

Nomination of
The GREAT
SPAS of Europe



for inclusion on the
World Heritage
List

5.h Visitor facilities and statistics

All spa towns of the nominated property have a long-lasting experience with providing service to large numbers of domestic and foreign visitors, and their tourism infrastructure is mostly good or very good. All spa towns of the series are easily accessible by different transport means and have well developed systems of public transport as well as parking facilities. Visitor infrastructure includes sufficient accommodation and catering facilities, information centres, cultural and sports facilities as well as well-maintained therapeutic spa landscapes.

This section summarises the available facilities and infrastructure for each component. For each, it is given as far as possible in the order:

Access/ Parking

Tourist Information and interpretation

Cure and leisure facilities

Accommodation

Landscape

Where a general summary has been provided, this has been used as an introduction to each component.

1. *Baden bei Wien*

AUSTRIA

Due to its long-standing tradition as spa-town and “Sommerfrische”, *Baden bei Wien* offers a wide range of visitor facilities and tourist-infrastructure.

Access/Parking

Baden is located some 26 km south of Vienna. It can be easily reached by car, bus, train, tramway (“Badner Bahn”) from Vienna and by plane (closest airport: Vienna International).

There are many parking facilities in and close to the city-centre. The use of car parks is normally covered by a fee. (<https://www.tourismus.baden.at/parken-1>).

Tourist Information and interpretation

The Tourist information office is located in the former spa “Leopoldsbad” (Brusattiplatz 3). The Tourism-Office employs some eight persons. The city runs also its own website with relevant information for tourists and inhabitants (<https://www.tourismus.baden.at/>).

Orientation in the city will be achieved through an information-system which provides also information about the history, monuments and remarkable sites in several languages. Guides tours are available on regular basis.

Accommodation

As spa-resort *Baden* enjoys a long-standing tradition in hosting guests. Hotels and pensions of different comfort-levels offer 1947 beds (List at: <https://www.tourismus>).

baden.at/unterkuenfte-17). Beside these facilities, the social insurance companies as operators of the spas run their own accommodation-facilities for their patients.

Museums

Several museums provide a deep insight in the history of the City and offer a broad view on the various aspects of the former life, famous guests, and important historic events and explain Baden's current leading role as spa town in Austria.

The museums are:

Arnulf Rainer Museum: Arnulf Rainer (*1929, Baden) represents one of the most influential in contemporary art. The museum is located in the former "Frauenbad", which served between 1821 and 1973 as spa, and was converted to an exhibition hall in 1977.

Rollettmuseum: Based on the collection of Anton Franz Rollett (1778-1841) from *Baden*, the museum shows the history of Baden from its very beginning at Stone Age until the end of the twentieth century.

Puppen- and Spielzeugmuseum *Baden*: hosts the collection of dolls and toys initiated by Helga Weidinger from *Baden*. The collection demonstrates the development of childhood occupations over three centuries.

The Kaiserhaus, the former Palais Esterhazy, was bought in 1813 by Emperor Franz I for his private use. During the First World War it was used by Emperor Karl I in his capacity as supreme commander of the Austrian Army. Recently the building including the imperial apartment was refurbished and hosts temporary exhibitions on *Baden's* close relation with the Habsburg-family.

Kaiser Franz Josef Museum presents the influence of the Habsburg-family on the development of *Baden* focused on the spa; it also a huge ethnographic collection.

Beethovenhaus: The composer Ludwig van Beethoven frequently enjoyed treatment at the spas in Baden, spending the summers of 1821, 1822 and 1823 in the building Rathausgasse 10, where he composed essential parts of his 9th symphony. The Beethovenhaus shows insights into the daily life of Baden during Beethoven's visits, but also focuses on the work of the famous composer.

Cure and leisure facilities

Baden hosts many attractions, e.g. Congress Casino, harness-racing track, traditional wine taverns and shopping facilities. The town theatre and the covered summer arena with seating for up to 700 people put on performances of traditional operettas, musicals and plays all around the year. There are also classic spa concerts in the pavilion in the spa park held by the city orchestra in summer. *Baden* has a rich cultural life and hosts numerous events, like conferences, concerts and balls: Ball Royale of the City of *Baden*, Festival of Roses, Beach volleyball World tour Event, Festival La Gacilly-Baden-Photo, *Baden* in White, Beethoven days, Moonlight Sonata concerts, Wine & Pleasure Mile, Christmas Market, etc.

Accommodation

As spa-resort *Baden* enjoys a long-standing tradition in hosting guests. Hotels and pensions of different comfort-levels offer 1947 beds. Beside these facilities, the social

insurance companies as operators of the spas run their own accommodation-facilities for their patients.

Landscape

The therapeutic landscape of *Baden* is formed by the wonderful gardens and parks within the cityscape and especially in the Wienerwald forest areas close to the north and west of the City.

The spa gardens of *Baden* offer apart from the wonderful landscape a number of historical attractions: the Beethoven-Temple, the music pavilion where spa concerts are held every day in summer, several monuments to artists and emperors, the Undine Fountains and a nostalgic Park-Café. The Doblhoff park with its idyllic artificial lake, is one of the most popular tourist destinations in *Baden*. Nowadays it hosts Austria's largest rose garden, with more than 30,000 rosebushes, including a good 800 species of roses.

There are Cycling and Mountain bike routes, guided walks, 60 kilometres of sign-posted walking routes, and impressive ruined castles. *Baden*, at the gate of the protected Helenental, offers rewarding terrain for comfortable walks and cycle tours through vineyards and the Wienerwald. E-bikes and regular bikes can be rented at the Tourist Information Baden

2. Spa

BELGIUM

Overall, the town of Spa offers a wide range of activities and discoveries to be made. Today's tourist wants the place to be lively and discovery and culture are now combined with all forms of well-being - green leisure activities, spa waters and gastronomy.

Besides the thermal activities, the visitor can appreciate the nature of the region with walks in the woods and the nearby High Fens or the Domain Berinzenne. Cultural demand is satisfied by the various city museums, the programming of the cultural centre, festivals and events like the Francofolies. Sports activities include golf, aviation, motorsport including formula 1, cross-country skiing, fishing, and cycling. There are also many outdoor activities such as hiking, walking, parachuting, mountain biking, and trail running.

Access/ Parking

Private cars are the leading form of transport used to reach *Spa*. Other forms of transport are used less frequently (public transport, group vehicles, on foot). The most important parking challenges are in the town centre.

Detailed surveys have highlighted that:

- Parking spaces are sufficient and avoid saturation nearly everywhere
- parking zones more than 500 metres away from the town centre are currently distinctly under-utilised;
- The turnover of use of parking is insufficient

The municipal mobility plan includes measures to reduce through car traffic and increase pedestrian numbers in the town centre to improve the welcome for visitors. Measures, which are inseparable from each other include:

- Removal of some parking spaces in the town centre;
- installing parking based on the blue zone, expanded and better controlled;
- implementing free outlying parking zones;
- Car park signs and signage from the three ways into the town should be installed without fail.

During recent developments in the public space, discussions at design stage included provision of access for all (integration of tactile paving stones, appropriate slopes, suitable choice of floor covering, etc.). Special attention has also been paid to the design of buildings accessible to the general public to ensure their compliance with relevant legislation. Five places in *Spa* have been awarded the Walloon “Access-i” certification of accessibility for people with specific needs.

Tourist Information and interpretation

Tourist signs throughout the *Spa* territory were updated in 2016 and the number and location of panels were rationalised. Signage was extended to promote attractions (mainly local commercial activity) and provide events information. The potential installation of *ad hoc* urban furniture (Morris columns, etc.) was also investigated. Installing these signs was also a chance to install information panels on or near the spa’s outstanding buildings using a uniform style for the entire territory.

The *Spa* Tourist Office and the *Spa*-Hautes Fagnes (High Fens) Tourist Centre are housed in the Pouhon Pierre-le-Grand at the heart of the spa and is open daily to visitors (except 25 December and 1 January) for all useful information for their stay. The staff provide detailed information on facilities, restaurants, the stay, events and guided tours in several languages to help visitors to organise their visit to the town. The Tourist Centre and the Tourist Office are both certified for their quality and skills: Wallonie Destination Qualité, Bienvenue vélo, the “Ardenne” brand, Access-i, etc.

These bodies rely widely on local or regional professional associations or groups to develop the tourist policy for *Spa* and the region. Organisations such as the AHRS (Association of Spa Hotel and Restaurant Owners), the SCJ (Traders Association of *Spa*), the HO.RE.CA sector, the rural welcome and Gîtes de Wallonie also play a significant role in welcoming tourists.

Museums

The museum complex “*Spa* Museums”

This includes:

- A permanent exhibition: *Spa* Story, a story that flows from the spring along a timeline to discover the places, events and unmissable personalities in the history of *Spa* and its success.
- Museum of the Horse: located in the stables of the Royal Villa, this includes a series of stalls and boxes, each one illustrating a different aspect of equestrian activities in *Spa* since the first continental horse races were organised in 1773.

- Temporary exhibition rooms, housing an annual exhibition with a direct relationship with the town of *Spa* or its region.

Eaudyssée de *Spa*

The Eaudyssée de *Spa*, a visitor's centre located on the Spa Monopole site, describes the journey of Spa natural mineral water, from source to bottle. Here you can discover:

Musée de la lessive

A spa and tourist town such as *Spa* could not have expanded without the work, often very hard, of the inhabitants and especially of the washerwomen busy in the town's many laundries. These were developed to launder the linen of people taking the waters and meet the demand of the many *Spa* hotels. The museum evokes the working conditions of these women and changes in linen laundering techniques. The team of the Musée de la lessive is entirely voluntary and they run the visits and collect and maintain the objects and documents on show.

Cure and leisure facilities

***Spa* baths**

Opened in 2004 on a hill overlooking the town and connected to the centre by a funicular, the baths offer visitors a modern establishment, whether they are taking the waters or simply a day of spa fun. This still today continues the spa tradition by offering the care that established the reputation of *Spa* as a balneotherapy centre.

