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

FEMTEC 66TH CONGRESS
14th~16th Oct. 2013, Rhodes -Kos ,Greece

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China has a very long history in the application of hot springs with fantastic cultural heritages. Since 1998, China has started its modern hot spring industry era. Up to now, it has made great achievements with amazingly rapid speed. At present, the number of hot spring tourists in China is around 100 Million per year. Hot spring resorts, hot spring hotels, hot spring centers of different scales and service levels can be found in cities and towns where there is hot springs with the revenue of hundreds of billions. This exerts direct influences on the employment of millions people. China’s hot spring industry has finished its development in scale, and now towards to the new direction with refinement, conservation, branding and internationalization.
As is known to all, China is rich in hot spring resources and has a long history of hot spring development. Up to now, there are more than 3,000 hot spring points being founded across China and more are supposed to be explored and developed. Over the past ten years, the huge hot spring market potentials have been drawing more and more designers to join in this industry.
Varied 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 skiing, 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 for 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 varied ways like direct investment, band 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 years, 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...
Rapid development of China’s hot spring industry in the past years has cultivated a number of great hot springs with good facilities and services. In 2013, the Golden Spring Award, under the instructions of China Hot Spring Tourism Association, 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’s best ones 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 demands for all-round cooperation with world hot springs. At the present, cooperation between Chinese investors and world top teams has been started. Besides, cooperation negotiations concerning investments, management services and brand outputting, etc. between world spa bands and Chinese spring investors have been on-going.
Thank you for attention.