

创意明月情 爱上明月山

Speech at the 80 years' foundation anniversary ceremony of FEMTEC

明月山温泉风景名胜区管委会主任 郭皎
MINGYUESHAN MADAME GUO JIAO





Mingyueshan located Yichun of Jiangxi Province, the total area is 389 square kilometers.



Mingyueshan is famous by its beautiful landscape



Special Selenium hot spring



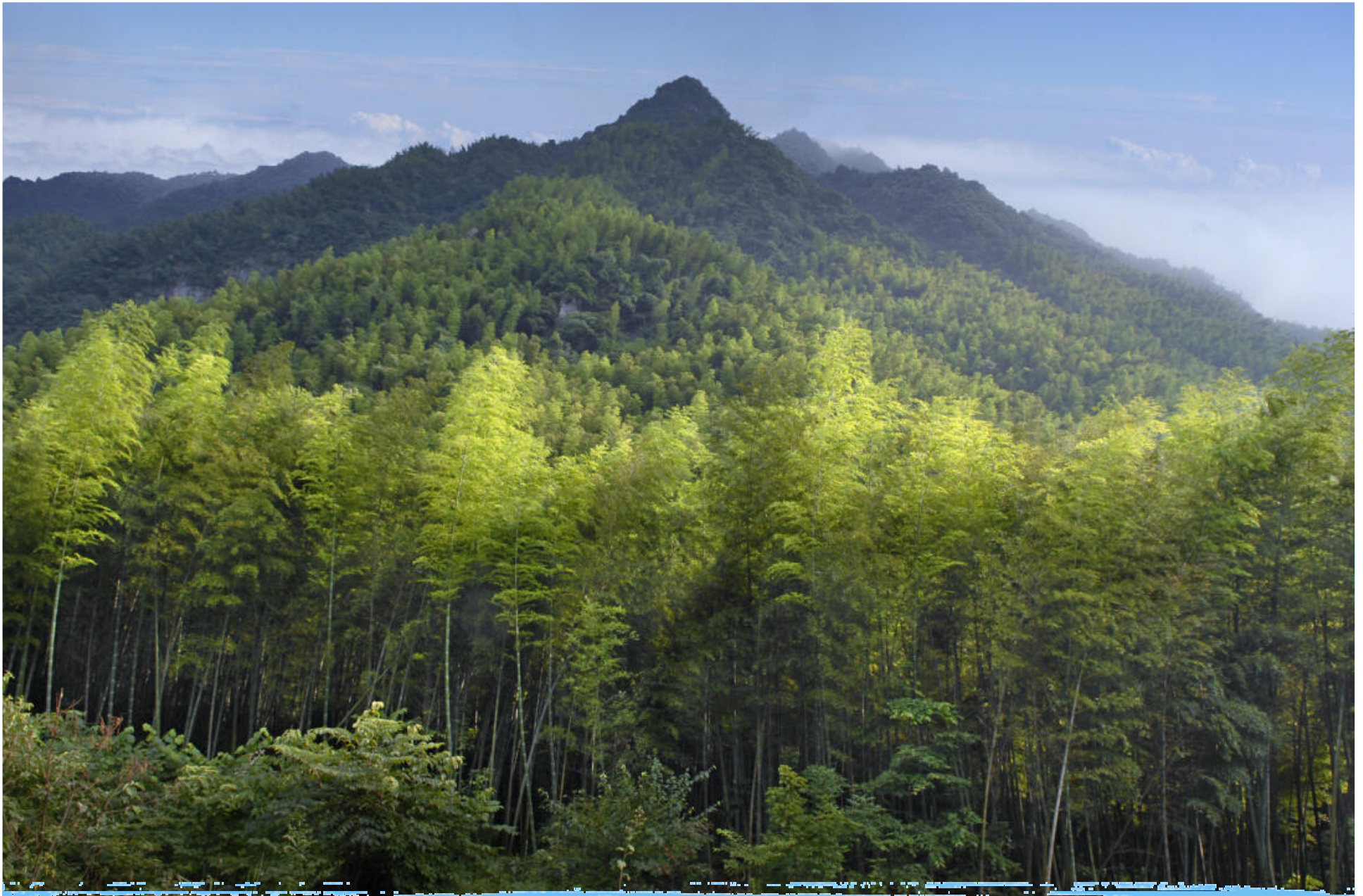
Buddhism culture



Agriculture culture



It is said that here is the place for Moon's lady.