Casino complex

Built in its current version at the beginning of the twentieth century, it is right at the heart of *Spa* and bears witness to the oldest casino in the world, at least in today's definition of use. Occupied partly by the Casino, its performance rooms have been managed by the Cultural Centre since 2005. Next to the gaming rooms, a reception hall, an Italian theatre in Louis XVI style, inspired directly by the old eighteenth century building, and other rooms welcome cultural or recreational events throughout the year.

Major events and festivals

Numerous events mark the year in *Spa*, with some that have become classics in *Spa* life. These activities undoubtedly draw their roots from the history of the town, when the visitors were looking for diversions during their stay in the spa after taking the waters. There is a huge choice, attracting audiences with different expectations: Royal Theatre Festival, Automne Musical, Summer concerts in Galerie Léopold II, Francofolies de *Spa*, *Spa* Rallye, Bénédiction de la forêt, Formula 1 Belgian Grand Prix, Heritage Days, etc.

Sports activities

The practice of sports is also an old tradition in *Spa* still alive today through facilities such as the *Spa* aerodrome, the Royal Golf Club des Fagnes, the Spa-Francorchamps circuit and international events such as the *Spa* Rallye and the Formula One Grand Prix of Belgium.

Accommodation

The accommodation offer is varied:

- 15 hotels of different categories from 1 to 4 stars or 445 rooms with a capacity of accommodation of 889 people,

- 46 rural accommodations: bed and breakfast, holiday cottages (up to 29 people) with a capacity of accommodation of 362 people,
- Holiday camp: capacity of accommodation of 1411 people,
- Camp site,
- Other.

It appears that the hotel stay is preferred by customers (42%) whereas the camp-site is little frequented (7%), though self-catering establishments and other rural accommodation enjoy relative success. The average length of stay tends to increase with a decrease in one-day visitors. It is estimated at 2 days with significant differences depending on the type of accommodation chosen: 2 to 3 days for hotel stays and 7 days for lodging accommodation.

Landscape

Walks

Some 20 marked trails make it possible to discover the environment of *Spa*, its springs, its forests, its fagnes (fens). Many historic walks are integrated into these. The tour of the springs is still part of the brochure published by the Tourist Office and presents the various historical springs of *Spa*. The Tourist Office organizes guided walks. Some of them are exclusively forests and wildlife-oriented. Others are themed to present the history of *Spa*: general history of *Spa*, villas style 1900, stroll in the footsteps of Peter the Great.

Nature-related activities

Bérinzenne Regional Centre for Initiation in the Environment (CRIE)

An environmental education (ErE) facility set up by the Walloon Region, the Spa CRIE is one of eleven Regional Centres for Initiation in the Environment. It is networked with the other CRIE in Wallonia. Opened in 1997, the *Spa* CRIE welcomes a diverse public to explore the environment as a natural land to be appreciated, respected and protected and also a resource to be managed and a living environment to know or develop.

Forest and Water Museum P. Noé

The Forest and Water Museum uses innovative scenography to show the natural marvels of the *Spa* region. The visitor thus discovers the groundwaters, the forest via silviculture, rivers and fens as well as their history and folk tales.

3. Františkovy Lázně

Františkovy Lázně is well prepared for visitors from home as well as abroad and offers a rich touristic infrastructure within the range of accommodation and catering, as well as cultural and sport facilities. Extensive information about the town and visitors' facilities are available on the web portal <http://www.frantiskovy-lazne.cz/mesto.asp> in Czech, English, German, Russian and <http://www.frantiskovylazne.cz/> in Czech and German.

Access/ Parking

Františkovy Lázně has good access with road and rail connections. The town has the advantage of relatively good accessibility from German towns such as Nürnberg, Munich or Berlin, as well as from Prague. Public transport is also provided with sufficient frequency, with national and international connections.

CZECH
REPUBLIC

Car parks, including bus parking, are provided in front of the spa zone, by the railway station and in Slatina.

Tourist Information and interpretation

The tourist information centre is in the Milano building in Máchova Street, next to the entrance to the spa centre. The Tourist Information Centre is a member of the Association of Tourist Information Centres of the Czech Republic – ATIC and holds the highest-class certificate A. It provides, in several languages, complete services connected with visiting the town – providing information about the town, publishing prints and publications about the town, operating the town's touristic information portal, cultural and sport events, organising accommodation, catering, guide services and trips.

Cure and leisure facilities

Apart from providing spa cures, the spa hotels also offer shorter wellness stays (usually weekend or one-week stays) to their clients for relaxation, regeneration of the skin, slimming, skin rejuvenation, etc. The clients of the Spa Company, Lázně Františkovy Lázně a.s. which operates the most prestigious spa facilities can choose from a rich choice of cultural and sporting events including concerts, exhibitions, dancing, guided tours and trips, nordic walking or the use of tennis courts or golf courses. Other cultural events are held in the individual accommodation facilities of spa care providers and in social halls, cafés and restaurants.

Spa season opening – blessing of the springs

The Blessing of the Springs is the main event of the spa season. It takes place at the beginning of May, traditionally it is the third weekend in May, with a rich cultural program. The main part of celebrations is a holly mass and a ceremonial act – blessing the springs.

Theatres and concerts

Municipal Theatre Božena Němcová

The municipal theatre occupies its historic building built in 1868 (see chapter 2.a), rebuilt during 1927–28 according to the project of a notable architect Artur Payr. It is the cultural centre of the town, where besides the cultural program the town's important social events also take place. A permanent theatre group still works here.

Františkovy Lázně orchestra

The spa orchestra, whose history reaches to 1841, is an important part of the cultural and social life in *Františkovy Lázně*. From May to September the orchestra holds over 100 colonnade concerts in a historic music pavilion in the park by Sadová Café or in the colonnade of Salt and Meadow Spring. Colonnade concerts are financed by the town of *Františkovy Lázně*, a.s. Lázně Františkovy Lázně and accommodation providers of spa houses, hotels, sanatoriums and restaurants.

Important cultural festivals and events

Cultural festivals, film or music, have become an integral part of the cultural choice in *Františkovy Lázně*. Among the most important ones are the International Strauss Festival, Seeberg games, International exhibition and competition of historical cars, Majáles (traditional student celebration in May), Jazz festival 'Hrnčářský Swing'. Other cultural events are held in the individual accommodation facilities of spa care providers and in social halls, cafés and restauran

Accommodation

There is a wide range of accommodation of various quality in *Františkovy Lázně*. There are more than 143 spa accommodation facilities as well as other types (hotel, bed and breakfast) in the town. The capacities of accommodation and catering facilities are continually extended and they have sufficient capacity to handle the predicted increase of visitors over coming years.

Accommodation capacity (number of rooms) in <i>Františkovy Lázně</i>	
Hotels *****	12
Hotels ***	14
Hotels **	1
Guesthouses	19
Others	7
Total	53

Landscape

Františkovy Lázně possesses an internal and external spa landscape which is intersected by a number of marked well-maintained promenades and footpaths collectively known as Heart routes (Srdíčkové trasy). They all start at the Franz's spring in the spa centre and lead to more distant springs and pavilions as well as to other points of interest in the landscape such as the pavilion of the Natalia Spring, Zámeček Chateau or Salingburg lookout tower. Four routes (orange, red, yellow and green) are distinguished with a total length of 15km. As part of the spa cure, walking along these routes is recommended to spa clients.

National Natural Reserve SOOS

The National Nature Reserve SOOS is situated less than 6 km north-east of *Františkovy Lázně*. It is a vast peat moor, with the sources of a large number of mineral springs and pure carbon dioxide outflows in the so called mofettas – mud volcanoes. A 1.2km educational trail leads along the bottom of a dried-up lake, which used to have salty mineral water. It is possible to see here a European rarity the so called kieselguhr shield – accumulated diatomite from frustules of lake diatoms algae, which settled to the former lake's bottom. Within the national natural reserve SOOS there is also a geological park and museum with various displays on geology and natural heritage. Today the museum is a modern information and educational centre for documenting the history and geography of *Františkovy Lázně*, visited by over 3700 people every year and together with the other displays about 80,000 visitors. Basic information about museum is available on the web pages: <http://www.muzeum-frantiskovylazne.cz/en/>.

4. Karlovy Vary

Karlovy Vary is well prepared for visitors from home as well as abroad with a rich touristic infrastructure and a range of accommodation and catering, as well as cultural and sport facilities. Extensive information about the town and visitors' facilities are available on the web portal <https://www.karlovyvary.cz/en> in Czech, English, German, Russian, Arabic and Chinese.

Karlovy Vary is a very attractive locality, much sought after for conferences on various subjects, with about one hundred annually. Their participants use the town's accommodation infrastructure regardless whether they use the spa services or not. They significantly add to the wide spectrum of guests, which have been acquainted with the rich architectonic heritage and the therapeutic landscape of the town.

Access/ Parking

Karlovy Vary has good transport access, being connected by road, rail and air. The area is connected to the European motorway network, and a specific goal for the period 2014-20 is the opening of the motorway to Prague. *Karlovy Vary* is connected to the European railway system, while the line to *Mariánské Lázně*, connecting two of the most important spa towns in *Karlovy Vary* region, is of high local importance.

2.5 km away from the town centre is the international *Karlovy Vary* airport, which is an important part of the Czech national airport network.

Tourist Information and interpretation

The information centre *Karlovy Vary* has two branches, one on T. G. Masaryk Avenue and the second in Lázeňská Street. It provides in several languages complete services connected with visiting the town including information about the town, cultural and sport events, organising accommodation, catering, guide services and trips.

Cultural facilities

Museums and galleries

Museum Karlovy Vary, funded institution of the *Karlovy Vary* region

The main building with a permanent exhibition is situated in the centre of the spa area in *Karlovy Vary* in 'Nová Louka' street. The museum's headquarters are located 'Pod Jelením skokem' street. The museum, founded shortly after 1865 on the initiative of the important balneologist Med. Dr. Josef Löschner, primarily documents the spa industry in *Karlovy Vary* and the traditional production of glass and china, as well as further valuable collections from all over the region. In 2017 a new interactive permanent exhibition was created. Today the museum is a modern information and educational centre documenting the history and geography of the *Karlovy Vary* region, and is visited by 25,000 people every year. Basic information about museum in Czech, English and German is available on the web pages: <http://en.kvmuz.cz/o-nas-muzeum-karlovy-vary>.

