Hot springs retail products to take home and extend the experience

- Japan -

Tomonori Maruyama (MARU)
Variety of **Onsen facility**

- Ryokan
- Club Resort
- Pension / inn
- Hotel
- **Onsen**
  (Hot Spring)
- Day-Visit Onsen
## Market Size of Onsen related industry (Japan)

<table>
<thead>
<tr>
<th>Types of Accommodation</th>
<th>2011</th>
<th>2016</th>
<th>Growth Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ryokan</td>
<td>1,425</td>
<td>1,460</td>
<td>2%</td>
</tr>
<tr>
<td>Hotel</td>
<td>949</td>
<td>1,310</td>
<td>38%</td>
</tr>
<tr>
<td>Club Resort</td>
<td>264</td>
<td>360</td>
<td>36%</td>
</tr>
<tr>
<td>Pension / inn</td>
<td>73</td>
<td>74</td>
<td>1%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>2,711</strong> ($30 billion)</td>
<td><strong>3,204</strong> ($35 billion)</td>
<td><strong>18%</strong></td>
</tr>
</tbody>
</table>

---

**Source:** White Paper of Leisure 2017, Japan Productivity Center

---

<table>
<thead>
<tr>
<th>Types of Business</th>
<th>Annual Turnover (2016)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Day-visit Onsen</td>
<td>303 billion yen ($3.3 billion)</td>
</tr>
<tr>
<td>(Public bath without accommodation)</td>
<td></td>
</tr>
</tbody>
</table>

---

**Source:** Economic Census 2016 (Public Bath Bath House Only)
Foreign Visitors to Japan

Source: JNTO, JMA

Examples of Therapeutic Onsen

**Simple Spring: Minakami Onsen**

- **Effects:** General ailments such as
  - neuralgia,
  - muscle/joint pain,
  - bruises, sprains,
  - sensitivity to cold,
  - relief from fatigue,
  - overall health promotion, etc.

- **Elements:**
  Elements differ from onsen to onsen.
  Low mineral and gas content.

- **Temperature:** 40-45°C

**Chloride Spring: Arima Onsen**

- **Effects:**
  - External wounds,
  - chronic dermatitis,
  - bruises, sprains,
  - chronic rheumatism,
  - infertility, gout,
  - vascular sclerosis, etc.

- **Elements:**
  Contains salts, in particular high levels of common salt.
  Over 1,000mg of dissolved element per 1kg of onsen of which the main element of anions is chloride ions.

- **Temperature:** 90°C

**Sulphur Spring: Kusatsu Onsen**

- **Effects:**
  - acne, oily skin,
  - dermatitis, rheumatism,
  - asthma,
  - gynaecological disorders, etc.

- **Elements:**
  Contains high levels of sulphur or hydrogen sulphide.

- **Temperature:** 50-96°C

**Radioactive Spring: Murasugi Onsen**

- **Effects:**
  - dermatosis,
  - gynaecological disorders,
  - external wounds, etc.
  - Believed to be particularly effective on gout, lowering blood pressure and circulatory disorders.

- **Elements:**
  Contains radioisotopes created by nuclear decay of tiny amounts of substances ranging from radium, radon and astatine to mercury.

- **Temperature:** 26°C
Hot-spring Incrustations
(organic bath additive)

“Yunohana” is Ingredient (mineral deposits) left by hot springs. This is one of the traditional Japanese organic bath additive.

YuNoHaNa powder Mineral bath salts (1000g)

About the product
• good for release the tension of your body.
• good for dry and itchy skin, prickly heat, congenital fever, and diaper rash.
• good for all the member of your family, from babies to adults.
• good for moisturizing your skin.
• This Yunohana is a crystalline compound created by nature hot spring Beppu in Japan.

