



WELLNESS OPPORTUNITIES IN 2026

# FROM ESCAPE TO CONNECTION: UNDERSTANDING THE MODERN WELLNESS TRAVELLER

This report explores wellness in 2026, the evolution of wellness trends, wellness travel and most importantly, the opportunities for Tasmania.

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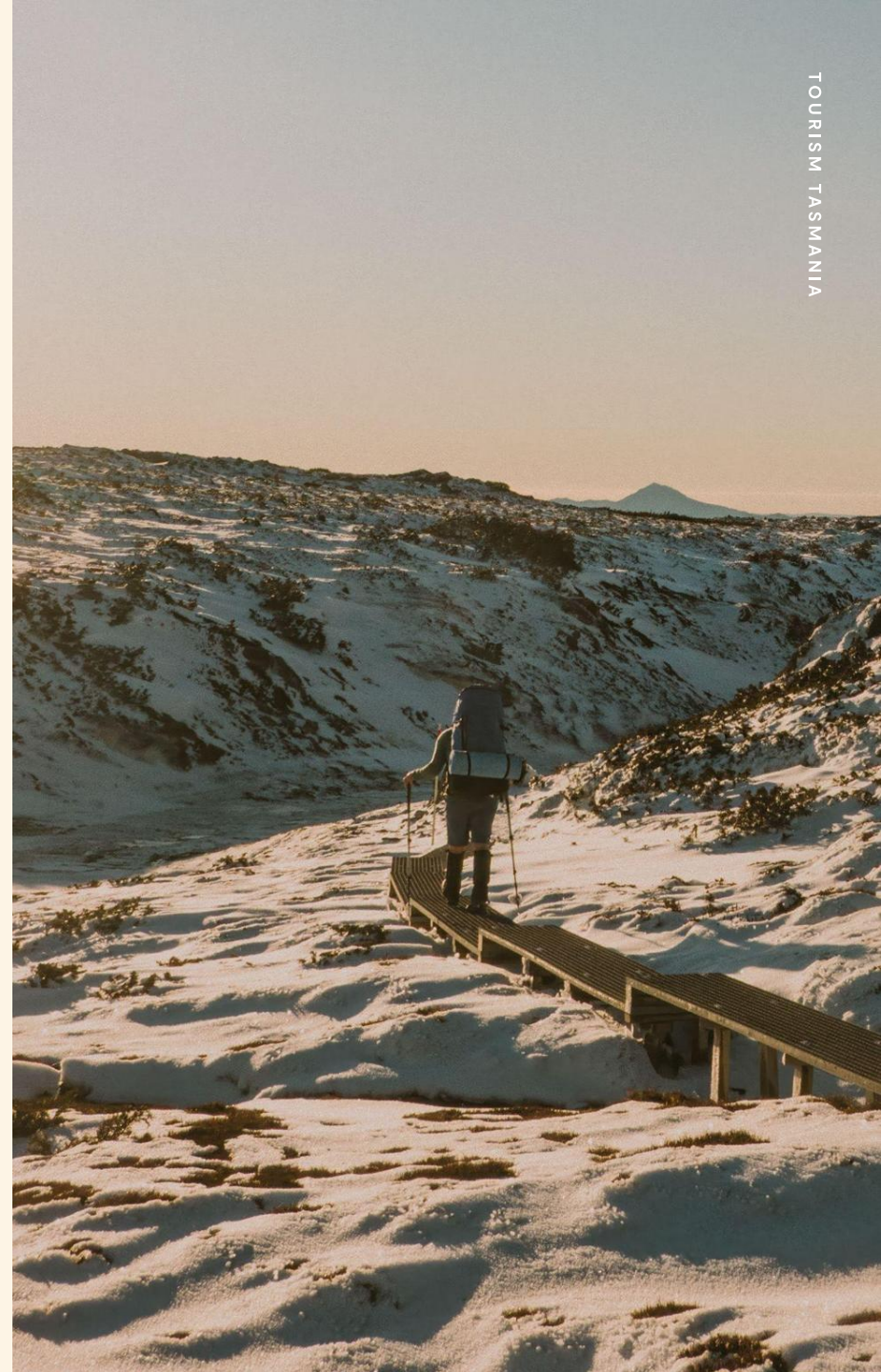
# Project Background & Methodology

# Background

Tourism Tasmania have observed that the definition of wellness is expanding and evolving to incorporate new trends, including a focus on time in nature.

There is a need to update the definition of wellness and understand current wellness trends through the lens of Tasmania's unique offer and the Tourism Tasmania brand.

This report explores wellness in 2026, the evolution of wellness trends, wellness travel and most importantly, the opportunities for Tasmania.



# Objectives and Approach

This quantitative phase builds on insights from the earlier qualitative exploration. The objectives of this quantitative stage were:

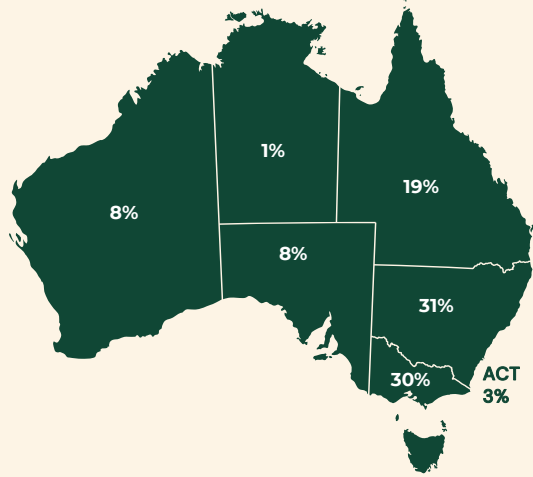
- Size the wellness opportunity for Tasmania
- Identify the experiences most likely to drive visitation
- Link wellness territories with existing key segments

Our approach consisted of the following:

- 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 reflects Tourism Tasmania's high-value traveller segments – particularly Discoverers, Conscious Adventurers and Positive Impact Travellers – and includes 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, and analysis focused on quantifying primary versus secondary wellness travellers, the activities and emotions linked to feeling well, and Tasmania's relative positioning among wellness destinations.

# Who we spoke to

## State



## Gender

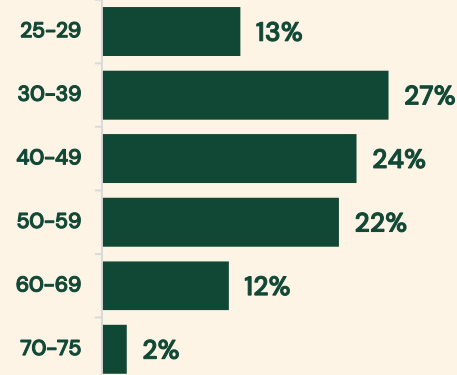


Men  
49%

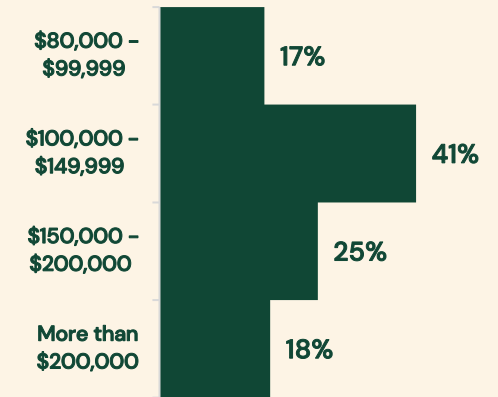


Women  
51%

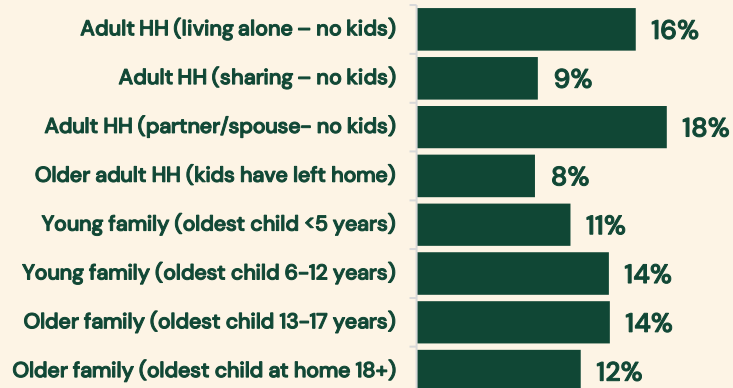
## Age



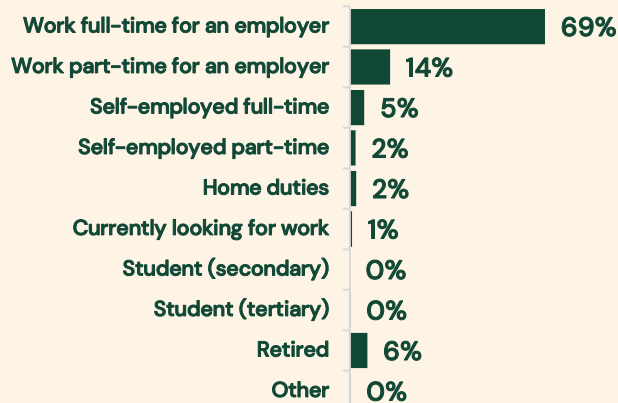
## Household Income



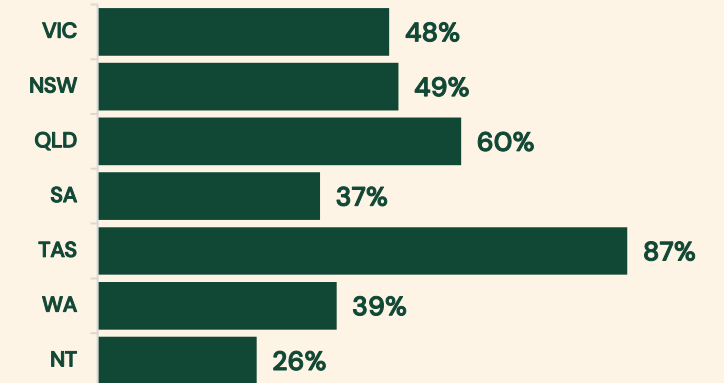
## Household Status



## Employment Status



## Plan to visit in the next 2 years?



# Executive Summary

# Most travellers place importance on wellness when travelling.

Tasmania is competing in a large and diverse wellness travel market, with **22%** travellers **strongly motivated** by wellness and **73%** open to **wellness** experiences.

This study captures Australians who place at least some importance on wellness in their holidays.

Within this wellness-engaged market:

- **22%** are Primary Wellness Travellers, meaning wellness is the main focus or motivation for travel
  - **73%** are Secondary Wellness Travellers, meaning wellness plays a supporting but meaningful role
  - Motivation peaks among 30–39 year olds
- 
- Tasmania does not need to rely only on high-intent wellness travellers. The **larger opportunity** is in activating the **73% secondary-wellness segment** by making wellness more visible, accessible and easier to integrate into a general holiday.



# Tasmania is well placed to drive visitation through wellness experiences based on nature, food & a relaxing atmosphere.

Nature-led, restorative and low-effort experiences create the strongest pull.

## Supporting Data

- Australians achieve wellness through **rest (73%)**, **healthy food (52%)** and **time in nature (51%)**, all areas Tasmania excels in.
- Associations with Tasmania centre on **nature (81%)**, **clean air (75%)**, **cool weather (68%)** and **relaxed atmosphere (60%)**, reinforcing its **suitability** for restorative wellness.
- Tasmania is **associated with wellness & wellness destinations** by **54%** of travellers, placed just behind New Zealand and ahead of other well known wellness destinations like Byron Bay and Bali, confirming its natural strength in this space.



# Consistent with the strong association between Tasmania and nature, many drawcard events are nature based.

These drawcards are predominantly low-effort, restorative experiences that align naturally with Tasmania's core brand strengths.

## Supporting Data

- Strong appeal and interest in dark sky tourism with **stargazing (66%)**, and **dining under the stars (67%)** emerging as high-potential experiences where interest exceeds current participation.
- Top wellness **drawcards** (worth travelling for) are stargazing (34%), sunrises/sunsets (29%), bushwalking (29%), nocturnal wildlife tours (26%) and dining under the stars (25%).
- Different nature-led drawcards appeal across core segments, creating multiple entry points into Tasmania's wellness proposition
- Positive Impact Travellers seek meaning and cultural depth, Discoverers prioritise low-effort restoration while Conscious Adventurers pursue challenge.



# Understanding the Wellness Mindset

What does wellness mean? What is the importance of wellness to travellers?

