perfect place to 'Come down for air'.



The ability to sort of slow down, connect with nature. Tassie's marketing is 'Come down for some fresh air'. As a girl from Melbourne, I can totally agree there is some beautiful fresh air down there. I was touching the leaves, the flowers, really feeling where I was. Just having this immense appreciation for this untouched landscape. That was probably one of the best holidays I've had in quite a while!"



Wellness activities that attract travellers are all-encompassing: from relaxation to mental stimulation and exercising in nature.



Interest in wellness activities in Tasmania

Hiking or bushwalking	54%
Nature immersion	49%
Eating well / mood foods / dopamine dining	49%
Visiting gardens e.g. botanical gardens and open gardens	46%
Tasmanian unique cultural events e.g. Dark mofo, beaker street	42%
Thermal mineral springs	39%
Visiting a spa	35%
Wellness retreat	32%
Purchasing locally made wellness products	32%
Visiting places with snow / snow activities	30%
Meditation or mindfulness	27%
Visiting a bathhouse	26%
Saunas	25%
Bird Watching	23%
A Tasmanian Aboriginal wellness event or activity	21%
Cold water swimming (ocean or river)	20%

Learning a creative skill e.g. pottery, weaving	20%
Digital detox or limiting screentime	19%
Exercise and sports e.g. gym, running/run clubs, tennis, soccer	19%
Yoga or Pilates	19%
Sustainability actions e.g. thoughtful travel choices	19%
Volunteering e.g. in nature or with wildlife	18%
Mountain biking	17%
Cold water immersion / ice baths	16%
Challenged myself e.g. half marathon, climbing a peak	16%
Breathwork	14%
Sound healing / sound therapy	14%
Golf	13%
Fly fishing	12%
Reading about personal transformational experiences	9%
Perimenopausal/menopausal wellness support	7%

There is interest in paying for wellness at a range of price points, 8 in 10 interested in low cost, with 2 in 10 still interested at over \$200. Visitors are inspired by conversations and reviews and well as other sources.



Paid wellness interest

Under \$50	80%
\$51 - \$100	70%
\$101 - \$200	42%
Over \$200	21%



Sources of inspiration

Friends or family	59%
Travel websites	46%
Destination websites and apps	38%
Documentaries	36%
Travel TV show	35%
TikTok, Instagram, Facebook	35%
Travel articles or blogs	33%
Seen in Tv show or movie	29%
Long form social media e.g. YouTube	29%
Influencers or content creators	18%
Travel agents or wellness retreat companies	14%

Tasmania is **strongly connected to wellness trends** such as immersion in nature, stress management, sustainable tourism and cool-cation; these findings give direction on the **wellness experiences** visitors seek



Appeal of wellness trends

Nature-integrated wellness – immersion in nature	56%
Sleep and stress management	38%
Sustainable Tourism – having a positive-impact holiday	37%
Cool-cation – visiting cooler locations	36%
Agritourism – connecting with farms and local food	28%
Earthing / Grounding – direct skin contact with Earth’s surface	26%
Sharing wellness experiences with others – social wellness	25%
Longevity and aging well experiences	23%
Regenerative landcare – immersion in positive practices	19%
Resilience building – becoming more regulated	15%
Overcoming loneliness – creating meaningful connections	13%
None of these	5%



Crowds and complexity negatively impact travellers' sense of wellness on a holiday.



Experiences that would negatively impact wellness

High costs	66%
Crowded destinations	66%
Overly busy itineraries	51%
Complex travel logistics	48%
Long travel times	40%
Poor accessibility	33%
Too much technology or digital interruption	33%
Leaving a negative environmental impact	30%
Limited food options	23%



Eating/supporting local and protecting nature contribute to positive impact.



Important positive impact elements of a holiday

Eating local, seasonal food	68%
Travelling in a way that protects nature and wildlife	46%
Supporting local communities and businesses	43%
Feeling like I haven't contributed to damage	41%
Minimising waste while I travel	40%
Quiet or low-sensory experiences	30%
Respect for Aboriginal culture	30%
Knowing my trip had a low environmental impact	29%
Eco-friendly places to stay and visit	29%
Avoiding single-use plastics (like straws)	27%
Good recycling and composting	25%
Helping local communities or charities	24%
Accessible places for people with disability/ different needs	14%



HOW DO YOU MAKE THE MOST OF THIS AS AN OPERATOR?

Suggestions to get started.

Enhancing wellness in your offering.

A wide range of experiences and activities appeal to visitors. You can offer, suggest or partner to connect visitors with wellness moments.

