

# LA ROUTE des villes d'eaux du Massif central

**ROUTE  
DES VILLES  
D'EAUX**  
MASSIF CENTRAL



# An atypical and innovative association

Created in 1997 under the impetus of the DATAR Massif Central (Delegation for Regional Planning and Action), now the ANCT (National Agency for Territorial Cohesion), the Route des Villes d'Eaux du Massif Central is an innovative inter-municipal development structure, which has set itself the goal of developing a tourist industry specific to spa towns, in conjunction with all the players and partners concerned.



## A territory with strong tourist potential

From the rolling hills of the Bourbonnais to the southern Ardèche, from the green hills of the Creuse to the Aubrac plateau, via the Auvergne volcanoes, the Association brings together 17 spa towns spread over 4 regions and 9 departments.

**The member resorts are:** Bourbon-Lancy, Bourbon-l'Archambault, La Bourboule, Châteauneuf-les-Bains, Châtel-Guyon, Chaudes-Aigues, Cransac-les-Thermes, Evaux-les-Bains, Le Mont-Dore, Montrond-les-Bains, Nérís-les-Bains, Royat - Chamalières, Saint-Honoré-les-Bains, Saint-Laurent-les-Bains, Saint-Nectaire, Vals-les-Bains and Vichy.

## Changing the image and enhancing the specificities of the spa towns

To change the image of the spa towns, to highlight their assets in order to reinforce their tourist appeal, such is the vocation of the Route des Villes d'Eaux du Massif Central. In order to allow the prescribers (institutions, journalists, operators of tourism, heritage and culture...) and the general public to identify the spa towns as tourist destinations in their own right, the association is developing a strategy based in particular on the promotion of well-being and thermal heritage, two essential specificities of the spa towns. A policy of cooperation on a European scale has also been deployed for several years.



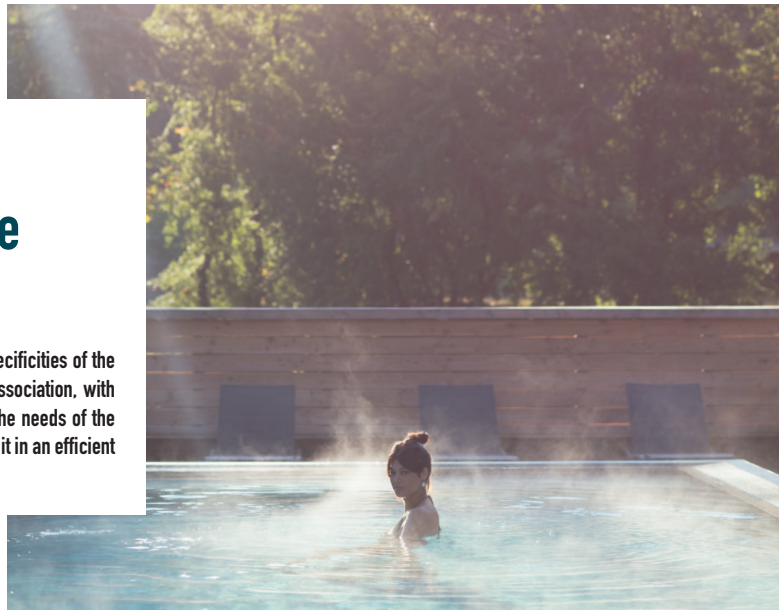
## Les Accros du Peignoir, a brand serving the strategy

Since 2016, the Route des Villes d'Eaux du Massif Central has been deploying the "Bathrobe Addicts" concept, which aims to rejuvenate the image of the spa destination by renewing the tone and codes of its communication. In a fun and offbeat spirit, this brand promotes the art of living in spas and their many, sometimes unknown, assets. Since its creation, a dynamic has emerged, allowing Les Accros du Peignoir to fully invest in the network of La Route des Villes d'Eaux du Massif Central, to gather numerous partners and ambassadors and, recently, to expand internationally.



## The emergence of a real sector of well-being in the Massif Central

The well-being with thermal water constitutes one of the tourist specificities of the spa towns and was one of the first fields of investigation of our Association, with the triple intention to make emerge a qualitative offer, adapted to the needs of the market, to structure it by associating all the partners and to promote it in an efficient way.



## The thermal heritage, another development axis of the Route des Villes d'Eaux du Massif Central

Since 2008, the Route des Villes d'Eaux du Massif Central has been promoting the thermal heritage of its territory. The thermal heritage is used as a lever for development and as a support for tourist innovation, through different actions: an inventory of the thermal heritage, partnerships with heritage operators and new media, projects in the field of digital technology, cultural actions with, in particular, the Culture Bains project.

