



# World Spa & Wellness Asia Convention

## The Rise of Hot Springs

13-14 May, 2019

**Presenter**  
**Charles Davidson**

✓

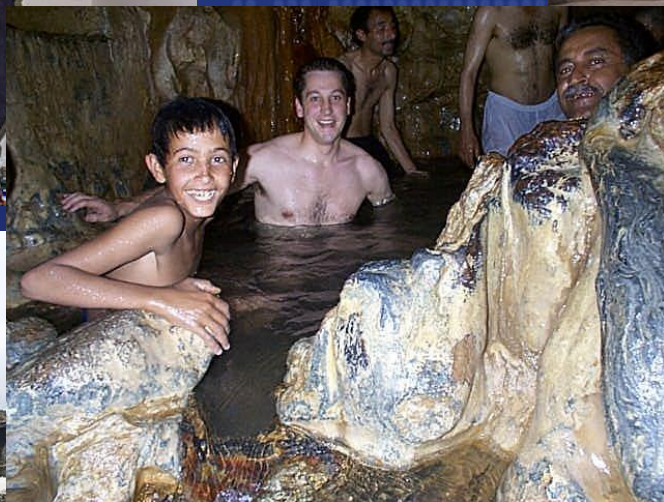
# Our Story – the beginning



PENINSULA  
HOT SPRINGS









## Japanese / Asian Nature Springs



## European Health Springs



## Indian / Indonesia / Australian Spiritual Healing Springs





We are water - water makes up 99% of our molecules





# FEMTEC

WORLD FEDERATION OF HYDROTHERAPY AND CLIMATOTHERAPY  
NGO IN OFFICIAL RELATION WITH WHO (WORLD HEALTH ORGANIZATION)

<http://www.femteconline.org/>



**GLOBAL WELLNESS**  
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EMPOWERING WELLNESS WORLDWIDE

<https://globalwellnessinstitute.org/press-room/statistics-and-facts/>



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<https://globalwellnessinstitute.org/initiatives/hot-springs-initiative/>





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RESEARCH



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EXECUTIVE SUMMARY

# Global Wellness Economy Monitor

OCTOBER 2018



## Global Wellness Tourism Economy

NOVEMBER 2018



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## GLOBAL SPA & WELLNESS ECONOMY MONITOR



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2018 RESEARCH REPORT

## Build Well to Live Well

WELLNESS LIFESTYLE REAL ESTATE AND COMMUNITIES



WWW.GLOBALWELLNESSINSTITUTE.ORG

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EMPOWERING WELLNESS WORLDWIDE

## Global Wellness Economy Monitor

JANUARY 2017



2016 RESEARCH REPORT

## THE FUTURE OF WELLNESS AT WORK

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## The Global Wellness Tourism Economy

2013



Global Wellness  
INSTITUTE™

Global Spa & Wellness Summit

Global Wellness  
TOURISM CONGRESS



# 24 INITIATIVES

Africa Wellness  
Beauty Meets Wellness  
Consulting Best Practices  
Digital Wellness  
Eastern European  
Exploring Salt & Halotherapy  
First 1000 Days  
Healthy Aging  
**Hot Springs**  
Hydrothermal  
Immersion  
Massage Makes Me Happy

Mental Wellness  
Peer to Peer Leadership Training  
Social Impact  
Sound Healing  
Sustainability  
Wellness Architecture  
Wellness at Work  
Wellness for Cancer  
Wellness for Children  
Wellness Tourism  
Women in Leadership



<https://globalwellnessinstitute.org/>



<https://www.globalwellnesssummit.com/>



# GLOBAL WELLNESS ECONOMY: \$4.2 trillion in 2017





Wellness  
Tourism  
**\$639b**

GWII defined wellness tourism as *travel*  
*associated with the pursuit of maintaining or enhancing one's personal wellbeing*



Thermal  
/Mineral  
Springs  
**\$56b**

there are 34,057 thermal/mineral springs establishments operating in 127 countries

