



# HOT SPRING TOURISM NEWS FLASH FROM CHINA

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## **The 8<sup>th</sup> Guangdong Hot Spring Festival was Held at Dipai HSR**

Mingle Zhao | Guangdong

From November 4 to 5, 2013, the 8<sup>th</sup> Guangdong (Longmen) International Hot Spring Tourism Festival was held by Guangdong Hot Spring Industry Association, Hot Spring Tourism Association of Longmen County, with the attendance of officials and leaders from Guangdong Provincial Tourism Administration and local governmental departments, experts, overseas investors from Germany, more than 400 participants.

During the festival, investors from Germany tourist agencies and companies signed the purchase order agreement with Longmen County and Guangdong Province.

Besides, China Hot Spring Investing and Financing Forum was held on the second day. Mr. LI Jinmao, Vice-president of Guangdong Provincial Tourism Association delivered a speech, introducing the development of Guangdong hot spring industry. He introduced, “With the development in past decade, Guangdong hot spring has been well promoted all over the country. Still, there was a lot of space for improving Guangdong hot spring from following aspects as: the exploration and distribution of hot springs of Eastern Canton and Western Canton is not as good as that of Pearl River Delta Region; many efforts were needed for further exploration of the market; large gap of hot spring regarding wellness and health between Guangdong and Europe, Japan, and even Taiwan.

Experts from Guangzhou University of Chinese Medicine, suggested local business enterprises developing hot spring with food, for example, traditional Canton soup and tea.

Officials from the governmental departments introduced the regulations and rules on the administrative management of the exploration of hot spring wells.



View of Dipai Hot Spring Resort

122013

## **Chongqing Tourism Investment Group purchased Tongjing hot spring**

Mingle Zhao | Chongqing

On November 6, with the witness of the People's Government of Yubei District, Chongqing Tourism Investment Group purchased Tongjing hot spring at the price of **RMB 2.2Billion**.

It's reported that Tongjing hot spring had been the famous and time-honored brand of Chongqing hot spring. With the development of new competitors nearby, Tongjing lost its passed glory and fame. Old designs and functions, equipments, service contents were regarded as Tongjing's Achilles heels.

It's announced by the new governor, Chongqing Tourism Investment Group would spend 112 Million to the up gradation and transformation of this old hot spring, hoping to built it as a National 5A tourist site in Chongqing.





122013

**Wellness for the Elderly was adopted by Beijing Longmai Hot Spring Resort**  
Mingle Zhao | Beijing

For years, **Wellness for the Elderly has been fiercely discussed in China.**

It's reported from Longmai Hot Spring Resort, which is based at Beijing, XiaoTangshan hot spring that, Longmai Wellness Club has focused on the wellness and health of the Elderly, developing cooperation with the 3<sup>rd</sup> Affiliated Hospital of Beijing University of Chinese Medicine.

The cooperation program aims at combining hot spring with TCM so as to improve skin, respiratory disease, etc for the elderly.





**View of Longmai SPA**

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**The 3<sup>rd</sup> Cross-strait Forum on Hot Spring Industry held at Shanghe**  
Mingle Zhao | Shangdong

On November 20, the 3<sup>rd</sup> Cross-strait forum with the theme of hot spring and wellness, health for Pension Industry, was held at Shanghe County, Shandong Province. Experts from Taiwan, Beijing, and Shenzhen were invited to the forum.

As introduced by Mr. HAN Jiachen, Vice-president of the Association of Taiwan Investment Enterprises on the Mainland, there were around 186 Million people who are over 60 in the Mainland. And China has the largest population of the Elderly with the rapidest increase in the world. In the near future, pension industry will be the Sunrise industry in China.

122013

**Yunan Established the Tourism & SPA Quality Assessment Working Group**  
Mingle Zhao | Yunnan

As shared by Yunnan Provincial Spa Association, the Tourism & SPA Quality Assessment Working Group, whose objection is to investigate the hot springs of local resort and to make reports on the quality and hot spring classification with reference to the National Standards of the Grade Classification and Assessment of Hot Spring Enterprises' Service Quality (LB/T016-2011), issued in 2013. Thermal water samples will be collected by the working team, and the final inspection results on the water quality will be declared to the public at the end of 2013.

It's reported that members of this working group are officials from Yunnan Provincial governmental branches, experts from local researching institutions and universities and other professional brains. Y doing so, Yunnan, hopes to offer qualified hot springs to the public.

## **12201312 Billion Will be invested to SIX Hot Spring Tourism Resorts**

Mingle Zhao | Fujian

It's announced by the Fuzhou Municipal Culture and Industry Development has planned to develop SIX types of characterized hot spring tourism products at 6 different hot spring resorts.

Donglongwan Costal Hot Spring Resort is planned to decorate with costal vacation, physical therapy, fitness and entertainment functions together. The total investment is proposed at RMB 0.52 Billion. Tangyuan Spa Resort is planed to be built into a high-end hot spring tourism resort with the total investment of RMB 0.2 Billion. Jiuxiayan Spa Resort aims at developing hot spring services and ecological agricultural sighting-seeing services with the total investment of RMB50 Million. Meigui Spring Resort, which covers an area of 400,200sqm, is planed to be built into a high-end hot spring tourism complexity with the total investment budget of more than RMB 0.1 Billion.

