

# WAVE OF GLOBAL INTEREST IN HEALTH-RELATED TRAVEL

Smiths Beach Resort embraces growing wellness tourism demand as the Margaret River region prepares to host the 2026 Asia Pacific Wellness Summit

Smiths Beach Resort is experiencing a strong increase in wellness tourism guests, reflecting a global shift towards travel that prioritises health, wellbeing and nature-based experiences. This momentum comes as the Margaret River region prepares to host the 2026 Asia Pacific Wellness Summit, reinforcing Australia's South West as a leading destination for wellness travel.

The Margaret River Region was announced as the host destination for the 2026 Asia Pacific Wellness Summit following the success of the 2025 Summit on the Gold Coast. Founded and convened by Kris Abbey, the Summit is one of the Asia Pacific region's leading gatherings for the spa, wellness, and wellness tourism industries. It will be held in Western Australia for the first time in October 2026.

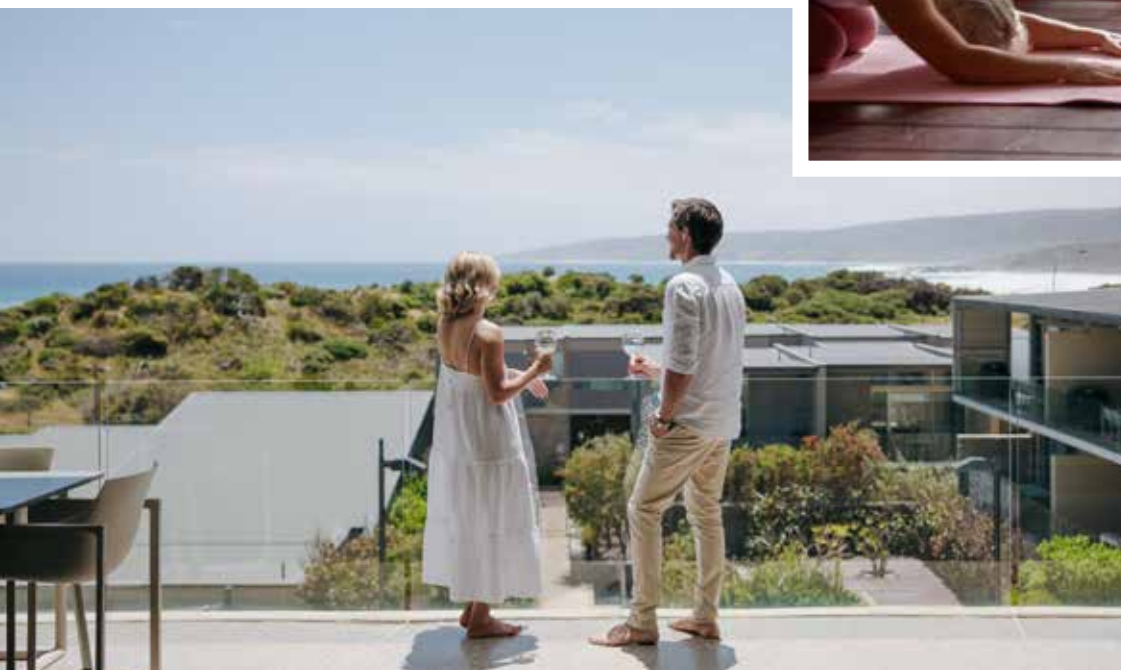
Wellness tourism is one of the fastest growing travel segments worldwide, with global expenditure forecast to approach the US\$1 trillion mark – as travellers increasingly seek restorative, purpose-driven holidays that combine physical activity, mindfulness, and connection to nature. This global momentum aligns closely with the vision outlined in the Australia's South West Wellness Tourism Strategy, which positions the region as a leading destination for nature-based wellness experiences.

Australia's South West CEO Catrin Pickworth said demand for wellness travel is accelerating both domestically and internationally.

"We are seeing a permanent shift in traveller behaviour, with people actively seeking destinations that support physical, mental and emotional wellbeing," Ms Pickworth said.

Smiths Beach Resort CEO Adam McWhirter said the announcement reinforces the Margaret River region's growing reputation as a wellness destination.

"At Smiths Beach Resort, we're seeing more guests actively seeking wellness-focused stays, whether that's walking sections of the Cape-to-Cape Track, mountain biking through the region, practising in-room yoga, attending formal retreats, utilising the ocean for cold plunging, or independently exploring alternative therapies." ■



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