# Wellness mindset summary...

Wellness is holistic and interconnected; Australians define it as a **balance of mind, body and connection**

- Around 8 in 10 associate wellness with mental clarity, rest and physical health

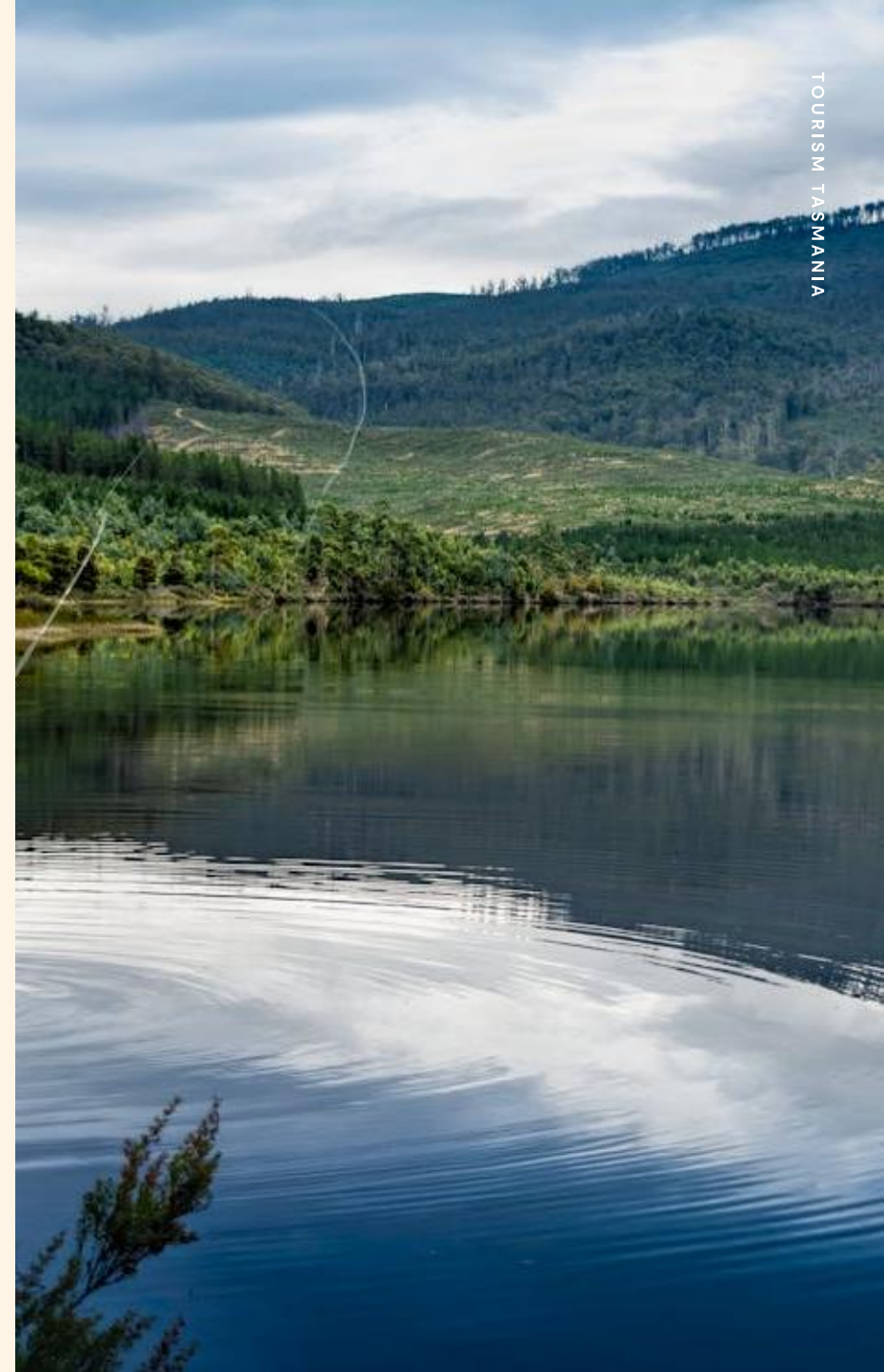
The **meaning of wellness varies across key segments**. For Discoverers, it is more likely to be captured in the daily routine of life, while Conscious Adventures (and to a lesser extent Positive Impact Travellers) tend to be more deliberate – augmenting or disrupting daily life to find wellness.

Wellness travellers are **not a niche group, they are mainstream holidaymakers**

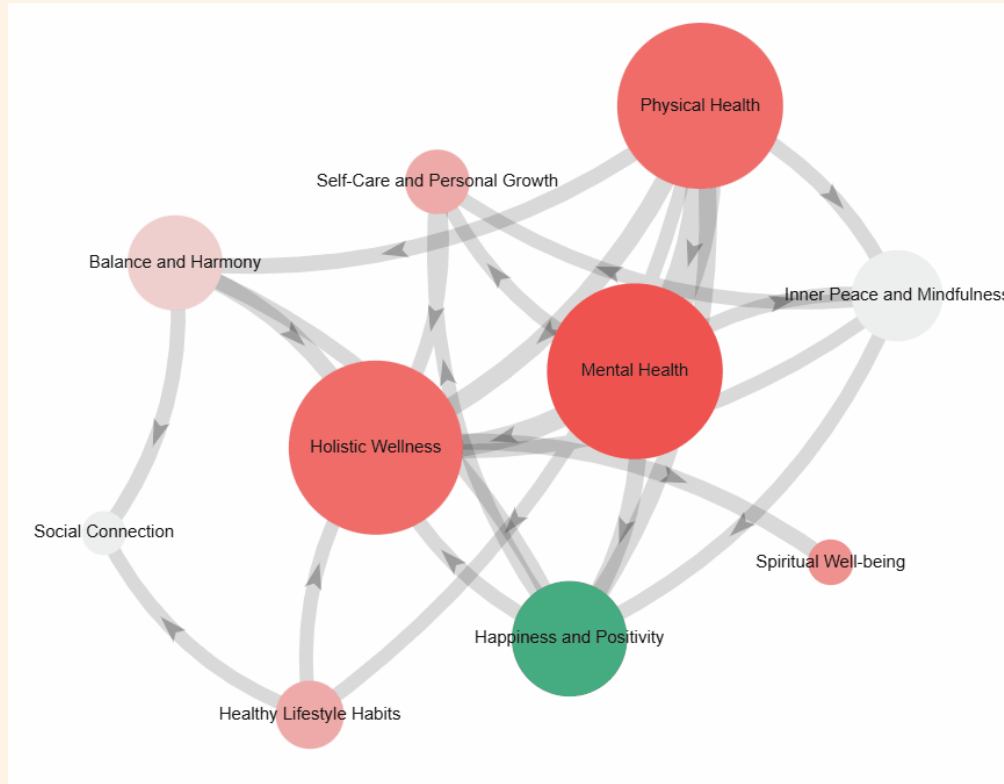
- 84% of all travellers want to return from their holiday with an enhanced sense of wellness
- For 22%, wellness is their primary motivation, and a further 73% include wellness as a secondary focus

Over 7 in 10 travellers want a **'balanced holiday' – a mix of rest, activity, connection and new experiences**.

Most wellness travellers **expect to travel with someone else**, highlighting the **importance of shared experiences**



Top of mind, Australians see wellness as holistic and interconnected, balancing physical, mental and emotional health to achieve overall harmony and happiness.



Wellness means.....

“

*Looking and feeling good, mentally, emotionally, and physically.*

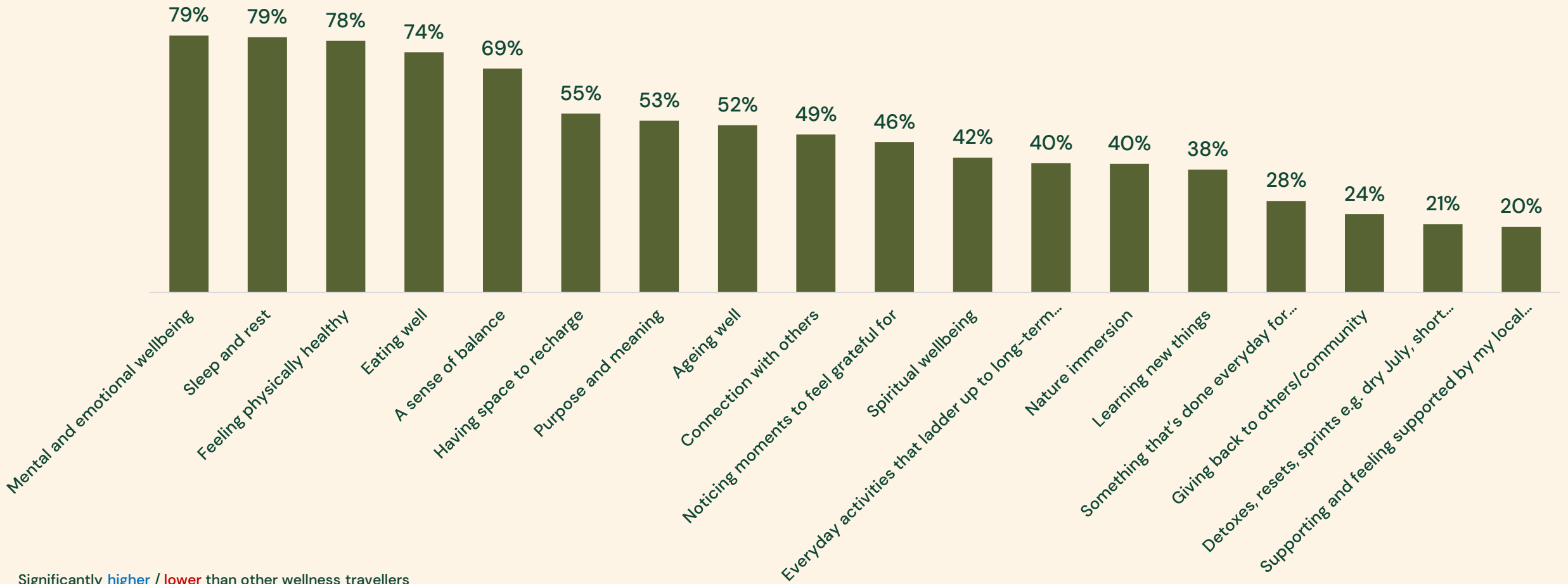
*Being happy within yourself and not needing things/possessions/experiences to make you happy.*

”

The map shows *mental, physical and holistic wellness* as the strongest and most interconnected themes as indicated by the size of the circles and the connections to each bubble. Wellness is seen as being healthy in both mind and body, supported by *balance, mindfulness and social connection*. Happiness and positivity emerge as the outcome of this overall sense of harmony.

When prompted, Wellness is first associated with the mind and body. Feeling well is also about clarity, rest and connection with others.

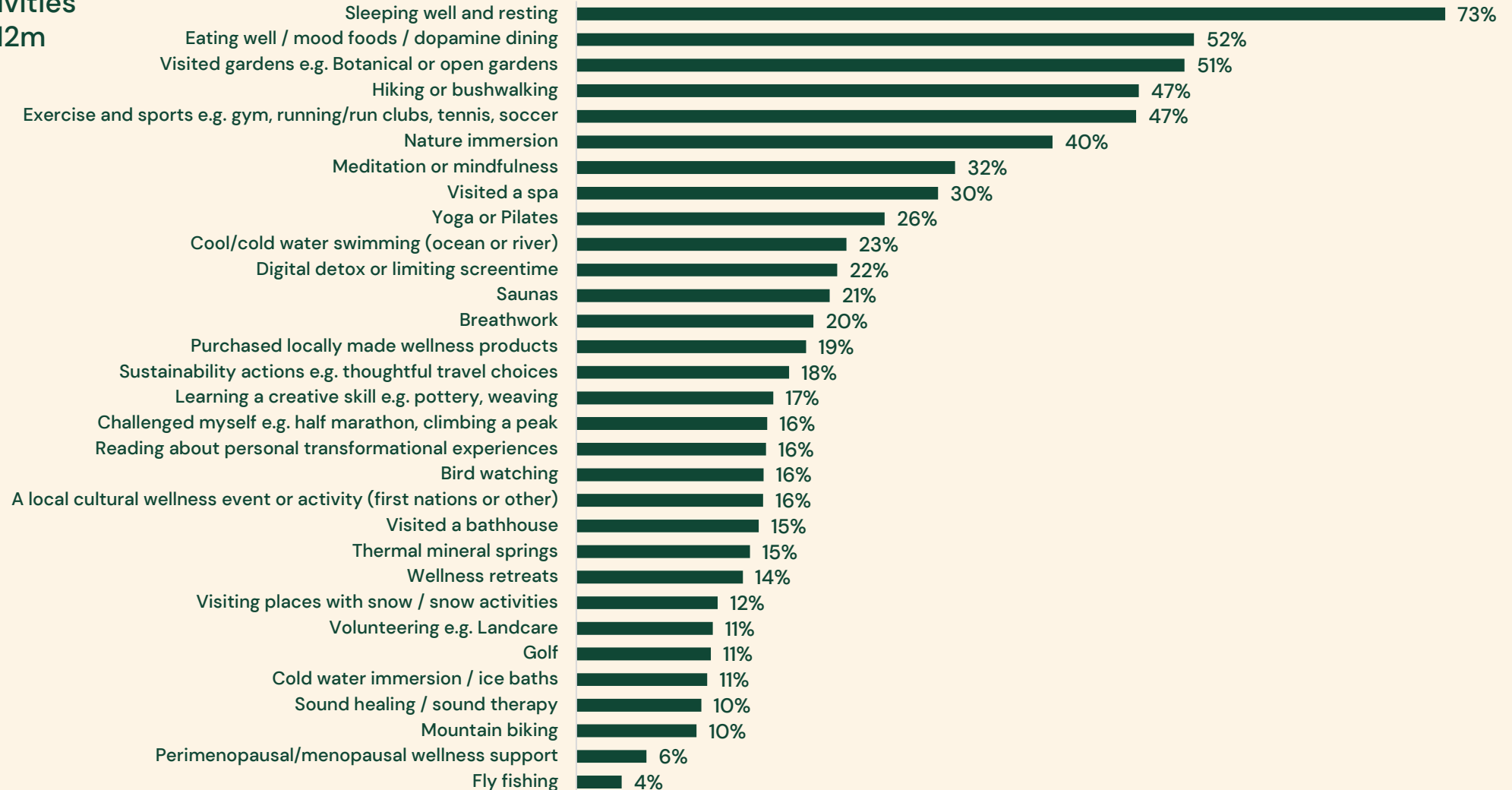
Wellness means...



Significantly higher / lower than other wellness travellers

Many wellness activities are anchored in low-effort, everyday restoration, with sleep, food, nature and light and movement dominating, while more immersive or structured wellness experiences remain niche and selective.

