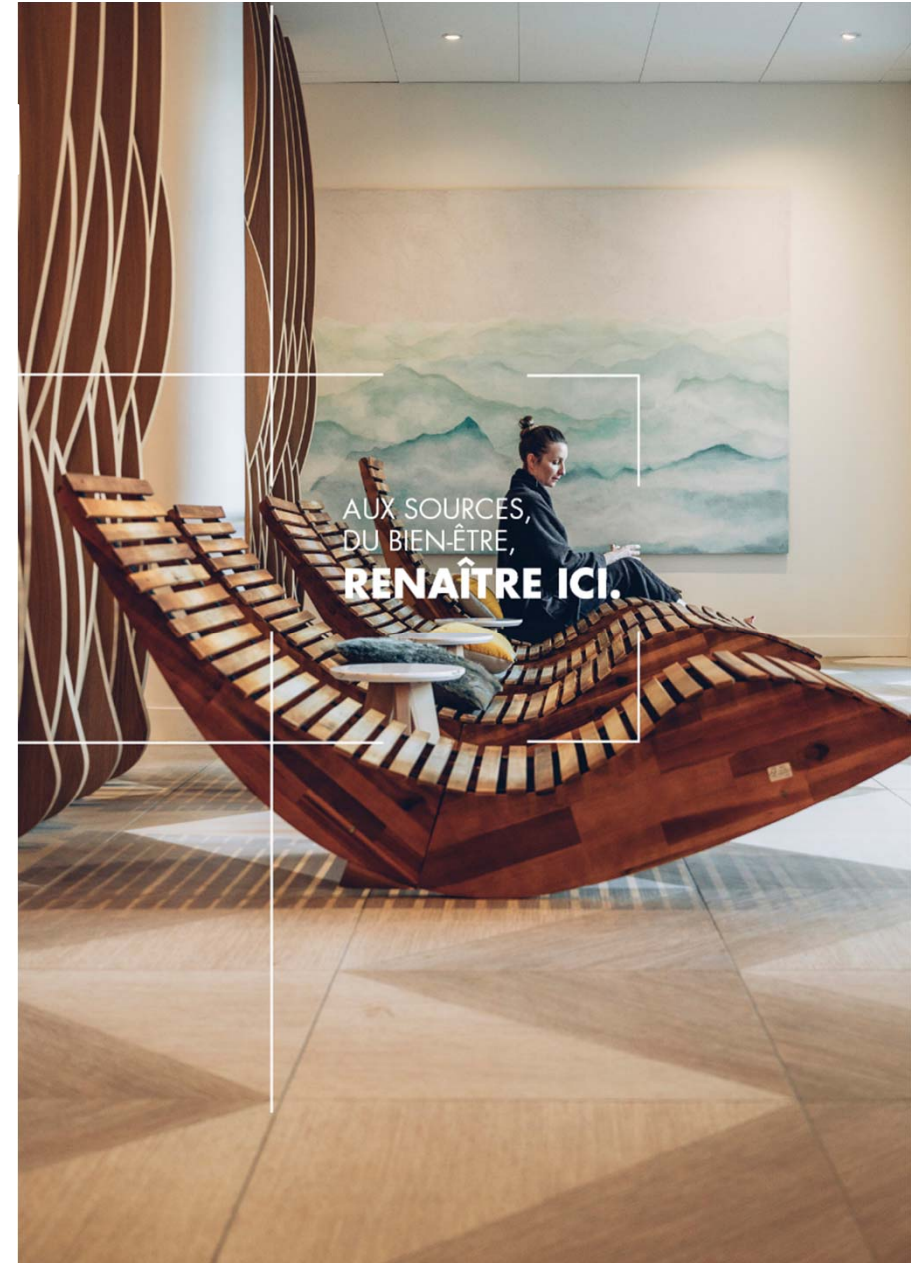
