



2020 年——中国温泉在鼠年的危机与转机

Crisis and Opportunities for the Chinese Hot Springs Industry in Year 2020

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根据中国阴历历法，2020 年是鼠年，也是“庚子年”。据说凡是庚子年，中国一定会发生某种灾难。果不其然，新年伊始，中国就以爆发于中部城市武汉的新冠疫情而陷入一场空前的公共卫生危机。这场危机对中国乃至全球的经济和社会心理都造成了巨大的冲击。中国的温泉旅游行业可以说是此次疫情冲击最严重的行业之一。

According to the Chinese lunar calendar, 2020 is the year of the Rat and the year of Gengzi. It is said that there must be some kind of disaster



in China in the year of Gengzi. At the beginning of the year, the unprecedented public health crisis happened with the outbreak of the novel coronavirus in the central city of Wuhan, the capital of Hubei Province. It has generated severe economic and socio-psychological impact on China and even the whole world. Evidently, the hot spring tourism industry of China is estimated to be one of hardest-hit industries.

主要问题和趋势是：

Major problems and trends:

1. 从2020年1月下旬以来,中国温泉旅游产业正在运营中的3,000余家温泉因为疫情爆发被迫关闭,陷入全行业“休克”状态。到二月下旬,有部分温泉开始逐渐开放“私汤”或温泉别墅,但公共温泉部分到三月份仍然没有开放。预计要到4月底,大部分温泉的公共区域才会陆续对外开放。而过了“五一”之后,温泉旅游的旺季就会过去,由于预计疫情很难完全根除,并且很可能在冬季再次爆发,所以整个行业对今年的经营预测总体呈现悲观情绪。我个人预计,2020年中国温泉旅游行业的总收入将下降30%-50%,部分温泉企业可能会倒闭。一言以蔽之,2020年的中国温泉旅游产业的关键词就是“how to survive?”

Since late January 2020, more than 3,000 operating hot springs have been closed across China, and the whole industry fell into a state of "shock". By late February, some hot springs began to open gradually "private pool"



or hot spring villas and spa rooms, like ‘yuya’ in Japan, which could be used personally, but the public area still remain closed until March. It is estimated that most of public pools should be open by the end of April. Unfortunately, after May Day Holiday, the high season for hot spring tourism will be over. As it is difficult to completely eradicate the epidemic according to experts, and it is likely to return again in the next winter, the whole industry is generally pessimistic about this year's business forecast. I personally predict that the total revenue of China's hot spring tourism industry will drop by 30%-50%, while some hot spring enterprises may shut down. In a word, the key issue for China's hot spring tourism industry in 2020 is "how to survive?".

2. 此次疫情期间,部分温泉被政府征用为“疑似患者”的隔离观察酒店,例如湖北省黄石市的一家温泉和山东省威海市的一家温泉。三月中旬以后,有部分省市的温泉企业联合倡议,为本地支援武汉市和湖北省抗击疫情完成任务回来的医务人员集中隔离观察提供免费的食宿等服务。仅重庆市温泉旅游协会就有七家温泉企业联合行动,免费为医务人员提供 1,300 张床位的温泉疗养服务。在云南省的热海温泉的发起带动下,全国有上百家温泉表示愿意为医务人员提供全年免费的不限次温泉门票。

During the outbreak, some hot springs were designated by the government as quarantine hotels for suspected cases, such as in Huangshi



City, Hubei Province and in Weihai City, Shandong Province. Since mid-March, hot spring enterprises in some provinces and cities have jointly proposed to provide free accommodation for local medical staff who returned from the frontline of fighting against the epidemic in Hubei Province. For example, Chongqing Hot Spring Tourism Association has organized 7 enterprises to provide 1300 beds for the medical staff, along with a series of wellness service. Led by Rehai Hot Springs in Yunnan Province, hundreds of hot springs across the country have expressed their willingness to provide medical staff with free unlimited hot spring tickets for the whole year.

3. 此次疫情期间,有关权威专家(一名在美国的中国籍免疫学博士和一名中国台湾的著名医生)有关泡温泉和洗热水浴可以提升免疫力的文章和谈话视频在全国产生了巨大影响,由于是权威医学专家的推荐,“温泉和热水泡浴提升免疫力”的概念和视频通过微信等社交媒体迅速传遍了全国。

An article (written by a Chinese immunology PHD in the United States) and a video about an interview program attended by a famous doctor of Taiwan) about ‘hot springs bath and taking hot baths can boost immunity’ has been widely noted and discussed. The concept and videos of "hot springs and hot baths boost immunity" quickly spread across the country through social media such as Wechat.



几乎在一夜之间，中国温泉旅游界的从业者都在讨论温泉企业如何应对疫情，向以提升免疫力为核心的康养旅游转型的主题。经过大约十年的谈论，有关该不该下决心转型做康养旅游的讨论突然有了一个定论：必须以康养为方向，尽快行动，立即转型升级。

China's hot spring community just now are discussing how their enterprises should fight against the epidemic and move toward health tourism under the theme of immunity enhancement. After a decade of deliberation, now they finally came to a conclusion: we must focus on wellness and upgrade the industry towards wellness as soon as possible.

4. 由于中医在此次抗击疫情的过程中发挥了巨大的作用，未来中国温泉旅游在向康养转型的过程中，中医将会是一个非常重要的元素。

As traditional Chinese medicine (TCM) has played a huge role against the epidemic, it will be a very important element in the transformation of Chinese hot spring tourism towards health and wellness in the future.

5. 2020年，《温泉康养旅游类型与等级划分》、《温泉旅游水质卫生规范》两个标准有望正式贯彻执行，这将极大地助推中国温泉旅游行业向康养方向转型。

In 2020, 2 standards, namely *Classification and grading of hot spring health and wellness tourism project*, *Hygienic standard for tourist hot spring water quality*, are expected to be implemented officially. They will



largely promote Chinese hot spring tourism into the orientation of wellness.

6. 2017年,中国籍的日本东京医科大学李卿博士主编的《森林医学》(forest medicine)中文版在中国的出版,以及他每年数次到中国的演讲交流,引发了一股席卷全国的“森林疗养”(forest therapy)和“森林康养”(forest health & wellness)的热潮。预计李卿博士的《森林浴》(forest bathing)中文简体版在今年上半年即将出版(繁体版已经浴2019年在中国台湾出版发行),森林浴将成为一种健康时尚活动。在李卿博士的倡导下,温泉浴+森林浴已经在中国的数个温泉度假村成为一种新概念的温泉康养产品,受到顾客欢迎。

In 2017, the Chinese version of *Forest Medicine* edited by Dr. Li Qing of Tokyo Medical University was published. He also attends a lot of lectures and exchanges in China every year, and triggers the wave of "forest therapy" and "forest health & wellness". It is expected that the simplified Chinese version of Dr. Li Qing's *forest bathing* will be published in the first half of this year (the traditional Chinese version has been released in Taiwan in 2019). Forest bathing will become a healthy fashion activity. Initiated by Dr. Li Qing, hot spring bath + forest bath has become a novel hot spring wellness product in several hot springs in China.

7. 气候疗法与温泉的结合将会继续发展。

Climatotherapy and hot spring will continue to develop in a combined way.



8. 在商业保险公司的推动下，温泉与养老产业的结合在 2020 年将会迎来新的发展。

Promoted by commercial insurance companies, the combination of hot springs and pension industry will usher in new development in 2020.