



HOT SPRING TOURISM NEWS FLASH FROM CHINA

Vol. 13

HOST/ FEMTEC CHINA OFFICE/ CHINA HOT SPRING TOURISM ASSOCIATION

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042013

Development of SPA Brands Will Be Instructed By CHTA, Hainan Branch

Mingle Zhao | Hainan

Recently, the hot spring industry in Hainan has been greatly developed with supports from the state tourism administration regulations and policies. Up to now, more than 200 thermal resources have been explored, and 75 hot spring resorts have been built with the total number of employees over 50,000. The total annual revenue of these resorts is RMB 0.5 billion and over 20 hot spring resorts are now under designs and constructions.

Mr. ZHANG Yongkang, President of Hainan Branch, made a report to the public on the development of Hainan hot spring industry. He also pointed out the difficulties that Hainan faced as follows: Blind development, being lack of cultural conceptions and significances, blind application of same or similar spa products, and etc.

We inspected that different types of thermal bath is the main spa products at hot spring resorts of Hainan Province. Hainan, actually enjoyed very good thermal resources, some of them are developed with a great number of capitals, even more than thousands of millions. But we investigated that the main problem of Hainan hot spring industry is the lack of unified development strategies and developed management patterns for spas. It's obviously discovered that all 75

hot spring resorts have developed by its own without exchanges with its peers, and without unified guidance from the supervising departments. Of course, it's easy to cause the waste of thermal resources.

As learnt from Mr. ZHANG, from 2013, and even in the future, Hainan Branch and other local departments will try to guide the developers and hot spring resorts to follow the general market trends, to focus on the research and exploration of new spa products, to make progress in the recognition of unified standards, individual characters and culture.

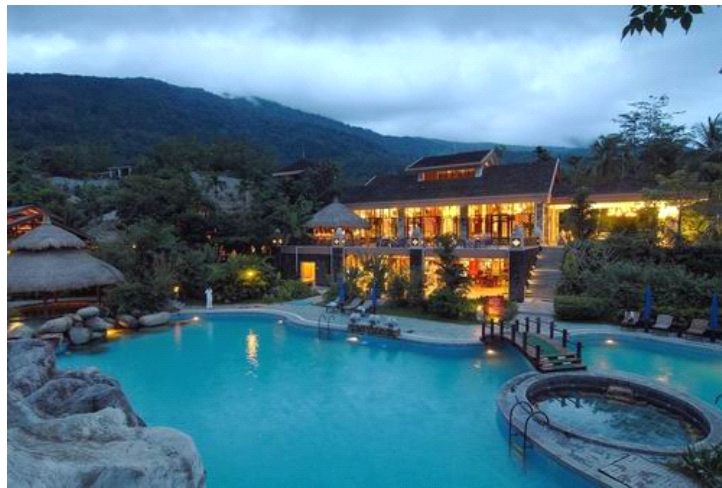
Mr. CHEN, Chief Representative of the Provincial Supervision department of Hainan Province, stated that Hainan hot spring industry shall seek for more study opportunities and exchange chances to learn from others and make out new service quality standards according to Hainan's development. Besides, the plan and execution of "brand" by hot springs should be followed by the whole industry.



Hot Spring Resort at Bo'ao, Hainan



Hot Spring Resort at Sanya, Hainan



Junlanhu Hot Spring Resort at Hainan



Sheraton Hot Spring Resort at Haikou, Hainan

042013

Hot Spring & Wellness: the Market Trend of China's Hot Spring Industry

Mingle Zhao | Guangzhou

It's reported that Guangdong has the largest number of hot spring resorts among 32 Provinces (and Centrally Administrated Municipalities) all over the country. But now, it calls for NEW Ideas and transformation to push forward the market direction from Entertainment-orientation to Wellness-orientation.

Since China Hot Spring Tourism Association has launched the Blue Book (Annual Report on China's Hot Springs Industry) project, we have an interview with Global Villa Hot Spring Paradise, which is one of the top 5 resorts in Guangdong, learnt about their plans for market expansions in line with the fierce competitions and new market mainstream trend.

On one hand, has realized the importance of the close link for two conceptions: Hot Spring & Wellness. From the end of 2011, Global Villa Hot Spring Paradise began to introduce Traditional Chinese Medicine with applications of hot springs. Actually, we investigated that glossy ganoderma was used to its specially designed wellness thermal springs at this resort. A great number of customers were attracted by this newly designed glossy ganoderma wellness springs. So, from 2011 till now, Global Villa Hot Spring Paradise has been one of the leading figures among its competitors who are longing for new spa products. It's recorded that from October 2011 to January 2013, Global Villa Hot Spring Paradise enjoyed the remarkable income with the total occupancy rate of 95%, 100% for weekends and national holidays.