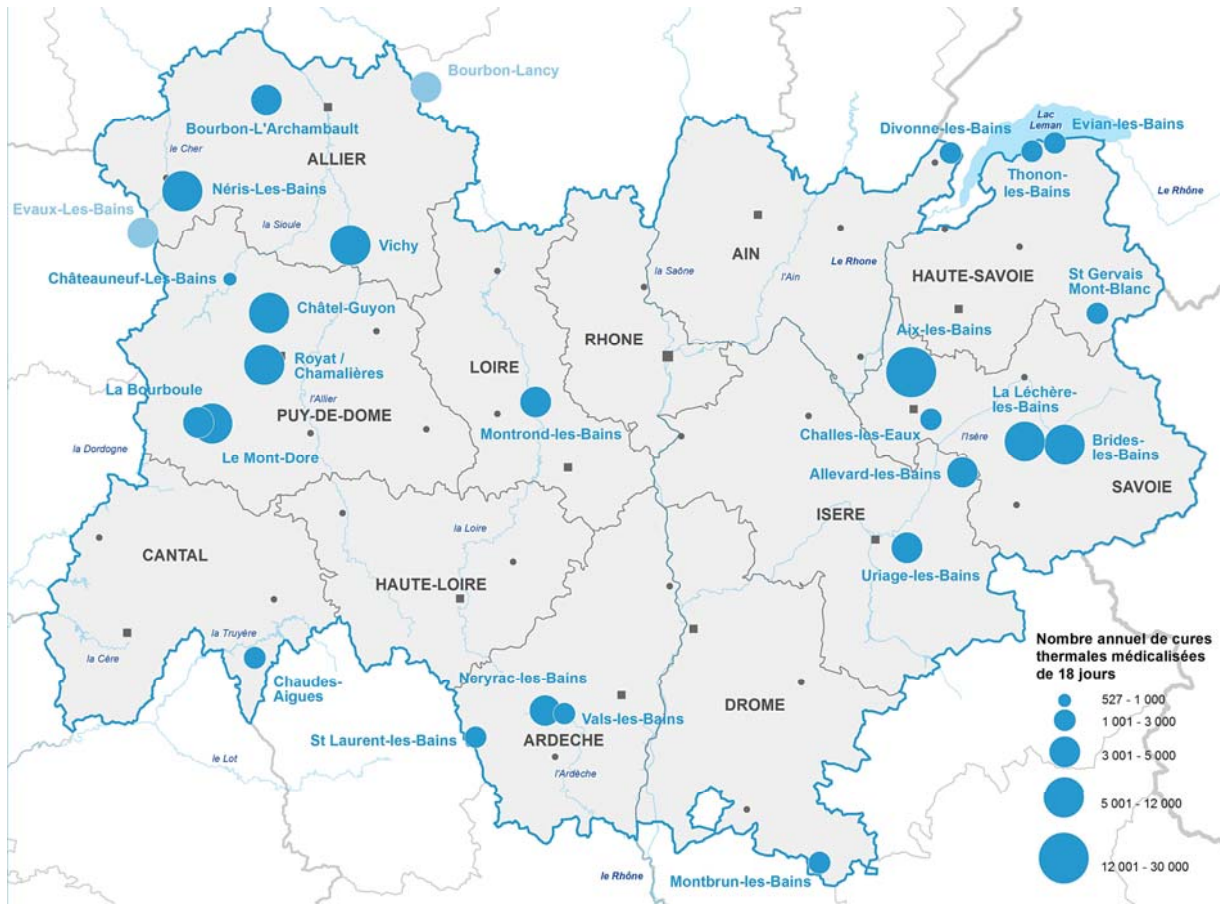