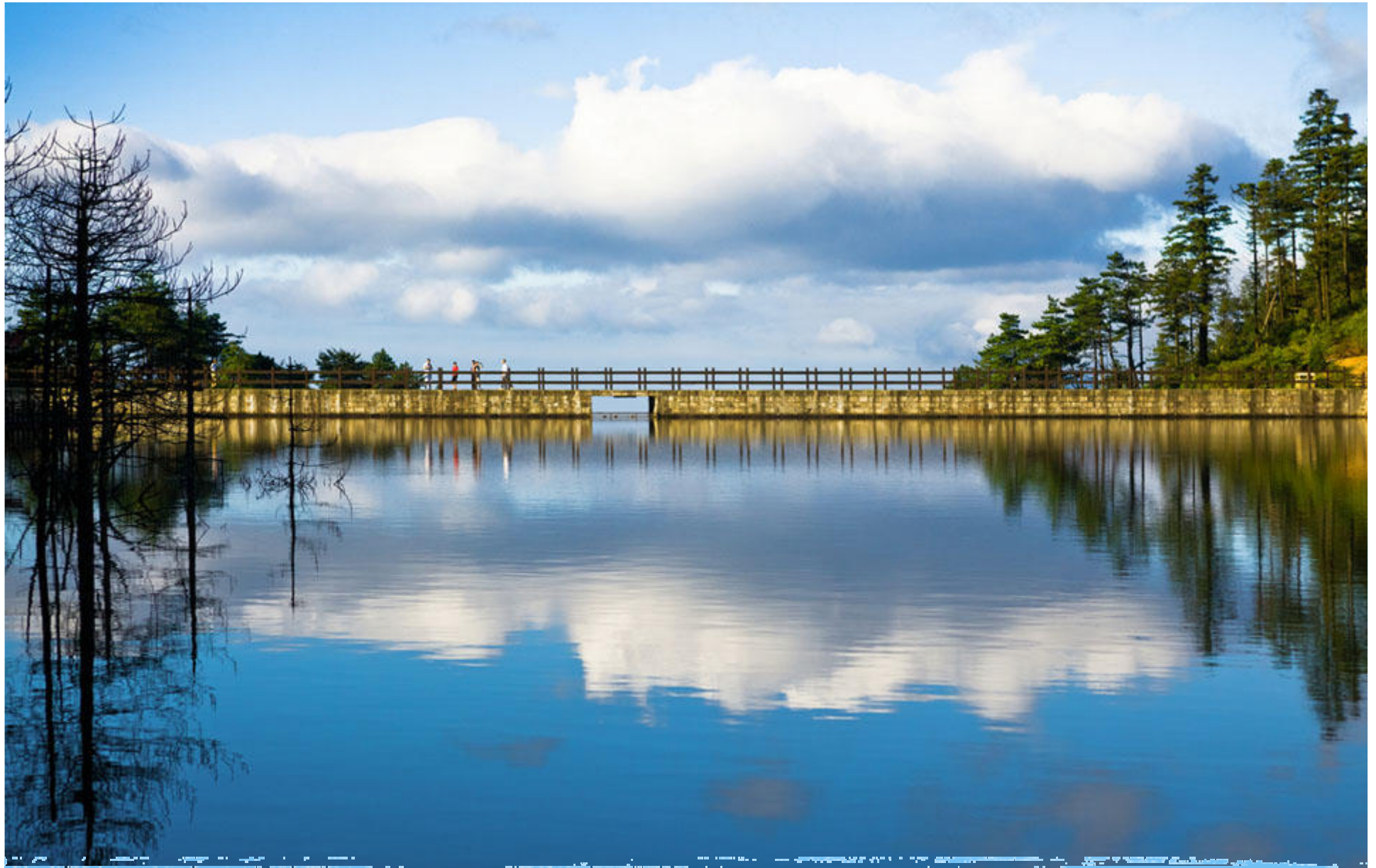
Here the forest coverage, green and fresh



