



GLOBAL WELLNESS
SUMMIT 2017



Thermalism, Health Spas, Hydrotherapy and Climatotherapy in China

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Thermalism and China's Hot Spring Tourism : A Brief Introduction

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HAKONE

HOT SPRING & SPA GROUP

箱根温泉集团



1. Resources :
more than 5,000
thermal / hot spring
resources points
and wells estimated
in China.



2. Definition and Classification of Hot Springs

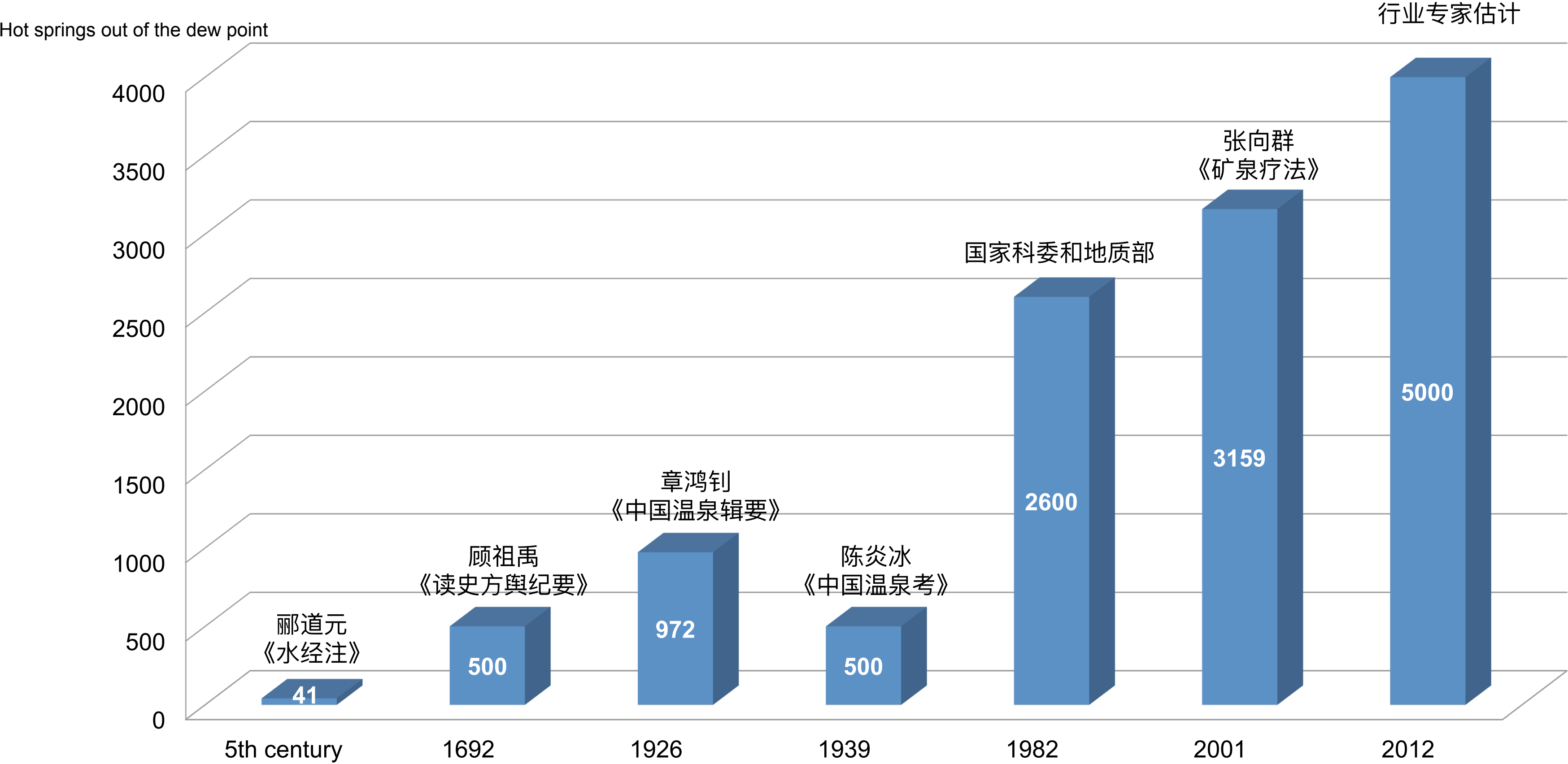
Hot Spring means

water coming out from the earth naturally or by drilling. Its temperature is $\geq 25^{\circ}\text{C}$, and contains at least one mineral proved to be good for health of human beings.

