



The Transformation and Upgrading of China's Hot Spring Industry Call for All-round Cooperation with World Hot Springs

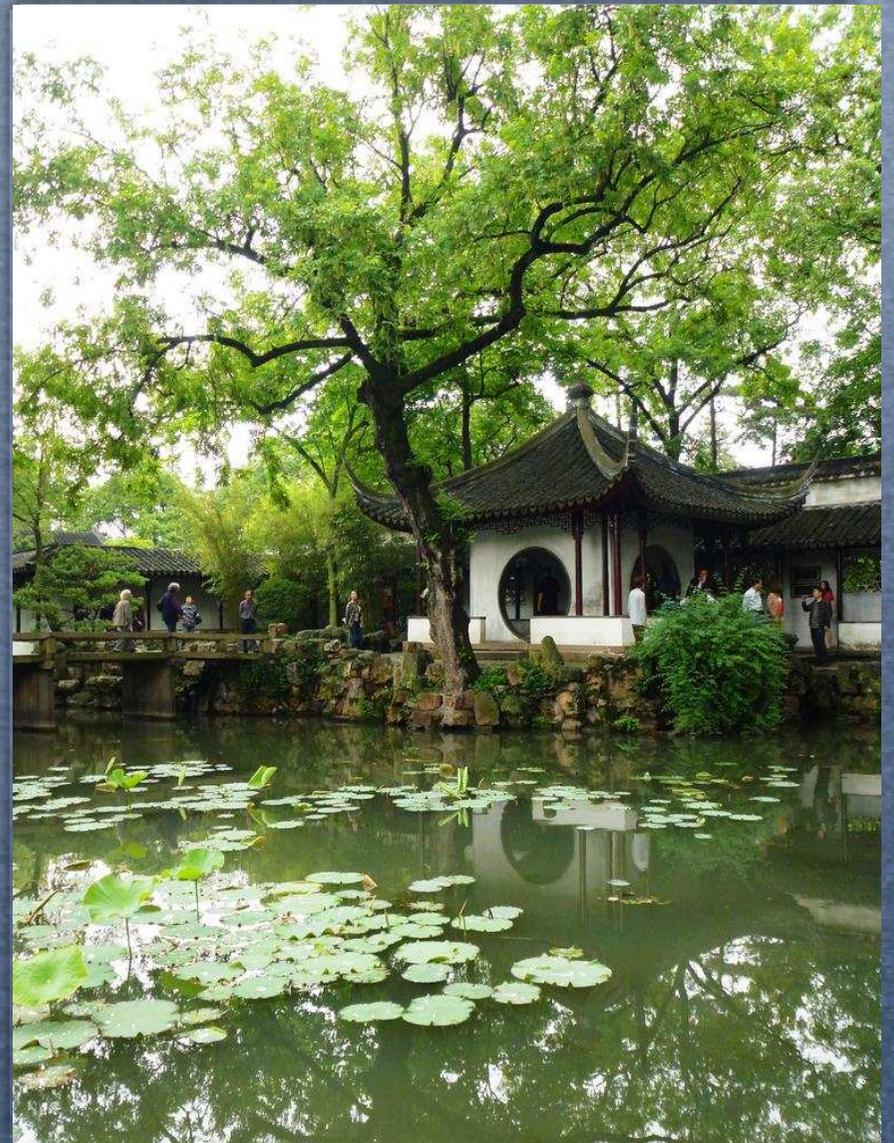
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Jeff Wang

Member of Standing Committee & member of expert committee, The Hot Spring Tourism

has a very long history in the application of
spring with fantastic cultural heritages. Since
China has started its modern hot spring
era. Up to now, it has made great
vements with amazingly rapid speed. At
nt, the number of hot spring tourists in China is
d 100 Million per year. Hot spring resorts, hot
g hotels, hot spring centers of different scales
ervice levels can be found in cities and towns
e there is hot springs with the revenue of
eds of billions. This exerts direct influences on
employment of millions people. China's hot
g industry has finished its development in scale,
now towards to the new direction with
ment, conservation, branding and
ationalization



Known to all, China is rich in hot
resources and has a long
of hot spring development.
Now, there are more than 3,000
spring points being founded
China and more are supposed
explored and developed.
In the past ten years, the huge hot
market potentials has been
growing more and more
inviting more and more
investors to join in this industry.



various hot spring product types have been developed during the past 15 years, such as hot spring real estate, hot spring conference, hot spring golf, hot spring dining, hot spring theme park etc. The prosperous investment and development of these spring product types have attracted the entry of many famous international management companies and brands, for example, Intercontinental, Shangri-la, Sheraton, Banyan tree, etc. Health and wellness will be the key focus of the development in the comprehensive utilization of thermal water, development and design of treatment, technology and equipment, at the following stage of



And thus, we call for cooperation with global hot springs at multiple levels and in various ways like direct investment, technology output, management service, talent training, tourist exchanging, etc. Currently, some investors in China have developed its cooperation with the outstanding teams in the world. For example, Mr. Giovaani Gurnari and his team have been invited to China by many investors, and his team has been invited to work on the designing and construction of boutique spring hotels according to the international standards. And meanwhile, the set-up of a spa technology researching center



development of China's hot spring industry in
past years has cultivated a number of great hot
springs with good facilities and services.
In 2013, the Golden Spring Award, under the
directions of China Hot Spring Tourism Association,
has been launched and developed, aiming at selecting
and rewarding top springs. The final winners will
be introduced to the world through FEMTEC and other
channels accordingly.
Sincerely, we are longing for consistent supports from
FEMTEC and other memberships in the world to the
Golden Spring Award in 2014, building and developing
it into a World Hot Spring Award.
By doing so, we can not only introduce top Chinese
hot springs to the world, but also promote the world
to come to Chinese tourists. Undoubtedly, China is
becoming an important tourist outputting destination





the transformation and upgrading of China's hot spring industry has been launched with demand for all-round cooperation with world hot spring. At the present, cooperation between Chinese investors and world top teams has been started. Various cooperation negotiations concerning investments, management services and brand building, etc. between world spa brands and Chinese spring investors have been on-going.



Thank you for attention.