Here bamboo wave, groups of waterfalls



Here the path along the cliff



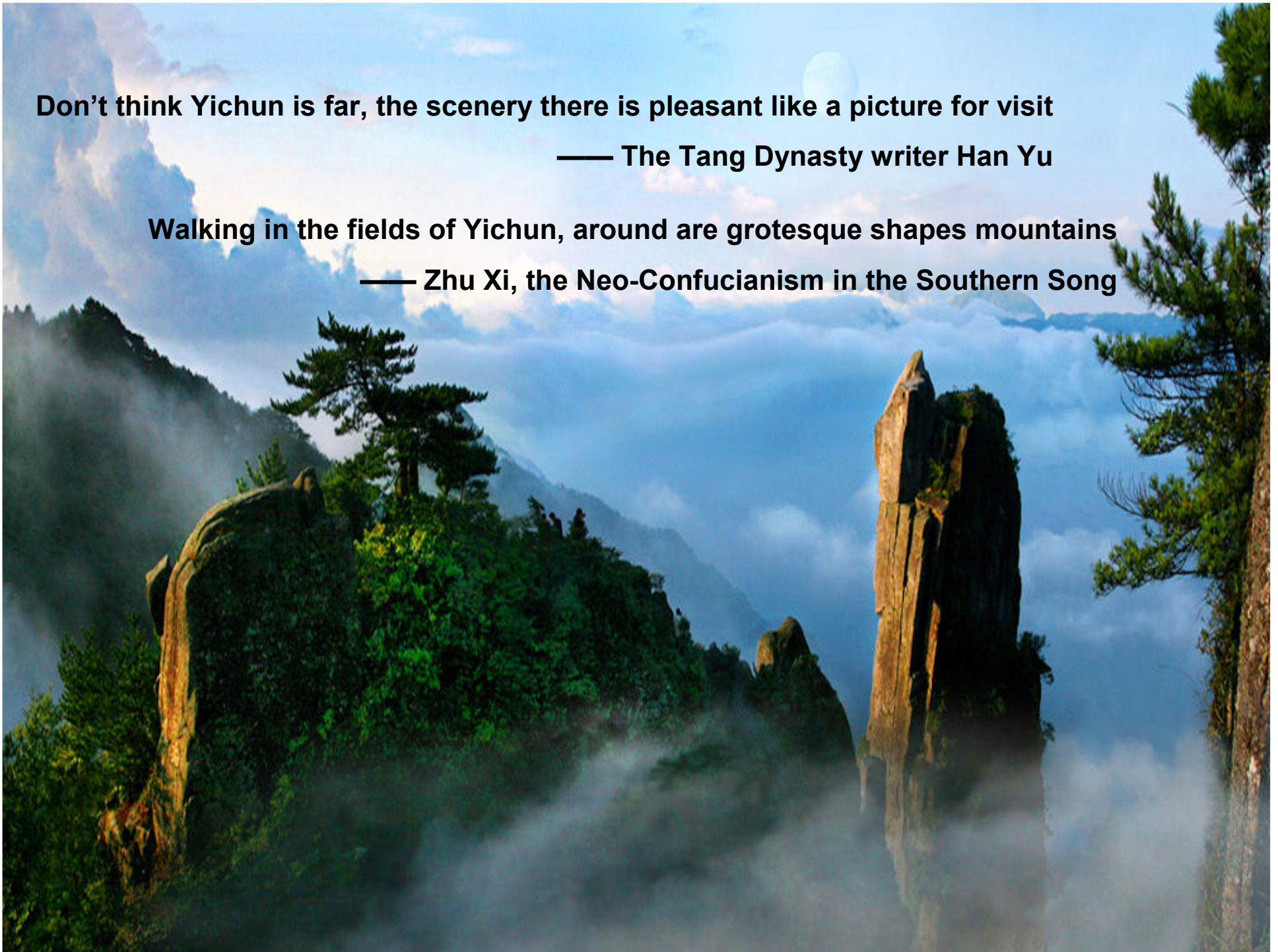
Here natural beauty of lakes and mountains