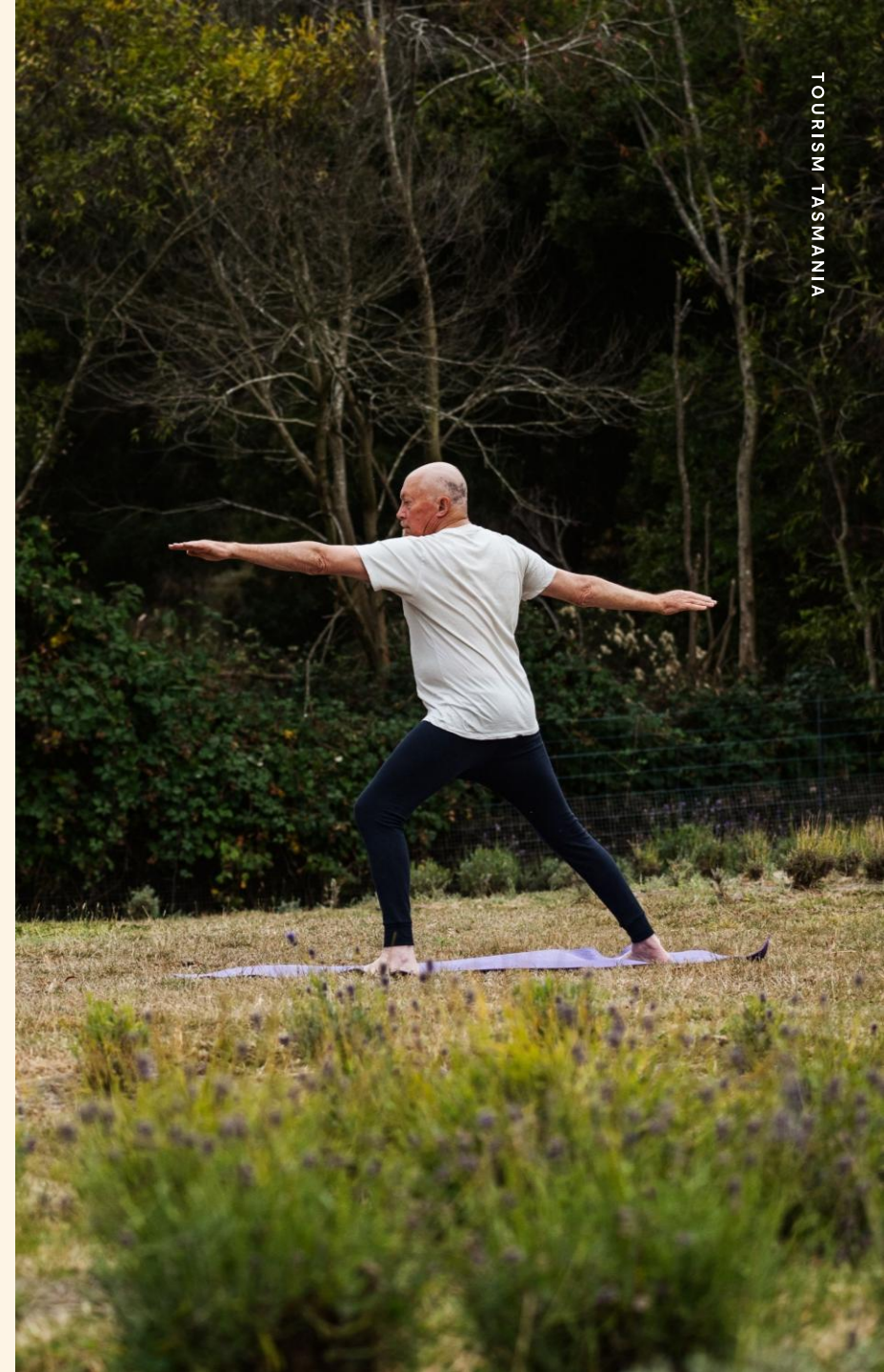
- **Outdoor experiences:** Lean into the restorative benefit. A self paced or guided walk is time in clean air, moving at a slower pace. Part of immersing in nature that appeals to many visitors.
- **Water experiences:** Connect to the growing interest in cold water swimming and . Even a kayak experience can have a wellness story.
- **Nature experiences:** Frame the stillness. Visitors want nature immersion, birdwatching, and garden visits not just as sightseeing but as a way to slow down and be present.
- **Making or buying experiences:** Link it to the desire for locally made wellness products and hands-on, mindful activities.
- **Cultural experiences or events:** Highlight the emotional uplift. Uniquely Tasmanian events are among the most desired wellness activities.



Accommodation:

The below suggestions are a place to start.

- Consider indoor that feel Tasmanian and are soothing such as featuring natural elements like wood, stone and plants.
- Team up with nearby local businesses such as spa services to offer in-house treatments or discounts to your guests.
- Talk up restful sleep in your listing. Quality bedding and quiet surroundings are part of the appeal.
- Provide simple onsite health and wellness resources such as yoga mats, a meditation/exercise space, complementary eye masks or ear plugs as easy ways to enhance guest experiences.
- Promote your sustainability initiatives across your channels
- Provide locally made toiletries such as soaps incorporating local flora to add a Tasmanian touch.
- Offer glamping or camping experiences highlighting the benefits of being surrounded by nature.



Promote wellness as a food and beverages operator.

Visitors tell us that trying local food and beverages is a key part of wellness and feeling better. Some places to start (or continue):

- Include provenance of items on your menu, seasonality, and how eating well feels, highlighting the freshness of Tasmanian produce.
- Help your customers develop skills or participate in food-related activities like fishing, bee keeping, truffle hunting, apple picking, cheese making, fermentation workshops.
- Offer local wines including organic and natural options as well as non alcoholic choices.
- Visitors also tell us they highly value eating and supporting local producers as a key way of having their desired positive impact holiday.