Excursion route 'Hot spring (Vřídlo) underground'

Under the Hot Spring Colonnade old basements are preserved, belonging to the main junction points of the spa town and the place for pumping, distribution and heat regulation of the Hot Spring (Vřídlo)). It is possible to see wild springs, collections of sinters and also natural coating of things by aragonite. The route leads through the corridor along the river Teplá and even enables visitors to walk on the part of the river bed. The Hot Spring basement is one of the most visited exhibitions in *Karlovy Vary*, with 10,149 visitors in 2015.

Museum of Jan Becher

The Museum of Jan Becher is situated in the factory of the liqueur maker Johann Becher, where for more than a century one of the most famous *Karlovy Vary* products – *Karlovy Vary* Becherovka was produced. The newly established exhibition displays production from the first mixing of herbs to despatch; it is also possible to sample the products.

Villa Becher Interactive Gallery

Villa Becher, the family palace of *Karlovy Vary's* most famous family; the Bechers, is located in the ostentatious Westend town quarter. In 2006-11 at the expense of the *Karlovy Vary* Region it was restored and provided with an interactive gallery, where workshops, courses, seminars and art-philletic workshops take place. As a multifunctional art centre it provides a platform for informal meetings of the professional and lay public, with between 10,000–15,000 visitors annually.

Cure and leisure facilities

Apart from providing spa cure, the spa hotels also offer shorter wellness and relaxation stays (usually weekend or one-week stays) to their clients. The spa care providers also offer a rich choice of cultural and sporting events, other cultural events are held in social halls, cafés and restaurants.

Spa season opening – blessing of the springs

The Blessing of the Springs in *Karlovy Vary* is the main event of the spa season. The spa season opening takes place at the beginning of May and it used to be connected with three days of celebrations, holding a historical parade of Charles IV, music, theatre, folk and other cultural events.

Theatres and concerts

***Karlovy Vary* Municipal Theatre**

The *Karlovy Vary* municipal theatre is in the historic building built in 1884-86 (see chapter 2.a). It is the cultural centre of the town, housing both the cultural programme and important social events in the town. In 2015 there were nearly 41,000 visitors.

The wide cultural choice in *Karlovy Vary* is completed by several smaller theatres, which are used for frequent seasonal events (for example Theatre Dagmar, Municipal theatre 'BezDirky', *Karlovy Vary* music theatre, Chamber theatre 'Husovka', Small theatre 'Jen tak – Kapsa').

***Karlovy Vary* symphonic orchestra**

The *Karlovy Vary* symphonic orchestra, funded by the town of *Karlovy Vary* was founded in 1835 by Josef Labitzký and was originally a seasonal spa ensemble. In 1894 the orchestra performed the European première of the *New World Symphony* by Antonín Dvořák in the Postal Court. Currently, the *Karlovy Vary* Symphonic Orchestra is a renowned representative of Czech music and the cultural tradition of the spa town of *Karlovy Vary*, reinforcing the non-material attributes of its cultural life. It performs concerts in the most important historical halls (Grandhotel Ambassador, National House, Ceremonial Hall of Spa III, Mill Colonnade, the hall of Sanatorium Richmond and others).

Important cultural festivals and events

Cultural festivals, film or music, have become an integral part of the cultural choice in *Karlovy Vary*. Among the most important ones belongs the International Film Festival *Karlovy Vary*, the Antonín Dvořák International Singing Competition, Jazzfest *Karlovy Vary*, Tourfilm, *Karlovy Vary* Folk Festival, Dvořák's *Karlovy Vary's* Autumn and Beethoven Days.

European meeting of the aristocracy in *Karlovy Vary*

The traditional meeting of aristocrats called 'Karlsbader Wochenende', which includes balls, concerts, masses and musical performances, takes place in *Karlovy Vary* at the end of April in the Grandhotel Pupp, Imperial Spa and Postal Court.

Accommodation

There is a wide range of accommodation of varying quality in *Karlovy Vary*. There exists more than 90 spa accommodation facilities as well as other types (hotel, bed and breakfast) in the town. Because of the spa industry, *Karlovy Vary* has, compared to many other attractive touristic destinations in the Czech Republic, the highest numbers of overnight stays. Capacities of accommodation and catering facilities are continually extended and there is sufficient capacity to absorb the predicted increase of visitors rate during coming years.

Accommodation capacity (number of rooms) in <i>Karlovy Vary</i>	
Hotels *****	504
Hotels ***	2,666
Hotels **	840
Guesthouses	85
Bed and Breakfast	198
Others	986
Total	5,279

Landscape

The spa and recreational therapeutic landscape which stretches to all sides from the spa centre is interwoven by a dense network of well-maintained public promenades and walking paths which lead to a large number of points of interest such as gazebos, outlook towers, memorial sites and tourist restaurants. In total, there are ca. 120km of maintained paths in the spa landscape of *Karlovy Vary*.

5. *Mariánské Lázně*

Mariánské Lázně is well prepared for visitors from home as well as abroad with a rich touristic infrastructure and a range of accommodation and catering, as well as cultural and sport facilities. Extensive information about the town and visitors' facilities are available on the web portal <https://www.marianskelazne.cz/en> in Czech, English, German, and Russian.

Mariánské Lázně is much sought after for conferences on various subjects. Their participants use the town's facilities regardless whether they use the spa services or not. They significantly add to the wide spectrum of guests, which have been acquainted with the rich architectonic heritage and the therapeutic landscape of the town.

Access/ Parking

Mariánské Lázně has good transport accessibility with excellent road and rail connections. There is good accessibility from the German towns of Nürnberg and Munich. A national railway line from Prague to Cheb, and a regional line to *Karlovy Vary* run through the town.

Road traffic is excluded from the spa centre. The company *Městská doprava Mariánské Lázně s.r.o.* operates the public transport system provided by trolleybuses and buses. It is

a suitable and effective traffic system for the spa town. Trolleybus transport is clean and nearly noiseless, and it is part of the town's character.

Tourist Information and interpretation

The information centre *Mariánské Lázně* (KIS Mariánské Lázně s.r.o.) is in the Chopin Building in the Main Street in the town centre. It provides in several languages complete services connected with visiting the town – providing information about the town, publishing printed materials and publications about the town, operating the town's tourist-information, cultural and sport events, organising accommodation, catering, guide services and trips.

Museums and galleries

Museum *Mariánské Lázně*, funded by the city of *Mariánské Lázně*

The municipal museum in *Mariánské Lázně* is situated in the oldest preserved guest house from 1818, called “Zlatý hrozen“ (Golden Grape), where Johann Wolfgang Goethe stayed in 1823. The museum was founded in 1887, when the pharmacist Carl Brem dedicated Goethe's collection of minerals and balneological and natural science collections to the town. In 1996, a new balneological display was established in the museum and during 2002-03 a new display of natural science was prepared. In cooperation with the Weimar Museum, the municipal museum prepares Goethe Weeks every year, and the literary festival Goethe's Autumn is dedicated to the memory of his stay and activities in *Mariánské Lázně*.

Today the museum is a modern informational and educational centre for documenting the history and geography of *Mariánské Lázně*, with over 7,000 visitors annually. Basic information about museum is available on the web pages: <http://www.muzeum-ml.cz/>
Fryderyk Chopin Monument

The Fryderyk Chopin Monument, the second permanent museum in Europe of the great Polish romantic musician, is in the authentically preserved guest house where he stayed during the summer of 1836. A display was opened in 1960 setting the composer's four stays in Bohemia in the context of his life and work. It is an international display of the activities of the Fryderyk Chopin Society, including publishing and exhibitions, and its integration into the International Federation of Fryderyk Chopin Societies (listed by UNESCO).

Singing Fountain

The Singing Fountain was built in 1982-86 by the Spa Colonnade. It has ten main jet systems, four directed outwards from the metal centre of the sculpture towards the edge of the fountain and a dominant central jet reaching a height of six metres, which creates several tens of combinations of fountain spurts, which are accompanied by music. The Singing Fountain plays every day, every odd hour, compositions by F. Chopin, W. A. Mozart, J. S. Bach, Ch. Gounod, B. Smetana, A. Dvořák, P. Hapka and other composers. It is one of the main touristic magnets for spa guests and tourists.

Gallery Goethe

A new Gallery Goethe has presented, since 2011, exhibitions of works by the Artists Club from *Mariánské Lázně*. It purposefully engages in exhibition activity through art categories from photography to painting or graphics. Every year, it also tries to offer to its visitors a wide range of thematic exhibitions including modernistic, classical or club orientation.

Theatre gallery

The theatre gallery is an integral part of the Municipal Theatre where visitors can also see theatre premises.

Municipal library *Mariánské Lázně*

The municipal library in *Mariánské Lázně* is situated in the historic villa Turba in the centre of the town. There is a Balneological library, collecting specialised literature from the former Research Institute of Balneology, focused especially on the spa industry. There is also foreign language literature in English, French, Italian and Russian.

Cure and leisure facilities

Apart from providing traditional spa cures, the largest spa company, Léčebné lázně *Mariánské Lázně* which itself disposes of 1,647 beds, and other spa care providers also offer shorter wellness and relaxation stays (usually weekend or one-week stays) to their clients. The spa care providers also offer a rich choice of cultural and sporting events, other cultural events are held in social halls, cafés and restaurants.

Other leisure activities in *Mariánské Lázně* include the golf course, which is second oldest in continental Europe, minigolf, tennis courts, saunas and solaria, horse riding, yachting, fishing, hunting, down-hill and country skiing, casinos and discotheques.

Spa season opening – blessing of the springs

The Blessing of the Springs in *Mariánské Lázně* is the main event of the spa season. The spa season opening takes place at the beginning of May, traditionally it is the second weekend in May, with a rich cultural program. The main part of celebrations is a Holy Mass and a ceremonial act – blessing the springs. The spa season opening is not only a cultural but also a social event.

Theatres and concerts

Municipal Theatre

The *Mariánské Lázně* municipal theatre is seated in the historic building built in 1868 (see chapter 2.a). It is the cultural centre of the town, housing the cultural programme and important social events of the town.