Don't think Yichun is far, the scenery there is pleasant like a picture for visit

—— The Tang Dynasty writer Han Yu

Walking in the fields of Yichun, around are grotesque shapes mountains

—— Zhu Xi, the Neo-Confucianism in the Southern Song





Going to the present, a romantic love's road becomes road to heaven,
leads us walking into fairyland.



Love me, take me to Mingyueshan!
Would you wanna go with me to Mingyueshan?



History of later Han dynasty recorded: “35 Li from Yichun South, there hot spring, always hot, wells up, put eggs then cooked, mixing with cold water could cure disease”.



Mingyueshan Selenium hot spring water level in the past 2,000 years never decrease, temperature aslo, always staying 68 to 72 Degrees Celsuis, daily water yield could reach 13,000 tons.



It is rich in selenium total 27 kinds of essential trace elements,
is rare selenium hot spring in the world can drink and bath

2016 | 世界温泉健康名镇（明月山）峰会

SUMMIT OF WORLD THERMALISM TOWN (MINGYUESHAN)



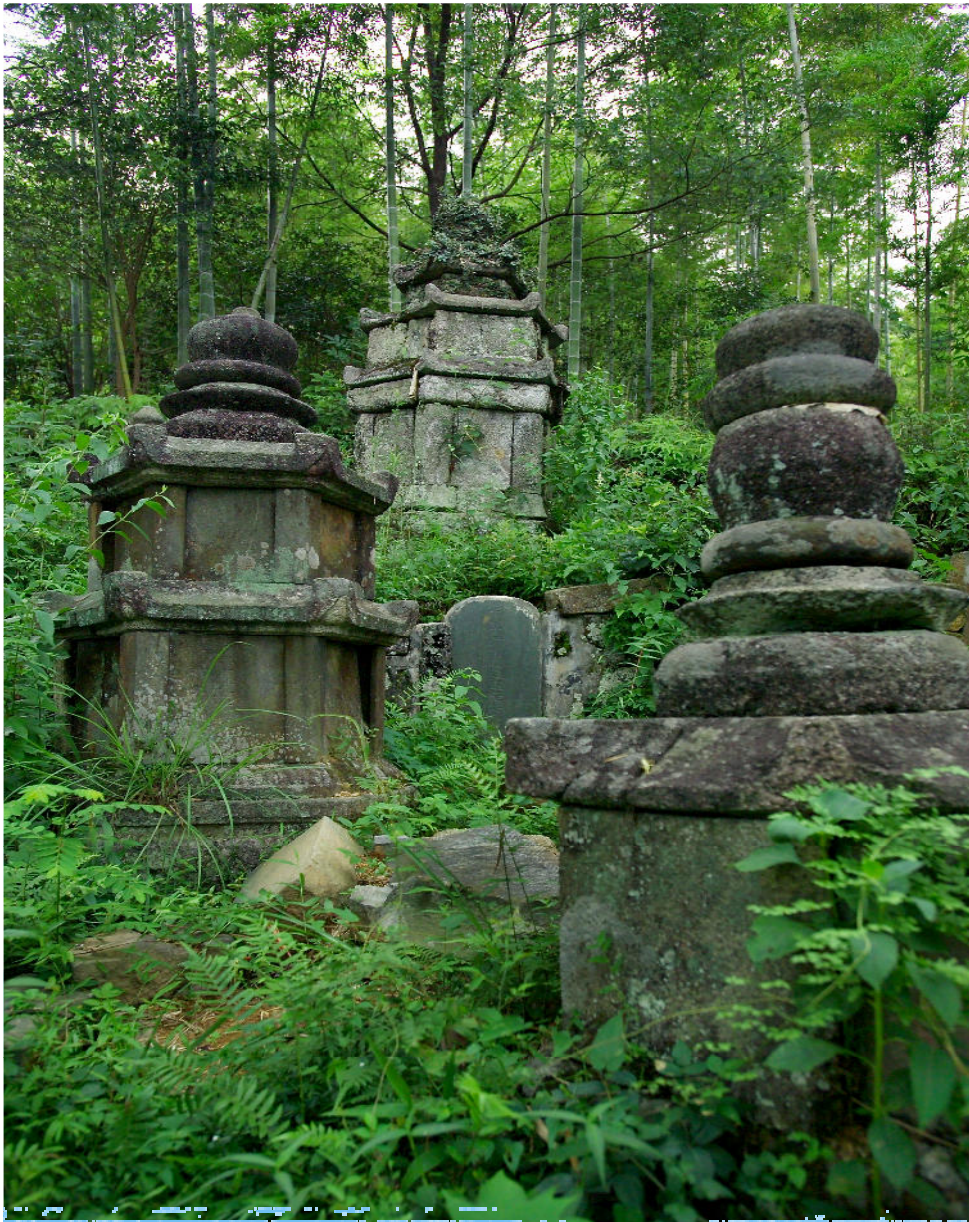
In 2016, World Federation of Hydrotherapy and Climatotherapy awarded Mingyueshan World Class High Quality Multipurpose Thermal Water.