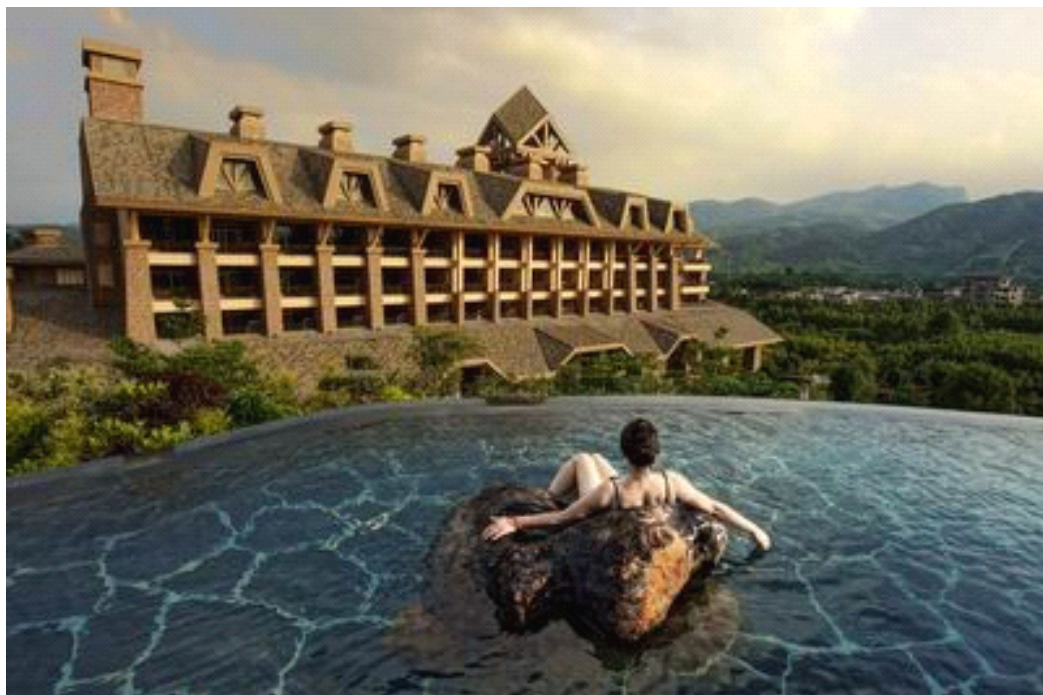
On the other hand, hospitality and considerate services have promoted the good reputation for Global Villa Hot Spring Paradise at the market.

Mr. CHEN, the Marketing Director, told us that in the following years, Global Villa

Hot Spring Paradise will continue its focus on wellness concepts so as to develop more and more spa products of great competitiveness; while traditional Chinese medicines with cultures will be the top choice.



View of Global Villa Hot Spring Paradise (Guangzhou)



View of Global Villa Hot Spring Paradise



View of Global Villa Hot Spring Paradise



View of Global Villa Hot Spring Paradise

042013

Linyi City Cooperates with Universities to Cultivate Talents for Hot Spring Tourism Industry

