

2000 Indigenous plants - winter revegetation at Metung Hot Springs, East Gippsland, Australia
(Credit: MHS)



Global Eco Conference

Regeneration: The Next Evolution of Ecotourism



Acknowledgement of Country

The cycle of fire and regeneration is inherent in the Australian landscape.

Elder Djapirri Mununggirritj explains how “after a bushfire burns, new shoots grow. The old is gone and a new generation begins.”

Yuta Bitpit is a Yolngu Aboriginal metaphor that describes this process of new growth and regeneration.

profile



- Melbourne-based consultancy specialising in regenerative business
- **Working with Tourism Bodies, Developers and Operators to go beyond Sustainability!**
- Business coaching, strategic planning, partner projects

Business in partnership with Nature.



2021 >
Regen

Economic Recession, Brunswick Street in Lockdown
(Credit: Claire Wild)



Melbourne Climate Strike, September 20 2019



Bruthen, East Gippsland, December 30 2019
(Credit: Adrian Bromage)



2020 **The Great Reset**

Black Lives Matter protests, Melbourne, June 2020
(Credit: Nicole Orsua)

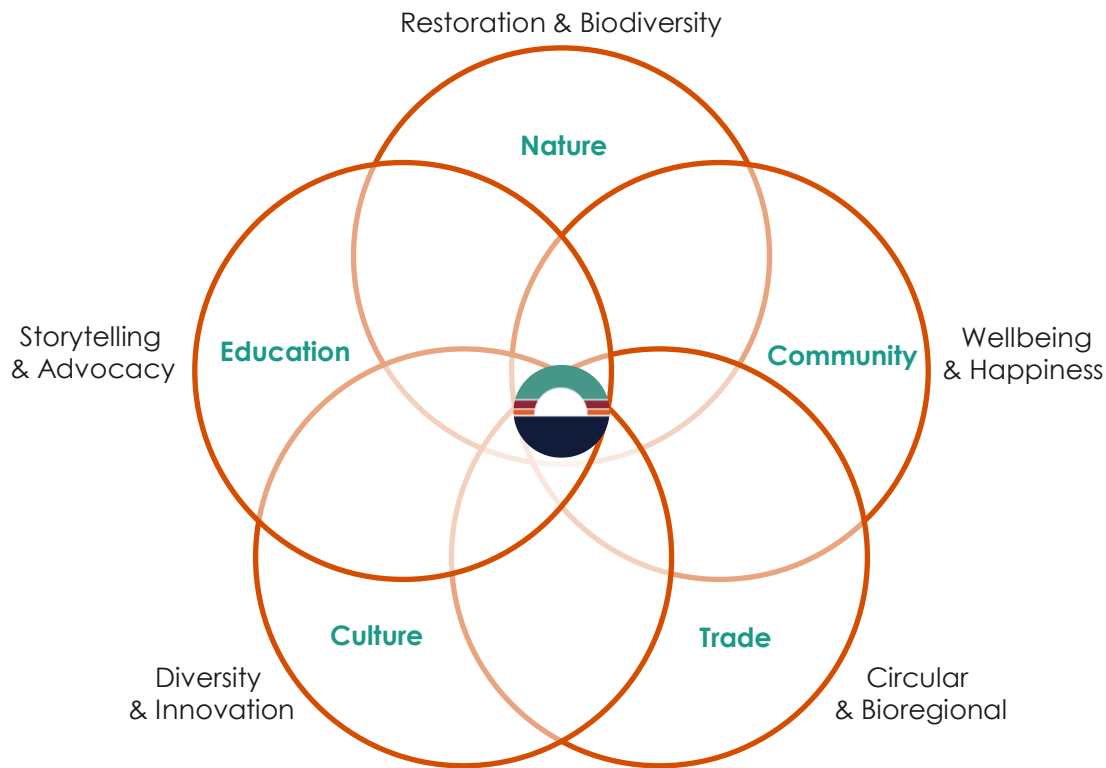


COVID-19 Lockdown, Melbourne, August 9 2020



But we need new models, traditional ecotourism won't cut it!

- Born in Melbourne during COVID-19 Lockdown
- Initially developed as part of a proposal to the World Tourism Organisation's 'Healing Solutions' COVID-19 challenge



2021-2030 UN Decade on Ecosystem Restoration

- Tourism guides, operators and developers have opportunity to create the transformational nature-based 'experiences' of Regeneration
- Give travellers the chance to invest in, participate in, witness and interpret the journey of Regen



What can regenerative tourism look like?



The logo for the Great Victorian Bathing Trail. It features a blue semi-circle on the left and a red semi-circle on the right, separated by a horizontal line. Below the line, the text "GREAT VICTORIAN BATHING TRAIL" is written in a dark blue, sans-serif font.