<https://globalwellnessinstitute.org/initiatives/hot-springs-initiative/>

## Thermal/Mineral Springs Facilities and Revenues by Region, 2015 and 2017

	Number of Establishments		Revenues (US\$ billions)	
	2015	2017	2015	2017
Asia-Pacific	20,146	25,916	\$29.23	\$31.60
Europe	5,613	5,967	\$19.74	\$21.73
Latin America-Caribbean	1,148	1,406	\$1.20	\$1.60
North America	237	302	\$0.57	\$0.73
Middle East-North Africa	324	416	\$0.24	\$0.41
Sub-Saharan Africa	39	50	\$0.06	\$0.08
<b>Total Thermal/Mineral Springs Industry</b>	<b>27,507</b>	<b>*34,057</b>	<b>\$51.04</b>	<b>\$56.16</b>

*Note: The thermal/mineral springs revenue estimates include all revenues earned by these establishments, from bathing/swimming offerings, spa/wellness services and other treatments, other recreational activities, food & beverage, lodging, and other services.*

*Revenue figures may not sum to total due to rounding. \*See text below for notes on establishment growth.*

*Source: Global Wellness Institute*



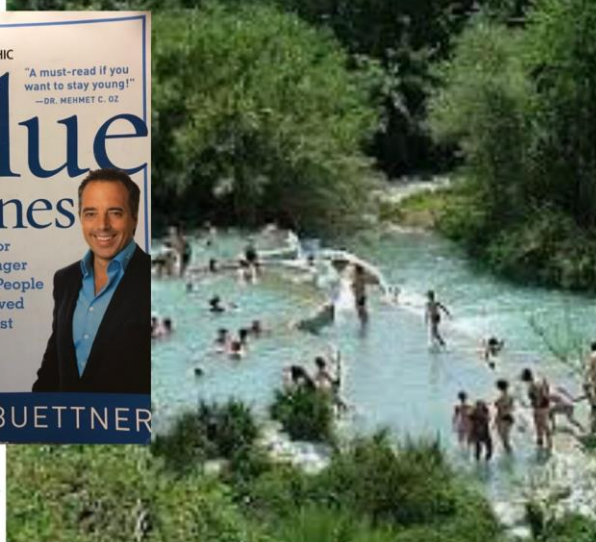
## Top Twenty Thermal/Mineral Springs Markets, 2017

	Number of Establishments	Revenues (US\$ billions)	Rank in 2017
China	3,900	\$17,501.1	1
Japan	20,972	\$12,795.5	2
Germany	1,265	\$7,151.9	3
Russia	838	\$3,667.2	4
Italy	768	\$1,718.3	5
Austria	181	\$961.1	6
Hungary	546	\$793.2	7
Brazil	207	\$718.0	8
Spain	293	\$683.1	9
Poland	203	\$674.5	10
Turkey	295	\$667.3	11
United States	280	\$631.0	12
Czech Republic	131	\$627.8	13
France	175	\$627.7	14
Switzerland	73	\$479.5	15
Slovenia	86	\$451.0	16
Slovakia	116	\$439.8	17
Taiwan	251	\$434.5	18
Iceland	154	\$432.6	19
South Korea	108	\$336.1	20

Source: Global Wellness Institute



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Okinawa NightLife



Relaxation at hot springs – Okinawa

## Natural Hot Springs of Saturnia



Deep Creek Hot Springs (San Bernar...



Hot Springs in Costa Rica in La Fortuna



# Peninsula Hot Springs Economic Impact Assessment FY17

Peninsula Hot Springs Pty Ltd

**Reliance Restricted**

07 August 2018



## 1 Executive Summary

### Peninsula Hot Springs – Economic Impact Assessment

#### 1 Executive Summary

- 2 Background and ...
- 3 FY17 Economic Impact ...
- 4 FY17-FY36 Economic Im ...
- 5 Appendices