More resources and ideas

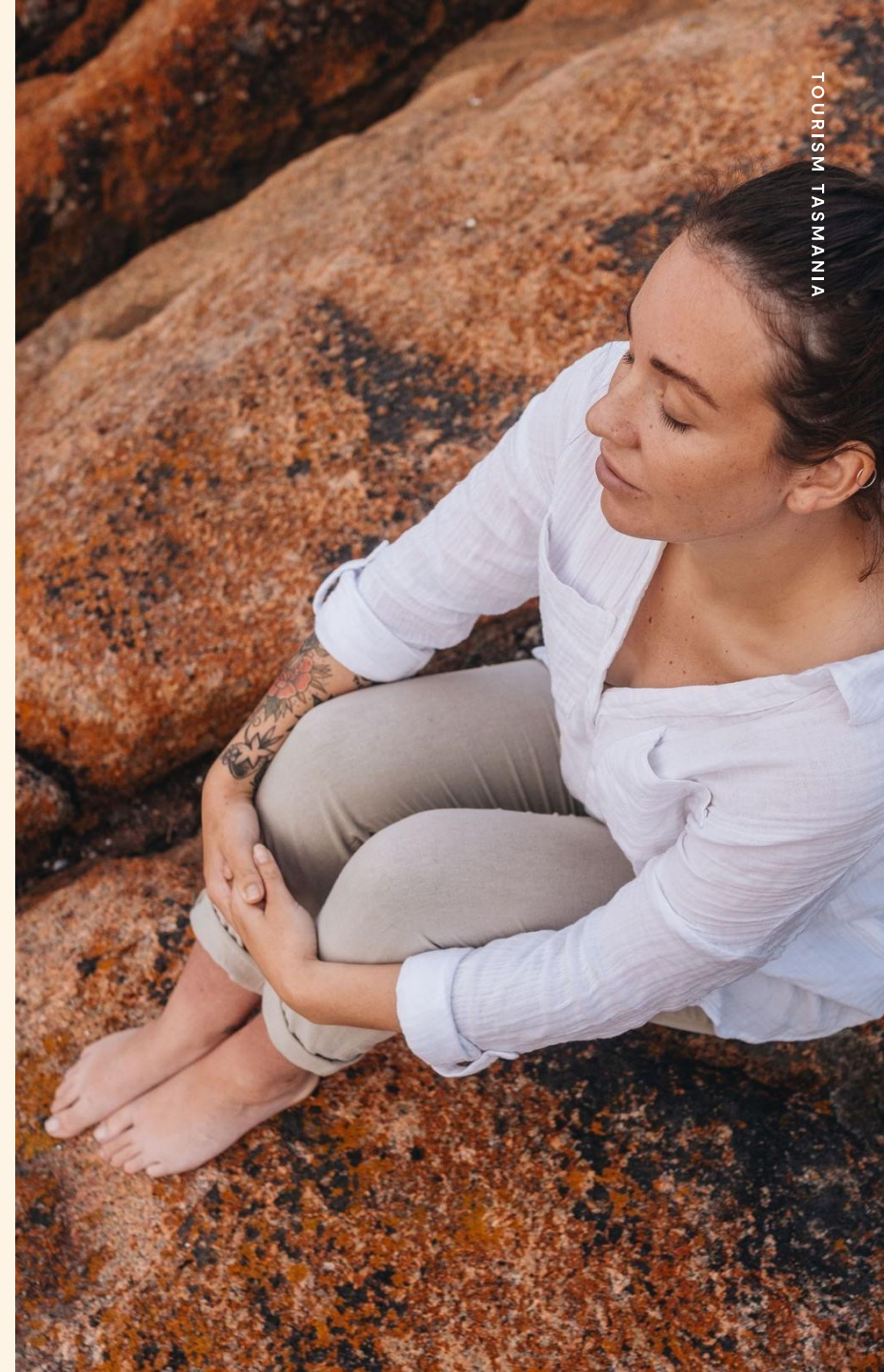
Tourism Tasmania website has further general support:

Get listed on our platforms : Create or update your ATDW profile

Align with our campaigns: View marketing resources for campaign toolkits and other marketing hints and tips

[Global Wellness Institute](#) is a nonprofit organisation dedicated to empowering wellness worldwide through research, education, and collaboration.

Ask your guests! They often share valuable feedback and insights on their experience.



SPOTLIGHT ON NIGHT-TIME WELLNESS: STARGAZING AND ASTRO-TOURISM

Deeper dive on night time opportunities

What is Astro-tourism?