Mountain Yang of Mingyueshan, is where WEI YANG ZEN located, one of the 5 schools of Buddhism in China which is the top of 5 Buddhist temples.



Buddhist ceremony never stopped for the past 1000 year,
here considered as holy land.



More than 100 stupa from Tang, Song, Ming, Qing Dynasty have been well kept around the temple, it is far enough to prove this history



Buddhism Bell and ancient temple, thousands of years of ginkgoes, heart from heart



profound but understanding, all these create the beauty and intelligence of Mingyueshan



Mingyueshan is also the city respect culture a lot



generation by generation of Mingyueshan people follow the old habits and customs of don't envy the ancients, farming during the day, studying during the night", to guide and teach their heir



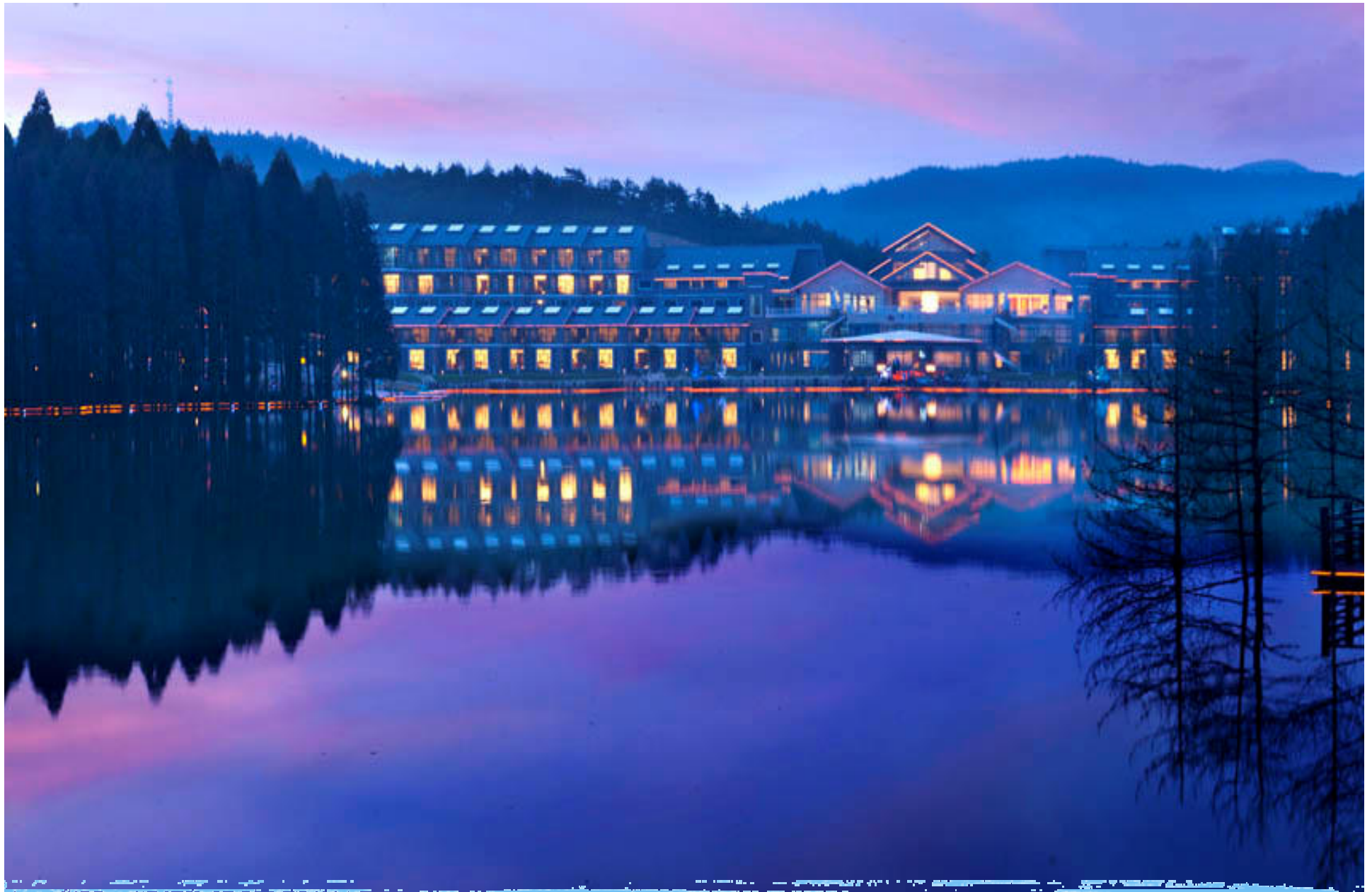
one of Zhuangyuan in Tang Dynasty Yi Zhong was born here; history recorded that Xia Yungu was born here very poor but industrious and wise



became the queen of King Xiao of South Song Dynasty



If we say the ancient civilizations protecting Mingyueshan,
then the modern innovation creates Mingyue emotion



We implement Mingyueshan AAAAA scenic area by our creative intention.
There is a Moon Lake on the mountain



a Moon Bay under the mountain



all around are Moon view, everywhere you could feel the emotion of Moon



We have hold 11 Moon culture festival successfully



Mingyueshan has been announced by CCTV news as the ten most beautiful place to enjoy the full moon in China, with the good fame of the most brilliant moon in Yichun



Particularly in 2018 we will have Song Dynasty theme park open in September, we will display the most beautiful moon culture by the traditional Chinese arts



We reformed from traditional SPA to high-end thermal SPA wellness with Bamboo forest, cave, SPA, springs and traditional Chinese medicine



our thermae has been awarded by China Tourism Bureau as “China Five-stars thermae”



in addition, 20 new projects led in, total investment more than 6Billions YUAN,
including stars hotels



farming culture park



sports and entertainment, wellness and medicine,



thermal water, thermal agriculture, thermal property, and thermal shopping complex



changed the thermal water single usage by bath to drinking, health care and beauty the other aspects gradually, and explore the new developing mode “thermal+”



We innovated sincerely the Buddhism Moon culture and rebuild Qiyin Buddhism Temple in Mountain Yang, re-energy Wei Yang Buddhism, turn to be a Buddhist light



At the same time, overall transformation of Hongjiang Town, efforts to create a first-class feature China Buddhist Town which will be the place pursuit of pure seclusion and meditation



and the visitors experiencing the chanting sutras, listening to the Zen music,
tasting the Zen tea to quiet the heart