#### Economic impact assessment

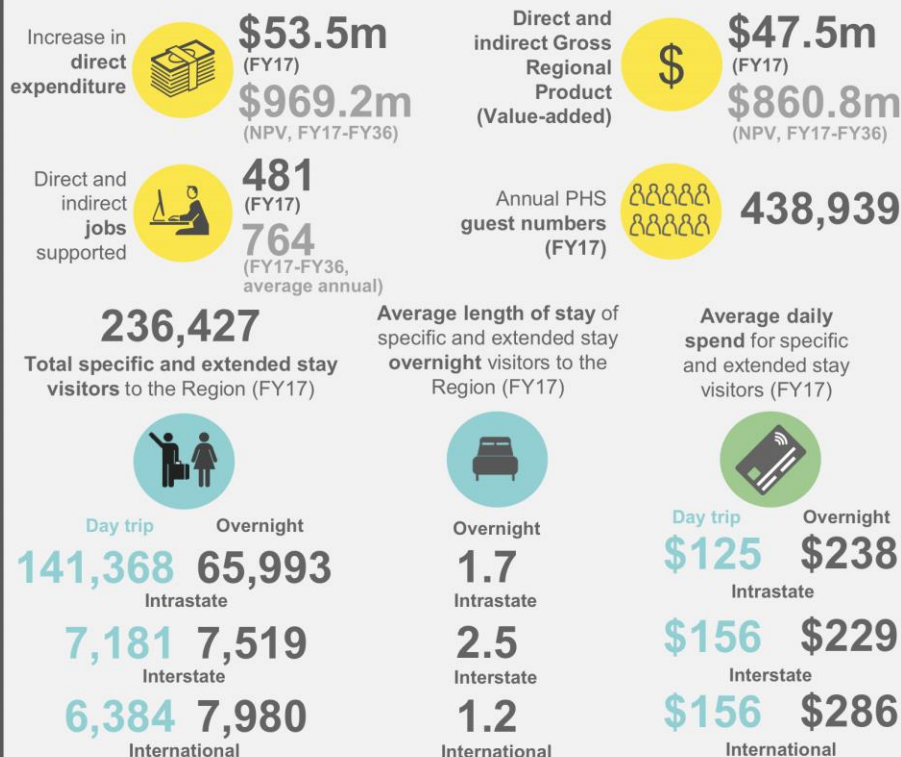
PHS is a unique Australian spa and hot spring ecotourism attraction located on the Mornington Peninsula in Victoria. Operating since 2005, PHS provides therapeutic treatments, wellness services and larger bathing attraction to cater for all ages.

PHS is visited by approximately 440,000 guests annually to attend one, or both, of PHS' main areas – the Bath House and Spa Dreaming Centre. The Bath House, more social and family friendly, attracts approximately 365,000 guests each year who can freely bath in a variety of hot springs, pools and saunas. The Spa Dreaming Centre, a tranquil space with private pools and spa treatment, attracts approximately 75,000 guest annually and seeks to provide a unique relaxation and rejuvenation experience.

EY has been engaged by Peninsula Hot Springs Pty Ltd to estimate the annual economic impact to the Mornington Peninsula Region (the 'Region') from visitation to Peninsula Hot Springs (PHS). For the purpose of this assessment the economic impact is based on activities during FY17 (July 2016 to June 2017). We have also provided a high level estimate of the total Net Present Value (NPV) of the annual economic impact over an assumed 20 year period (FY17 to FY36)<sup>1</sup>.

The economic impact estimates in this report relate directly to the increase in expenditure generated by visitors to the Morning Peninsula Region (MPR) that come to the Region specifically, or extend their stay, because of PHS.

#### Economic impact to the Mornington Peninsula Region



<sup>1</sup> Applies a 7% real discount rate

# australian hot springs





## Cunnamulla Hot Springs, NSW



## Tawarri Hot Springs, Perth, WA



### TAWARRI HOT SPRINGS

The Tawarri Hot Springs project is located on the banks of the Swan River in the established Perth suburb of Dalkeith. Our proposal is to reinvigorate the foreshore with a fluid, graceful spa located atop a dormant hot spring. Our design is largely unobtrusive as it nestles alongside the riverbank, creating a new destination point for Perth - built upon heritage and water.