## Our Association at the heart of a European dynamic

The Route des Villes d'Eaux du Massif Central has an ambitious strategy of cooperation at the European scale. Our association is an associate member of the European Historic Thermal Towns Association (EHTTA), which was awarded the title of Cultural Route by the Council of Europe in 2010.

Moreover, since the 24th July 2021, one of the resorts in our network, Vichy, has been included in the list of 11 European spa towns on the UNESCO World Heritage List under the name of "Great Spa Towns of Europe". The Route des Villes d'Eaux du Massif Central also coordinates European projects on various themes such as spa culture, health tourism and health prevention.



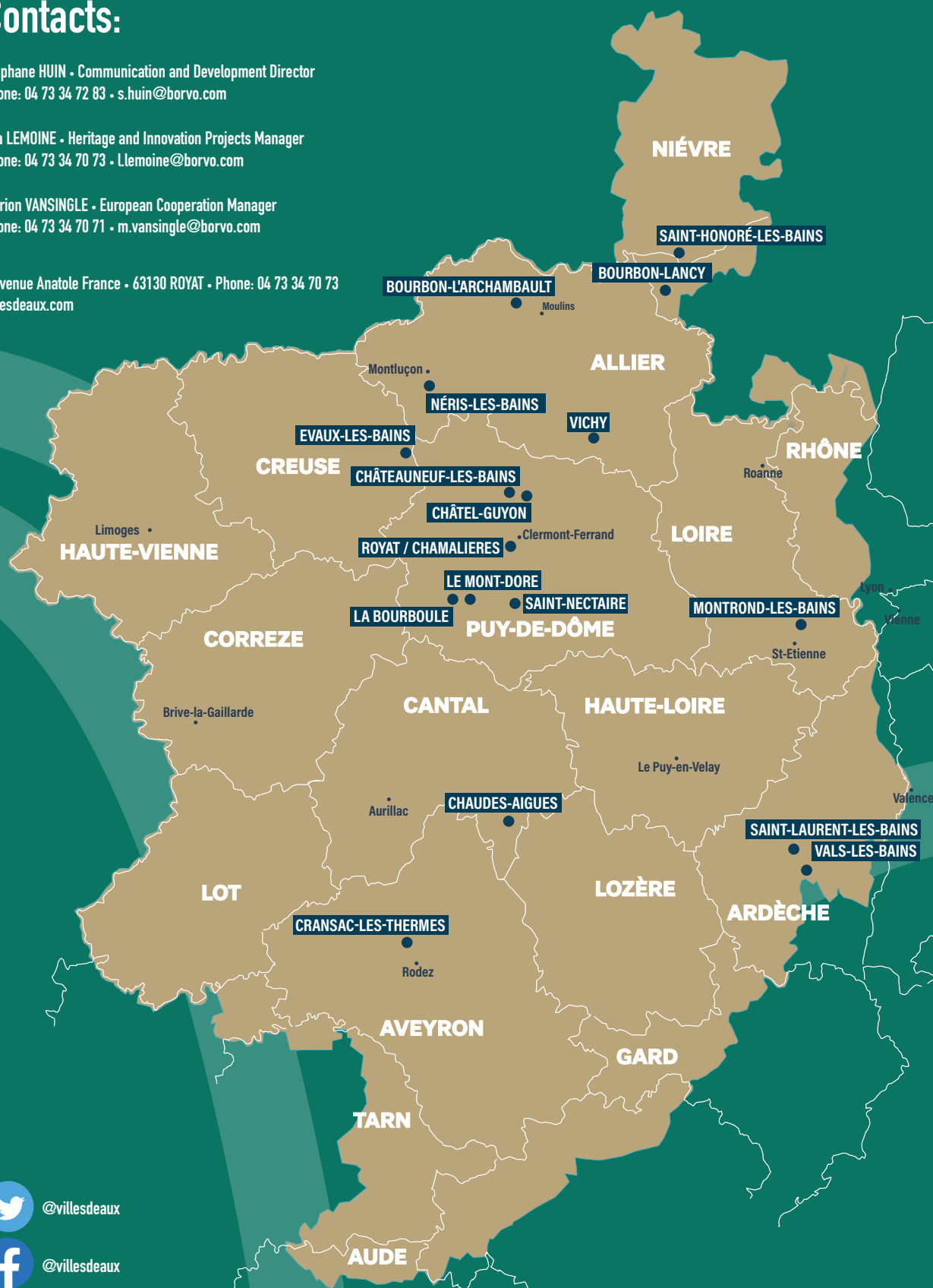
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