

Press release – November 2012

The European Route of Historic Thermal Towns at the Louvre!

The EHTTA (European Historic Thermal Towns Association)

The European Historic Thermal Towns Association (EHTTA) is a network that was created in Brussels in 2009, gathering together **25 thermal towns** (including Evian – France, Baden Baden – Germany, Bath – United Kingdom, Ourense – Spain, Acqui Terme and Montecatini Terme – Italy, as well as Budapest – Hungary, Daruvar – Croatia and Techirghiol – Romania) situated in **10 European countries**. These towns possess an iconic architectural heritage, and the curative properties of their mineral water are recognised across Europe.

The objectives of this European network consist of obtaining recognition of **the innovative and cultural specificities of European thermal towns** from the European Union, with a view to developing their tourist activity in the framework of a new plan encouraging the cross-border tourism of “**Destination Europe**”. The EHTTA encourages the development and economic restructuring of thermal towns and the protection of their heritage and culture through the exchange of experiences and best practices on a European level.

All member towns of the EHTTA form an integral part of the European Route of Historic Thermal Towns, one of the 24 Cultural Routes recognised by the Council of Europe just like the Santiago de Compostela Pilgrim Routes, the first to receive this label of European citizenship exactly 25 years ago.

The European Route of Historic Thermal Towns will attend the prestigious International Heritage Show at the Carrousel du Louvre from the 8th to 11th November (stand A24)

The International Heritage Show is a new chance to present the European Route of Historic Thermal Towns to the public. In the framework of the European Commission and Council Europe’s joint Programme on Cultural Routes, the European Institute of Cultural Routes is participating in the International Heritage Show which takes place from the 8th to 11th November at the Carrousel du Louvre in Paris. As an incredible synergy between all heritage actors, the show is this year focusing on **environmentally responsible heritage**. **The European Route of Historic Thermal Towns will be presented on stand A24** with the Council of Europe, the European Institute of Cultural Routes and other cultural routes.

The cultural routes: the source of a new form of tourism development

During the International Heritage Show, on the **9th November at 10:30am (Salle Delorme)**, the European Institute of Cultural Routes, in collaboration with the Council of Europe, the European Commission and the French Ministry for Culture, is organising the **workshop, “The cultural routes: the source of a new form of tourism development”**.

As cultural heritage is more and more being considered as a new form of cultural good, methods of heritage management are evolving to integrate new aspects to aid local communities in taking advantage of the benefits of their cultural heritage. These aspects often arise from a new genre of tourism, which is more respectful of the environment, natural and cultural heritage, and local traditions. This workshop will offer a snapshot of the aspects of sustainable and responsible development for cultural heritage management in their development and integration in the management and evaluation of the Cultural Routes of the Council of Europe.

The European Route of Historic Thermal Towns will speak during this conference along with the two other routes invited, the Pilgrim Routes of Santiago de Compostela and the Ceramic Route.

For more information:

Discover the **EHTTA website**: www.ehtta.eu

Join its **Facebook page**: www.facebook.com/ThermalTravels

Consult its **press review**: <http://www.scoop.it/t/historic-thermal-cities-villes-thermales-historiques>