Source : Classification and Accreditation for Service Rating of Hot Spring Enterprises (LB /T016-2011) .

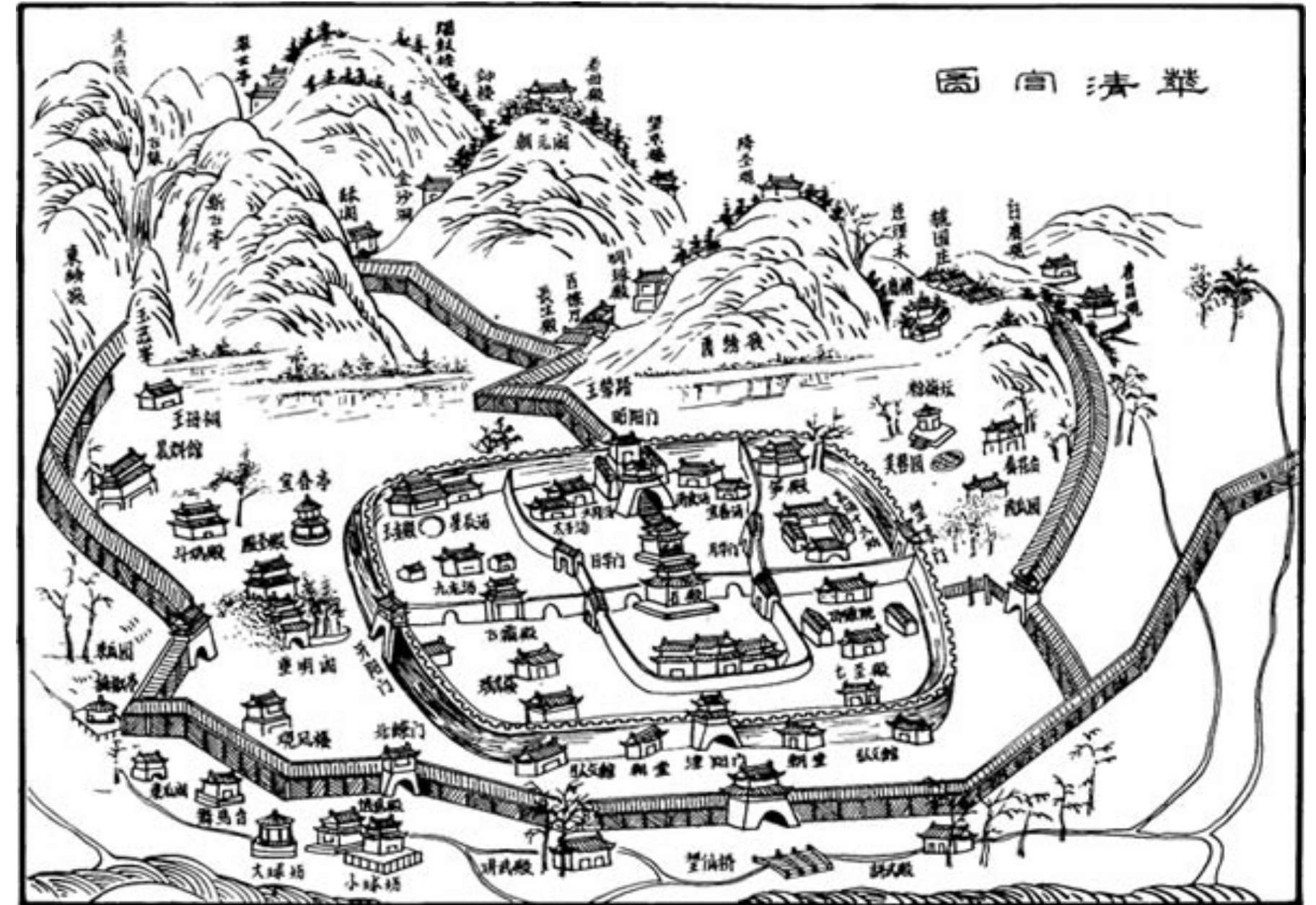


3. History : Recorded History of Hot Spring Resources



3. History : The History of Hot Spring Utilization in China

- Over the past 3,000 years, China has a tradition of bathing and healing, and sometimes of drinking, based on TCM.
- Huaqing Hot Spring Summer Palace built and used during the Tang Dynasty (618A.D.—907A.D.) covered an area of 86 hectares, including a 4000m² functional building cluster with 10 separate pools, for emperor himself, the royal family, imperial concubines, chancelleries and ministers and royal artists, etc.



4. Balneotherapy in China

- Balneotherapy was then indirectly introduced into China from Japan around 1928, by Professor Chen Yanbing, the founder of the modern balneotherapy and thermal spring medicine.
- In 1940, a book written by Professor Chen, *The Hot Springs and Medicine* was published. This is the first book about thermal spring medicine in China.