Drama performances also take part in the Black Theatre, which is also suitable for foreign guests. The Folk Art Theatre is also an important part of cultural life in *Mariánské Lázně*

West Bohemian Symphonic Orchestra *Mariánské Lázně*

The West Bohemian Symphonic orchestra is the oldest symphonic orchestra on Czech land. Its history, reaching back to 1821, is bound up with the beginning of the local spas. The orchestra performs subscribers' symphonic concerts all year round; during the summer season it regularly performs in the colonnade, and traditionally it cooperates with music academies from Prague, Weimar, Zürich and Nürnberg, especially in the form of conductors' courses.

Important cultural festivals and events

Cultural festivals, film or music, have become an integral part of the cultural choice in *Mariánské Lázně*. Among the most important ones belongs are the International Fryderyk Chopin Festival, the biggest and the most important Chopin festival in Europe, Goethe's Autumn, the St. Wenceslas meeting of people of good will, Maria's Spiritual

Music Festival, *Mariánské Lázně* Cultural Summer, Festival of Understanding and Jazz Days.

Accommodation

There is a wide range of accommodation capacity in *Mariánské Lázně*. There exists more than 143 spa accommodation facilities spa as well as other types (hotel, bed and breakfast) in the town. Accommodation and catering facilities are continually extended with sufficient capacity for predicted increases of visitors during coming years.

Accommodation capacity (number of rooms) in <i>Mariánské Lázně</i>	
Hotels *****	451
Hotels ****	3,881
Hotels ***	1,959
Hotels **	181
Guesthouses	1,002
Others	1,123
Total	7,595

Landscape

Already in the nineteenth century *Mariánské Lázně* took advantage of Oertel's terrain treatments for its weight reduction cures. The result is a sophisticated system of spa trails leading to different parts of the extensive therapeutic and recreational landscape in the close and more distant vicinity of the spa centre. There are four main routes (Edward's, Royal, Goethe's and Metternich's) and many other walking tracks leading to the surrounding forests which are open to the public. Moreover, the surroundings of *Mariánské Lázně* is interwoven by a dense network of well-marked tourist paths and educational trails which take visitors to many attractive places located especially in the Slavkovský les Protected Landscape Area.

6. Vichy

FRANCE

In *Vichy*, as in all spa resorts, tourism has historically played an important part in the local economy. Although *Vichy* has remained faithful to its spa vocation, the town diversified its tourist activities, first in the sports tourism field in the 1960s, then in business tourism in the early 1990s, and continues today with cultural and discovery tourism.

Thus, over the last twenty years, the municipality has committed itself with its partners to a wide-ranging modernization plan to make *Vichy* a major European resort dedicated to beauty, health and nutrition, fitness, wellness and leisure activities. Very considerable investments have been made in the sectors of water cures and fitness programmes, business tourism, the hotel trade and sport, in parallel with an intense effort in architectural renovation and in restructuring the heart of the town.

Through this diversification and the town's plentiful historical infrastructure, partly the legacy of its past as a spa resort, *Vichy* now welcomes visitors all year round, with peak

numbers recorded in the summer season (July, August, September). Because of its status as a tourist resort, *Vichy* has numerous facilities offering visitors a range of activities centred on four forms of tourism: water cure, sports, business, discovery (amenity, cultural).

Access/ Parking

Vichy is easy of access, advantageously situated as it is at the crossroads of a north-south and east-west motorway network. By rail, the station is served daily by several lines including, in particular, direct links to Paris and Lyon. It is also conveniently close to Clermont-Aulnat airport, 50 minutes away by road.

Vichy is a comfortable place to live in terms of local travel. Its topography, size and organization all contribute to making it first and foremost a town in which it is easy to move about on foot and by bicycle. All the town's facilities can be reached in 10 minutes by car and less than 30 minutes on foot, thanks to the public transport network.

The town boasts a city bus network of 9 lines, most serving the heart of the spa zone. Around the railway station, a wide range of multimodal transport facilities are available, with a coach station for regional and inter-regional routes, an urban bus hub and hire of low-impact means of transport (electric or standard bicycles) available to both residents and visitors.

Several taxi services also operate around Greater *Vichy*. More recently, a chauffeur-driven car service has been added to the transport facilities on offer. In addition, between May and September, it is possible to cross from one bank of the Allier to the other by a boat, the "Mouette", which also provides a shuttle service to the racecourse and the golf course. For tour coaches: ten parking places for coaches are provided in *Vichy*, seven of them in the town centre.

For cars: in pursuance of a deliberate policy of reducing the amount of car traffic in the historic town centre, three underground car parks have been constructed in the last twenty years in the buffer zone, while several streets and squares in the town centre have been pedestrianized. Cars are still present to a cumbersome degree around the Parc des Sources and in Old *Vichy* (within the bounds of the property), but their numbers are to be further reduced over the next few years. Construction of a fourth underground car park is under consideration as part of the renovation plan for the Parc des Sources, with the aim of reducing surface parking while maintaining an attractive level of welcome and service in the historic heart of the zone. These facilities, offered for the benefit of visitors (tourists, people taking the waters, congress participants, etc.), will be complemented by park-and-ride sites at two locations outside the zone but convenient for the town centre (behind the railway station and at the bridgehead on the left bank), intended primarily for people working there.

Within the municipality of *Vichy*, there are 10,122 parking free spaces not counting underground car parks), and 1,351 paying spaces. 118 spaces on the surface are reserved for disabled drivers (holders of disability cards) and are free.

Underground car parks and paying surface car parks (in and around the property) are located as follows:

- within the bounds of the property: 492 spaces and more
- in the buffer zone: 1,117 spaces and more
- on the edge of the buffer zone: 273 spaces and more

For camper vans: there is no parking site for camper vans in *Vichy*. On the other hand, the municipality of Bellerive-sur-Allier offers 40 pitches for camper vans at Riv'air Camp (near *Vichy*).



Public toilets

Within the property, there are 4 public toilets with disabled access. Other public toilets are situated in the buffer zone, two close to the heart of the property, and another on the left bank of the Allier by the Marina and the entrance to the racecourse.

Facilities in aid of the disabled

In the interests of enhancing the living environment of all its fellow citizens, the Municipality of *Vichy* integrates disabled access into all its facilities. In support of this action, it has set up a working group including, among others, the principal associations concerned with disability. Various works and adaptations have been undertaken in a “test” zone and subsequently, bit by bit, in the whole town:

- 70 km of lanes and 280 sq. m. of footways assessed;
- 118 free parking spaces on the surface reserved for disabled drivers;
- 5 large model sites (the surroundings of the new Covered Market, tertiary services centre, Place de la Gare, Esplanade du Lac d’Allier, Rue de Paris) with wide pedestrian areas free of all obstacles, crossings equipped with detectable warning strips and refuge islands, raised bus platforms, resting-point street furniture;
- 450 lowered kerbs in addition to the programme of roads adapted;
- 1,000 detectable warning strips laid;
- 72 traffic lights with audible warnings;
- 4 Sanisette super-loos with disabled access and adapted exteriors.

The Tourist Office was also converted in 2012 and 2014 to facilitate disabled access (lift, toilets).

Tourist Information and interpretation

Tourist signage

At present there are two tourist signage networks (apart from the Heritage-Walk route markers): (1) road signs indicating the principal sites, and (2) special signs for hotels and restaurants (black signboards).

Heritage-Walk route markers (self-guided): the Tourist Office, in partnership with the Route des Villes d'Eaux du Massif Central (Massif Central Spa Route), invites visitors to explore the town and its most important monuments. Guided by 27 markers distributed around the centre, the visitors are free to follow two circuits at their leisure: one "blue" (the spa zone) and one "gold" (the Old *Vichy* district), which showcase the natural areas, buildings, history and personalities that form the reputation of *Vichy*. The explanatory content of the markers is written in French. Since 2016, there has been an option of following these same itineraries on smartphone, which gives greater access in foreign languages.

The Tourist Office has 100,000 visitors annually, nearly 20% with face-face interactions, it is the uncontested natural point of contact for tourists. The staff speak several foreign languages. The Tourist Office has an internet site online 24 hours a day and 7 days a week, which can be consulted in 8 languages: www.vichy-destinations.fr.

The Office is adjacent to the Parc des Sources, which itself lies in the heart of the spa zone and the nominated area. Info guide boards on the frontage of the Tourist Office are accessible 24/7, showing a street plan, the main tourist and administrative sites, hotels and camp sites (complete list), partner restaurants and emergency-service telephone numbers. Street plans are similarly displayed on street furniture around the town.

Tourist information can also be obtained at the Mairie (Town Hall) and is widely available in other institutional reception points, tourist-oriented or not.

Museums

The Opera Museum is a structure unique in France which conserves and exhibits the archives of *Vichy* Opera and constitutes one of Europe's largest collections of programmes, posters, costumes, stage-set projects, photographs, scenographic documentation, musical scores, librettos, etc.

The Musée des Arts d'Afrique at d'Asie (Museum of African and Asian Art) invites visitors to explore other cultures and presents the richness and diversity of contacts between civilizations. *Vichy* was the spa of the colonials and thus of the missionaries who made collections. The museum originated in a missionary museum of the 1930's.

Several sites further enrich the museum scene, such as the *Vichy* Pastille Factory or the Observatoire des Poissons Migrateurs (migratory fish observatory). Out of doors, discovery of the heritage continues with tourist train tours and guided or accompanied visits on foot, offered by the Tourist Office.

Cure and leisure facilities

Holidays for Health – Beauty and Fitness – Water Cures and Balneotherapy

Vichy's three spa establishments, the Callou and Dômes baths and the *Vichy Célestins* Spa, offer a complete range of care: traditional water cures, fitness programmes with balneotherapy, health holidays.

Culture

Vichy today offers a wealth of cultural activities in such places as:

The *Vichy* Opera. A listed historic monument, it was entirely renovated in 1995. It has a summer season dedicated to lyrical art, symphonic music and dance, and in the winter season it stages drama and variety entertainment. The auditorium, with 1,400 seats, is the only Art Nouveau theatre in France. Every year, in the autumn, the “Rencontres Lyriques Européennes” host productions by major French and European opera companies. 30,000 tickets are printed, of which 27,200 are sold.