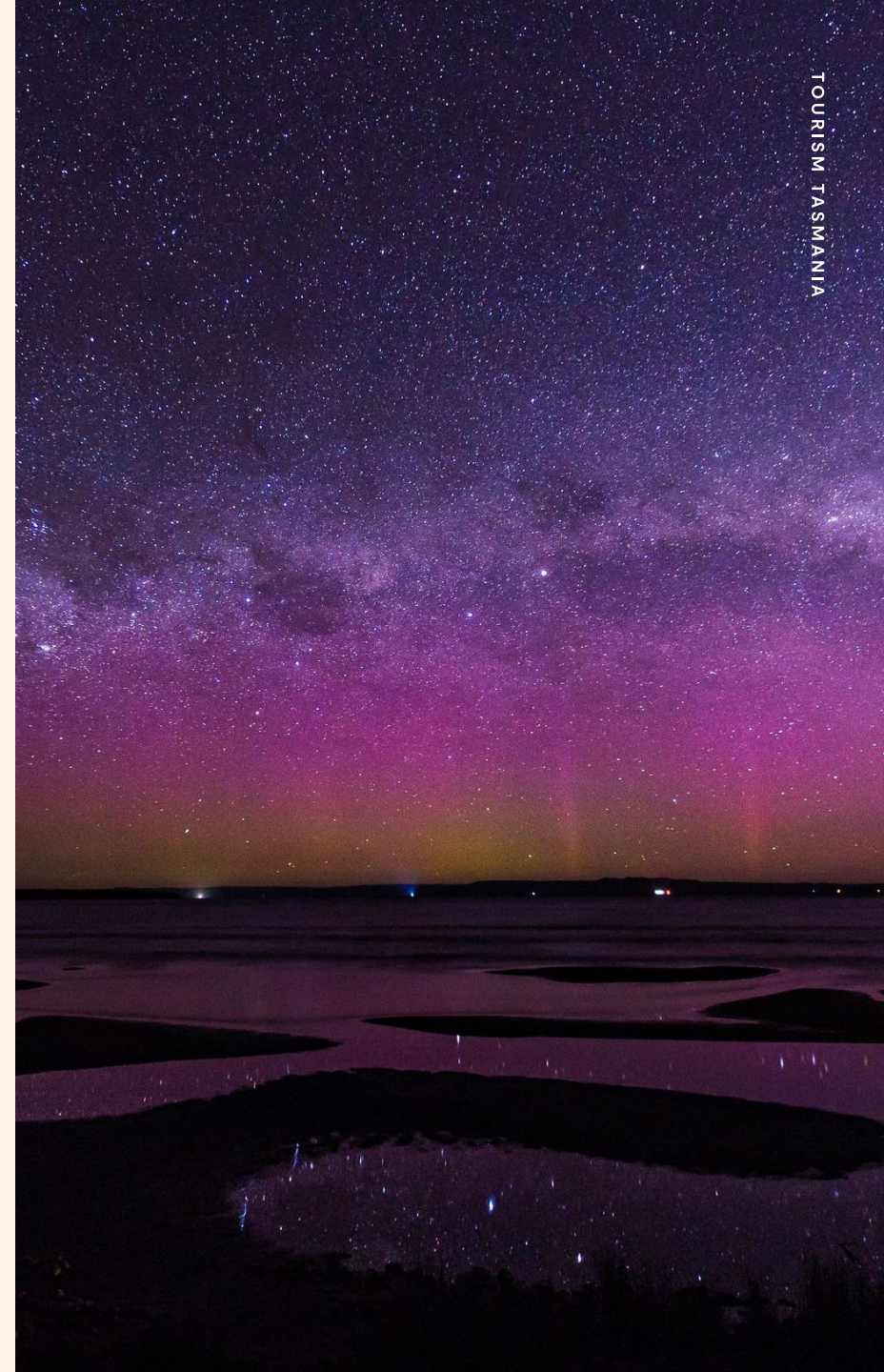
Astro-tourism and stargazing invite visitors to connect with nature via night-time activities.

A key benefit of offering night-time experiences is that they drive overnight visits to regional areas. Opportunities to turn day-trips into overnight stays.

This includes travel experiences featuring sunsets, the stars, night sky, celestial events or astronomy related activities.

Tasmania offers unique opportunities to leverage astro-tourism interest:

- Exceptional viewing of Aurora Australis.
- Seasonal viewing of Bioluminescence.
- Very low levels of light pollution.
- Many unique natural locations offering views of stars, sunrises and sunsets.



Tasmania's astro-tourism opportunities have strong appeal for wellness travellers.



People always talk about the northern lights...you can see the Southern Lights in Tasmania! The Aurora is what made me want to go – if not for that, Tasmania may not have popped on my radar. From certain parts, you have an unhindered view. 'Nature hunting' is really fun in Tassie. It's clear skies at night, so you can see all the stars. They should offer tours where you could camp overnight or even just have dinner just under the stars... The stargazing in Tasmania is gorgeous."