### Wellness activities engaged in L12m



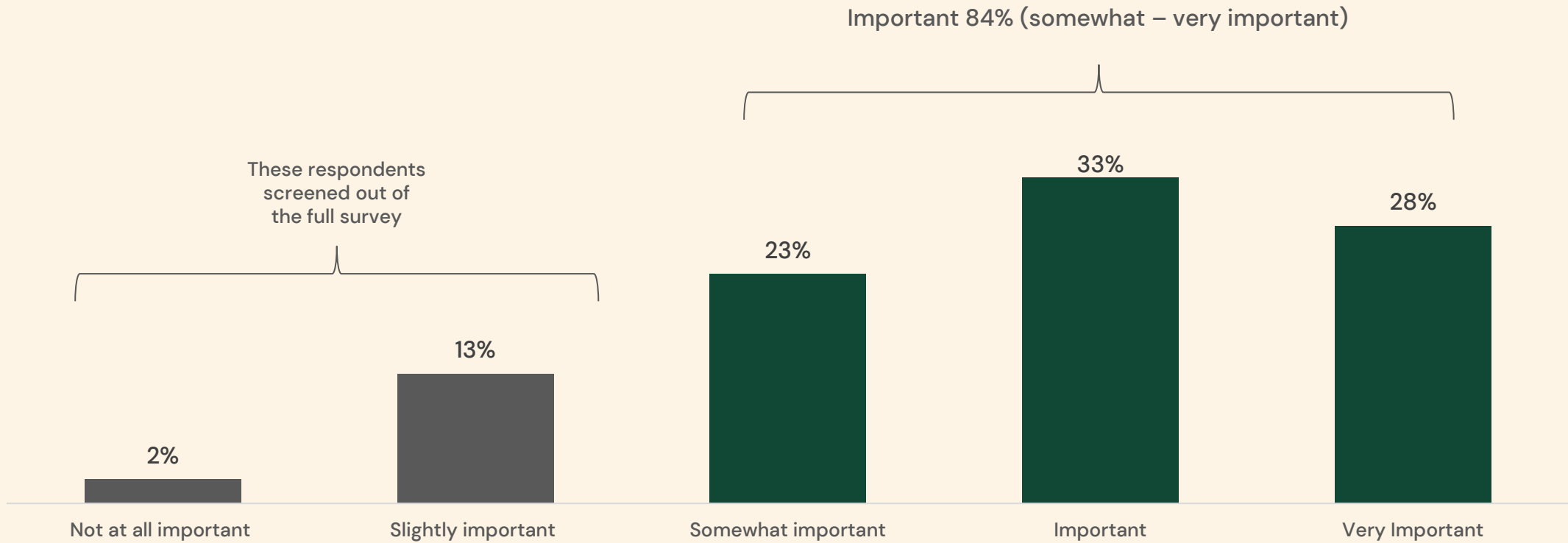
Significantly higher / lower than other wellness travellers

Q3. [WELLNESS ACTIVITIES P12M] In the past 12 months, thinking about at home or on a recent holiday, which of the following activities have you done to enhance your overall wellness?

Base: n = 1514

Wellness is an important part of holiday needs and 84% of all travellers want to return from a holiday feeling better and with an enhanced sense of wellness.

Wellness importance...



Significantly higher / lower than other wellness travellers

S6. [IMPORTANCE OF WELLNESS HOLIDAY] Thinking about going on a holiday how important is it to you to feel better and improve your overall wellness?  
 Base: Includes screenouts and incompletes n=5,445. We spoke to travellers who value wellness as a criteria.

In 2025 over 7 in 10 travellers wanted a 'balanced holiday' – a mix of rest, activity, connection and new experiences. This finding amplifies the importance of offering a range of activities for wellness travellers.

### Purpose of wellness holiday



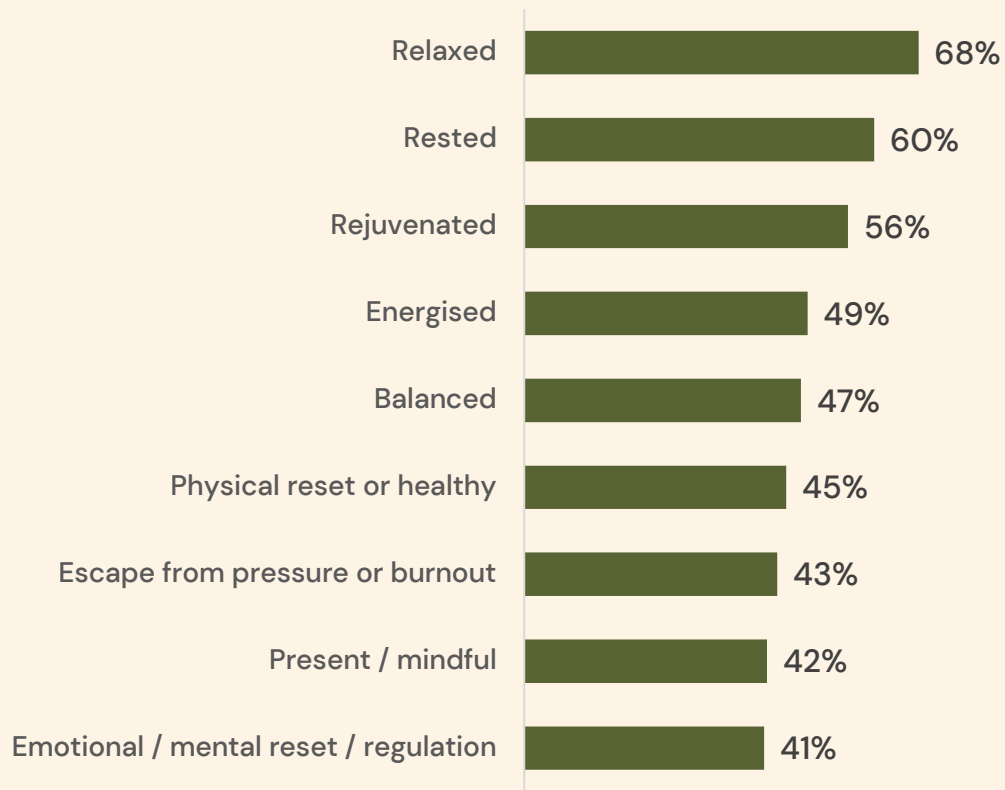
Significantly **higher** / **lower** than other wellness travellers

S5. [PURPOSE OF WELLNESS HOLIDAY] When it comes to travelling, which of the following best reflects what you're looking for?  
Base: n = 1514 | Conscious Adventurers n=290,

Over half of wellness travellers aim to feel **relaxed, rested and rejuvenated** after a holiday, however there is also a need to feel **energised and balanced**. This is consistent with the qualitative research which amplified travelling for wellness encompasses different feelings over the course of a holiday to achieve balance.

Desired emotional outcomes of a holiday

Primary needs



Secondary needs

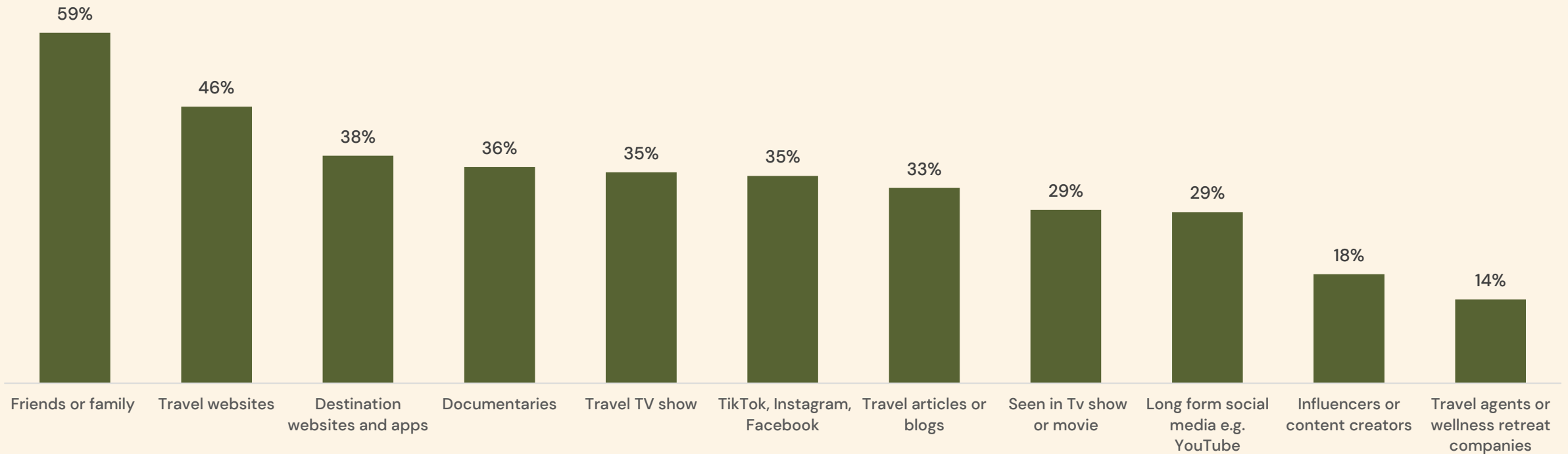


Significantly **higher** / **lower** than other wellness travellers

Q7. [FEEL WHILE TRAVEL] When travelling for wellness, how do you want to feel?

Word of mouth is important for travel inspiration for 6 in 10. Websites and apps are playing a key role. Long and short form social media content from influencers has become more influential than travel agents or wellness retreat companies.

### Sources of inspiration

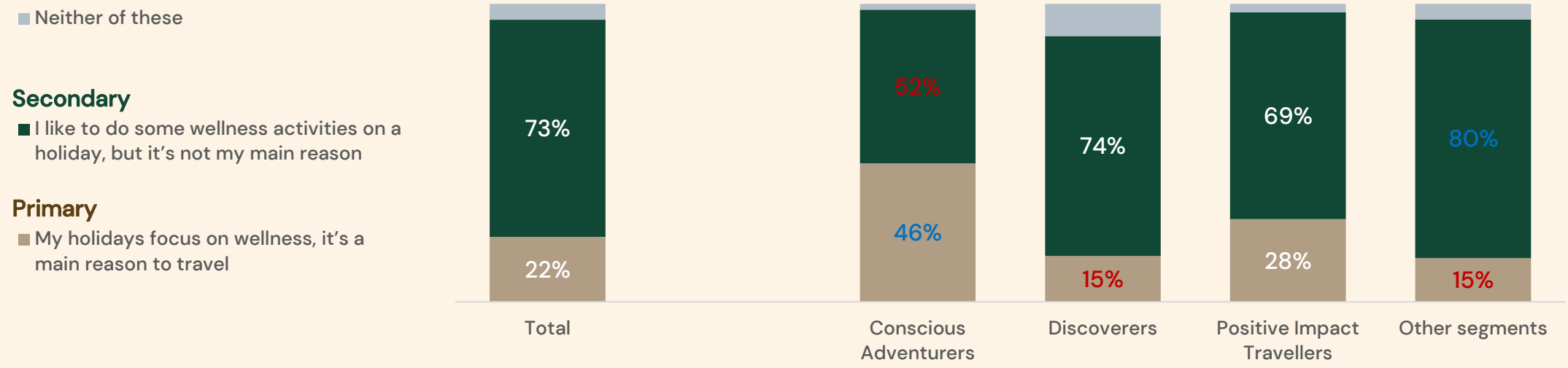


Significantly higher / lower than other wellness travellers

Q8. [WELLNESS] Where do you get inspiration for your travels — especially when you're considering a holiday that includes wellness ?  
 Base: n = 1514.

Wellness is more likely to be seen as something to do as part of a holiday and not the main reason to travel for 7 in 10. Just 2 in 10 are focused on wellness as a main reason to travel.

### Role of wellness in a holiday

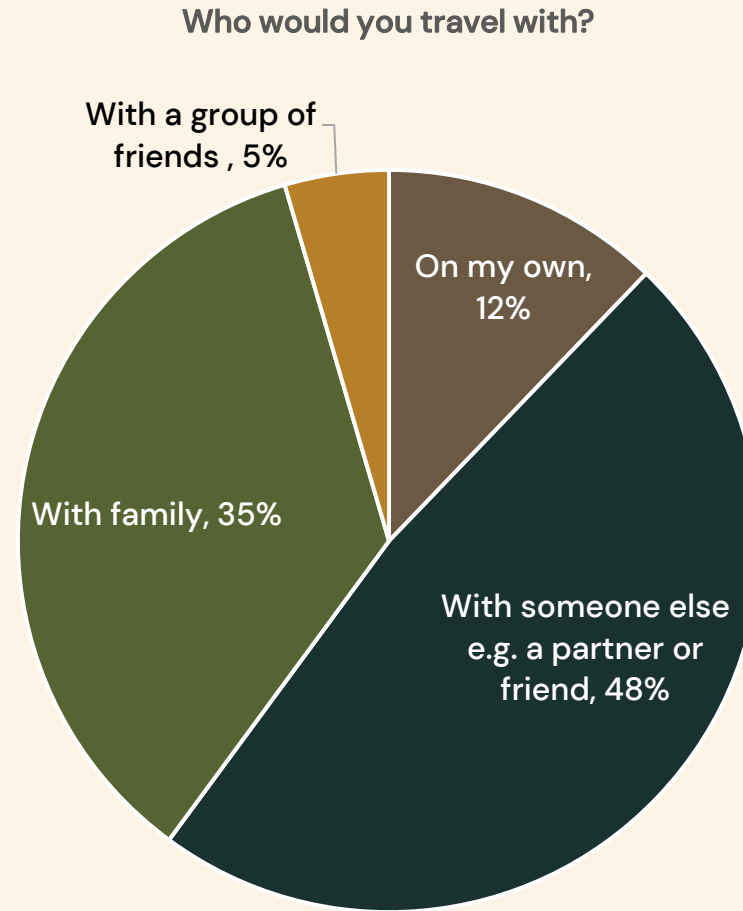


Significantly **higher** / **lower** than other wellness travellers

S7. [PRIMARY VS SECONDARY] Which of the following best describes the role wellness plays in your holidays?