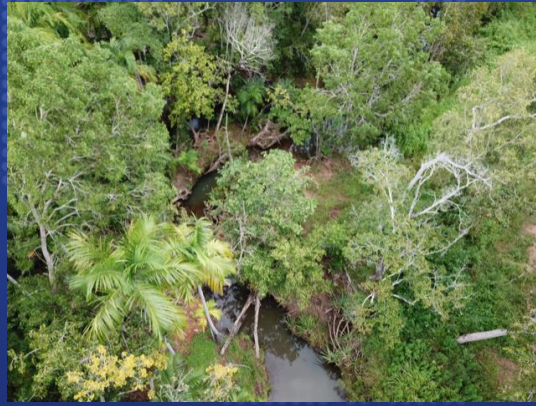
## Twelve Apostles Hot Springs



## Metung Hot Springs







**Tipperary Hot Springs**







## wellness experiences



bathing workshops

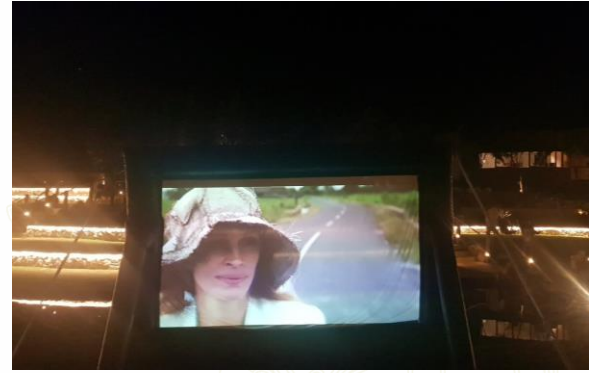
## wellness experiences



guided walks



## wellness experiences



arts & entertainment





## wellness experiences



mind body classes

# Pathway to Global Wellness Culture

World Wellness Weekend, September 22-23





HOTEL AN DER THERME  
BAD ORB  
GERMANY



OCTOBER 13 & 14  
2016

An invitation-only meeting of industry minds during an exciting period for hot springs worldwide

## GLOBAL THERMAL THINK TANK (G3T) 2017

CALIFORNIA & NEW MEXICO USA  
2-7 OCTOBER

TWO BUNCH PALMS  
GLEN IVY HOT SPRINGS  
Die Caliente  
NEW MEXICO

For the second year, join hot springs owners, senior managers and researchers from across the globe to discuss a range of pertinent industry issues and ensure we grow together

### LET YOUR IDEAS FLOW WITH THOSE OF WORLDWIDE INDUSTRY LEADERS

TWO BUNCH PALMS

Last year's inaugural event saw hot spring leaders from Australia, Austria, China, Germany, Hungary, USA, UK, France, Thailand and many more.

What can YOU bring to the springs this year?

[www.thermalthinktank.com](http://www.thermalthinktank.com)

2018  
**G3T**  
GLOBAL THERMAL THINK TANK  
3-5 October  
INVITATION

GLOBAL WELLNESS  
SUMMIT 2018  
Taking place just prior to the 2018 Global Wellness Summit  
6-8 October  
Techengrin, Cesena, Italy

TUSCANY  
ITALY

### LET YOUR IDEAS FLOW WITH WORLDWIDE INDUSTRY LEADERS

Join us for an invitation-only meeting of hot springs industry minds. Hot springs owners, operators, senior managers and researchers from across the globe discuss a range of industry issues and opportunities to collaborate and grow together.

GROTTA GIUSTI  
TUSCANY

The first two G3T events in Germany and USA saw hot spring leaders from Australia, Austria, China, Germany, Hungary, USA, UK, France, Thailand and many more.

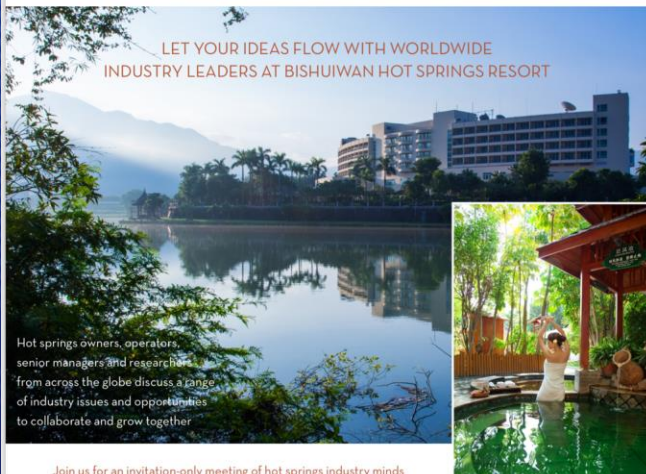
What can you bring to the Tuscany talk?





