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Dear Ms Drayton

VICTORIA'S GEOTHERMAL AND NATURAL MINERAL WATER TOURISM INVESTMENT OPPORTUNITIES

The health and wellness industry is growing at a rapid rate worldwide. Research shows that visitors to Australia and Victoria in particular are increasingly seeking out opportunities for health and wellness pursuits as part of their travel experiences.

Mineral water has long been a popular attraction in central Victoria. The Hepburn Mineral Springs Bathhouse is currently undergoing an \$11 million redevelopment and is one of Victoria's most popular tourism destinations. Many other natural mineral springs have been identified by the Victorian Mineral Water Committee as being suitable for new tourism development.

A little known fact is that almost 40% of Victoria is underlined by geothermal aquifers that provide access to water in the range of 35–60°C. This offers an exciting opportunity for new tourism development and investment, building on the growing interest in health and wellness experiences.

Tourism Victoria is keen to secure new investment in this area and has developed a comprehensive new publication which provides information regarding:

- Victoria's geothermal water and mineral spring resources;
- current health and wellness tourism statistics;
- geothermal and mineral water tourism developments in the State; and
- contacts for further research and concept development.

The publication titled ***Victoria's Geothermal and Natural Mineral Water Tourism Investment Opportunities*** is available online at: www.tourismvictoria.com.au/naturalspa. Tourism Victoria's Investment and Industry Division is also keen to assist with further information and can be contacted on (03) 9653 9765.

I commend this publication to you and hope that it inspires you to consider the exciting natural spa opportunities that are unique to the State of Victoria.

Yours sincerely

GREGORY HYWOOD
Chief Executive