

Newsletter
from China

GUANGZHOU CHINA



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NEWSLETTER



The Chinese hot spring delegation attended the 68th FEMTEC Congress

Top Ten Events of China's Hot Spring Tourism Industry in 2015

In January 6, 2016, top 10 events are selected for the China's hot spring industry in 2015:

1. China’s State Council introduced an array of polices to accelerate the development of tourism

In 2015, positive policies were unprecedented for the tourism industry, which is viewed by China’s official as the troika of consumption, investment, and export, and the new



engine of economic growth of China under the new normal. The state has high hopes for the tourism industry, and it is an important move for the hot spring industry.



2. First star hot spring enterprises listed

The star rating for hot spring enterprises can improve overall management level of the enterprise in the hot spring industry; for consumers, they are more likely to choose

expected hot spring products, and enjoy the matched hot spring services. This activity has received high attentions from the Chinese hot spring enterprises.

3. Publish of the standard of Renowned national hot spring tourism town

The standard of Classification & accreditation for service-rated hot spring enterprise, effective from June 1, 2011, is aimed to assess the individual hot spring enterprise; however, there is



another important form of hot spring consumption, called as the hot spring town. The introduction of the standard of Renowned national hot spring tourism town, is intended to evaluate the hot spring towns, by means of hot spring resources, industry supporting, environment, management and operation, and service level.



4. The Chinese hot spring delegation attended the 68th FEMTEC Congress

Such kind of international exchanges enable China to learn the research and progress in the thermalism field from western counterparts, and during this transition period currently faced by the domestic hot spring

industry, advanced therapy and health products are particularly significant to us in practice.

During the congress, World Thermalism Forum (WThF), the highest level in the hot spring area of the world, was officially established. China as one of the 18 sponsor nations signed the memorandum together for the WThF establishment, which is regarded to have a great significance.

5. Three hot spring resorts became national tourism resorts

In October 2015, the National Tourism Administration of China announced that 17 tourism and leisure resorts were listed as the first national tourism resorts. Among them, there were three hot spring resorts, which demonstrated the status and role of the hot spring tourism in the national tourism industry.



6. The second China Hot Spring Tourism Promotion Season was held

The second China hot spring tourism promotion season was held in the Wentang town of Mingyueshan scenic spot, in Yichun city, Jiangxi province. At the opening ceremony, Mr. Du Jiang, the deputy director of National Tourism Administration, awarded the plaques and certificates to the first star hot spring enterprises.



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7. The second China Golden Hot Spring Award



The second China Golden Hot Spring Award was held in Dalian in September 2015, with over 20 hot spring tourism towns and more than 300 hot spring enterprises actively enrolling in. There are 99 enterprises, 19 personals and 16 tourism destinations awarded for their outstanding performance and contribution

to the hot spring industry. This activity has an active role in promoting the development of China hot spring industry.

8. Signing of the Dalian Luneng Thalassotherapy Center project

The project itself is not a large scale, only a few thousand square meters, but its potential significance is tremendous. With the rapid development of China's economy, the hot spring industry



in China also has been developing rapidly during past twenty years, while the Thalassotherapy area still is left blank. There are more than 18,000 KM coastline from north to south of China, and the utilization of marine resources in tourism is bound to seasonal effects in most regions. If the first world-class Thalassotherapy center would be built in Dalian finally, it will not only change the current coastal tourism state, but also serve good leading and demonstration roles in the scientific, reasonable, and effective use of marine resources, with a value and significance of the “indicator” and “model”. It shall be a landmark event and the year of 2015 could be the first year of China’s thalassotherapy.

9. Mingyueshan’s hot spring water passed the EU standard certification



For a long time, China domestic enterprises are looking for a higher goal such as ISO9000 certification, the US FDA certification, or EU certification in health to define and promote the quality of products. The water of Mingyueshan passed the certification from EU, which not only promoted the value of its hot spring, but also provided the requirements and suggestions for the latter

resource protection. It has a very positive significance in practice for the sustainable and healthy development of the hot spring industry.

10. Tianmu Group officially landed the “new three board”



The Tianmu Group was listed on the stock market, which has the significance in not only itself development, but also the recognition for the hot spring industry from capital market. It also provides a good reference for hot spring enterprises to grow bigger and stronger.