Base: Total n = 1514, Age <29 n=196, 30-39 n=406, 40-49 n=361, 50-59 n=336, 60+ n=215 | Conscious Adventurers n=290, Discoverers n=231, Positive Impact Travellers (includes secondary allocations) n=111, Other segments n=907 | Single adult HH n=235, Older family – eldest child 18+ n= 176, Empty nesters n=127 | HH income \$100-149k n=616 | Men n=742, Women n=769 | Work full time n=1,123, Retired n=94 | Work in retail n=105

Most potential wellness visitors expect to travel with someone else. Nearly 5 in 10 with one other person, 4 in 10 with family and a small number with friends or on their own. This signals an opportunity for more shared wellness experiences.



Significantly higher / lower than other wellness travellers

Q26. [TASMANIA PLAN] If you were planning a wellness holiday, how easy or difficult would you find it to plan a trip to Tasmania? Q27. [TRAVELLING PARTY] Who are you most likely to travel to Tasmania with on a holiday that includes wellness activities? Q28. [PRICE] How likely are you to engage in wellness activities that interest while on a holiday to Tasmania at each of the following prices?

Base: Total n = 1514 | Age 50-59 n=336 | Conscious Adventurers n=290, Discoverers n=231, Achievers n=312, Simple Retreat Seekers n=405, Adventurers n=257

# Tasmania's Wellness Opportunity

How Tasmania performs as a wellness destination

# Tasmania's opportunities as a wellness destination...

**Overall High interest, with strong intention** – most travellers see Tasmania as a natural fit for wellness.

Tasmania is already **well associated with wellness**

- The majority (54%) associate Tasmania with wellness, placed just behind New Zealand (55%) and ahead of other well-known wellness destinations such as Byron Bay and Bali, confirming its natural strength in this space.

**Nine in ten (92%) find Tasmania appealing as a wellness destination**, with appeal highest among past visitors who know it best.

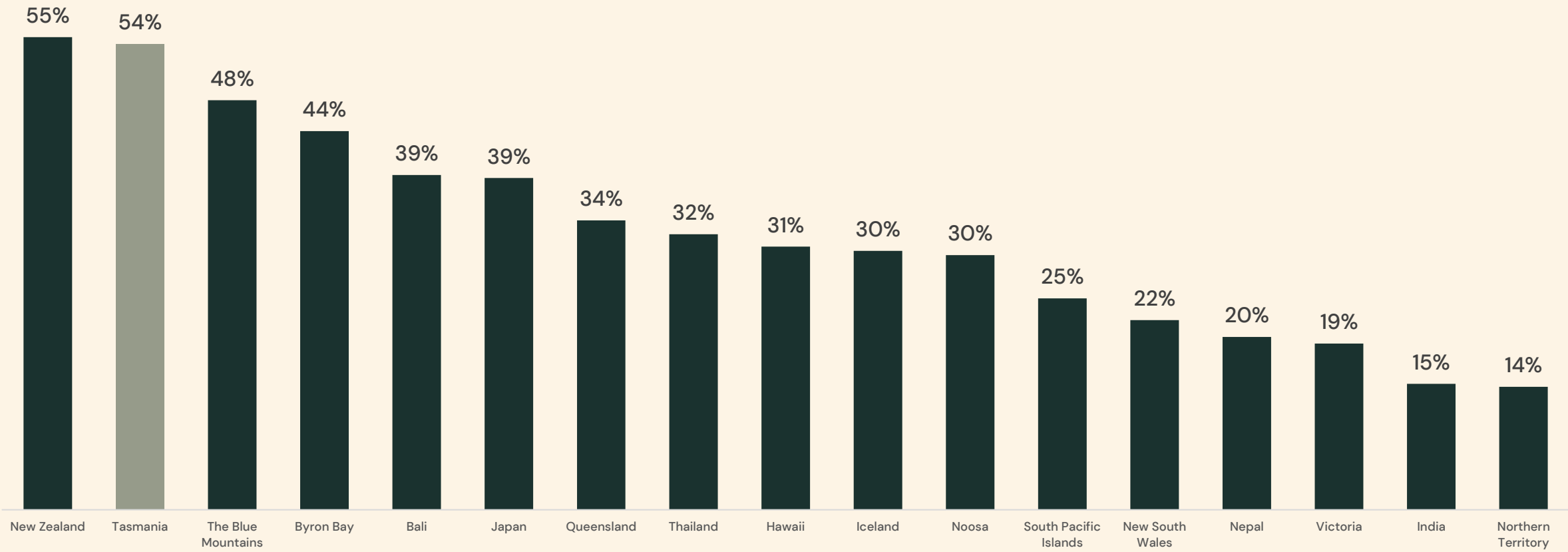
- Key sources of appeal at the landscapes and wilderness, along with the quiet and relaxed environment.

Wellness travellers have interest in a broad range of activities in Tasmania and **see potential activities that would encourage them to visit Tasmania for wellness**.

- Highest interest activities and events include hiking (54%), nature immersion (49%) and eating well (48%)
- Highest interest night time activities include watching sunrise and sunsets from scenic places (65%), dining under the stars (64%) and stargazing and the southern lights (62%)

Visitors are open to paying for wellness activities. Interest is strongest under \$100 (70%) but falls above \$200 (21%), Opportunity for a range of offers.

The majority (54%) associate Tasmania with wellness, placed just behind New Zealand and ahead of other well-known wellness destinations such as Byron Bay and Bali, confirming its natural strength in this space.

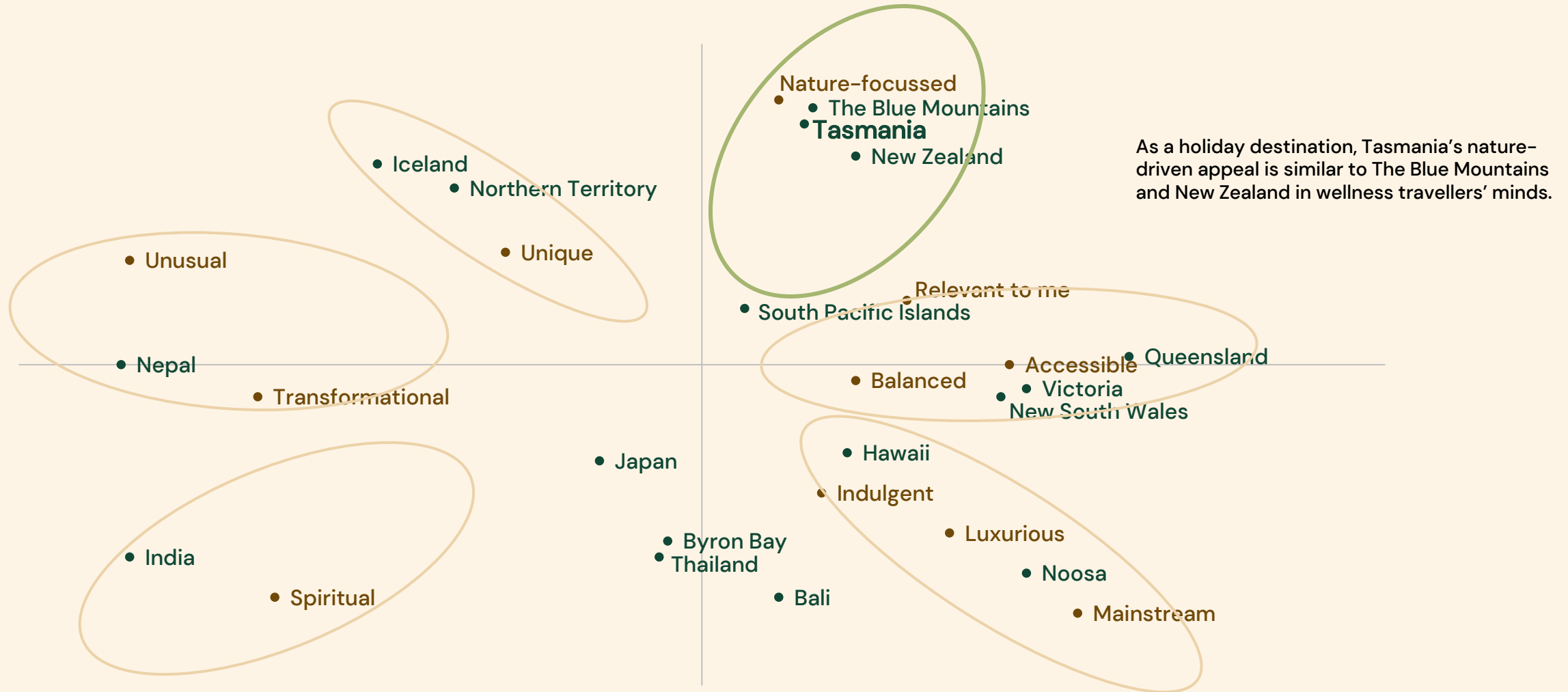


Significantly higher / lower than other wellness travellers

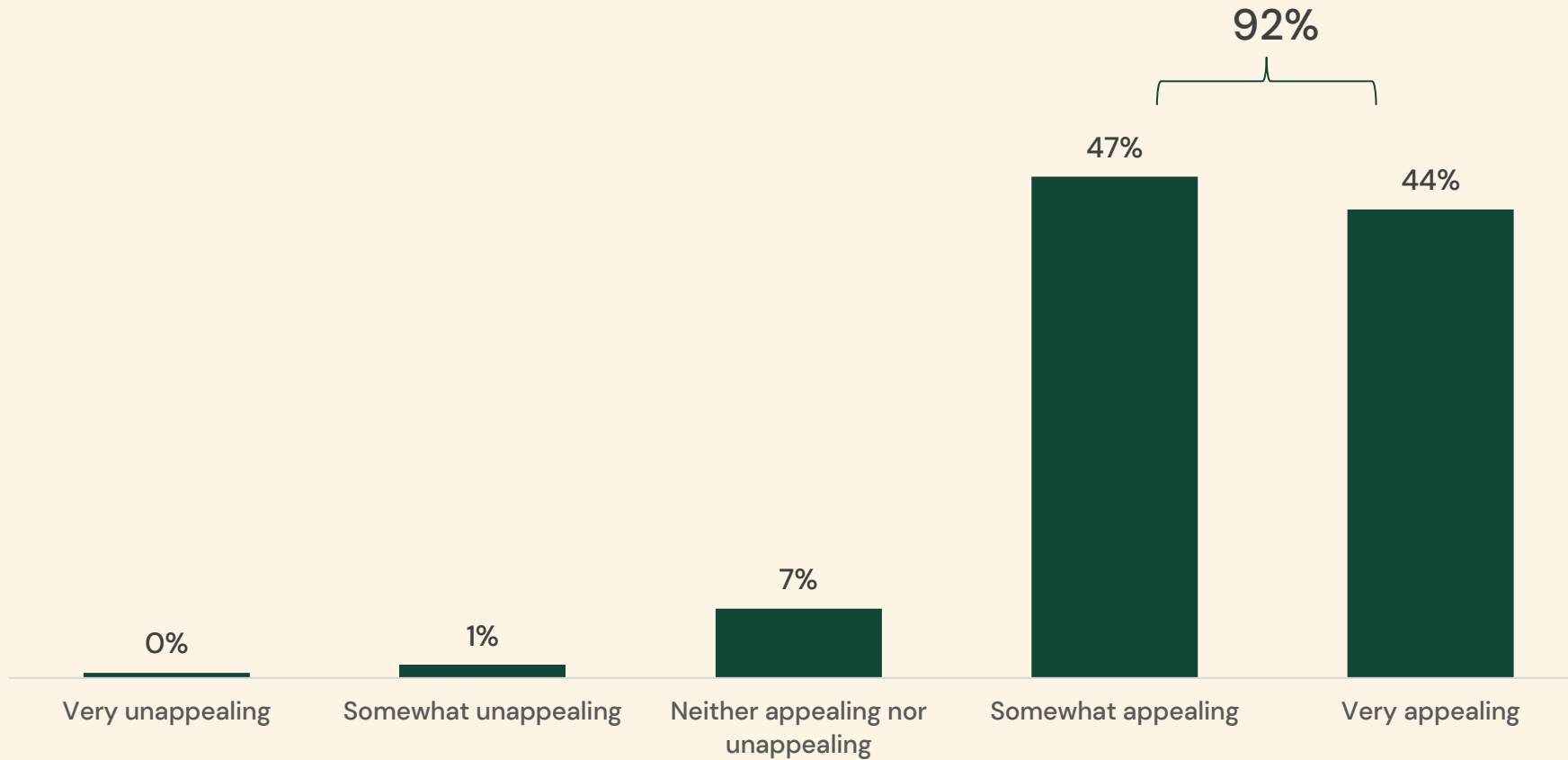
Q5. [WELLNESS DESTINATIONS] Which of the following places and countries do you associate with wellness and wellness destinations?

Base: n = 1514.

Wellness travellers see Tasmania as strongly associated with nature-focused wellness. Secondary associations are unique, relevant to me, balanced and accessible.



Tasmania is highly appealing as a wellness destination for over 9 in 10! Becoming even more strongly connected to wellness is a strong opportunity in 2026.