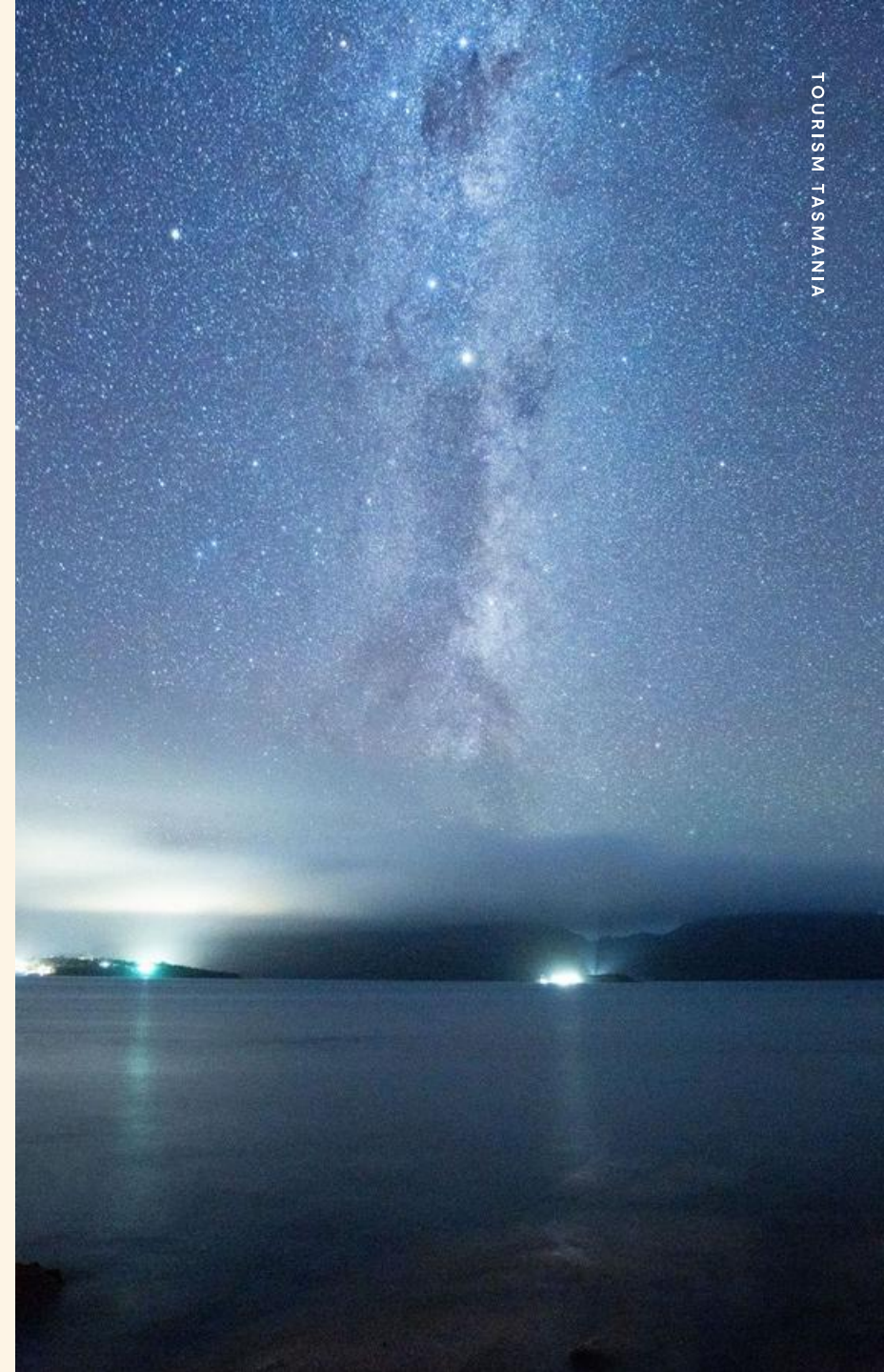


Two in three travellers are interested in night-time activities – the scope for offers and experiences is endless.



