



THE EUROPEAN
ROUTE OF
HISTORIC
THERMAL
TOWNS

Cultural route
of the Council of Europe
Itinéraire culturel
du Conseil de l'Europe

COUNCIL OF EUROPE



CONSEIL DE L'EUROPE



European Route of Historic Thermal Towns

Thermal Travels – Immerse Yourself in the Spa Culture of Europe

Summary

EHTTA successfully applied for funding from the European Travel Commission (VisitEurope) to run an online campaign in the summer of 2022. The Great Spa Towns of Europe also contributed to the campaign funding. This multifaceted project included several elements:

- A new landing page - www.thermaltravels.com, which received over 11,000 visits in 3 weeks.
- Social media campaigns managed by MMGY.
- Partnership with FITReisen (tour-operator).
- 2 Social Media Campaigns with MMGY agency.
- A new video clip in English, French and German.
- Press Trips for 3 USA journalists who visited France, Germany, Italy, Czech Republic and Greece, with resulting articles in major US publications, including VOGUE.com.
- New campaign key visuals.

The outcomes of the project are numerous - from viral TikTok videos to tracked spend of over 1000 travellers to Europe who booked trips after seeing the social media campaign. The project met and greatly exceeded all the targets for the campaign and was considered a great success. It has led to further collaborations with the ETC including a Fam Trip for tour operators taking in EHTTA's Thermal Tourism Congress, (and another being planned for 2023), being featured in their November online Guide on Thermal Towns, and a December social media campaign.

More information:

<https://historicthermaltowns.eu/thermal-tourism-events/>

Main objectives

"Thermal Travels - Immerse Yourself in the Spa Culture of Europe" was a co-funded B2C awareness-raising campaign with the European Travel Commission (VisitEurope), targeting travellers from the USA, Canada and Europe.

Fields of action

- Co-operation in research and development
- Enhancement of memory, history and European heritage
- Cultural and educational exchanges for young Europeans
- Contemporary cultural and artistic practice
- Cultural tourism and sustainable cultural development

Type of Best practice

Digital content

Contact information

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Date and Venue

July 2022
Czechia, Greece, France,
Germany & Italy

General Assembly Meeting

5 May 2022
Caldes de Montbui, Spain

10 November 2022
Online