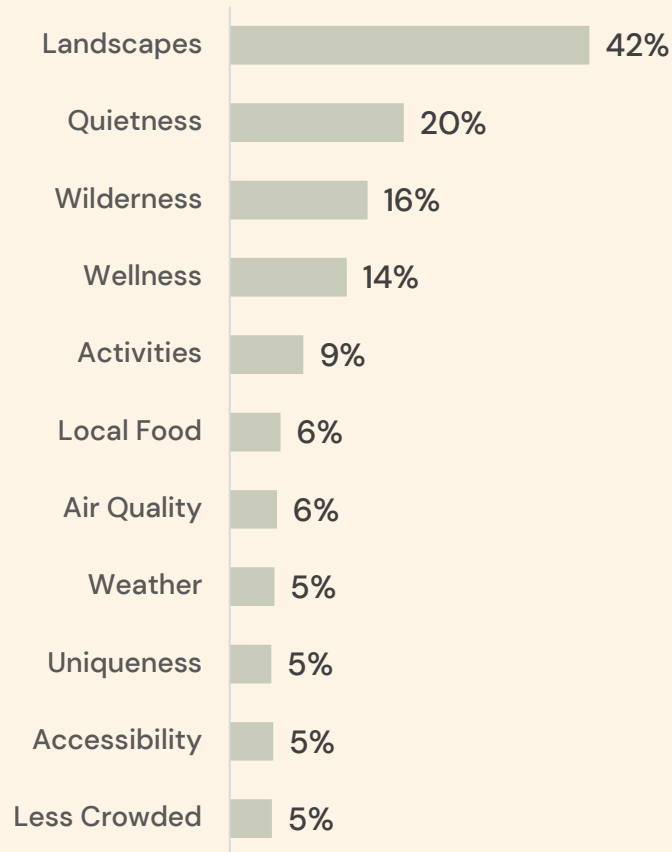


Q13. [TASMANIA APPEAL] Based on what you know, how appealing is Tasmania as a wellness destination?

Base: n = 1514 | Appealing n=1,391

Key spontaneous reasons for the strong appeal as a wellness destination are the landscapes, quietness and wilderness.

#### Spontaneous reasons for appeal as a wellness destination



*Tasmania is a beautiful and pristine island. I love the **climate** which is much cooler than the mainland.*

*It feels like a unique place to visit.*

*It is not over developed in a touristy way.*

*Mountains, forests and beaches offer the **perfect** backdrop for relaxation & restoration*

*Tasmania feels like **breathing in calmness** and exhaling worries.*

*Fresh local produce, clean seafood and farm-to-table dining add to health and vitality*

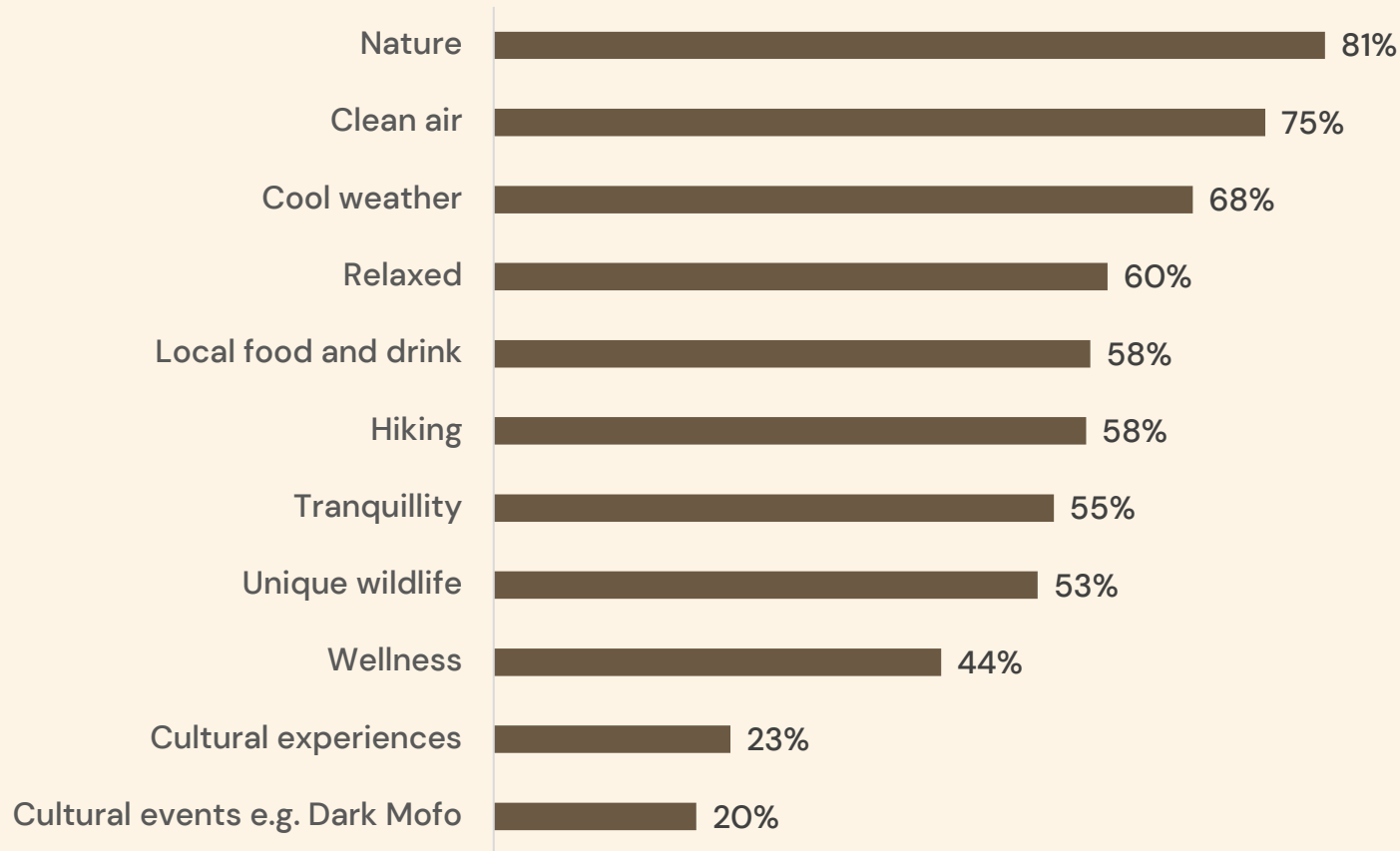


Q14. Why do you say Tasmania is [appealing/unappealing] as a wellness destination?

Base: n = 1514

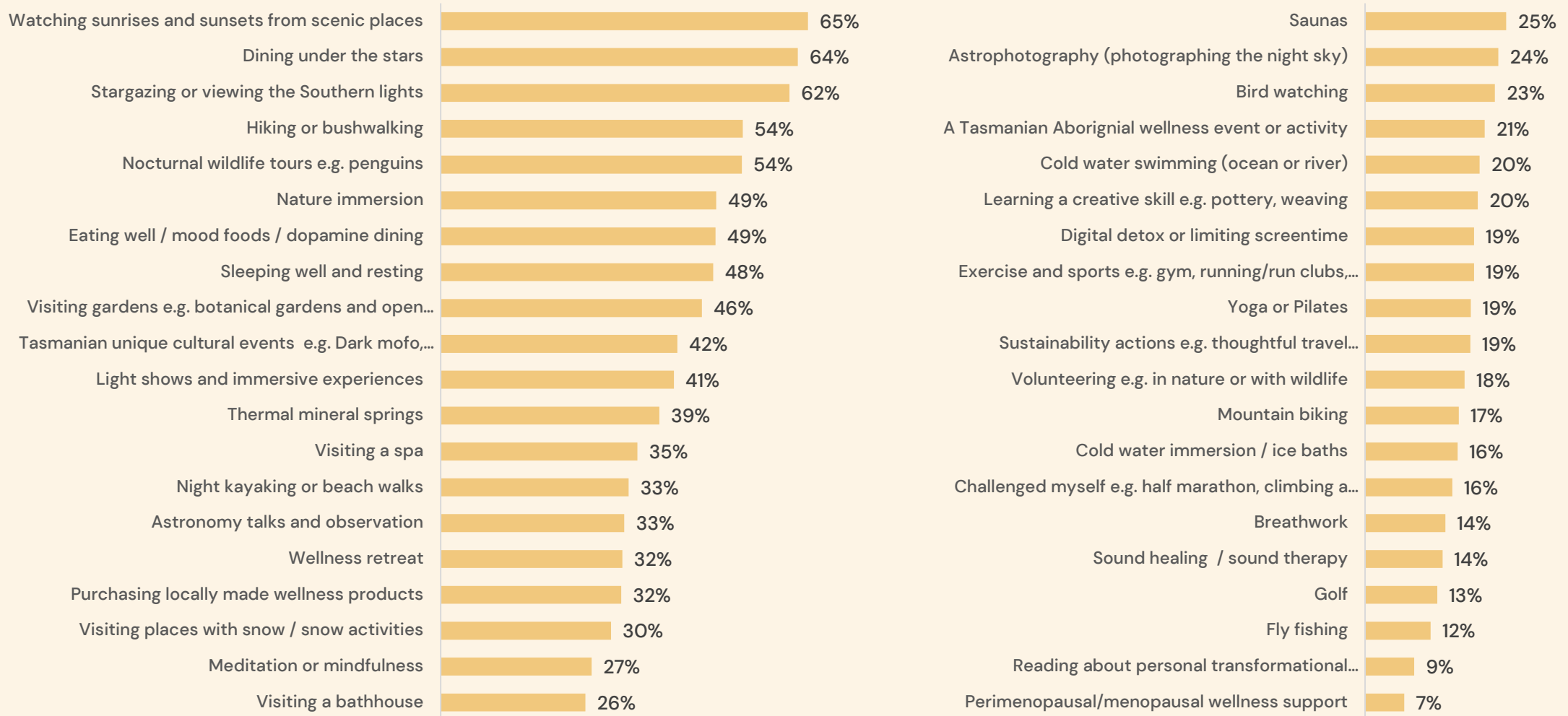
NB Quotes shown are from the quantitative study

When prompted, Tasmania is most defined by its natural qualities, nature, clean air and a sense of tranquillity. Wellness itself ranks lower than individual elements.



# Wellness at home is routine and individual, but when people imagine a trip to Tasmania, wellness becomes more experiential, shared and driven by nature and atmosphere.

## Interest in wellness activities in Tasmania

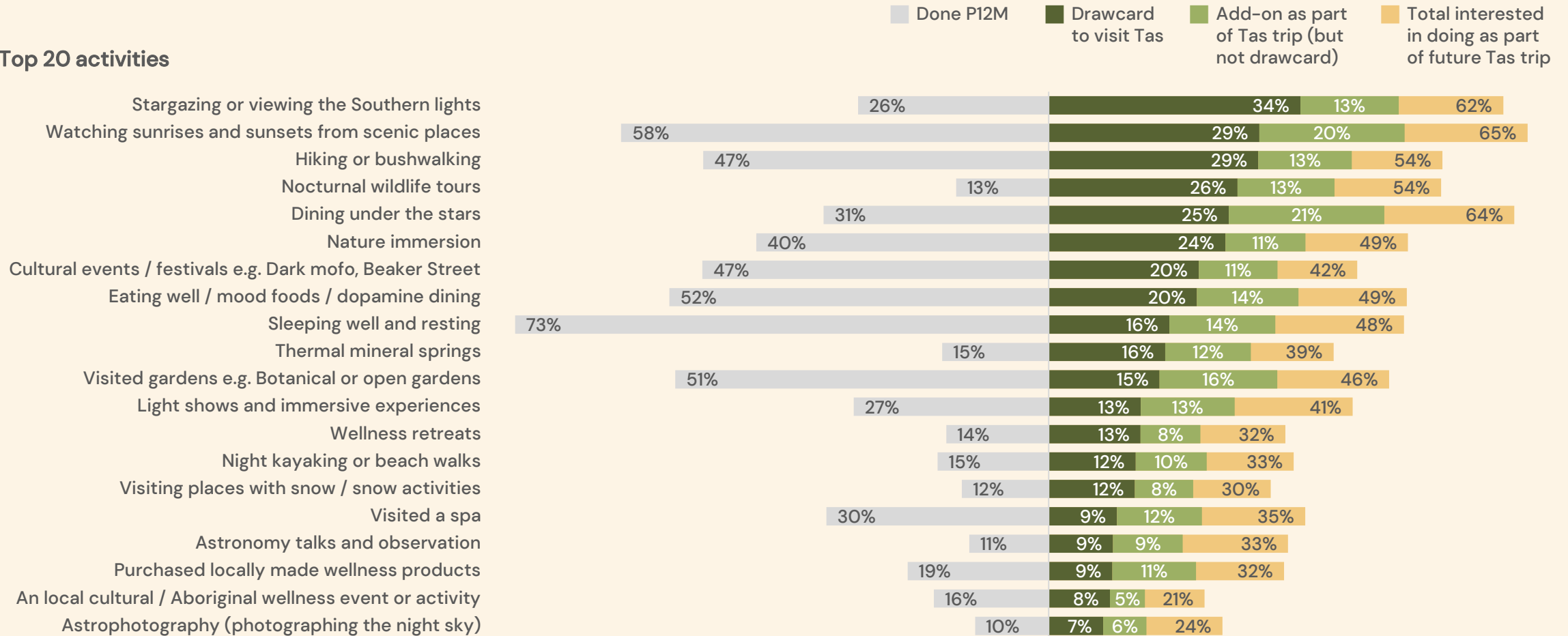


Significantly higher / lower than other wellness travellers

Q17b. And which of these activities would you be interested in as part of a future trip to Tasmania? Q18. And which of nighttime activities would you be interested in doing as part of a future trip to Tasmania?  
Base: n = 1508

