EUROPEAN HISTORIC THERMAL TOWNS

UN Tourism
AFFILIATE MEMBER

THERMAL DESTINATIONS

Symbiosis of Health & Cultural Tourism

UN Tourism Affiliate Members Corner
FITUR 2026

Presented by :

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who are we?

The European Historic Thermal Towns Association (EHTTA) is a network of European thermal destinations that share a unique heritage linked to the healing power of *mineral waters.*

- **founded in 2009** as international non-profit association (AISBL);
- certified as **Cultural Route of the Council of Europe** since 2010;
- **Municipalities and Regions meeting certain criteria** (e.g. importance as spa town in European history, active use of thermal (mineral) water for therapeutic purposes (drinking/bathing), thermal architecture, therapeutic landscape);
- **Membership Categories:** Active + Associate Members + International Partners

EUROPEAN HISTORIC THERMAL TOWNS

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

COUNCIL OF EUROPE
CONSEIL DE L'EUROPE

AFFILIATE MEMBERS CORNER @ FITUR 2026

More than 50 Destinations in 20 countries



Touristic Product

Thermal Destination

HEALTH TOURISM

- Destinations of wellbeing and health
  - by history!
- Medical expertise and infrastructure
  - by history!
- Destinations built to welcome, host and entertain guests since hundreds of years

Challenge :
Transformation from “Curing the old and sick” to “Destinations of Wellbeing, Prevention & Health”

CULTURAL TOURISM

- Heritage & Culture
- (Hi)“Story-Telling” e.g. linked to historic figures, important events in European history
- Tangible and intangible heritage
- Experience of local and authentic traditions (events, arts, gastronomy, etc.)
- Destinations’ target: more quality rather than quantity

Culture & Heritage

- Spa Architecture
- Springs & Sources
- Villas & Grand Buildings
- Parks & Gardens
- Arts & Museums
- Festivals & Events
- Sightseeing & Tours

Health & Wellbeing

Water

Landscape

Spa Culture

Thermal Tourism

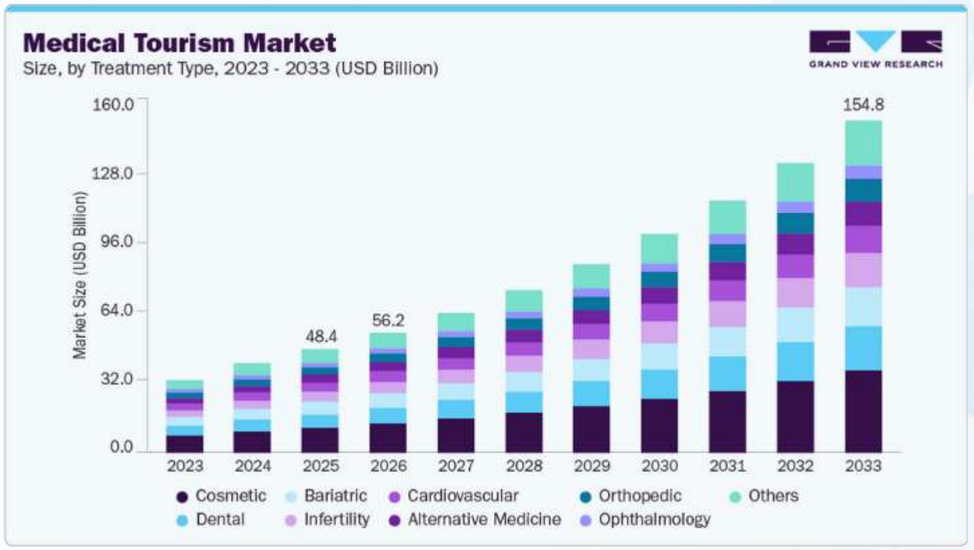
Prevention

Cure

Rehabilitation

The industry in numbers

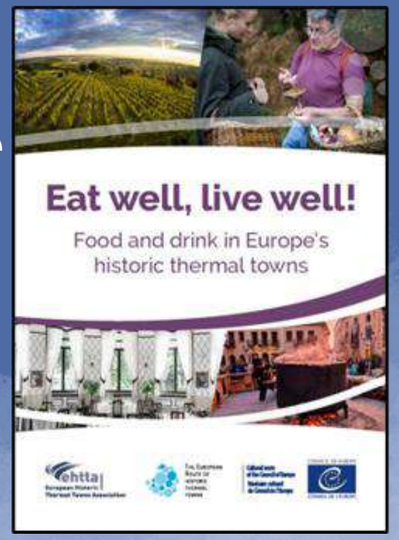


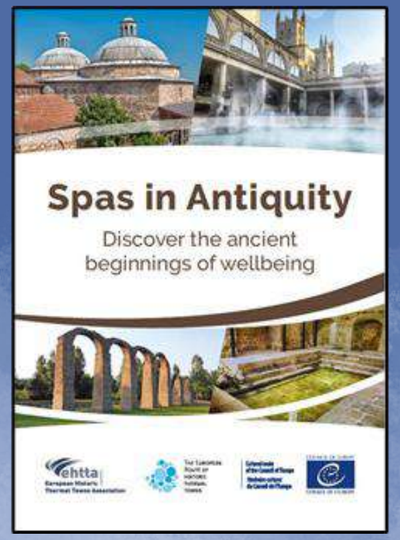


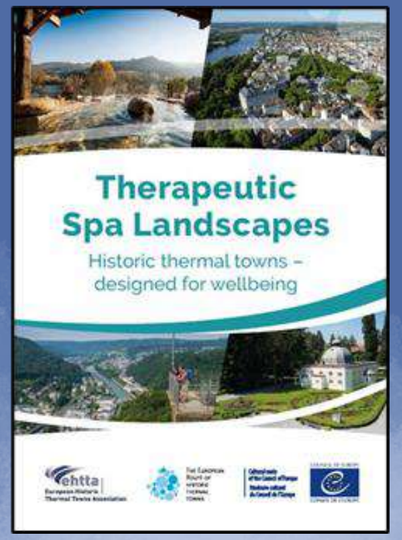
Source: https://www.grandviewresearch.com/industry-analysis/medical-tourism-market