We innovated sincerely “Moon Farm Fun”



open up special vegetable and fruit garden, flower fields, tea plantations, develop selenium rich agricultural industry, now a se agricultural “high value-added industrial chain brand” formed



such as selenium mineral water, selenium enriched chrysanthemum,
selenium salt preserved egg



selenium hot
spring

selenium water



selenium food

selenium present



private
accommodation





Mountains, spring, Buddhism, farming blending with moon, creative Mingyue moon emotion



Tanxia scenic area



Qingyun scenic area



Wentang tourism vacation scenic area



Mountain Yang Buddhism scenic area



Mountain Taiping scenic area, Yang shimu scenic area, Mountain Yujing nature protection scenic area and Hongjiang Ruolan ancient village eight key scenic area



国家级风景名胜区



国家AAAAA景区



国家森林公园



国家地质公园



国家自然遗产



中国温泉之乡

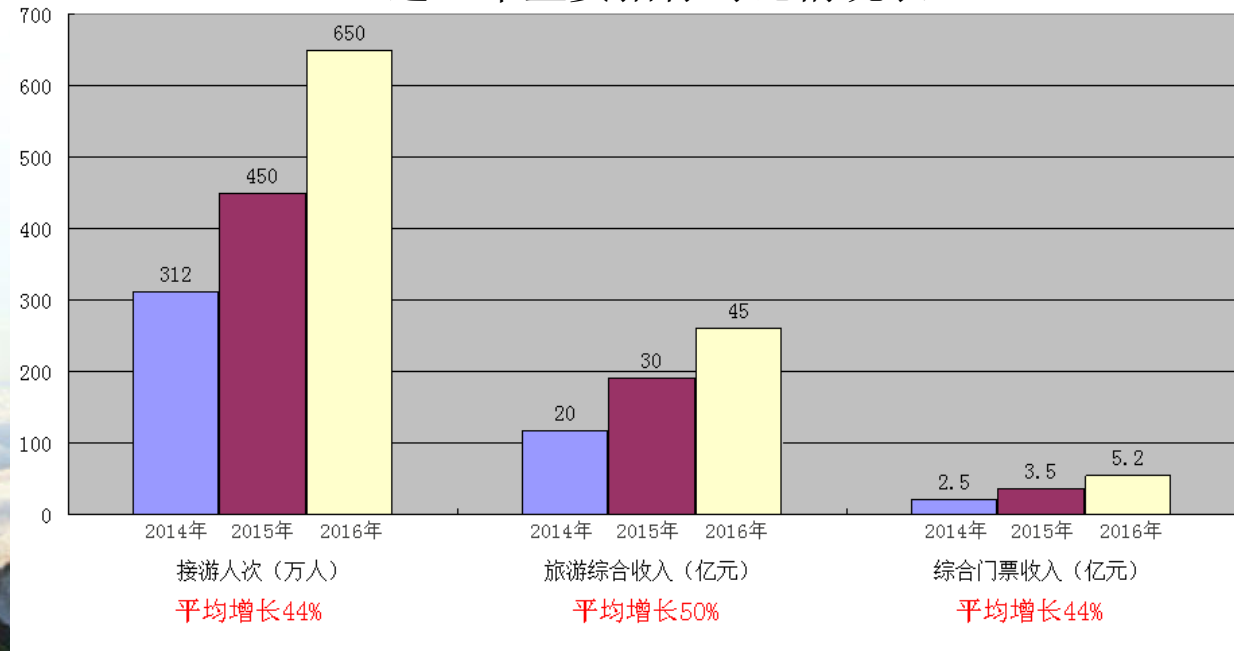


At present, Mingyueshan has National AAAAA Scenic Area, National Forest Park, National Geological Park, National Nature Heritage and China Thermal Town several honors



to build first-class well-known health care and leisure tourism destination in China and in the world.

近三年主要指标对比情况表



2016, Mingyueshan received 6.5million visitors, total ticket income 520Million CNY, total tourism income 4.5Billion, it has been the 6th year that the increase reached 40%. We called it Mingyueshan speed



We keep working on it to build a top level, world famous hot spring wellness and vacation destination

Thanks for your time and listening