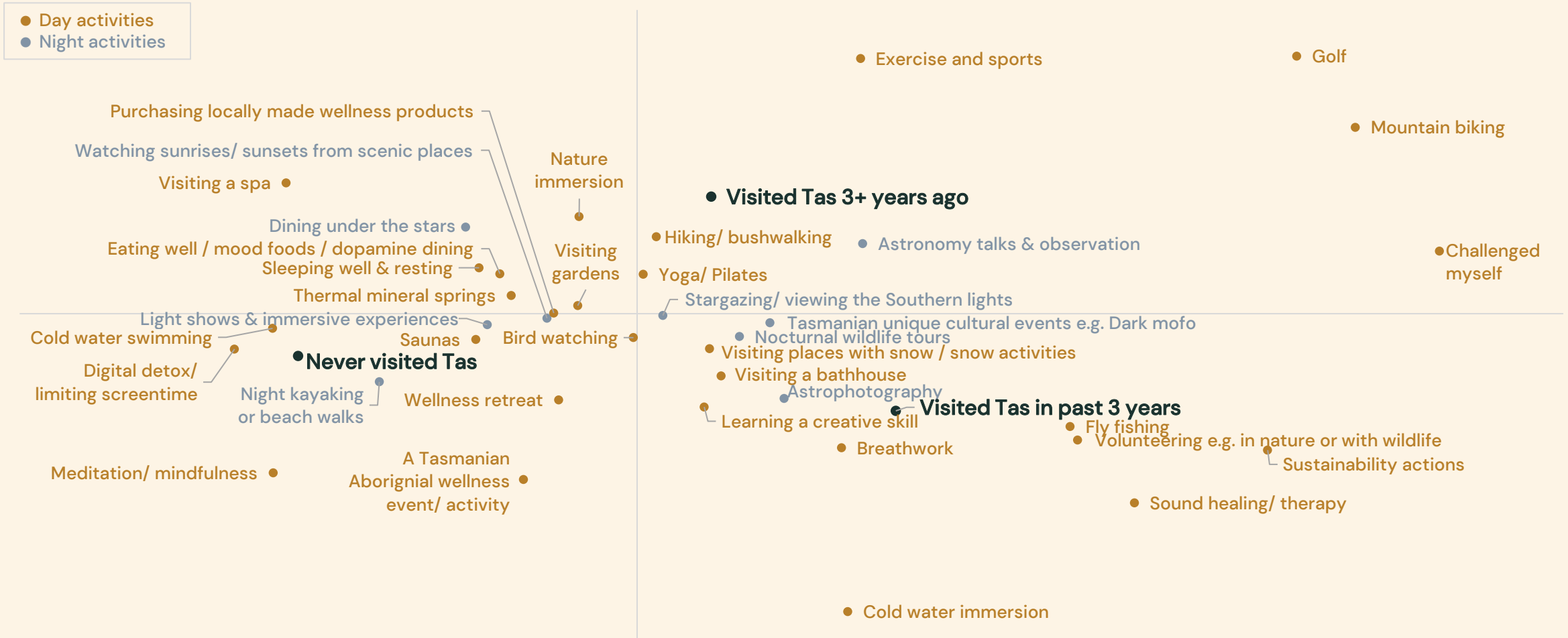
A small set of distinctive, place-led experiences clearly emerge as drawcards to visit Tasmania are an interesting mix of activities that have been done before (eg watching a sunset, hiking) and some that are new for most (dining under the stars, nocturnal wildlife tour).

**Top 20 activities**



Q3. [WELLNESS ACTIVITIES P12M] In the past 12 months, thinking about at home or on a recent holiday, which of the following activities have you done to enhance your overall wellness? Q4a. [NIGHT WELLNESS ACTIVITIES] In the past 12 months, which of the following mostly night-time wellness-related experiences or events have you taken part in or engaged with while on a holiday? Q. And which of these activities would you be interested in as part of a future trip to Tasmania? Q18. And which of night-time activities would you be interested in doing as part of a future trip to Tasmania? Q19a. [KEY DRAWCARD] Which of the wellness-related experiences or events you are interested in would be a key 'drawcard' reason to visit Tasmania? Q19b. [PART OF A HOLIDAY] And which activities would you add as part of a trip (but not the main reason for visiting)? Base: n = 1514

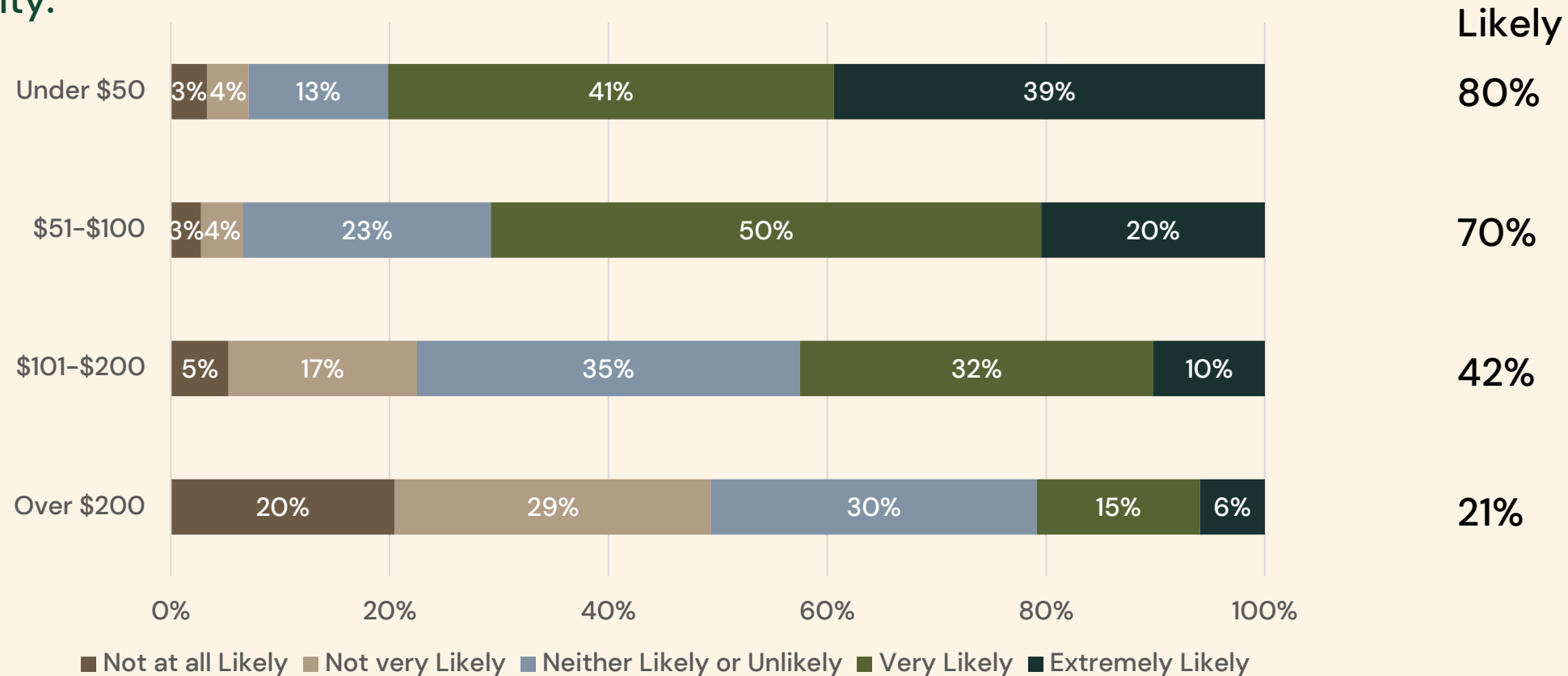
# Some differences in the activities that most appeal by our potential first time and repeat visitor markets.



Not shown where interest <10%: Reading about personal transformational experiences, Perimenopausal/menopausal wellness support

Q17b. And which of these activities would you be interested in as part of a future trip to Tasmania? Q18. And which of night-time activities would you be interested in doing as part of a future trip to Tasmania?  
 Base: n = 1514 | Visited Tas in P3Y n= 459, Visited Tas but not in P3Y n=578, Never visited Tas n=473

There is strong interest for paid wellness experiences at a range of price points. Unsurprisingly there is stronger interest expressed in lower priced wellness experiences with 8 in 10 interested in participating in an activity priced under \$50, and 7 in 10 still interested in an under \$100 activity. More expensive experiences are still of interest 4 in 10 are interested between \$100 and 2 in 10 with an over \$200 activity.



Significantly higher / lower than other wellness travellers

Q28. [PRICE] How likely are you to engage in wellness activities that interest while on a holiday to Tasmania at each of the following prices?

# Focus on Nighttime wellness opportunities

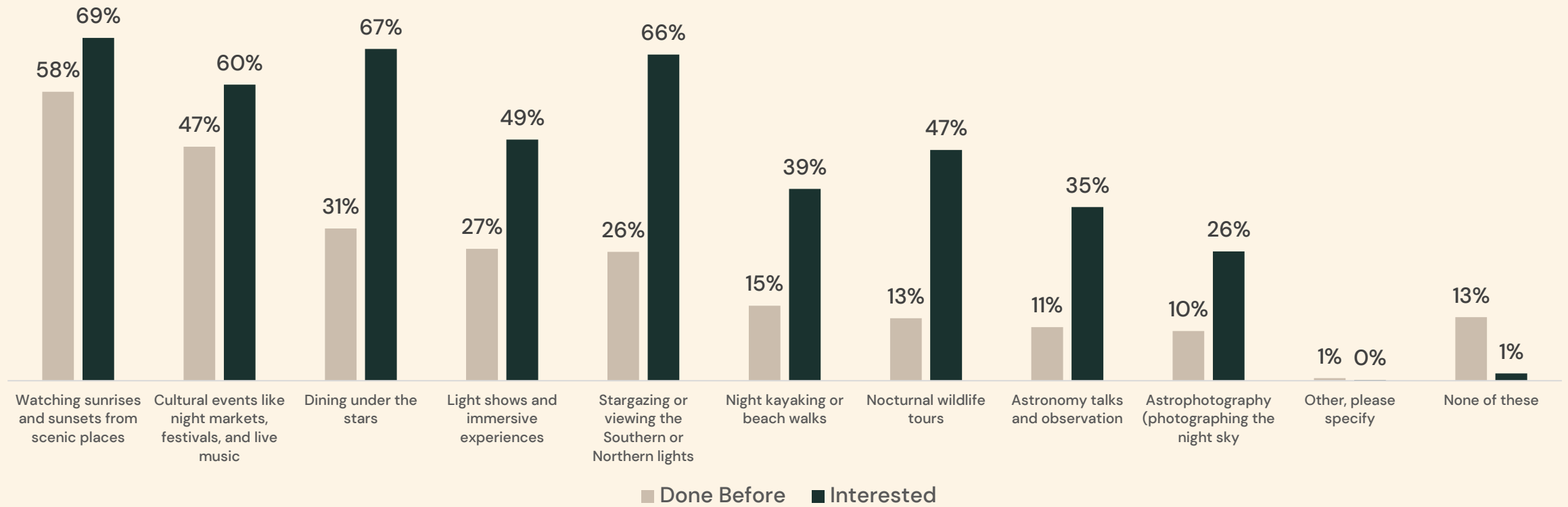
Making it easier to make the most of more of every day

TASMANIA  
COME DOWN FOR AIR



Night-time wellness experiences such as events and sunsets are commonly experienced on holidays, but there is also strong interest across options like stargazing and dining under the stars.

Night time activities done before and interest in future



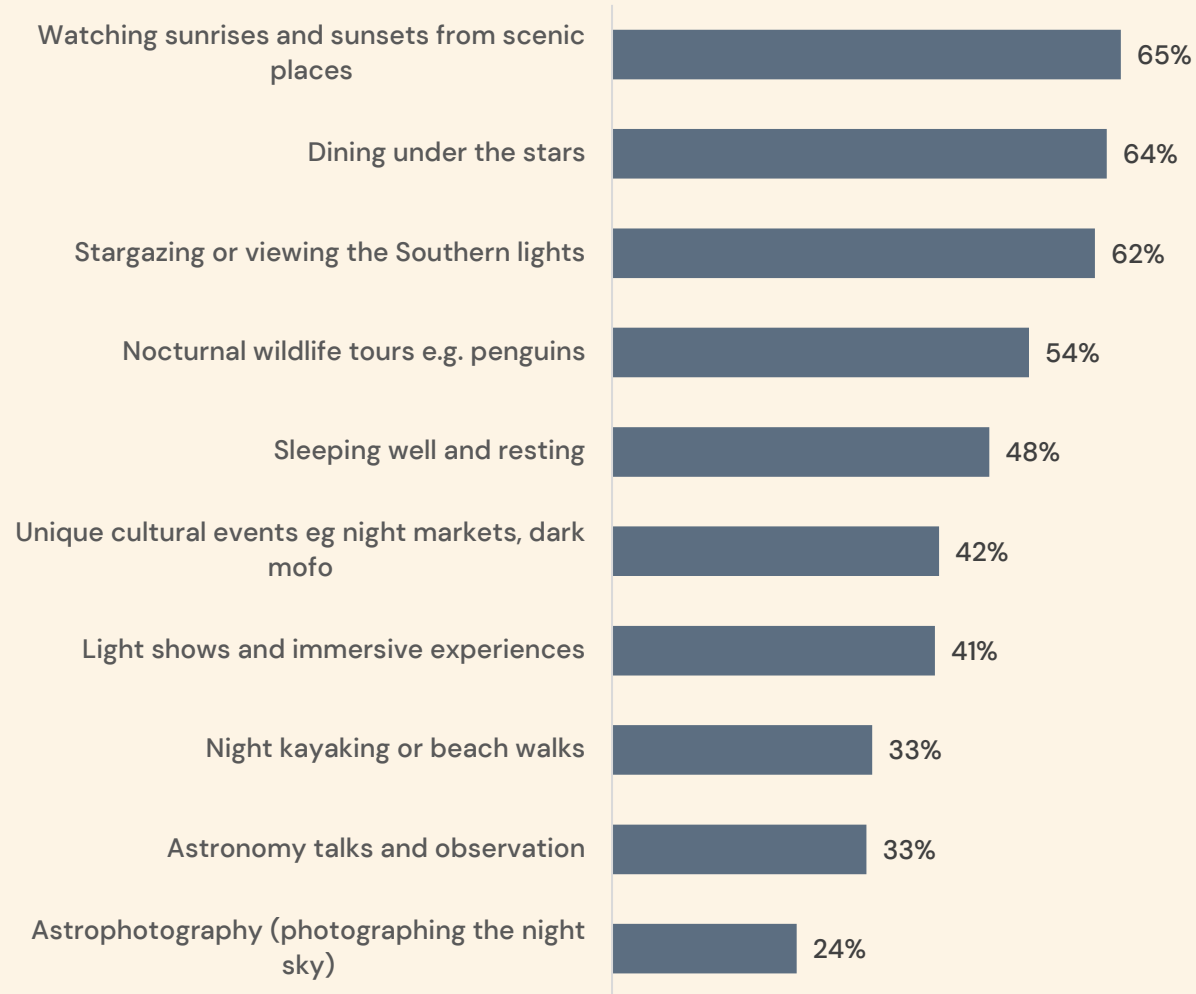
Significantly higher / lower than other wellness travellers

Q4a. [NIGHT WELLNESS ACTIVITIES] In the past 12 months, which of the following mostly night-time wellness-related experiences or events have you taken part in or engaged with while on a holiday?