# THE 24 SPA TOWNS OF AUVERGNE-RHONE-ALPES



# THERMAL PLAN



Thermes de Neyrac



Thermes de Châtel-Guyon



INVESTMENT

€ 25 M

to support investments  
of spa towns and  
thermal establishments



€ 51 M

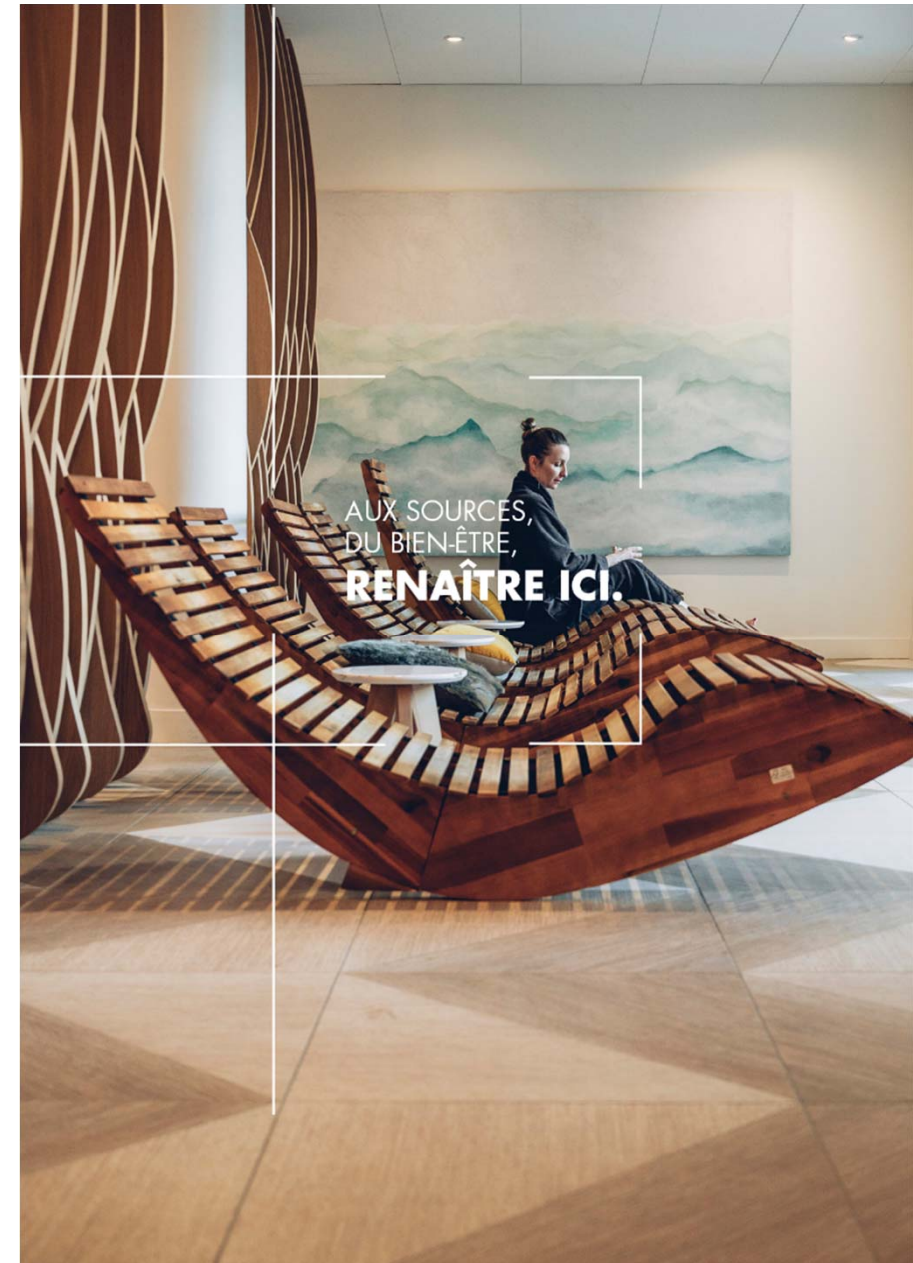
To support tourism  
projects and urban  
development projects

JOINT INITIATIVES

TRAINING, PROMOTION, COMMUNICATION, STUDIES, INNOVATION...

# REGIONAL AIMS

- Strengthen thermal activity
- To become the **reference SPA region** in the field of **health prevention and well-being**, by supporting the creation of new generation spas
- To accelerate job creation in this sector and increase the turnover generated by the spas
- To attract new national and European clients hoping to preserve and improve their “health capital” developing the concept of full health spa.
- To offer in addition to the current medical offer, a new one, individualized and medically approved, based on health prevention : mental coaching, physical activities, nutrition in a preserved environment.