- In 1949, with the assistance of the experts and doctors from the former Soviet Union and some other Eastern European socialist countries, the Chinese government decided to introduce European style thermal spring medicine/ balneotherapy sanatorium into China. Thermal spring sanatorium is the symbol of the industry during 1950 -1995. In 1954, the Chinese central government adopted thermal spring sanatoria and hospitals as part of the national health care system. There were over 300 hot spring sanatoria in China during its heydays in 1960s.



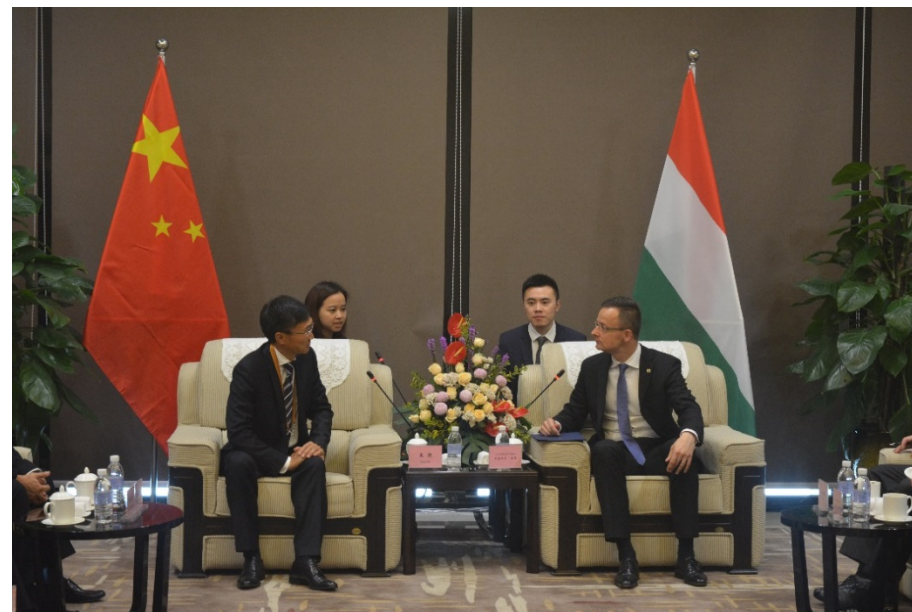
5. Hot Spring Tourism & Thermalism in China

- While the traditional sanatorium business was fading out in 1990s, a new type of hot spring business named “Hot Spring Tourism” has been emerging and developing rapidly over the past 20 years. Up to now, there are around 1,500 hot spring tourism establishments in operation, and thousand more are under planning or construction.

