



HOT SPRING TOURISM NEWS FLASH FROM CHINA

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HOST/ FEMTEC CHINA OFFICE/ CHINA HOT SPRING TOURISM ASSOCIATION

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012013

The Establishment of Shandong Branch of China Hot Spring Tourism Association in 2012

Mingle | Shandong

Shandong Branch of CHTA was set up on December 26, 2012, with the opening of Shandong 1st Hot Spring Culture Festival at LiaoCheng City. Around 200 participants, from China Tourism Association, Shandong Provincial Bureau of Tourism Administration, hot spring sector enterprises and the press attended the grand opening. In order to promote the festival and the establishment of the association, candidates from "Miss of World Tourism in 2012" were invited to the opening.

Thermal water is an important part of the Water Culture of Liaocheng, the supporting development point of Liaocheng's tourism sector in winter. Located at the junction of Taihang Mountain and Taishan Mountain, Liaocheng enjoyed the convenience and prosperity of plentiful of thermal waters underground. High quality, large quantity, and good water supply engineering system enabled Liaocheng to make good use of this excellent thermal resource as a remarkable economical development point.

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More than 5,400 Square Meters of the thermal resources were used with the opening of hot spring resorts, spa centers, etc. Up to now, Liaocheng has been awarded as "Thermal City of China" due to its good thermal water quality and development achievements.

The establishment of Shandong Branch of CHTA marked the transformation and new development level of hot spring sector of Liaocheng. In the future, more investment will be shifted to the development of hot spring brands, advanced and consumer-oriented hot spring products accordingly.



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Gui an Hot Spring Tourism Resort will be finished in May, 2013

Mingle | Fujian

Located at the northern of Fujian province, Guian is well-known for its thermal

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resources and colorful historical and cultural relics. Although it's a small village with the total size of 7000 square meters, Guian has been known as the Thermal Town of China from the ancient Song Dynasty. Dating back to the ancient times, Guian has been always a good holiday resort with thermal resources and gorgeous cultures developing by generations of the locals.

It's reported that the water flow is ten thousand tons per day, and primary spring resorts have been developed in the past years. From 2003, the local governments began to focus on making a series of development plans for its thermal resources with tourism. Up to now, more than 2 billion RMB investment capitals has been attracted to the development of Guian Hot Spring Tourism Resort with the coming of such sightseeing and holiday sites as: Cross-strait Cultural Village, Hot Spring Bay, An International Wellness Culture Exchange Center, etc.

As learnt from the local government, Guian will be greatly developed with the directions not only on thermal resources, but also on its local cultures and histories. In the following decade, a new tourism city together with Commercial Development, Leisure Holiday and Wellness Residence will be the new identity of Guian until the fulfillment of an indeed International Hot Spring Culture & Tourism Site.

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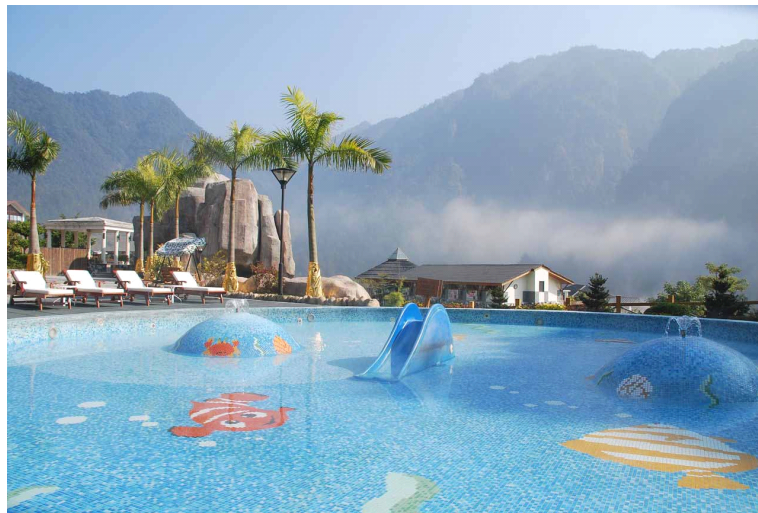
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View of Guai'an Hot Spring



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The First Hot Spring & Wellness Festival was held at Huailai

Mingle | Hebei

This festival was held on December 28 with more than 200 participants, officials and leaders from the state departments to the local departments, managers from hot spring sector to other related leisure tourism industry attending.

Located at the northwest of Hebei Province, Huailai County is well-known for its rapid development of thermal resources and grape after the state policies on tourism. Integrating grape and thermal springs together, Huailai has developed its tourism with the theme of "Hot Spring Grape Leisure Tourism" for years. Revenue of hot spring tourism has reached at 55million in 2012.

This Hot Spring & Wellness Festival aimed at combining its hot spring & tourism with grape and wine to meet the updating demands of hot spring tourism industry in China. With the development of more and more hot spring resorts, parks, spa centers in China, it's urgent for the emergence of the updating, upgrading development direction of hot spring tourism in the following years.

The same is with hot spring industry in Huailai County, which is not far from Beijing.

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BENQUAM & FEMTEC China will bridge the communication Channel of Healthy SPA Industry between China and Europe

Fiona | Guangzhou

In May 2012, FEMTEC China Office was set up in Guangzhou. With the development of hot spring industry in China, more and more urgent demands for transforming the current development status into a healthy spa industry emerged thereby. BENQUAM & FEMTEC China (BAC, for short) is a jointed venture with Benaquam Srl from Italy, and Guangzhou Feiteng Advertising. Co., Ltd. The objection of BAC is making full use of its communication role between SPA industry in China and Europe, providing hot spring industry in China with advanced European technologies, services, innovative sciences, intelligence services, consulting services and products, etc.

In September, under the support and assistance of FEMTEC, members of BAC paid a visit on more than 13 Italian suppliers of advanced hot spring technologies, sciences and products, reached cooperative intentions with some.

At the same time, in China, since BAC is the first joint venture with its objection of promoting the communication, experiences, technologies and sciences of hot spring industry in China and Europe, many investors began to turn to BAC for services. At the present, several hot spring resorts are in touch with BAC for further cooperation.

Under the support and guidance from FEMTEC, BAC will introduce more advanced European Healthy Metrics/Standards to China; and meanwhile introduce more excellent Chinese hot spring resorts to the world.

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