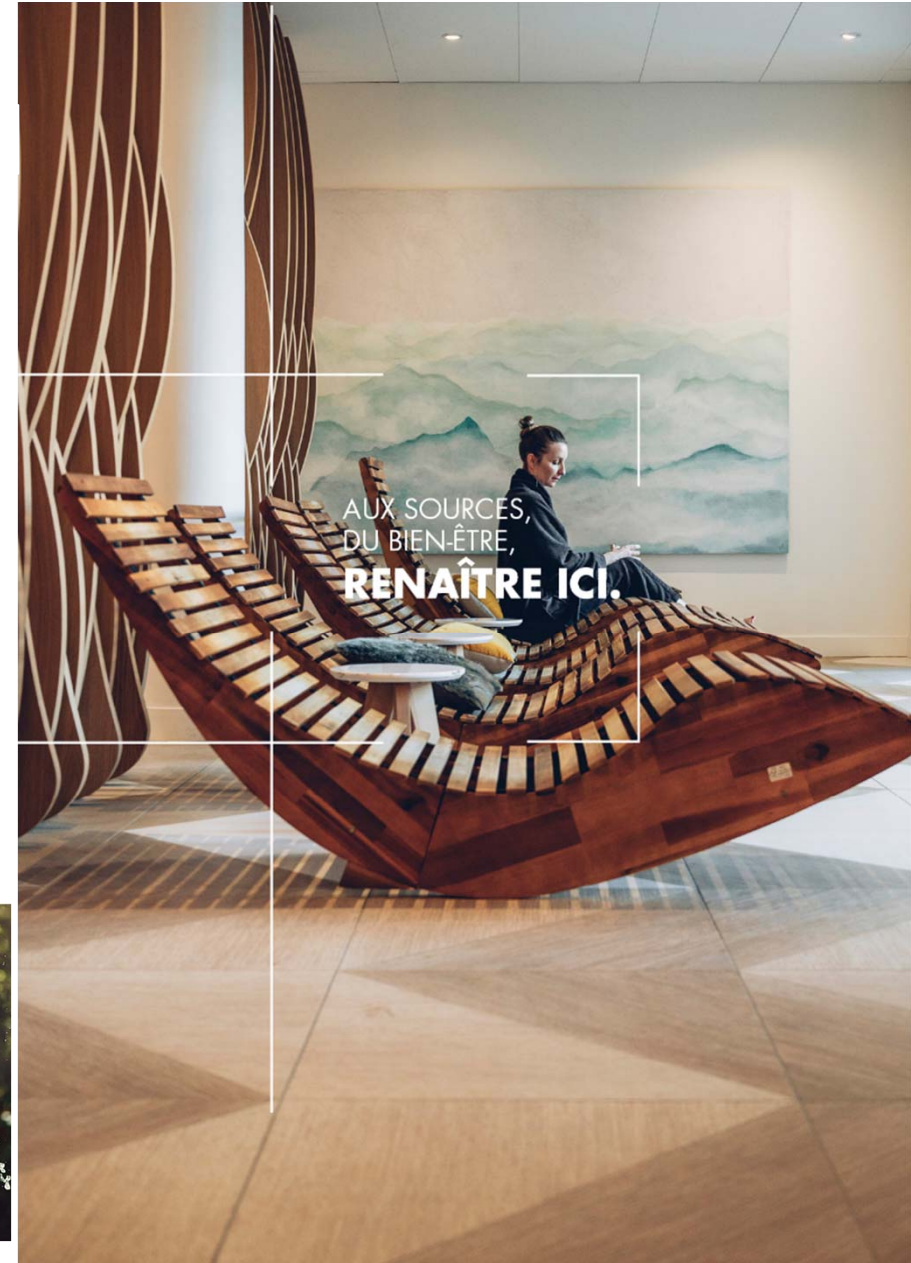
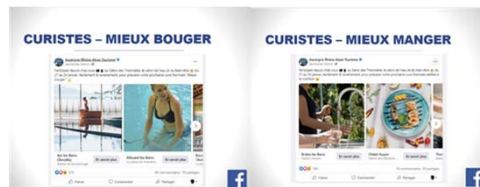
# AUVERGNE-RHONE-ALPES Tourisme

€300.000 plan / year to :

- relaunch the sector whether for well-being, sickness prevention or spa customers ;
- support spa towns to create great “wellness” destinations and diversify through a new positioning: sickness prevention and health assets optimisation

## Online

- Digital web & social media campaigns (Facebook, display, replay TV campaigns, banniering...)
- Online « Thermalies » general public trade fair
- Social media Influencers



# Auvergne-Rhône-Alpes Tourisme

## Print

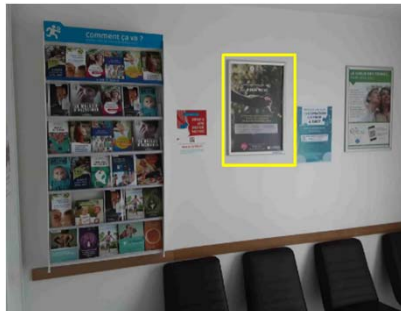
- Pages in specialized magazines, ads in press

Bien-Être Thermal – Santé Magazine

santé



- Posters in medical offices



## Studies & Trainings

- Marketing relevance of preventive healthcare products in spa towns
- Build and sell spa products