The Valery-Larbaud Multimedia Library has several hundred thousand documents within its walls, including the personal library of Valery Larbaud. It offers exhibitions and discovery workshops, especially with a focus on the spa heritage, and every year it welcomes the Association Internationale des Amis de Valery Larbaud (International Association of the Friends of Valery Larbaud), which awards the Valery Larbaud literary prize.

Centre Culturel Valery Larbaud (CCVL) (Valery Larbaud Cultural Centre) is a 450-seat Art Deco theatre, registered on the supplementary inventory of historic monuments. It stages about 35 events annually, mostly oriented towards contemporary music and young audiences (“Festival Tintamarre”) which take the forms of shows, theatrical performances and concerts. Altogether, the CCVL welcomes nearly 6,000 visitors every year.

The exhibition galleries of the Valery-Larbaud Cultural Centre. This exceptional architectural space is the venue for a determined, dynamic policy promoting contemporary art, offering major exhibitions.

Every summer, the municipality also organizes an international event centred on photography with the Portrait Exhibition held simultaneously in the town centre, in the gallery section of the Valery-Larbaud Cultural Centre, and in the open air in front of the church of Saint-Louis, as well as on the esplanade of the Allier Lake.

Sport

Vichy today is well known among national federations and leading foreign teams for the quality of its sport infrastructure and its expertise in welcoming visitors. In addition to the standard facilities specific to each town, *Vichy* has exceptional provision just two minutes away from the town centre:

The Parc Omnisports is a 120-hectare sports complex where 27 disciplines can be practised. In particular, it harbours the International Accommodation Centre, entirely renovated to 2 and 3-star standard, with 210 beds. The bedrooms, all accessible on one level, are approved by the Handisport Federation.

A 100 hectare lake on the River Allier, with facilities for speedboat racing, sailing, water skiing, and more. It is also officially approved as an international rowing and kayaking lake.

Two 18-hole golf courses: one, a century old, near the town centre, on the banks of the lake, and the other, 10 minutes from *Vichy*, deep in the Montpensier forest.

The racecourse, where over 40 trotting and gallop meetings are held every year. With its lighting, it is still the only racecourse in Europe able to host night-time fixtures.

Congress centre

The Congress Centre-Opera is one of the only congress centres in a listed historic monument. The site has undergone a major programme of works to restore it identically to the Opera Theatre and its reception rooms, and to create contemporary spaces. The Congress Centre-Opera, which opened in 1995, blends prestige with modernity. Covering a total area of 18,000 sq m, with two auditoriums seating 1,400 and 500 respectively, it hosts the conferences of non-profit-making associations or federations, but also events organized by the largest enterprises (Michelin, Aventis, Renault, Vinci, l'Oréal, etc.).

The restaurant offer

There are over 200 restaurants of all types in the municipality of *Vichy*, constituting a centre that has historically been strong and innovative on the regional scene; one is an award winner (1 Michelin star) and several hold the “Bib Gourmand” label (3 in *Vichy*, 4 in Bellerive-sur-Allier).

Shopping

Vichy's commercial sector is an important economic driving force and is well developed, with nearly 500 shops, mainly in the town centre. As a tourist and spa town (classified Tourist Resort), *Vichy* has been granted a dispensation authorizing shops in the town centre to open on Sunday afternoons and public holidays. Thus these are open every day of the year, including most public holidays, and attract a very considerable influx of customers every weekend (from adjacent Departments and beyond).

Accommodation

Like all spa resorts, *Vichy* was originally planned to accommodate large numbers of people coming to take the waters together with their retinues. For this reason, even if the period of decline of the spa business reduced its accommodation capacity (hotels and furnished lodgings), this is still very considerable today. Tourist accommodation in the resort is chiefly concentrated in the *Vichy-Bellerive-Saint-Yorre* catchment area, with a total capacity distributed as follows as of 01/03/2017:

Hotels			
Class	Establishments	Rooms	Beds
Unknown	3	67	163
1*	2	76	201
2*	14	352	850
3*	10	353	740
4*	3	212	432
5*	1	129	258
Total	33	1,189	2,644

Other types of accommodation			
Type	Establishments	Rooms/pitches	Beds/people
Tourist apartment buildings	3	143	339
Collective accommodation	3	286	565
Camp sites	6	312	1,434
Total	12	741	2,338

A total of 45 establishments of all types offer 1,932 accommodation units with the capacity to house 4,982 people.

7. *Bad Ems*

GERMANY

Transport access

Access/ Parking

Bad Ems is exceptionally well connected by road, rail, air, and even boat. From the conurbations of Köln/Bonn and Frankfurt, the Benelux countries and the Ruhr region, the town is easily accessible by car. There are fast trains from nearby at Montaubar and Koblenz, with regional rail to *Bad Ems* itself. The conveniently situated airports of Köln/Bonn, Frankfurt and Frankfurt-Hahn provide direct connections to the Lahn valley and the town of *Bad Ems* for both domestic and international visitors. Another option is arrival by boat, travelling up the Lahn river from the Rhine: the municipal area boasts a modern marina. The *Bad Ems* town centre is easily explored on foot, while a funicular railway (Kurwaldbahn) shuttles between the spa district and the Bismarckhöhe/Kliniken neighbourhood, negotiating a height difference of 132m over a linear distance of just 220 m. An excellent network of buses connects *Bad Ems* with the surrounding towns and villages.

As *Bad Ems* is a city of short distances, nearly all sights can be reached within walking distance, also for people with rollator and for wheelchair users. The historic spa district is free from through traffic. In the town centre the majority of kerbstones are lowered at pedestrian crossing points. A car park is situated directly beside the Kurhaus, with another on the edge of the core zone. There are plans for building a third car park.

Tourist Information and interpretation

Information can be obtained before visiting the spa from its official website and from social media. An integrated module on the home page provides more in-detail information on the UNESCO World Heritage nomination. Visitors can also phone the information desk provided by the town marketing association (Stadt- und Touristikmarketing).

Visitor direction in the town is provided by signage and information boards aimed at tourists. Numerous buildings feature plaques providing information on their history and architecture. On the initiative of the historical society (Verein für Geschichte, Denkmal-

und Landschaftspflege e.V.), the “Romantik-Runde” was established. Visitors can use historic, panoramic footpaths and the original lookouts to experience the spa landscape. Information boards describe the changes that have taken place while also drawing attention to the outstanding state of preservation of the spa landscape.

The tourist information centre is on Bahnhofplatz, run by the registered tourism association, Verein Stadt- und Tourismusmarketing *Bad Ems* e.V. The centre offers a wide range of services covering everything visitors may require to plan and enjoy their stay.

There is a wide range of themed tours on offer, in addition to general interest guided tours of the town. Tours are available in a number of languages. The municipal archive trains guides and provides content for tours. Visitors may also explore the town on their own, aided by QR code technology and the internet; town rallies are organised for children.

Museums

The history of the spa town is displayed at the *Stadtmuseum* and archive. With their collections of source materials, large library, and expert staff, they are the most significant institutions documenting and disseminating knowledge on the history and architecture of *Bad Ems*. Owing to the commitment of the historical society (Verein für Geschichte, Denkmal- und Landschaftspflege e.V.), the museum now offers an audio guide providing authentic quotes by past visitors and patrons. This features Jacques Offenbach’s comments on everyday life during his stay at *Bad Ems*, Dostoyevsky’s observations on the work of the pump room waitresses, and reports by former spa patrons on meeting European aristocracy on the Promenade. In this way it offers a lively and authentic insight into life at a Great Spa. The audio guide could be expanded to cover the town itself.

The core zone features the art venue of *Schloss Balmoral*, housed in a historical mansion. An institution of the state-owned Stiftung Kultur Rheinland-Pfalz, it grants scholarships to artists from all over the world to promote the fine arts. Meanwhile the mining museum *Emser Bergbaumuseum* and archive *Emser Bergbauarchiv* represent the very different centuries-old tradition of mining and smelting at Ems. The museum offers guided tours tracing the history of this local industry.

Cure and leisure facilities

Cure

There is the opportunity to drink the water from the curative mineral springs at the public drinking fountains in the pump room (Brunnenhalle) and at the Römerquelle spring. In the Emser Therme spa baths and in the spa hotel (Häcker’s Grand Hotel) it is possible to bathe in water from the thermal springs. The modern Emser Therme spa baths offer indoor and outdoor pools with water from the curative thermal springs, whirlpool and a large sauna landscape that is integrated in the landscape along the riverside. The Emser Therme also provides the opportunity to inhale salt water from the thermal water source. Emser Pastillen throat lozenges produced from the spa resource can be purchased in chemist’s shops. Furthermore there are three rehabilitation clinics that offer comprehensive services which are not connected with the mineral springs: Malberg-Klinik, AOK-Klinik and Hufeland-Klinik. The Maharishi Ayurveda Health Centre in the Kurhaus offers exclusive spa experiences. Of course in *Bad Ems* there are spa physicians and facilities for physiotherapy.

Leisure

Bad Ems offers a range of leisure facilities, including tennis, rowing, canoeing on the Lahn,

a golf course and a bike park. The spa hall building (Kursaal) in particular is a leisure and entertainment institution steeped in tradition. Theatre and concert performances take place here and there is also the casino.

Accommodation

The core zone features hotels, holiday apartments, guesthouses, cafés, and restaurants. The oldest hotel in town is the Kurhaus, today's "Häcker's Grand Hotel", which also houses the pump room. In 2017, 45,770 visitors spent a total of 301,963 overnight stays at *Bad Ems*. These include general visitors as well as curists in the rehabilitation clinics.

