

Right Strategy for Promoting Hydrotherapy and Climatotherapy in China

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China has a long history of hot springs. Around 500-600 AD, people knew the function and effect of hot springs for health protection and treatment. There are more than 4400 hot spring enterprises in China by the end of 2022 with the revenue of around RMB105.95 billion (USD14.5 billion), which is only 43% of the total revenue in 2018.

It was a rapid period for hot springs development in China from 1998 to 2012. The 65th Annual Congress of the World Federation of Hydrotherapy and Climatotherapy (FEMTEC) was held in both Nanjing and Chongqing, China in 2012. Femtec introduced the concept of hot springs wellness and medical hot springs to China. 2012 was named starting year of wellness era for hot springs industry in China. Femtec Representative Office was the positive result of cooperation between China and Femtec. It was officially registered in October, 2018. The main functions for Femtec Representative Office: to assist promoting hydrotherapy and Climatotherapy; to assist promoting international cooperation between Femtec and China, etc.. Femtec Representative got very good performance since its establishment.

Investors and operators in China realized that unleashing the healthy value of hot springs is the way for the industry's future survival and development. On one hand, consumers are increasingly favoring hot spring destinations with health and wellness attributes, on the other hand, investors and operators are paying more attention on developing health and wellness themed projects and products. It results the popularity of the wellness theme hot springs.