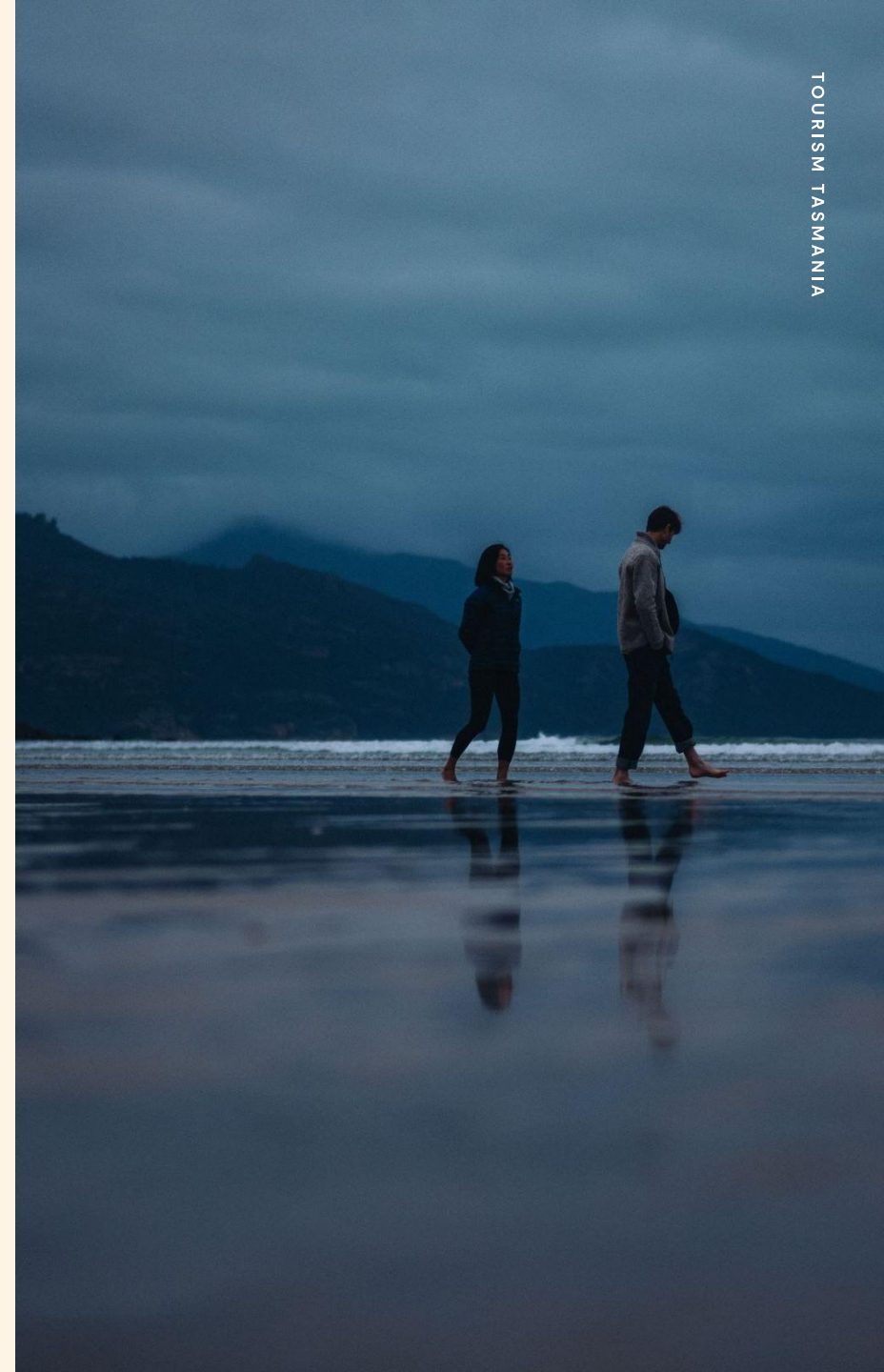
Nighttime activities of interest in Tasmania

Watching sunrises and sunsets from scenic places	65%
Dining under the stars	64%
Stargazing or viewing the Southern lights	62%
Nocturnal wildlife tours e.g. penguins	54%
Sleeping well and resting	48%
Unique cultural events eg night markets, dark mofo	42%
Light shows and immersive experiences	41%
Night kayaking or beach walks	33%
Astronomy talks and observation	33%
Astrophotography (photographing the night sky)	24%



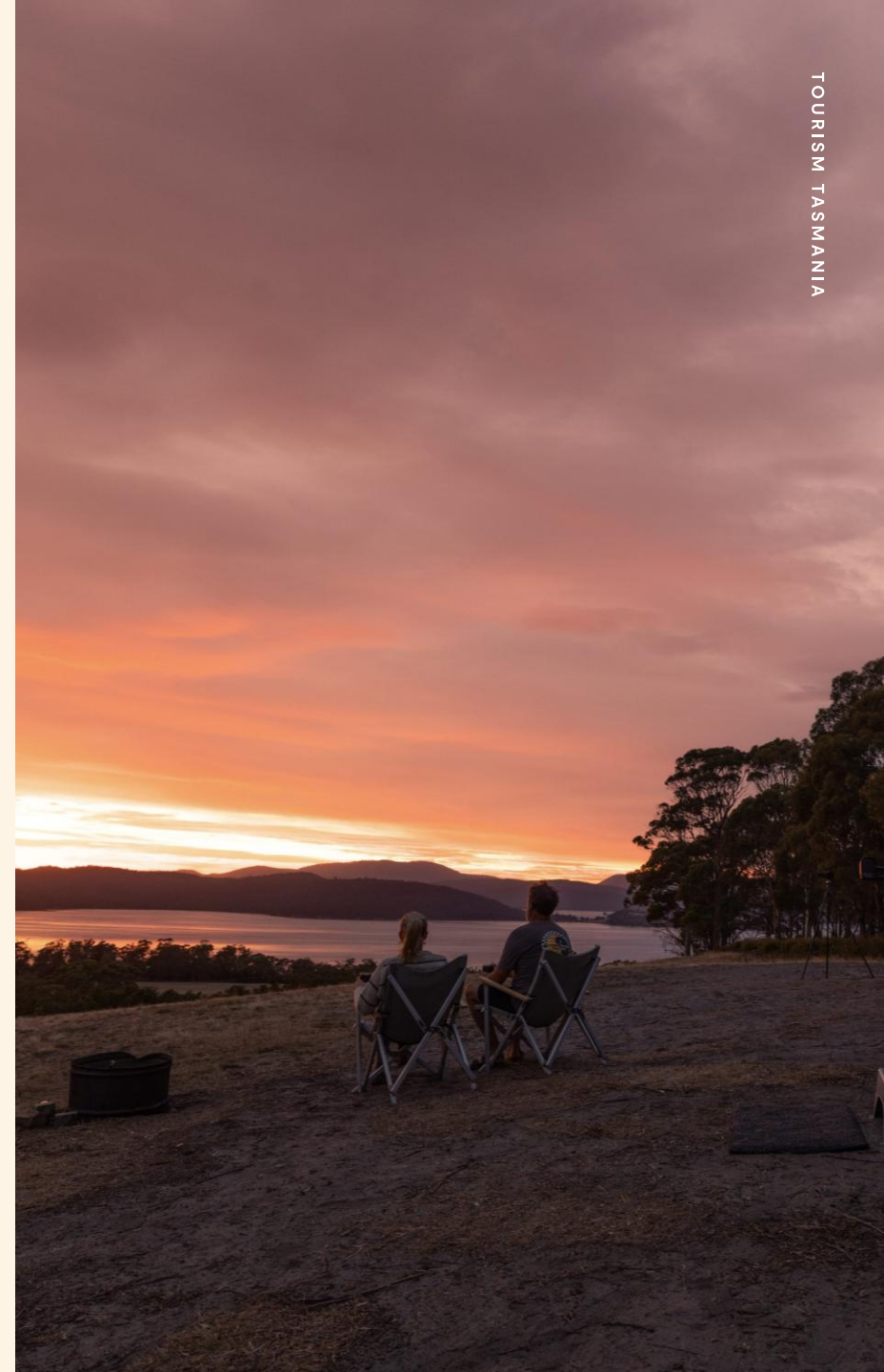
Tips for operators to capture astro-tourism interest.