Landscape

The landscape has an extensive network of walking and hiking trails. There are direct links from the historic spa centre and the spa clinics to the spa landscape and to the prominent lookout points such as the Bäderlei rock with the Concordiaturm, the Bismarckturm, the Henriettensäule (in the core zone) or the Wintersberg with the Roman tower (in the buffer zone) There are fitness trails and a panorama trail (Romantik-Runde) with information boards which provide explanations of the historic spa landscape. A bike park, the Lahntal cycling track and canoe hire points meet the current need for leisure activities in the landscape area. The sauna park in the Emser Therme is integrated in the riverside

8. Baden-Baden

Advance Information

Access/ Parking

Baden-Baden has excellent traffic connections. The town boasts its own airport (Baden-Airpark) as well as motorway access and an Intercity railway connection. It also offers an excellent bus network, a feature much appreciated by tourists not arriving by car. The short intervals, fleet of modern vehicles, and closely interconnected lines have all contributed to a steep rise in passenger numbers over recent years, now 10 million annually. The designation of a Park & Ride parking area to the west has reduced congestion (line and hub capacities, capacity of parking facilities) by about seven to eight per cent.

Baden-Baden is a city of short distances with nearly all sights and touristic facilities within walking distance. Guests and inhabitants enjoy a pedestrianized city centre.

Tourist Information and interpretation

The *Baden-Baden* Kur & Tourismus GmbH's (BBT) wide range of responsibilities includes networking on national and international levels; promoting *Baden-Baden* in the international tourism market; maintaining its website, www.baden-baden.com; offering help with finding accommodation; and the organisation of conferences, conventions and events including the preparation of full-scale supporting programmes. The wide-ranging press and public relations work done by BBT places the spa town firmly within the view of the international tourist trade. Numerous international functions, nationally or regionally significant cultural occasions, and open-air events are reflected and reviewed in the supraregional press.

BBT runs a tourist information office at the town entrance, housed in a pavilion on Schwarzwaldstraße 52, and another in the centre, located in the historical Kurhaus-Kolonnaden, where also tickets for a variety of events are available.

The website of the BBT and the municipality of *Baden-Baden*, www.baden-baden.com, provides information on historical sites and landmarks and the spa town's cultural legacy. There is also the option of calling the BBT Visitor Service for advice and information. A wide range of publications on *Baden-Baden*, its parks and its history is available. There are also booklets on offer at the Municipal Museum, and a large number of flyers and leaflets. Since 2018 a VR (Virtual Reality)-App allows guests to discover *Baden-Baden's* highlights from a new 360 degree viewpoint either on the website or on mobile devices.

Within the town, signage directs visitors to sights, landmarks and cultural institutions. One result of the work of the Freundeskreises Lichtentaler Allee e.V. is a free 18-stop audio guide in German and English for Lichtentaler Allee, available for all types of smartphones. The voices of Clara Schumann and the nineteenth century casino leaseholder, Edouard Bénazet, introduce the history of *Baden-Baden* and provide information on the major landmarks of Lichtentaler Allee.

Since 2014, the municipality has been working on a tourism concept including a uniform system of signage, specific to the nominated World Heritage property, pointing out culturally and historically significant sights. In 2016–20, major historical buildings and spaces will be fitted with a total of 150 plaques providing information on the architects, general facts and building descriptions, with QR-codes providing access to further sources of information.

The Tourismus Marketing GmbH Baden-Württemberg (TMBW) is responsible for domestic and foreign marketing of Baden-Württemberg. Information on *Baden-Baden* history, accommodation and events can be found online. The Schwarzwald Tourismus GmbH (STG) – the Black Forest Tourism Board – with its headquarters in Freiburg, is the official representative of about 250 tourism communities in the Black Forest holiday region.

Museums

The **Stadtmuseum**, founded in 1892, is currently housed in the so-called Alleehaus on Lichtentaler Allee. The history of the town is presented in permanent and temporary exhibitions. The permanent exhibition covers the development of *Baden-Baden*, its 2000-year history as a spa and resort, and its rise to the status of a fashionable global spa in the nineteenth century. A modern annexe houses sculptures from the Classical to Modern eras.

Since 2003, the Roman military baths have been accessible to visitors in a museum and exhibition area underneath the Friedrichsbad. Access is via a system of walkways, and for conservation reasons is limited to two hours each day from March to November.

The **Literaturmuseum** was founded in 1970 but has been undergoing a complete overhaul since 2015. The museum is involved in collaborative research in the SFB (special research field) 1015, “Muße (Otiose Leisure): Borders, Temporal and Spatial Character, Practices” of the German Research Foundation at Albert-Ludwigs-Universität Freiburg, running from 1 January 2017 to 31 December 2020. This research examines cultures of leisure from systematic, historical and empirical points of view, focusing in particular on social and socio-political aspects of the phenomenon. The current Literaturmuseum is in the “Gartenhaus” of the municipal library, originally the servants’ quarters of a mansion on Luisenstraße 34. The first floor holds a 60-seat function room while the top floor houses the Literaturmuseum with exhibition rooms for the Baden-Baden authors, Werner Bergengruen, Franz Büchler, Otto Flake, Georg Groddeck and Reinhold Schneider.

The Convent of Lichtenthal at the southern end of Lichtentaler Allee marks the southern boundary of the proposed World Heritage site. In the nineteenth century, it was among the most popular sites for spa patrons. The courtyard and abbey church are open to visitors during the day. The ruling family's chapel with the crypt of the Margraves of Baden and Late Gothic altarpieces as well as a small museum are accessible by guided tour. The museum features manuscripts, everyday objects and works of art from the convent's 750-year history.

The Museum LA8 is housed in the historic premises of the International Club on Lichtentaler Allee. It is dedicated to the intense interaction of nineteenth century art and technology, with semi-annual temporary exhibitions highlighting aspects of the nineteenth century that were significant for the spa town, such as railways, photography, etc. Accompanying programmes of children's workshops, readings and talks enhance the exhibitions.

The **Fabergé Museum** in Sophienstraße 30 is dedicated to the life and work of Carl Fabergé. As well as the celebrated Easter eggs created for the Imperial family of Russia, pieces of jewellery, and exquisite articles of daily use, it shows works by eminent master goldsmiths of the time, among them Bolin, Boucheron, Cartier, Ovtshinikov, Sazikov and Khlebnikov. Still in Russian ownership, the museum is a testament to Russian culture at *Baden-Baden*.

The **Brahmshaus Museum** is in the buffer zone in the Lichtenthal neighbourhood. From 1865 to 1874, the composer Johannes Brahms spent his summers here, working on and completing numerous works. The building and premises have been preserved unchanged, and are listed as a cultural monument. The composer's former living quarters on the attic floor have been converted into a museum. An exhibition room displays autographs, documents and other items as well as a large collection of photographs, illustrating the life of Johannes Brahms and that of his lifelong friend, the composer and pianist Clara Schumann.

The museum of collector Frieder Burda in Lichtentaler Allee is a sparkling jewel in Kurpark *Baden-Baden*. Designed by renowned New York celebrity architect Richard Meier, the museum architecture allows for plenty of natural light and is truly unique, much like the collection itself, which contains its fair share of masterpieces.

Cure and leisure facilities

Thanks to its curative thermal waters, bathing culture has a long tradition in *Baden-Baden* going back 2000 years. The traditional Roman-Irish Bath Friedrichsbad with its elaborate frescoes has been a temple to the art of bathing for the past 125 years, where guests experience 17 different stations of well-being.

The modern Caracalla Spa was built in 1985 and offers indoor- and outdoor pools, a hot and cold rock grotto, bubbling whirlpools, waterfalls, counter-current pools and massaging water jets on 4000 square foot, including an extensive sauna landscape.

Concerning the thermal waters *Baden-Baden* makes huge investments in the maintenance of its facilities, in technique and functional equipment as well as into the development of concepts for the authentic usage of thermal waters.

Since 1 June 2008, the Salina *Baden-Baden*, a subsidiary of the Medico & Vital Centre, offers its guests a new therapeutic concept – the Salina Sea Salt Grotto – in combination

with other individual, holistic therapies. The Salina Sea Salt Grotto, from Dead Sea and Himalayan salts, supports a microclimate to strengthen the immune system while helping treat a number of disorders.

The Brenners Medical Care at the Spa Villa Stéphanie offers Beauty, Detox & Nutrition, Emotional Balance and Medical Care since 2015. The luxurious hotels Dorint Maison Messmer, Radisson Blu Badischer Hof Hotel and ROOMERS Baden-Baden also offer exclusive spa experiences and blissful relaxation.

In *Baden-Baden* there are four specialized clinics offering a broad range from prevention over therapies to rehabilitation: CTS Klinik Korbmatfelsenhof, Klinik Dr. Franz Dengler, Rehabilitationsklinik Höhenblick and the Klinikum Mittelbaden.

The lush parks and gardens of *Baden-Baden* are ideal oases for relaxation and regeneration.

Baden-Baden offers a whole range of leisure facilities, including tennis, public swimming pools, indoor- and outdoor climbing, hiking, mountainbiking, horseriding, paragliding and even archery. *Baden-Baden's* golf course is among the oldest of Germany, the "Tennis club Rot-Weiß Baden-Baden e.V. is the oldest tennis club in Germany and its courts are directly situated in the Lichtentaler Allee.

Restaurants

Baden-Baden is famous for its high culinary standards. There is a wide range of restaurants and cafés, representing all price ranges and culinary preferences: from the famous local Baden Cuisine, over tasty dishes imported from Alsace, just across the German-French border, to Indian, Asian, Italian or other Mediterranean food. There are two Michelin-starred restaurants, Castle Neuweier and Le Jardin de France. The Michelin Guide recommends 36 restaurants in *Baden-Baden*. The grand Café König, in Lichtentaler Strasse, has also been singled out by Germany's leading gourmet magazine "Der Feinschmecker" as "the best café in Baden-Wuerttemberg" for its "genuine baking culture, coupled with love and expertise."

Accommodation

Owing to its centuries-old tradition as a spa town, *Baden-Baden* boasts a large number of hotels and other accommodation providers. Many of them are historical hotels that have maintained their original function to the present day. Badischer Hof, Brenners Parkhotel and Europäischer Hof (reopening in 2020) are among the oldest and most illustrious establishments. Most hotels and guesthouses are bookable via the tourist information's internet portal. In 2017, 127 accommodation providers and 4.989 beds and 2.933 rooms were listed at Baden-Baden, with a total of 1.054.547 overnight stays – the highest ever.