Q4b. [NIGHT WELLNESS ACTIVITIES] And which of these night-time activities would you be interested in doing as part of a future trip?

Focus on nighttime opportunities for Tasmania: Our skies appeal with sunrises, sunsets, stars and the southern lights all of strong interest. Special experiences such as dining under the stars, nocturnal wildlife tours and night kayaking also hold interest.

Night time activities of interest in Tasmania

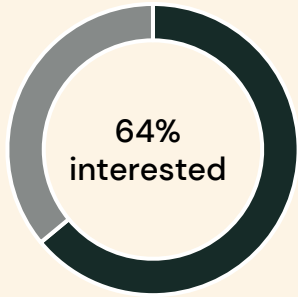


Significantly higher / lower than other wellness travellers

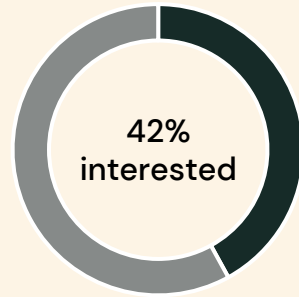
Q18. And which of nighttime activities would you be interested in doing as part of a future trip to Tasmania?

Base: n = 1508

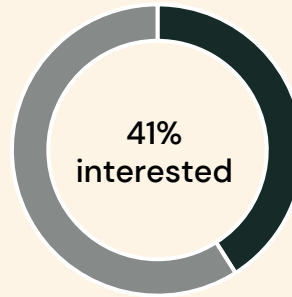
Unique night-time wellness events which encompass a range of elements can prompt interest in visiting Tasmania; this was also evident in the qualitative phase of research.



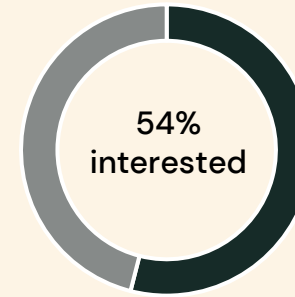
Dining under the stars



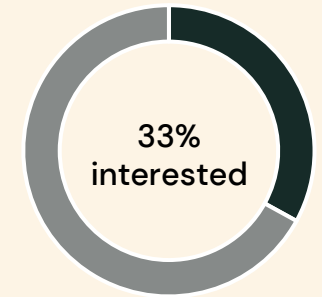
Unique cultural events like night markets, festivals, and live music eg Dark Mofo



Light shows and immersive experiences



Nocturnal wildlife tours



Night kayaking or beach walks

*"A lovely place to rest and recharge with the best of food and wine."  
(From Quant phase)*

*"There are lots of events on down in Hobart and it is visually stunning."  
(From Quant phase)*

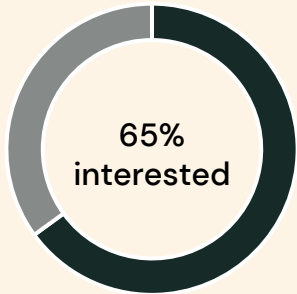
*"Best air and best place to see the Southern lights."  
(From Quant phase)*

*"If I was going to Tasmania I would be really interested in doing some night activities to see animals in their natural habitat, unspoiled and unhindered by humans to give you a real connection to nature and make you think about what it's all about."  
(From Qual phase)*

*"We were going to visit the beach because we really wanted to see the bioluminescent algae that's blooming down there. It's the perfect time of year for it...that sort of nature hunting is really fun in Tassie."  
(From Qual phase)*

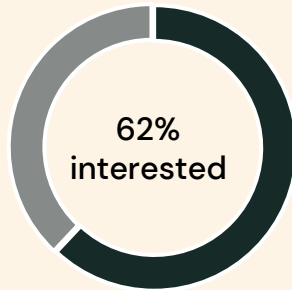
*"When I was in Tasmania we did a dinner in the botanic gardens that was all glass. There was an Aboriginal dance with fire."  
(From Qual phase)*

Dark sky tourism is becoming more mainstream. While astronomy and astrophotography are niche interests currently, there is strong interest in stargazing and scenic sunrises and sunsets. Seeing the Southern Lights is an aspiration for many, although qualitatively there is a fear of missing out as viewing is not guaranteed.



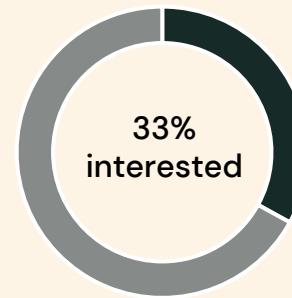
Watching sunrises and sunsets from scenic places

*"Unique sunsets and sunrises to watch, just like the brilliant stars shining through the whole Tasmania."  
(From Quant phase)*



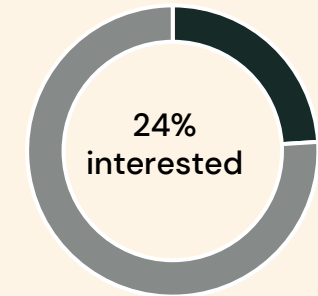
Stargazing or viewing the Southern or Northern lights

*"I want to go to Tasmania. I want to see the Aurora. Of course, there'll be water, because it's by the ocean. Nature and stargazing. These are the things that really get me going."  
(From Qual phase)*



Astronomy talks and observation

*"I did a thing once in the Blue Mountains, a stargazing night, and they brought in a professor from the University of Western Sydney and she bought the telescope with her and we could look through it."  
(From Qual phase)*



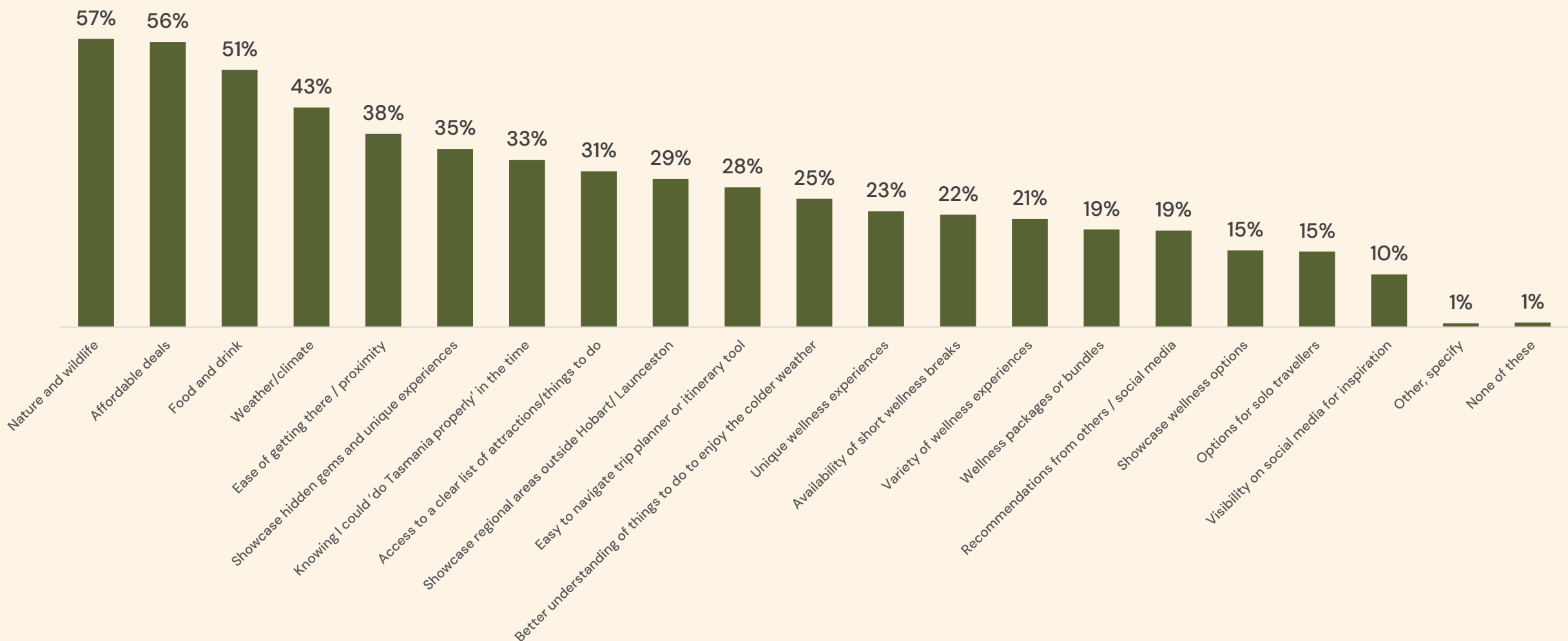
Astrophotography (photographing the night sky)

*"Dark sky tourism where that's an experience of going to the middle of nowhere to see stars without the light pollution. And I didn't think of Tasmania but it would have fabulous visibility for dark sky activities."  
(From Qual phase)*

# Travel facilitators and barriers for wellness in Tasmania

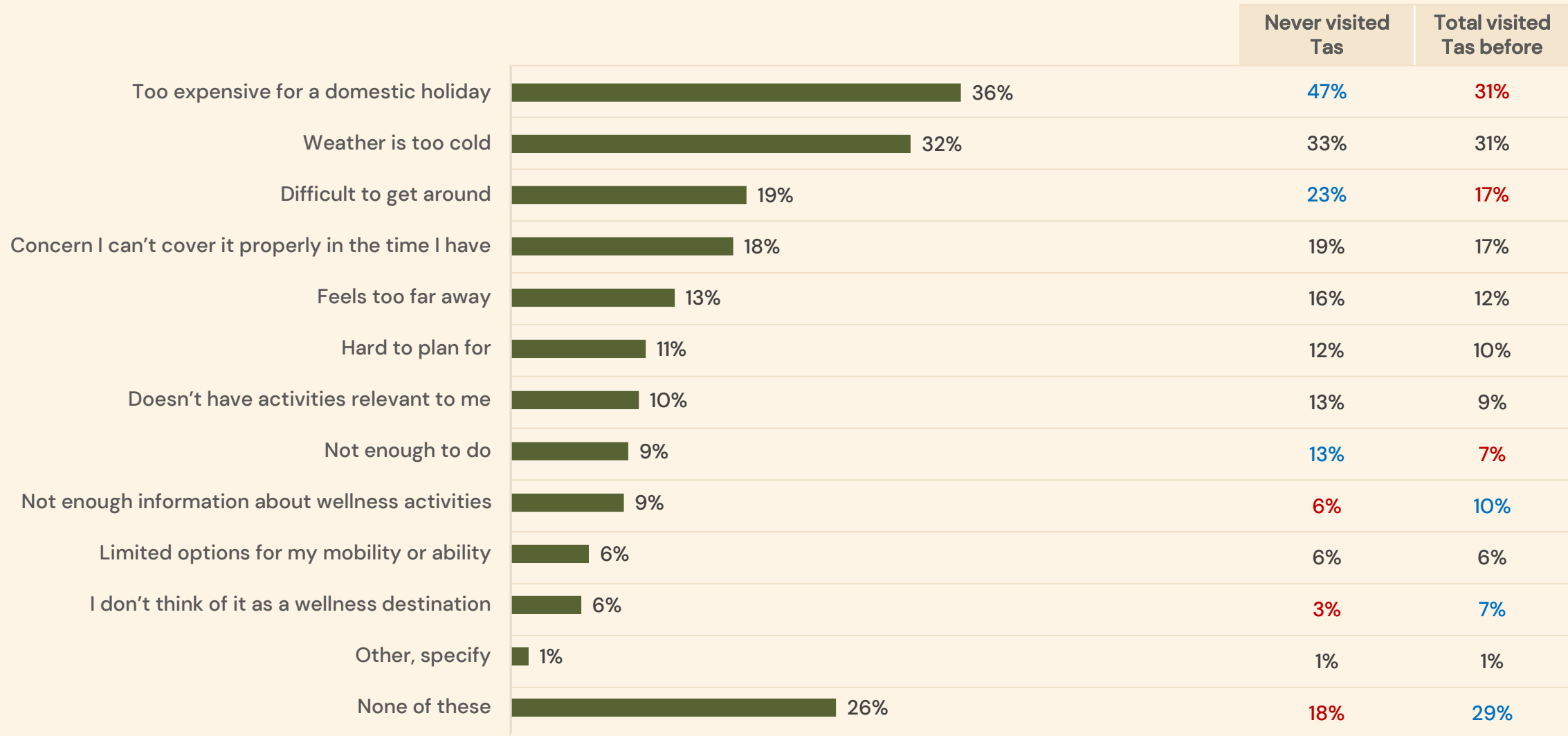
Making it easier to visit

**Nature, food and value** drive intention across all travellers; weather also plays a part. Qualitatively we discovered that cold weather can be a barrier for some but a virtue for those seeking to escape the heat in other parts of Australia.