- Highlight nearby viewing locations with less light pollution.
- Suggest or offer nocturnal nature walks, beach walks or animal spotting.
- Hold outdoor evening wellness events such as yoga, meditation, sound or hot tub bathing.
- Tie in activities to significant known astronomical events such as full moons or eclipses
- Consider tie-ins to existing local events and local experts (<https://hobartandbeyond.com.au/dark-sky-week-in-southern-tasmania/>)



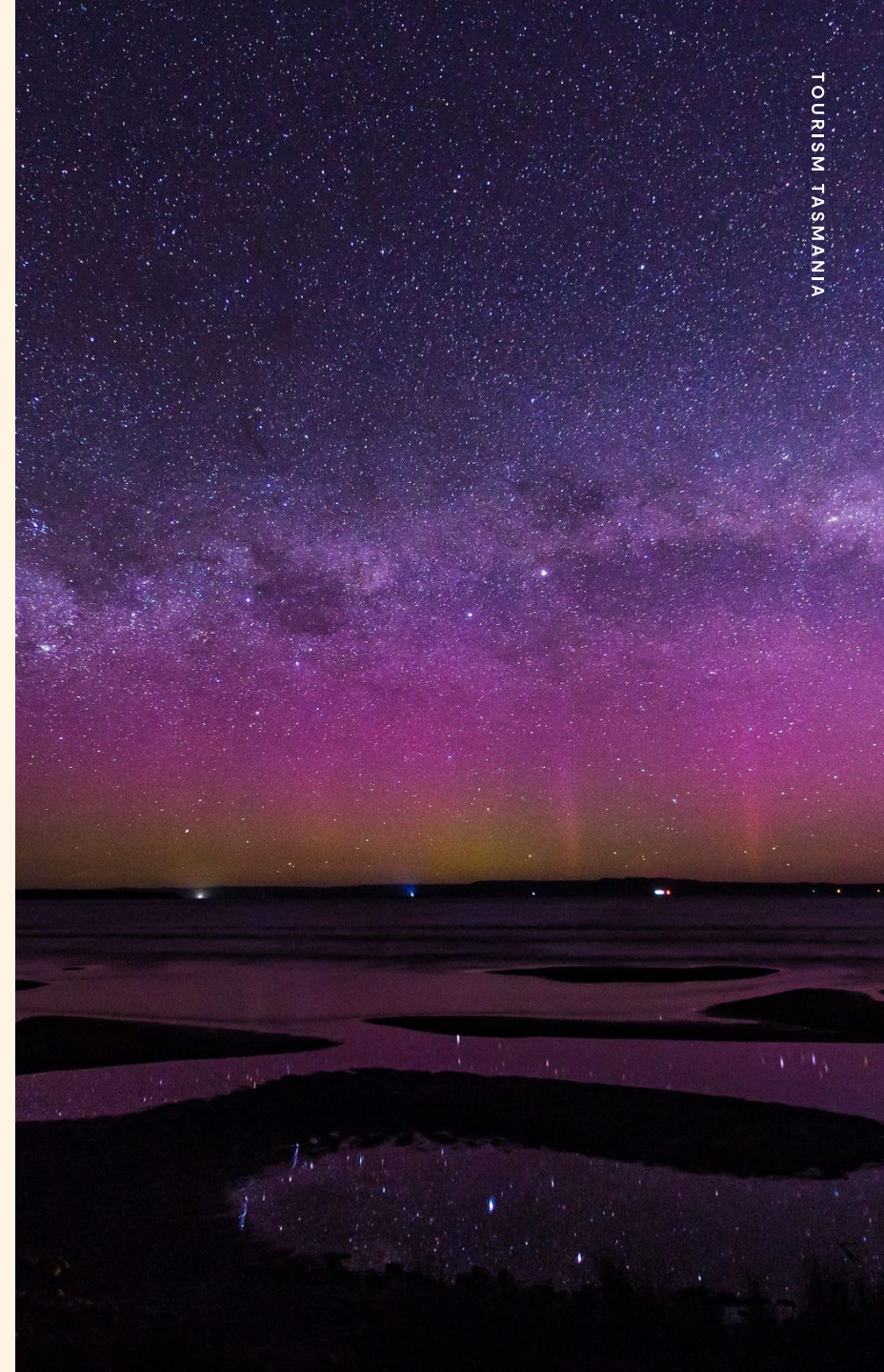
Tips for accommodation and food and beverages operators.