Landscape

Baden-Baden is located on the western rim of the Black Forest and extends from the upper Rhine valley over the foothills of the Vorbergzone to the hilltop of the northern Black Forest at about 1000 m above sea level. The variety of uses, landscape elements and landscape impressions is correspondingly high. The landscape is therefore of great appeal to those seeking relaxation. The surrounding area of the spa town, which is rich in rocks and lookout points, was already an attraction for recreation close to the city and part of the spa landscape. Since the early nineteenth century, a dense network of footpaths has been created in these areas in order to open up the hills directly adjoining the city centre. Later, driveways were created to reach higher areas (such as the rock formation on the Battert, Hohenbaden ruins) and provided with viewing platforms and shelters. The

Battert, together with the Elbe Sandstone Mountains, was one of the birthplaces for the outdoors climbing. Other impressive landscape sightseeing places were later on added (the Merkur mountain, the Geroldsauer waterfall or the forest lakes). More than 50 classical sights (castle ruins, rock formations), viewpoints and shelters, memorial stones and small monuments, churches and chapels as well as fountains and elements of the historic water supply have survived within the historical therapeutic landscape. These cultural landscape elements bear witness to the importance and quality of *Baden-Baden's* landscape in the nineteenth century.

In earlier times, especially, walkers and hikers used the landscape for recreation. Since the end of the twentieth century they have been joined in the landscape by other user groups, such as mountain biking or paragliding. Today, the city aims to provide an environment-friendly and modern infrastructure for the various users, avoiding conflicts between the groups, offering attractive practices, and taking into account the needs of nature conservation and historical cultural landscape elements.

9. *Bad Kissingen*

Bad Kissingen possesses an excellent tourism infrastructure which has developed historically from its function as a spa town. Many leisure facilities, a diverse and wide gastronomic offer as well as car parks and guidance systems are established in the area of the property zone and also outside this zone.

Access/Parking

Bad Kissingen is situated on the federal roads B286 and B287. Currently the following streets are used as the main access axis of the town: Schönbornstraße, Kapellenstraße, Salinenstraße and Erhardstraße. Located centrally between the spa area and old town the streets lead from the federal roads into the town. The train station situated to the South of the old town and the main spa area connects *Bad Kissingen* to the national public transport network. The urban public transport is served by bus services.

There are 10 public parking spaces and 2 car parks. There are also short-stay parking spaces along the streets in the town centre. Approx. 700 public parking spaces are free of charge; a further 500 are available at a reasonable price. The city centre as well as the cure quarter are areas with reduced traffic or pedestrianised.

Signposts and a tourist guidance system have been set up as a guide for the guests and to support the visitor facilities. However, they do not currently have a uniform design.

The two spa districts are connected to each other by the boat route, which operates on the Franconian Saale. With its two small excursion boats it is also a tourist attraction. The access to urban leisure and spa facilities is complemented by private bicycle and Segway hire.

The development of access options with regard to the nominated world heritage property is a task for the future.

The City of *Bad Kissingen* takes disabled access very seriously. Via the homepage of the town it is possible to obtain information about accommodation with disabled access, access for the disabled to the tourist office and reserved parking spaces and disabled toilets. Furthermore, there are guided tours for people with disabilities and help with

concert seat reservations. At the Rákóczi Festival there is a grandstand with disabled access. The town is currently making the street crossings accessible for the disabled.

Tourist information and interpretation

The tourist information office is located centrally in the Arkadenbau (Bayer. Staatsbad *Bad Kissingen* GmbH). Information can also be accessed via a service centre. Rooms can be booked and tickets for events can be purchased online. In the town hall of *Bad Kissingen* there is an information office and a citizens' office.

Current physical interpretation of the urban site is informative plates and signs installed in the public urban spaces to provide guidance for tourists. Various heritage routes (Denkmalrouten) have been developed to provide information about the most important buildings protected as historic monuments; this information is given in a structured way, revealing relevant information in accordance with corresponding thematic topics by means of information plaques which have been equipped with QR codes for an audio-visual-presentation. The Salzweg (salt route) covers the history and historic locations connected with the exploitation of salt in *Bad Kissingen*.

Interpretation also takes place in the exhibition "Weltbad" at the *Museum Obere Saline*. The exhibition presents the values of a Great Spa with a specific focus on *Bad Kissingen*. Furthermore a mobile pavilion has been set up in public spaces in order to inform about UNESCO World Heritage, the eleven component parts of the nominated property the Great Spas of Europe and its OUV.

Once the property is inscribed, a visitor centre will be installed in one of the historic buildings within the property in order to inform visitors about World Heritage. Various locations are currently being considered. A tender offer had been prepared in 2018 in order to launch a study on a suitable location for this.

Cure and leisure facilities

The *Museum Obere Saline* offers exhibitions on the topics of the spa guest Bismarck, salt and salt production, the spa Kissingen, the dimensions of *Bad Kissingen* as a Great Spa, toys and other changing topics.

Art exhibitions take place in the studios of artists based in *Bad Kissingen* and occasionally in public institutions such as the district administration office and the churches.

Theatre performances primarily take place in the Kurtheater (theatre), but also in the historic assembly halls, Littmannsaal and the Kursaal (today called Rossinisaal).

Concerts are also held in the two halls, in the Grand Foyer (Wandelhalle) and also in the Kurtheater (theatre). During the series of events Kissinger Sommer and Kissinger Winterzauber more historic rooms in the Regentenbau, such as the White Hall (Weißer Saal) and the courtyard (Schmuckhof), and the Tattersall Hall (Tattersall), the churches and the courtyard of the former Luitpoldbad serve as concert halls.

The entire historic spa ensemble in the spa garden (Kurgarten), including the Grand Foyer (Wandelhalle), the orchestra shell, the reading room (Lesesaal) along with the parks and gardens, the surrounding spa landscape and the area of the Lower Saltworks (Untere Saline) serve the purpose of the spa functions and therefore also for recreation, leisure and pleasure. Exempt from this are the former bathhouses which have undergone and partially are still undergoing a change in function.

Modern clinics and hotels also include the springs as well as the recreational and

therapeutic spa landscape in their holistic therapy applications. Designated quiet zones and time-bound access restrictions to the spa garden and the Wandelhalle (Grand Foyer) serve the spa function. Modern wellness offers and peat packs as well as peat applications are available in many establishments. Specific medical spa applications are offered in the following establishments:

Name of establishment	Type of application		
	Full peat bath	Brine bath with Schönborn spring	Carbonic acid baths
Practice for physical therapy and physiotherapy Norbert Vogel (in the Kurhotel Villa Thea)			
KissSalis Therme			
Hotel Kaiserhof Victoria			
Sanatorium Uibelesen			
Vital-Hotel Erika (=Sanatorium Rhönblick)			
Westpark Hotel & Sanatorium Werlich-Barié			
Reha-Klinik am Kurpark			
Practice for physical therapy and physiotherapy Norbert Vogel (in the Kurhotel Villa Thea)			

 Available application

Shopping

As a regional centre *Bad Kissingen* possesses a wide spectrum of shops in the town centre which not only cover basic needs, but also more luxurious requirements. Some shops can also be found in the historic bazaar buildings (Bazargebäude). Furthermore six fairs and four Sunday markets take place each year.

Restaurants

Due to its constant function as a spa and tourism location there is a high density of restaurants and cafés in the area of the nominated property in *Bad Kissingen*. Various offers are available in all price and quality ranges and in the form of diverse national cuisines. Of particular note are the partner companies of the UNESCO Biosphere Reserve Rhön, gastronomic businesses which process products from the UNESCO Biosphere Reserve Rhön. In this regard, for example, the restaurant in the Hotel Bayerischer Hof is noteworthy.

Many restaurants are not only situated in historic rooms, but are successor companies of the gastronomy of the Great Spas era. Such as the restaurant in the Hotel Kaiserhof-

Victoria, Schuberts Wein & Wirtschaft, the Ratskeller, the Weinstube Kirchner, the Kurgarten-Café, the Tennis-Café, the Gasthaus zur Post. The restaurant in Laudensacks Parkhotel has achieved many awards (Michelin 1*, Feinschmecker 3 F, Gault Millau 16 points).

Accommodation

In *Bad Kissingen* there are currently 168 accommodation establishments (with 7,002 beds) and at 2 camp sites there are 100 parking spaces and 36 spaces for motor homes. Many hotels and guest houses derive from heyday of *The Great Spas of Europe*. In 2017 the town had 255,369 guests and counted 1,611,688 overnight stays.

Facilities in the recreational and therapeutic spa landscape

In the recreational and therapeutic spa landscape there are signposted promenade walks and shelters along with nature and information routes (Fish Nature Trail - Fischlehrpfad, Salt Route - Salzweg, Sculpture Path - Skulpturenweg) as well as sports facilities such as the tennis court, golf course, riding club and gliding airfield.

Other Visitor Facilities

The modern KissSalis Therme is situated on the south western edge of the buffer zone and provides an extensive wellness offer as well as a peatparks and modern thermal bathing.

Outside the property and the buffer zone there is also the Sinnberg-Café and the Klaushof, both are excursion restaurants with panoramic terraces with a tradition which goes back to the era of the Great Spas. The Sinnberg-Café tradition even goes back to the middle of the eighteenth century. The wildlife park Klaushof (Wildpark Klaushof) is also a popular attraction for visitors. Outside the property there are also many horse riding and hiking trails with scenic observation points.

Many other leisure facilities such as the terrace swimming pool (Terrassenschwimmbad), which is listed as a monument, offer further free-time activities to visitors.

10. Montecatini Terme

ITALY

Montecatini Terme is a famous destination of thermal tourism and has a long tradition of receiving tourists. The town owes its popularity to the thermal waters, rich in precious minerals, that still maintain the town's reputation among international spas. The whole character of the city reflects the concept of holistic healing of body and mind, and of fitness, conceived as a multi-dimensional experience, involving spa treatments, food and wine specialities, side-events, sports and leisure activities. Montecatini possesses rich tourism infrastructure of accommodation and catering, as well as of cultural and sports facilities. The quality of these services for customers is getting better and better.