Significantly **higher** / **lower** than other wellness travellers  
 Q22. [TASMANIA VISIT] What factors would most influence your decision to visit Tasmania ?  
 Base: Total n = 1514, Age <29 n=196, 30-39 n=406, 40-49 n=361, 50-59 n=336, 60+ n=215

# Perceived cost and cold weather are the strongest hesitations and concerns also exist around logistics and time. Cost and difficulty getting around are barriers for those who have never visited.

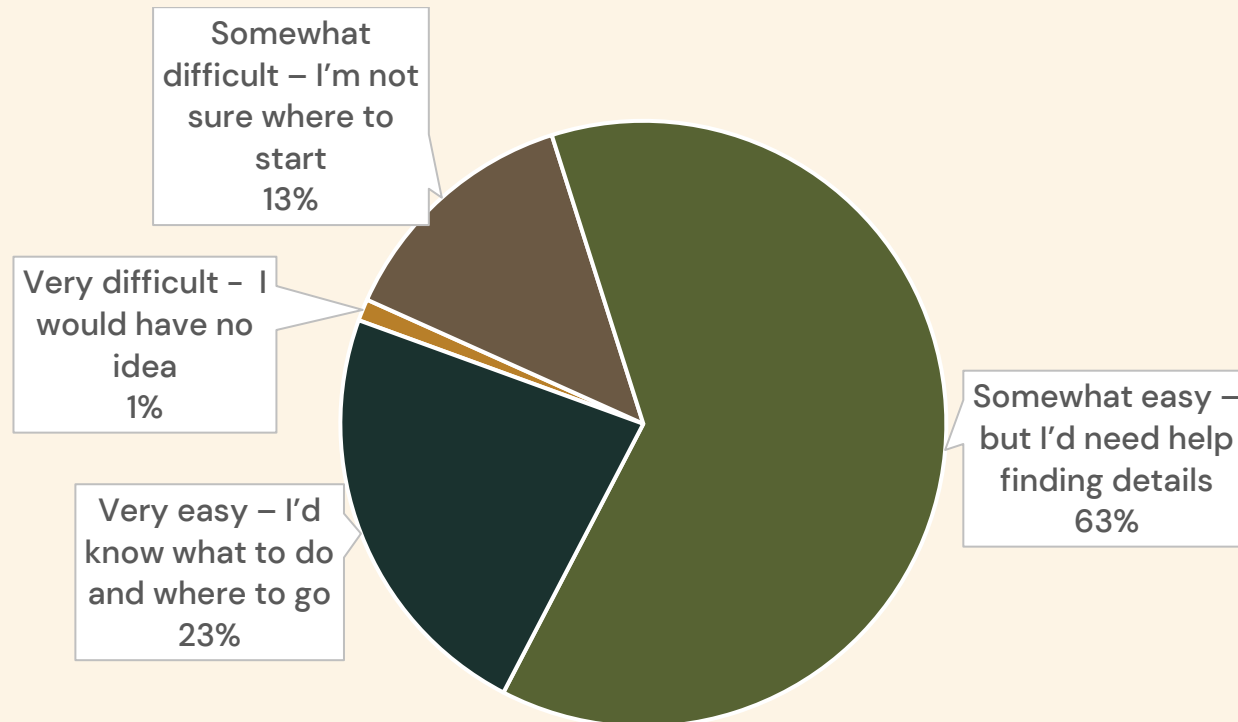


Significantly higher / lower than other wellness travellers

Q23. [TASMANIA NON-VISIT] Which of the following might discourage you from travelling to Tasmania?

Base: n = 1514 | Never visited Tas n=477, Visited Tas ever n=1,037, Visited Tas more than 3y ago n=578, Visited Tas in past 3y n=459

Most travellers find planning a Tasmanian wellness trip somewhat easy, but most would feel more confident with guidance.



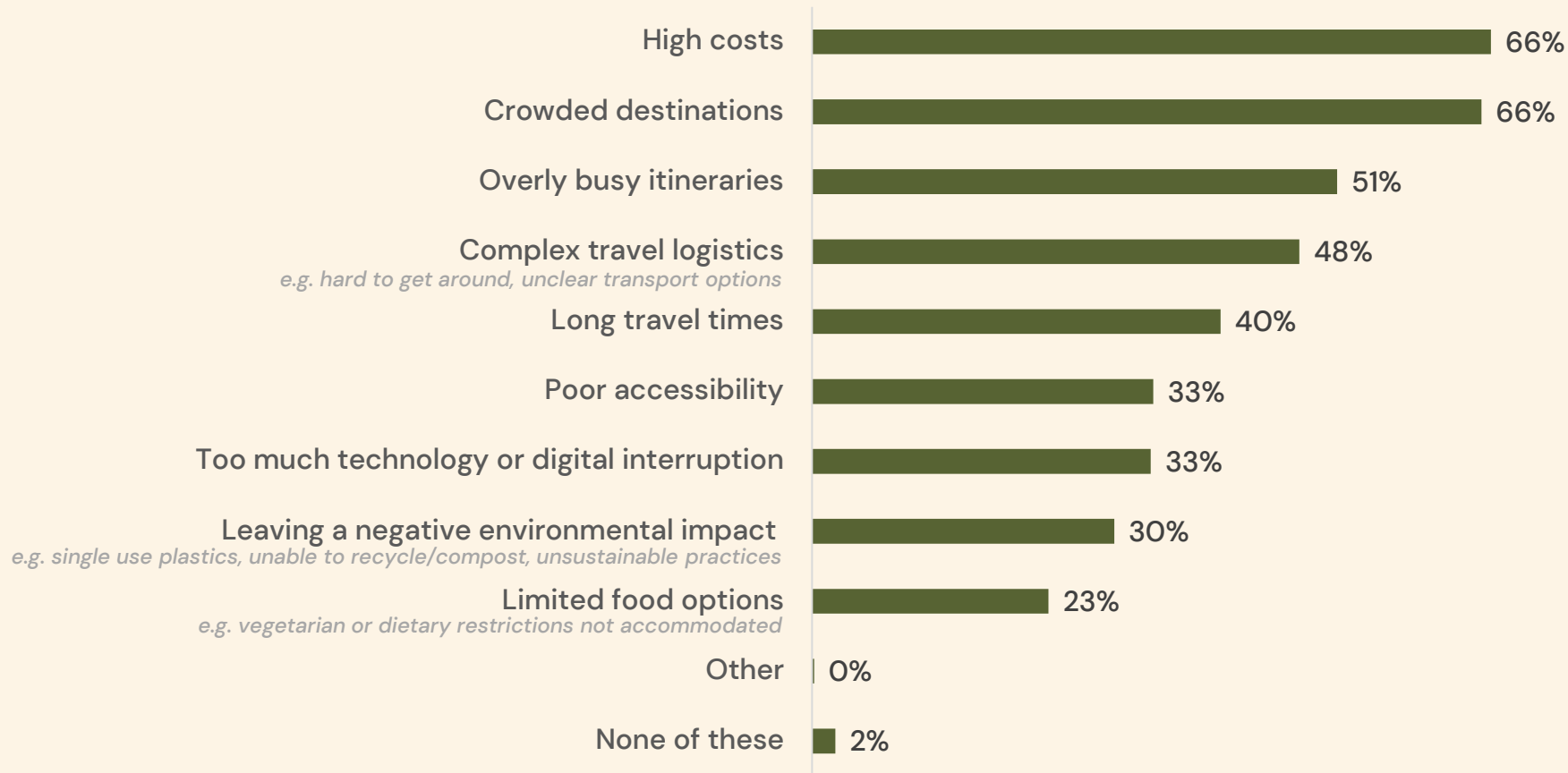
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*I've been to Launceston and then drove to Hobart and it shocked me in terms of how far it actually was ... if knew just a bit more; like 'these are your key highlights, recommendations,' or having a tour to tell me more about the history and what I'm actually looking at, that would entice me a bit more to visit.*

”

When travelling for wellness, travellers seek value and destinations which are not overly crowded. Overly busy itineraries and complex travel logistics are also avoided; wellness travellers seek seamless and stress free experiences

Experiences that would negatively impact wellness



Significantly higher / lower than other wellness travellers

Q9. [WELLNESS] Which of the following experiences would negatively impact your sense of wellness during travel?

Base: Total n = 1,514 | Women n=769, Men n=742 | Primary focus on wellness n= 316, Secondary n=1,113

Strong interest from wellness travellers to have a positive impact while travelling. Eating local, seasonal food is the highest element of importance, with protecting nature, supporting local business, causing no damage and minimising waste also important. Tasmania is well placed to deliver against these priorities.

### Important positive impact elements of a holiday



Significantly **higher** / **lower** than other wellness travellers

Q10. [POSITIVE IMPACT TRAVEL] Which of the following positive impact elements are important to you when choosing or planning a holiday?

Wellness in Tasmania connects most strongly to the trend for nature integrated wellness (56%). Key focus areas for Tasmania including Sustainable Tourism and Cool-cation are important secondary connections.

Connection to broader wellness trends



Significantly higher / lower than other wellness travellers

Q16. Which of the following wellness trends appeal to you when considering holidaying in Tasmania?

Base: n = 1514 | Conscious Adventurers n=290, Discoverers n=231, Positive Impact Travellers (includes secondary allocations) n=111, Other segments n=907

# To Summarise...

**Nature, food and value** drive intention across all travellers; weather also plays a part. Qualitatively we discovered that **cold weather can be a barrier** for some but **a virtue** for those seeking to escape the heat in other parts of Australia.

When travelling for wellness, travellers seek **value and destinations which are not overly crowded**. Overly busy itineraries and complex travel logistics are also avoided; wellness travellers seek **seamless and stress free** experiences.

Wellness travellers **seek guidance** when it comes to **planning the ideal wellness trip** to Tasmania.

Wellness travellers also want to have a positive impact while travelling. Eating local, seasonal food is the highest element of importance, with protecting nature, supporting local business, causing no damage and minimising waste also important.



# Strategic Recommendations

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1

**Strengthen Tasmania's leadership in Wellness**

## PROMOTE WELLNESS

While many agree Tasmania is a wellness destination, communications are perceived to be focused on rugged nature and active experiences; they don't highlight the breadth of experiences which make up a transformative wellness trip.

Position Tasmania as an alternative to crowded, unpleasantly hot or over-commercialised wellness destinations, highlighting its unique climate, tranquility, and authenticity.

2

**Position wellness as something to share, not escape to**

## CONNECT, DON'T ESCAPE

Reframe Tasmanian wellness as shared rejuvenation. This can be executed via showcasing people connecting with one another, with nature, with local community, culture and with place.

3

**Showcase the spectrum of Tasmanian Wellness**

## UNIQUE AND DIFFERENT

Wellness lives on a spectrum, from everyday restoration (clean air, walks, stillness) to premium indulgence (world class fine dining & boutique retreats). Tasmania's strength lies in how both coexist naturally: wellness that's accessible to all, but exceptional when you want to treat yourself.

Keep showcasing unique-to-Tasmania experiences such as oyster harvesting, viewing the southern lights, unique wildlife and iconic locations such as Wineglass Bay and Cradle Mountain.

4

**Reduce friction between inspiration, planning & booking**

## SEAMLESS & STRESS FREE

Travellers see Tasmania as restorative and appealing, but some don't know where to start when planning a wellness trip.

Improving the clarity and accessibility of information will make it easier for them to convert interest into visitation.

For easier planning and booking experiences, make the links between activities, location and transport to help people understand where to go, how to get there and what to do when they arrive.

# Strategic Recommendations

5

**Amplify discovery of lesser-known Tasmanian regions**

## HIGHLIGHT REGIONS

Many have a low awareness of what Tasmania offers beyond Hobart and Launceston; there is considerable scope to amplify the different regions and what they have to offer.

6

**Dark sky tourism offers considerable opportunity**

## HARNESS A GROWING TREND

Dark sky wellness activities are a clear opportunity for Tasmania, with strong unmet demand for stargazing, dining under the stars and other low-effort evening wellness experiences.

The Aurora is of particular interest and offers a uniquely Tasmanian experience.

7

**Consider pricing; wellness activities across price points**

## ATTAINABLE & LUXURY

Although those on a higher income are willing to spend more on wellness, interest in wellness is not limited to high income earners. Provide a range of pricing when it comes to wellness activities to ensure accessibility.

Engagement is strong under \$100 per activity but falls above \$200, highlighting the need for a range of offers to appeal to a broad range of visitors.

8

**Opportunity to activate the under-engaged 30-39 life stage**

## SHORT & REWARDING BREAKS

Travellers aged 30-39 are the least responsive across key visitation motivators and show lower intent to visit. This likely reflects life-stage barriers (time, cost, logistics) rather than lack of appeal.

Adjusting the positioning so that wellness travel is seen as effortless, short and rewarding (e.g. short-break, low-planning itineraries) may activate this group.

# Thank you

TASMANIA  
COME DOWN FOR AIR