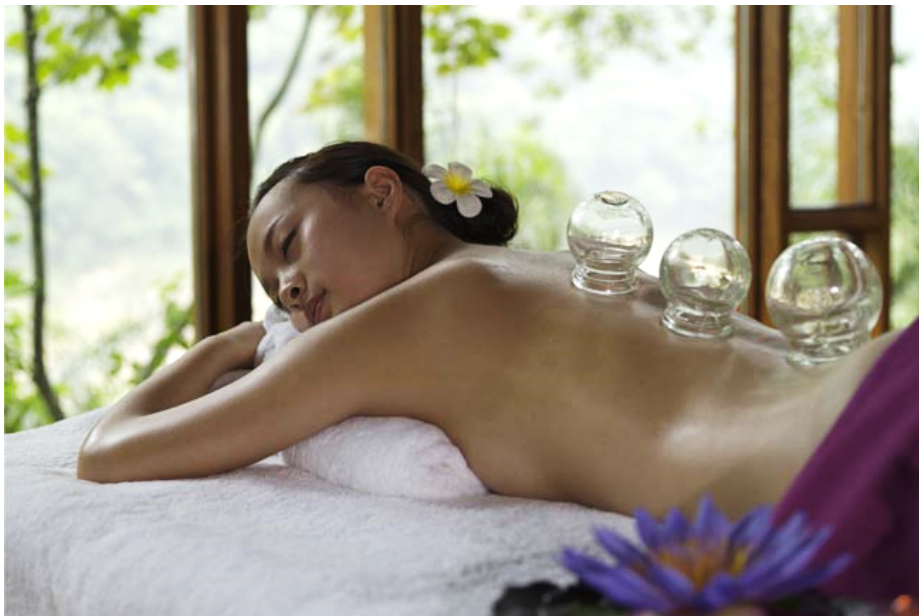


5. Hot Spring Tourism & Thermalism in China

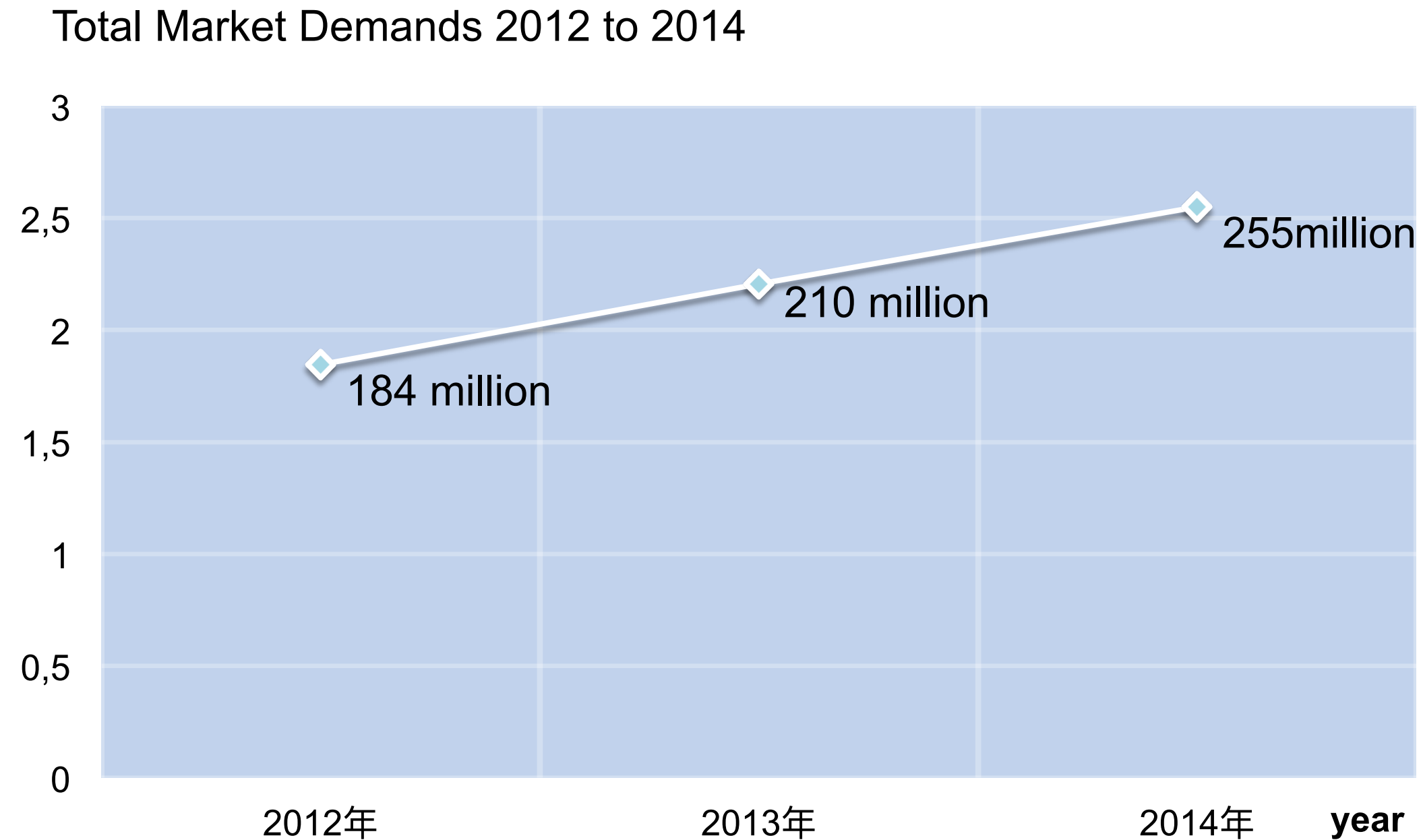
- Since 2007, FEMTEC has played a key and navigating role for the revival or return of thermalism in China.
- In 2009, China Hot Spring Tourism Association (CHSTA) officially joined FEMTEC as a member on behalf of China.
- Since then, the delegation from CHSTA has participated every annual meeting of FEMTEC. FEMTEC has also held two annual conferences in China respectively in 2008 and 2012.
- Currently, thermalism has become a new popular word and business design concept widely accepted in China.
- Hoshinoya, VICHY, Aquacert and more internationally famous thermal spring brands have grounded in the Chinese market.



5. Hot Spring Tourism & Thermalism in China



6. Market : market size and trends of thermal / hot spring tourism industry



Domestic tourism visitors in 2016 : **4.6 billion**
Revenue in 2016 : **RMB 36.9 billion (USD 5.67 billion)**



- The main purpose for going to hot spring : leisure and relaxation.
- Major market trend: wellness/health and preventive medicine-oriented.
- “silver economy”
- “Healthy China 2030” : the national policy of health for everyone
- 2020 17.17% 24. million
2.6% (2021-2050)



7. Governmental and Industrial Organizations

- Ministry of Land & Resources of the People's Republic of China——Rights of exploration, mineral rights and land rights.
- Ministry of Health and Family Planning of the People's Republic of China——Medical qualification and the business license.
- The National Administration of Tourism in China——Administration of hot spring tourism.

The Hot Spring Associations

- Hot Spring Tourism Association, National Tourism Administration in China.
- Bathing and Spa Association of China, General Chamber of Commerce.
- Geothermal Association of China Mining Association.



A serene sunset scene over a river. In the foreground, a swimming area is defined by a low wall of large, smooth, rounded stones. Two children are swimming in the water; one is splashing, creating a bright spray. A small dog stands on the stone wall to the left. To the right, a wooden staircase leads down to the water, where a person is standing. A small boat with a blue canopy is moored nearby. The sun is low on the horizon, casting a warm, golden glow across the sky and reflecting brightly on the water's surface. In the background, a line of trees and distant mountains are visible under the soft light of dusk.

THANKS
for your attention



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