2019  
**G3T**  
GLOBAL THERMAL THINK TANK  
12-13 October

## INVITATION



LET YOUR IDEAS FLOW WITH WORLDWIDE  
INDUSTRY LEADERS AT BISHUIWAN HOT SPRINGS RESORT

Hot springs owners, operators,  
senior managers and researchers  
from across the globe discuss a range  
of industry issues and opportunities  
to collaborate and grow together

Join us for an invitation-only meeting of hot springs industry minds

The G3T is an annual conference activity of the Hot Springs Initiative, a global network of hot springs owners, operators, academics and industry participants dedicated to exploring the diverse potential of geothermal waters to contribute to the health and wellbeing of visitors as well as the economies and societies in which they are located.

We seek to connect communities who have geothermal water and provide opportunities to meet, share thoughts and collectively grow the industry while generating consumer and political awareness of this unique natural and sustainable resource found in every country on earth.

The first three G3T events in Germany USA and Italy saw hot spring leaders from Australia, Austria, China, Germany, Hungary, Italy, Japan, USA, UK, France, Thailand and many more.

What can you bring to the Guangdong talk?

[www.thermalthinktank.com](http://www.thermalthinktank.com)



G3T is taking place just  
prior to the 2019  
Global Wellness Summit.  
15-17 October,  
Grand Hyatt,  
Hong Kong



2019  
**G3T**  
GLOBAL THERMAL THINK TANK  
18-20 October

## INVITATION

LET YOUR IDEAS  
FLOW WITH  
WORLDWIDE  
INDUSTRY  
LEADERS AT  
UEDA-JO  
CASTLE



Conference cost of  
JPY 29,000 pp includes:  
• Conference room at  
Ueda City Chamber of  
Commerce, near the  
Ueda-jo Castle  
• Refreshments for the  
conference  
• Lunch at Ueda-jo Castle  
park (day 1) and Saito  
Hotel (day 2)  
• 2 chartered buses for  
Days 1, 2 and 3

Hot springs owners, operators,  
senior managers and researchers  
from across the globe discuss a range  
of industry issues and opportunities  
to collaborate and grow together,  
while immersed in ancient  
Japanese onsen culture.



G3T Japan is taking  
place just after the  
G3T China event  
(Oct 12-13) and the  
Global Wellness  
Summit  
(Oct 15-17) in  
Hong Kong

[www.thermalthinktank.com](http://www.thermalthinktank.com)

<https://globalwellnessinstitute.org/initiatives/hot-springs-initiative/global-hot-springs-resources/>