Access/ Parking

Montecatini is less than 30 minutes from the Amerigo Vespucci Airport of Florence, and the *Montecatini Terme* motorway exit is less than 50 minutes from the "Galileo Galilei" Airport in Pisa. The motorway system is well connected to the regional capital, Florence. The parts of the town are easily accessible by buses or by private transport., and there are several parking and loading areas for buses in the area. There is also an electrically-powered bus line in town that helps reduce exhaust emissions. Spa facilities, as well as other tourist attractions, are easily reachable by foot, or by public and private means of transport.

The funicular railway connecting *Montecatini Terme* to the ancient medieval town of Montecatini Alto is very special. The railway uses its original wagons, the oldest in the world. The cableway system between Montecatini Alto and *Montecatini Terme* was proposed in the late nineteenth century by Alessandro Ferretti, a Genoese engineer. It remains as it was with its two historical wagons Gigio and Gigia, always “greeting” each other halfway.

The Municipality of Montecatini has engaged in the bike-sharing “Montecatiniinbici” project to support sustainable mobility. They have also activated a cycle track and upgraded a cycle-paths network and several bike-sharing spots. There is a private rental bicycle service to get around the town and to access inside the Pineta (pine forest/park).

Tourist Information and interpretation

Digital technology contributes to the accessibility of places. The itinerary of the “Metropolitana Culturale di Montecatini” exemplifies this, offering the possibility to recognise cardinal points, history and cultural growth of locations through use of a QR-Code and the web application “*Montecatini Terme*”, downloadable on mobile devices and tablets.

In addition to the public office located in the town hall, there are two tourist information points in the city centre, one run by the social promotion association, selected by the Municipality. A third info point, on the other hand, is located within the Train Station “*Montecatini Terme*”. In Montecatini Alto, a tourist information point managed by Pro Loco with the help of the Civil Service volunteers of the “ECCO FATTO” project has been created. As far as the foreign market is concerned, the Municipality cooperates with the Chamber of Commerce and Tuscany Promotion to organise tourism promotion initiatives targeted at the domestic market as well as the international market.

The city boasts about many well-preserved buildings dating back to the Liberty style, strictly connected to the functioning of the spa town. There is an urban tour itinerary, the so-called “Liberty Itinerary in Montecatini”, which links the main cultural attractions and can be accessed on foot.

The Municipality of Montecatini has acquired the Palazzina Regia to use it as a space dedicated to the Montecatini spas and its waters. If the nominated property is successfully inscribed on the World Heritage List, the Municipality intends to develop a Visitor Centre of *The Great Spas of Europe World Heritage* property here.

Museums

The MO.C.A (**Montecatini Contemporary Art**), a new gallery dedicated to exhibitions and the collection and interpretation of contemporary art, opened in December 2012 in the twentieth-century Town Hall, one of the main historical building included in the proposal.

Cure and leisure facilities

The Spa facilities Tettuccio, Excelsior, La Salute and Redi are all accessible to people with disabilities who can practice all spa treatments. Some spa facilities need some improvement/adaptation and restoration interventions. Consequently, there is a plan for restructuring the public cultural heritage. In 2010 the Municipality started a participation plan for the local community in order to implement urban or local decorative arrangements.

To reinforce cultural and territorial identity, the Municipality has participated in the Call for Proposals of the Regional Civil Service (the 2013 project was the “Roots: Mine, Yours, Ours” – Radici: le mie, le tue, le nostre); the project was also presented during the year 2015 with the title “The taste of knowledge – Il sapore del sapere”; and in the years 2017 and 2018 “Spreading the culture, enhancing the territory – Diffondere la cultura, valorizzare il territorio”), proposing projects such as the institution of library loans points, and meetings and conferences dedicated to history, culture, including food and wine, and local tradition, at the Covered Market, the Tettuccio facility, and the Ipercoop Shopping Centre; furthermore a consultation point for multilingual publications of cultural and historical nature was included for foreign visitors at the Municipal Hall information point.

The main sports facilities in the area include the sports hall, tennis courts, the municipal swimming pool, the stadium, the racecourse, the mini-golf and the bowling ground, all accessible by private means or by public transport.

The municipal administration carries out an annual plan of events, exhibitions and shows in collaboration with local cultural associations, recreational and sports facilities, and volunteer associations in general. There are many cultural associations active in the area (approximately 25), interested in promoting the enhancement of both the tangible and intangible historical heritage.

Accommodation

Montecatini Terme has over 13.000 bed spaces (data related to year 2015) and more than 220 hotels, bed and breakfast, room rentals and agro-touristic buildings, 90% of them within walking distance from the centre, composing a touristic open-air village. This makes the town one of the most structured touristic areas for big events and gatherings, with facilities and structures able to contain big numbers of people. Accommodation in *Montecatini Terme* includes 3 five-star hotels; 31 four-star hotels; 96 three-star hotels; 21 two-star hotels; 22 B&B/ guesthouse; 10 Agritourisms; 4 Tourist residences^{**}; 3 Holiday houses; 1 Campingsite^{***}. There are 12,510 number of bed spaces in hotels and 1024 number of bed spaces, of which 800 beds are within a camping structure in Montecatini Alto in non-hotels.

Landscape

The natural thermal park offers the opportunity to enjoy vast areas of well-groomed greenery. It is located in the northern area of the city, extending up to the hill of Montecatini Alto. The area presents large portions of well-groomed greenery. The pine forest also has a high level of attractiveness due to the presence of some thermal facilities (Tettuccio, Regina, Leopoldine, Tamerici).

11. City of Bath

The whole of the *City of Bath* is a visitor destination. Visitors come to enjoy its heritage attractions, museums and surrounding landscape (for example - the Bath Skyline Walk) as well coming to Bath as a retail centre. The Management Plan for the existing World Heritage Site has adopted policies and initiatives committed to supporting sustainable tourism.

Access/ Parking

Tourism in Bath is managed by Bath Tourism Plus and this has adopted a Destination

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KINGDOM

Marketing Strategy for Bath. This aims to promote growth in the values of tourism rather than continued growth in the numbers of visitors to the city. The Council is committed to bringing forward a Sustainable Tourism Strategy. This will reconcile potential conflicts of providing access within limited space, constrained infrastructure and parking spaces. The City has benefited from a Park and Ride scheme for thirty years. Proposals in the strategy will address managing coach parking, and encourage use of buses and trains. The Bath Spa Station has been renovated and services to London are enhanced with the recent electrification of most of this route. New rolling stock has been introduced on this route. Buses provide frequent service to Bristol Airport.

The centre of the city has benefited from a network of signs directing visitors to heritage destinations throughout the city centre. Boundary signs indicate the City is a World Heritage property and its centre is embellished with a brass World Heritage emblem in the setts of Stall Street. Council stationery and vehicles are marked where appropriate with the World Heritage emblem.

Tourist Information and interpretation

The Tourist Information Centre is in the heart of the City close to the Abbey. At the same time the Bath Business Improvement District has initiated the Bath Welcome Ambassadors. They will welcome, guide and help visitors to the city. This service is starting in November 2018 and will operate in the city centre.

The Council maintains a website promoting Bath as a World Heritage City. Stakeholders, businesses, museums, hotels and their partners all have their own websites with links to other related sites that promote the city and its attractions. World Heritage Day events in Bath, staged every April since 2009, play a significant role in increasing awareness and aiding interpretation. A different theme is used each year linked to a particular attribute of Outstanding Universal Value.

Museums

These include the Roman Baths Museum (B&NES), the Assembly Rooms and the Museum of Costume, The Victoria Art Gallery (B&NES), Number One The Royal Crescent, the Building Of Bath Museum and Beckford's Tower (Bath Preservation Trust), The Holburne of Menstrie Museum (Holburne Museum Trust), Prior Park Landscape Gardens (The National Trust) Museum of Bath at Work (Museum of Bath at Work Trust) Bath Royal Literary and Scientific Institution, Herschel Museum of Astronomy, Jane Austen Centre and, just outside of Bath, The American Museum

Cure and leisure facilities

Spa facilities are provided in the Thermae Bath Spa that opened in 2003 with up to date pools and treatment rooms alongside Hetling Spring and embraced the renovated Cross Bath. Nearby, the recently opened Gainsborough Spa Hotel of 2016 provides bathing and treatment rooms. The Macdonald Bath Spa Hotel provides a spa treatment service.

As a retail destination, Bath is ranked 19th in the United Kingdom. Including the retail floorspace in Moorland Road, there is some 1,472,500 square feet (136,799.8m²) of retail floor space in the City. However, in 2014 some 12.6% of this floorspace was vacant. (Source: - B&NES Core Strategy and GVA Bath and North East Somerset Retail Study 2014)

Accommodation

There are 28 hotels in the city with some 1591 rooms in July 2015. The Core Strategy envisages a managed provision of some 500-750 additional hotel bedrooms in the next twenty years. (Source: - Core Strategy Hotels Solutions report of 2015)

The 30,000 homes in the city include holiday lets, while the increased use of Airbnb has blurred the definition of some residential properties between providing a home and offering temporary accommodation for visitors. The Council's Core Strategy projects a managed increase of some 7000 homes in the next twenty years. (Source: - B&NES Core Strategy 2014)

Landscape

Countryside around Bath has been promoted as a benefit for visitors from the seventeenth century. Doctors in the eighteenth century advised or urged their patients to take exercise and walk or ride in the surrounding area. This continues. The National Trust Skyline Walk along the Bathwick Hills is the best used walk promoted by the Trust. In the eighteenth century, the City Corporation encouraged visitors to take these opportunities by relaxing tolls in on incoming roads and insured farmers and landowners against any damage caused by visitors riding in the surrounding area. Guide books published descriptions of destinations and attractions in the surrounding area with maps of the area of five miles around the city and some with twelve miles around Bath. Footpaths in the area are registered and protected. Surrounding countryside has been protected generally from development from the 1930s. It continues to surround the city providing opportunities for residents and visitors to take exercise in the surrounding area and look back at the city contained in the valley. The Bathscape initiative will bring forward management action to *inter alia* enhance the surrounding countryside as a therapeutic landscape.