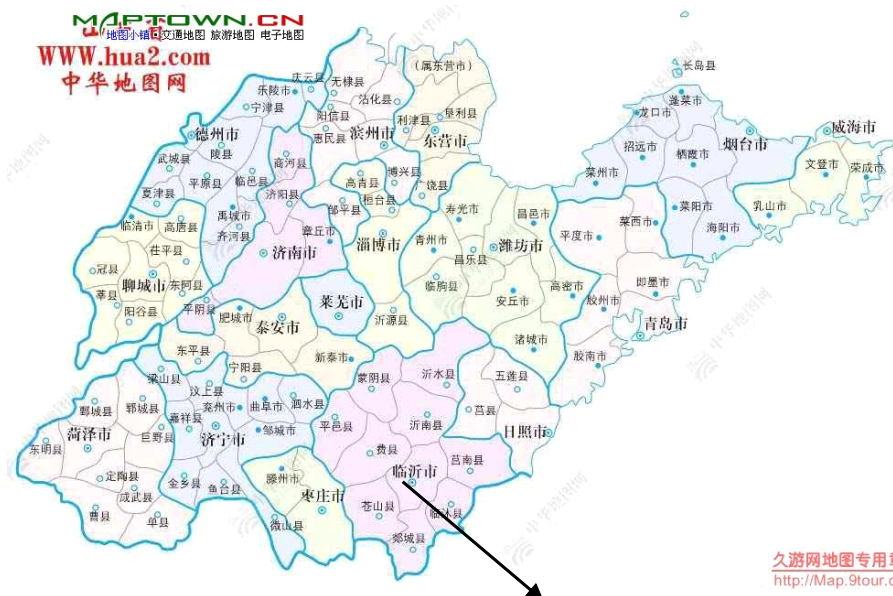
Mingle Zhao | Beijing

On March 10, Linyi City, Tourism Administration of Linyi city, Linyi University researched the cooperation agreements with Beijing International University, launched the cooperation concerning cultivating talents for hot spring tourism industry. In the future, all parties will join together in the development of "Researching Institute for Hot Spring Tourism".

According to the agreement, Linyi City and Beijing International University will make full use of both advantages to develop the researching institute as follows:

- 1, The hot spring tourism resort of Linyi City will be the practice center for the agreed researching plans.
- 2, Beijing International University will offer its abundant faculty & teaching resources to organize trainings for the managing staffs and hands of Linyi hot spring tourism resort, as well Linyi hot spring tourism administrations and bureaus, offices, etc.
- 3, The researching institute, under the joint cooperation with Linyi University, Beijing International Studies University and the People's Government of Linyi City will make academic researches and studies on hot spring & tourism, develop new spa & tourism products so as to help Linyi strengthen its competitiveness and the whole tourism industry.

As located at the Southeast of Shandong Province, Linyi is close to the Yellow Sea. It is the city which is of the largest size and the largest population.



Location of Linyi City at Shandong Province

042013

The First National Thermal Wellness Day was launched by Shijiazhuang City, Hebei Province

Mingle Zhao | Hebei

On March 12, Tourism Administration of Shijiazhuang City held the press conference of "Open of First National Thermal Wellness Day" at Guoyu SPA Resort Town, which is located at the mountainous area of Shijiazhuang City.

It's introduced that Monday will be the **National Thermal Wellness Day** for offering wellness service items to the consumers by hot spring resorts at Shijiazhuang City. The idea of opening the National Thermal Wellness Day is designed to be line with the Central Government's tourism plan-developing National Leisure Tourism as the main stream trend.

As the capital of Hebei Province, Shijiazhuang is not far from Beijing with a long history of hot spring cultures and rituals. To some extent, hot spring wellness conveys the promotion of the increasing quality of national tourism and national living levels. So, the national hot spring industry is developing closely together with the Central government's decisions and plans.

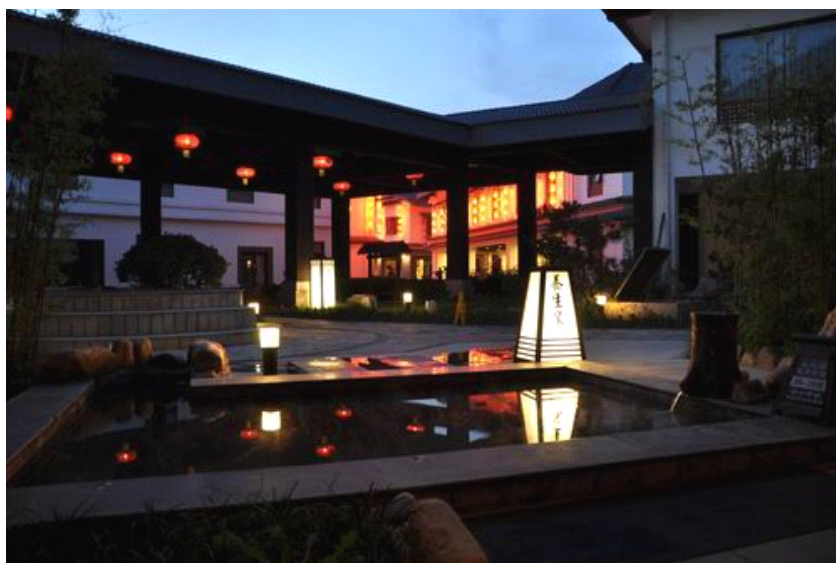




View of Sweet Olive Thermal Pool



View of Panax gen-seng Spring Pool



View of Wellness pool