

G3T

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TUSCANY
ITALY

Hot springs retail products to take home
and extend the experience
- Japan -

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Variety of **Onsen** facility

Ryokan



Club Resort



Pension / inn



Hotel



Onsen
(Hot Spring)



Day-Visit Onsen

Market Size of Onsen related industry (Japan)

Types of Accommodation	Annual Turnover (billion yen)		
	2011	2016	Growth Rate
Ryokan	1,425	1,460	2%
Hotel	949	1,310	38%
Club Resort	264	360	36%
Pension / inn	73	74	1%
Total	2,711 (\$ 30 billion)	3,204 (\$ 35 billion)	18%

Source: White Paper of Leisure 2017, Japan Productivity Center

Types of Business	Annual Turnover (2016)
Day-visit Onsen (Public bath without accommodation)	303 billion yen (\$ 3.3 billion)

Source: Economic Census 2016 (Public Bath House Only)

About **35%** of them uses **Onsen**

Foreign Visitors to Japan

— Foreign Visitors-Total - Persons, s.a.,annualized



Source : JNTO, JMA

JMA Japan Macro Advisors

<https://www.janormacroeconomists.com/news/economic-indicators/advance-and-business-activity/number-of-visitors-to-japan/>

Examples of Therapeutic Onsens

Source: <http://www.yadyad.com/en/onsen/effect>

Source: <http://www.jph-ri.or.jp/>

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.



Temperature:40-45°C

Elements:

Elements differ from onsen to onsen.
Low mineral and gas content.

Chloride Spring: Arima Onsen

Effects:

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



Temperature:90°C

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.

Sulphur Spring: Kusatsu Onsen

Effects:

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



Temperature:50-96°C

Elements:

Contains high levels of sulphur or hydrogen sulphide.

Radioactive Spring: Murasugi Onsen

Effects:

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



Temperature:26°C

Elements:

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

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




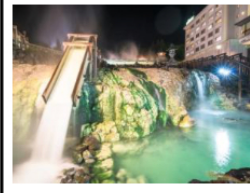

Image of onsen					
Product name	Yufuin Hot Springs	Dougo Hot Springs	Hakone Hot Springs	Kusatsu Hot Springs	Nyuutou Hot Springs
Feature	Image of magnificent wild cherry with flower petals falling onto bath water	Image of sunset from the oldest hot springs in Japan	Image of luxuriant feeling watching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

Photo: <http://www.nyuto-onsenkyo.com/access.html>

Variety of Hot-spring Incrustations

Product image				 大人気の湯の花	
Product name	lou Onsen "Netsu no Yu"	Beepu Onsen "Yunohana" , Medicinal bath additive	Natural "Yunohana"	Zao Onsen "Yunohana-Dango"	Beepu Myoban Onsen "Lun-lun no Yu" , Medicinal bath additive
Feature	Feeling of onsen from its sulfurous gas.	Traditonal production process since Edo era.	Natural organic additive with reasonable price.	Dumpling shaped bath additive (Zao Onsen's style).	Reflecting Beppu's adept craftsmanship.
Price (JPY)	1,620	1,080	455	1,080	3,780
Nature of spring	chloride spring 塩化物泉	acid spring 酸性泉	Alkaline simple hot spring アルカリ性単純泉	acid spring 酸性泉	hydrogen carbonate spring 炭酸水素塩泉
Quasi-drug	No	Yes	No	No	Yes
Color of bath water	pale green	yellowish brown	milky white	milky white	faintly yellow
Scent	sulfur	faintly sulfur	None	sulfur	faintly sulfur

Hot-spring retail products should...

- 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.



Thank you!

