

# Australia

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WHAT ARE SOME CHANGES YOU HAVE NOTICED IN YOUR CUSTOMERS THIS PAST YEAR? ARE YOU SEEING ANY NEW REQUESTS FROM CONSUMERS?

Most guests who visit Gwinganna Lifestyle Retreat are motivated to visit because of stress or the effects of stress on their wellbeing. This has not changed over the past year, however during the GFC we had strong growth and this is continuing, we are seen as the 'rescue solution'. In general guests request center on finding solutions to what is creating disturbances in their life, sleep continues to be a very big issue for most.

Requests are centered on more meaningful wellness therapies and the treatments in the Spa that offer spiritual insights are very popular. We are seeing an increase in requests for physiotherapists, gestalt therapy and Journey practitioners. Our guests are looking for personal growth support how to operate in a busy life more effectively and look to all different modalities for this need to be met.

However the biggest request we have is for assistance. Guests now more than ever are looking for guidance to make the right choice about which practitioners/therapists to visit. Our typical guest is looking for our professional advise about how to utilize the time and money spent at the retreat to achieve the most favorable outcomes for their individual needs, for the most part when we point them in the right direction they will purchase.

WHAT SECTORS DO YOU SEE ATTRACTING THE MOST INVESTMENT CAPITAL THESE DAYS? WHAT ABOUT WHEN IT COMES TO THE SPA AND WELLNESS ARENA?

Although there are pockets of investment in spa and wellness these tend to be operated by the passionate individuals who are involved in the industry. There is a slight increase in holistic medical Doctors working alongside complimentary therapies in Wellness style clinics. The big investment players are few and far between. Of course every hotel of note has a spa, these vary in quality of services offered.

WHAT IS THE FUTURE LOOKING LIKE FOR SPA AND WELLNESS IN YOUR COUNTRY?

There is enormous potential but requires some regulation, customer awareness and investment from the tourism bodies.

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