- Notify guests of significant astronomical events such as full moons, eclipses and Auroras. Bioluminescence is also a highly desirable experience.
- Consider including a star guide, app suggestions in your compendium.
- Consider promoting and connecting with existing events in your region, such as Beaker Street festival and Dark Sky Week.
- Direct your visitors to appropriate viewing locations to best witness sunrises and sunsets as well as stargazing/ Auroras
- Consider including imagery from various times of the day across your channels that highlight the beauty of Tasmanian skies.



More resources and ideas

- [Dark Sky Tasmania](#) work to preserve and protect Tasmania's night-time environment from light pollution and have a wealth of resources to support you. Everything from inspiration to providing practical advice on choosing responsible outdoor lighting .
- Local events including [Dark sky week in Southern Tasmania](#).
- Consider partnering with Citizen Science Initiatives including Wilderness Society 'Eyes in the Sky'
- [SkySafari](#) or [Sky Walk 2](#) for real-time, identification of stars, planets and constellations.
- Webinar with hints and tips for [Designing night experiences which make a difference](#) learning from [Dark Sky Traveller](#) who are experienced operators.
- [Australasian Dark Sky Alliance \(ADSA\)](#) for advice on preventing light pollution.
- [Dark Sky International](#) offers resources supporting global Dark Sky initiatives.
- [Light pollution map](#) for satellite data of show the darkest areas.



Other visitor needs.



Feel like they're having a positive impact holiday

Travellers see Tasmania as a destination where they can travel mindfully easily. Eating/supporting local, protecting nature and minimising waste contribute to having a positive impact holiday.



Open to wellness in any form

Wellness experience encompass a range of moments. For visitors, it ranges from the everyday, clean air, a long walk, a moment of stillness, to the indulgent of a world-class meal. What ties it all together is the emotional need underneath: to feel relaxed and come home feeling restored.



Tasmania's uniqueness

Visitors highly value the uniqueness of Tasmania. Our differences become highlight of visitors trips. Visitors want a balanced holiday with a mix of rest, activity, connection, and new experiences, delivered in a way that can only be done in Tasmania.



Experiencing the transformative power of Tasmania

Highlight the experiences that make up a transformative wellness trip to Tasmania. The clean air, quiet landscapes, cold water, wild spaces, and unhurried pace create the conditions for people to slow down, reset, and come home feeling different.

Creating compelling experiences, harness positive word of mouth, make planning easier, consider shared experiences and a range of price points



Word of mouth drives travel inspiration that includes wellness.

WOM from friends and family is the **#1 source of travel inspiration** for 59% of travellers!

Positive recommendations are a **powerful source of influence** and a way to support other operators in your area.



Ease of Planning

Assistance with planning and help with finding relevant details when planning their trip would be useful to **63%** of travellers. Travellers are open to **expert advice, avoid suggesting overly busy itineraries and complicated logistics**. Wellness travellers seek a seamless and stress-free experience



Travelling companions

Most potential wellness visitors plan to **travel with someone else, 35%** with family, and **48%** with friends or a partner, highlighting the importance of well-designed **shared** wellness experiences



Budget

Strong interest in both low cost (or free) along with higher cost wellness activities.

8 in 10 are interested in activities under \$50 , 7 in 10 are interested in \$50 – \$100 and a strong 4 in 10 interested in activities over \$100.

About this research

Tourism Tasmania's wellness research was conducted in 2025. This study explores wellness in 2026, the evolution of wellness travel and most importantly, the opportunities for Tasmania.

The Qualitative research consisted of focus groups and online tasks. All participants were mainland Australian residents with a strong focus on Eastern Seaboard, had an interest in wellness, travel domestically at least once a year and have an interest in visiting Tasmania in the future.

The Quantitative research consisted of a 15 minute online survey with Australians aged 25–75 A 20-minute online survey was conducted in September/October 2025 among 1,500 mainland Australian residents, with a strong focus on the Eastern Seaboard.

All participants travel domestically at least once a year for leisure and have an active interest in wellness and enhanced wellbeing. The sample included a mix of previous visitors and those considering a visit to Tasmania in the next two years.

Data was weighted to ensure representativeness by age, gender and state.

Thank you