Price: $52.00
## Variety of Hot-spring Incrustations

<table>
<thead>
<tr>
<th>Image of onsen</th>
<th>Product name</th>
<th>Feature</th>
<th>Moisturising element</th>
<th>Scent</th>
<th>Color of bath water</th>
<th>Impression to use</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Yufuin Hot Springs</td>
<td>Image of magnificent wild cherry with flower petals falling onto bath water</td>
<td>Essence of cherry leaves and honey</td>
<td>Cherry flowers</td>
<td>Clear pink cherry</td>
<td>Creamy bubbling type</td>
</tr>
<tr>
<td></td>
<td>Dougo Hot Springs</td>
<td>Image of sunset from the oldest hot springs in Japan</td>
<td>Olive oil</td>
<td>Orange</td>
<td>Clear with orange tint</td>
<td>Smooth feeling on the skin</td>
</tr>
<tr>
<td></td>
<td>Hakone Hot Springs</td>
<td>Image of luxuriant feeling watching Mt. Fuji while taking a bath</td>
<td>Essence of mugwort and other herbs.</td>
<td>Feel of autumn breeze</td>
<td>Creamy blue</td>
<td>Creamy bubbling type</td>
</tr>
<tr>
<td></td>
<td>Kusatsu Hot Springs</td>
<td>Image of beautiful rare emerald green lake in the Shirane Mountain</td>
<td>Water soluble silk</td>
<td>Herb</td>
<td>Milky green</td>
<td>Creamy to the touch</td>
</tr>
<tr>
<td></td>
<td>Nyuutou Hot Springs</td>
<td>Image of very remote mountainside Nyuutou Hot Spring in northeastern part of Japan</td>
<td>Essence of rice bran and essence of apple</td>
<td>Cherry</td>
<td>Milky pinkish white</td>
<td>Creamy to the touch</td>
</tr>
</tbody>
</table>

Photo: [https://travel.rakuten.co.jp/mytrip/ranking/onsen/](https://travel.rakuten.co.jp/mytrip/ranking/onsen/)  
Source: [https://detail.chiebukuro.yahoo.co.jp/qa/question_detail/q1329461038](https://detail.chiebukuro.yahoo.co.jp/qa/question_detail/q1329461038)
<table>
<thead>
<tr>
<th>Product name</th>
<th>Feature</th>
<th>Price (JPY)</th>
<th>Nature of spring</th>
<th>Quasi-drug</th>
<th>Color of bath water</th>
<th>Scent</th>
</tr>
</thead>
<tbody>
<tr>
<td>lou Onsen &quot;Netsu no Yu&quot;</td>
<td>Feeling of onsen from its sulfurous gas.</td>
<td>1,620</td>
<td>chloride spring 塩化物泉</td>
<td>No</td>
<td>pale green</td>
<td>sulfur</td>
</tr>
<tr>
<td>Beepu Onsen &quot;Yunohana&quot;</td>
<td>Traditional production process since Edo era.</td>
<td>1,080</td>
<td>acid spring 酸性泉</td>
<td>Yes</td>
<td>yellowish brown</td>
<td>faintly sulfur</td>
</tr>
<tr>
<td>Natural &quot;Yunohana&quot;</td>
<td>Natural organic additive with reasonable price.</td>
<td>455</td>
<td>Alkaline simple hot spring アルカリ性単純泉</td>
<td>No</td>
<td>milky white</td>
<td>None</td>
</tr>
<tr>
<td>Zao Onsen &quot;Yunohana-Dango&quot;</td>
<td>Dumpling shaped bath additive (Zao Onsen's style).</td>
<td>1,080</td>
<td>acid spring 酸性泉</td>
<td>No</td>
<td>milky white</td>
<td>sulfur</td>
</tr>
<tr>
<td>Beepu Myoban Onsen &quot;Lun-lun no Yu&quot;, Medicinal bath additive</td>
<td>Reflecting Beppu's adept craftsmanship.</td>
<td>3,780</td>
<td>hydrogen carbonate spring 炭酸水素塩泉</td>
<td>Yes</td>
<td>faintly yellow</td>
<td>faintly sulfur</td>
</tr>
</tbody>
</table>

Source: https://my-best.com/59#toc-1
- recalls us its features, feelings, natural environment and cultural background of the hot springs we tried

- improve our physical / mental conditions through daily using

- be able to select in accordance of user’s taste / expecting effect

Hot-spring Incrustations/organic bath additives would be key for familiarizing hot springs with the peoples in the world.