Health as Inspiration for *Themed Packages & Experiences*

- **Healing Water at the heart** of the destinations
- Cultural Offers & Traditions enrich the **experience**
- Focal point of touristic product easily adapts to guest's preference (Health or Culture)
- Stakeholders encouraged to work with and along **destination's DNA**







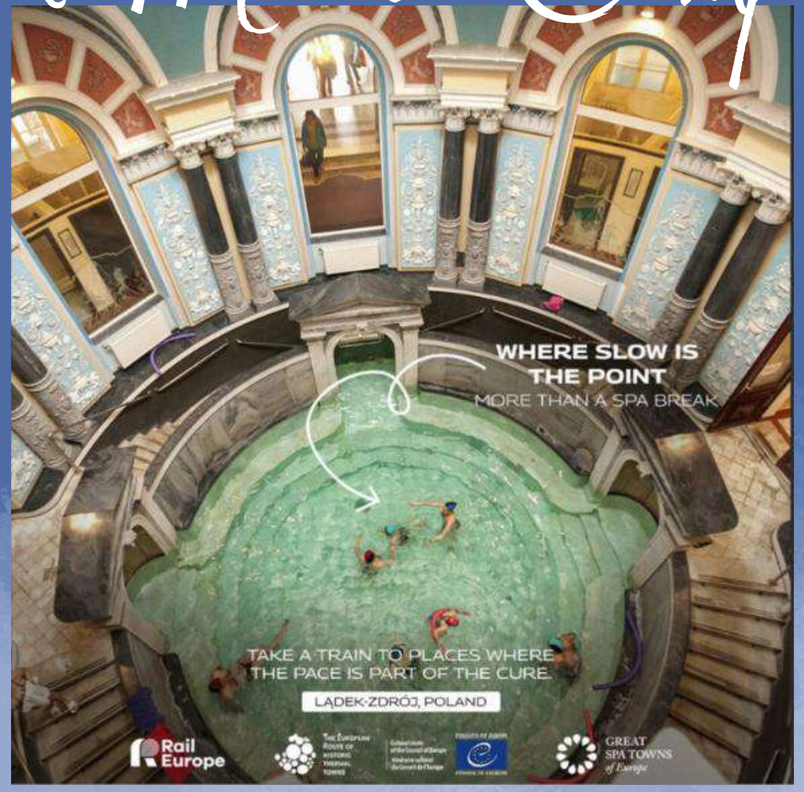


Projects & Events
Awareness-raising & visibility

Attracting New Interest Groups

Social Media Campaigns







“Europe’s Original Hot Spots” - encouraging sustainable travel & product discovery

Creating Curiosity

Bathrobes as Symbol









B2C

B2B



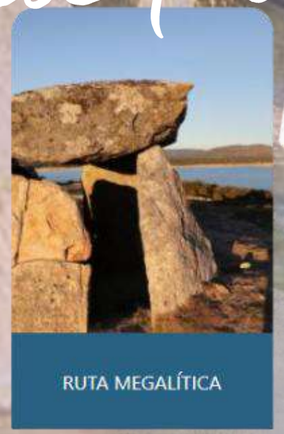


"Bathrobe Addicts" - Introducing to the product with entertainment

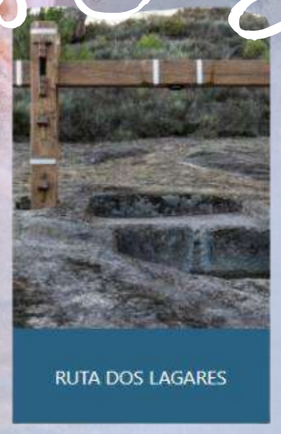
EHTTA Members' Inspiration for *Themed Packages & Experiences*

European Route of Historic Thermal Towns
Camino de Santiago (St. James Way)
Megalitic Route

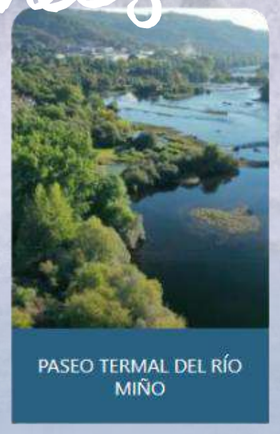
Cultural Routes of the Council of Europe - Crossing Heritage Themes


RUTA MEGALÍTICA


VÍA DE LA PLATA OR CAMINO MOZÁRABE (CAMINO DE SANTIAGO)


RUTA DOS LAGARES


RUTA TERMAL Y DEL AGUA. MANANTIALES DE AGUAS MINEROMEDICINALES


PASEO TERMAL DEL RÍO MIÑO

OURENSE TERMAL

Today's Take-Aways

a mutual combination **Heritage & Culture**
Wellbeing & Health

... often unexpected **... in many ways** surprising

... a real global phenomenon

... with plenty cross-sector opportunities

... connected to an exponentially growing market

Thank You

for your time and attention



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