# The Wellness Moonshot

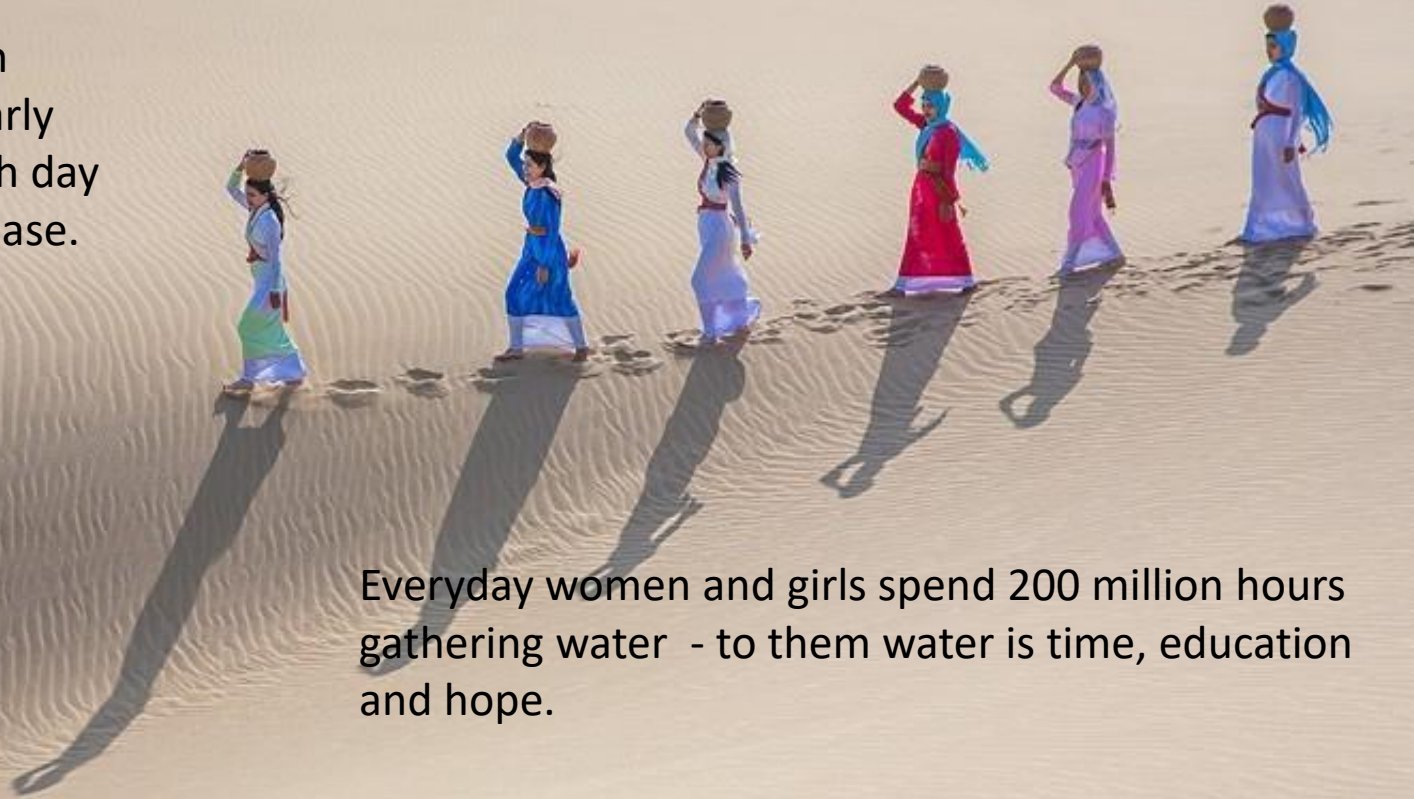
A World Free of Preventable Disease



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# Access to bathing water is a critical health issue

1 in 3 people on earth  
cannot bathe and nearly  
1000 children die each day  
from waterborne disease.



Everyday women and girls spend 200 million hours  
gathering water - to them water is time, education  
and hope.





**BATHE THE WORLD**  
FOUNDATION

*A bucket of water for everybody, every day, that is our vision.*

Water is life and when water flows well, wellness and wealth follow. Yet, currently one third of the people on earth do not have access to bathing water and therefore cannot adequately wash off their urine, faeces and menstrual blood.

These are the poorest people in the world and include nearly 1 billion people without access to sufficient drinking water or food, and 2.4 billion people who lack access to bathing water.

<http://bathetheworld.org>



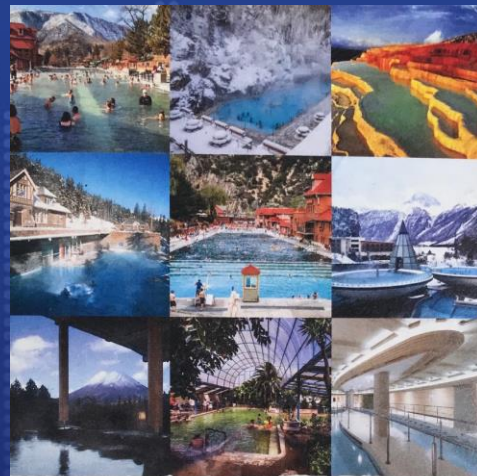
**WORLD BATHING DAY**  
**22 JUNE**

*People coming together across the world to celebrate water, its rituals and cultural traditions, through the act of bathing.*

**World Bathing Day is a celebration of water and the diverse rituals and cultural traditions associated with the act of bathing and cleansing.**

GET INVOLVED →

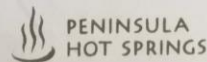
<http://worldbathingday.org>



world bathing day

Join us in supporting Bathe the World Foundation with their petition to the United Nations to declare 22 June World Bathing Day. World Bathing Day will be an annual celebration of bathing in all cultures of the world. For more details and to sign the petition visit the link below.

[bit.ly/bathetheworld](http://bit.ly/bathetheworld)





# Bathe the World Event - 22 June, 2023







# Questions?



PENINSULA  
HOT SPRINGS