GREAT VICTORIAN
BATHING TRAIL

1000 Jobs
\$500 million in public & private investment
\$2 billion in regional economic flow-on, and
2 million nature-based wellbeing travel experiences

Gippsland (Metung, Nunduk, Traralgon)
Phillip Island (Saltwater)
Mornington Peninsula (Peninsula, Alba)
Port Phillip Bay (Brighton, Geelong)
Great Ocean Road (12 Apostles)
Daylesford (Hepburn Bathhouse)
High Country (Onsen Retreat & Spa)

Redwoods Walk & Deep Blue Hot Springs



A vision for Victorian nature-based tourism in 2030



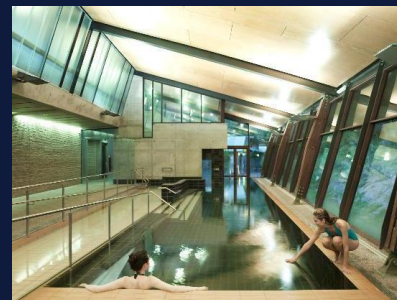
Existing



Peninsula Hot Springs



Deep Blue Hot Springs



Hepburn Bathhouse



Gippsland Regional Aquatic Centre

Emerging



Metung Hot Springs



Nunduk Spa Retreat



Saltwater Hot Springs



Alba Thermal Springs

Projects



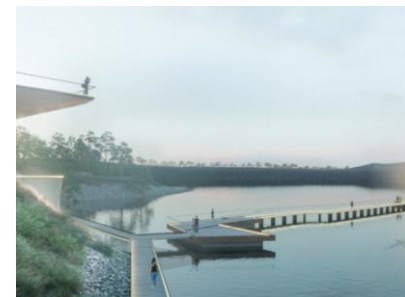
Yarra Pools



Geelong Mineral Spa



12 Apostles Hot Springs



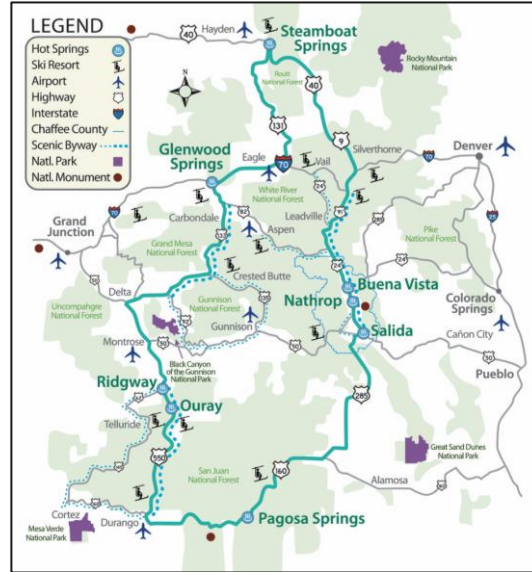
Eden Anglesea

Wellbeing Trail Benchmarks



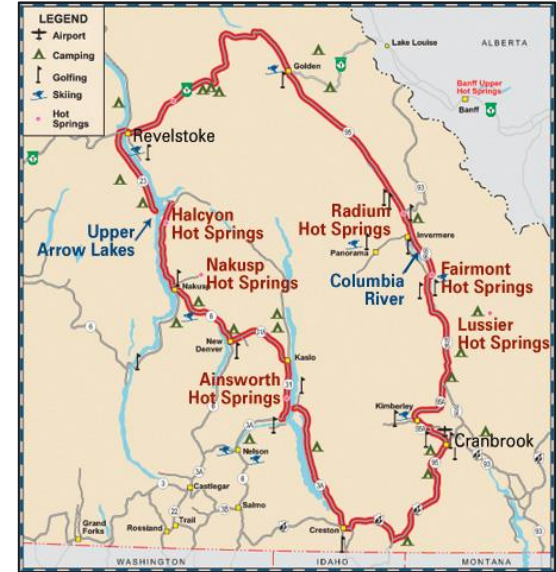
*Thermal Explorer Highway, New Zealand
north island (burgundy), 767km*

[\(newzealand.com/au/feature/thermal-explorer-highway-north-island/\)](http://newzealand.com/au/feature/thermal-explorer-highway-north-island/)



*Colorado Historic Hot Springs Loop,
USA, 1160km, 19 facilities*

[\(colorado.com/hotspringsloop\)](http://colorado.com/hotspringsloop)



*Hot Springs Circle Route, Canada
850km, 12 facilities*

[\(https://www.hellobc.com/road-trips/hot-springs-circle-route/\)](https://www.hellobc.com/road-trips/hot-springs-circle-route/)



Pilgrimage Benchmark

Kumano Kodo

UNESCO World Heritage
Kii Peninsula, Japan

SNAPSHOT

Hike: 5-day trail south of Osaka

Bathe: Yunomine Onsen (Day 3)

Mind: Contemplate at historic shrines

Meet: Locals & fellow pilgrims

Stay: Minshuku, local guest houses

Eat: Farm produce & specialties

Drink: Yuzu-cha (citrus tea)

<https://www.tb-kumano.jp/en/kumano-kodo/>



Start with one step ... then take another.

Our Work

Business Coaching - Startups & Small Businesses
Strategic Planning – Established Businesses
Partner Projects - B2B, Business Alliances

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