

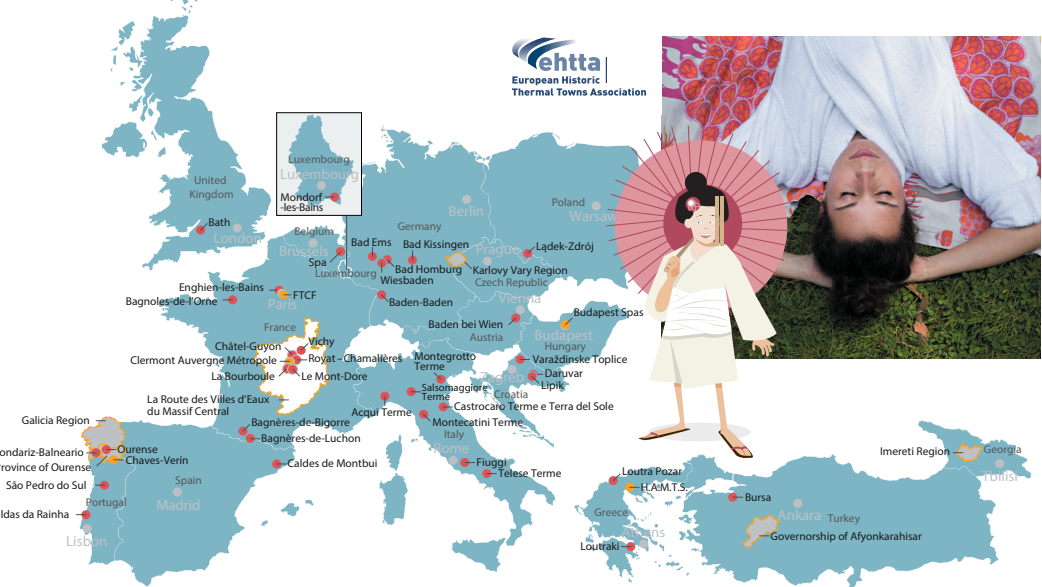


LES ACCROS DU PEIGNOIR expand internationally



La Route des Villes d'Eaux du Massif Central is an association of 17 spa towns in the Massif central area (Vichy, La Bourboule, Le Mont-Dore, Châtel-Guyon, Royat - Chamalières, etc.) with a three-fold statutory objective: change the public perception of spa towns, promote their special features and make them more attractive. With the support of its hundreds of partners, all involved in the running of thermal spas (municipalities, thermal spas, tourist information centres, hotels, etc.), our association has been promoting the tourist potential of its member towns (thermal spa heritage, preserved natural landscapes, wellness therapies and modern-day health care, etc.) for 25 years already.

Today, the Accros du Peignoir expand internationally from the Massif Central to Ourense, one of the member towns of the European Cultural Route of Historic Thermal Towns.



The pitch
They have visited any number of spas. They are now completely "hooked" and go everywhere in their bathrobe. Whether in the spa resort, back in their own home or in any manner of real-life situations, however incongruous and eyebrow raising, these individuals find themselves caught in the heavenly spiral of the bathrobe. Step-by-step, the phenomenon is set to cast its spell, rolling out like a "wave of wellness", becoming the recognised emblem of thermal spas in the Massif central.





“Les Accros du Peignoir” was created to boost the image and attractiveness of thermal spas, rolling out new media codes and practices (unconventional, modern, confident, relaxed) designed to erase stereotypes and combat prejudice, thus making it easier to attract new, complementary clients.

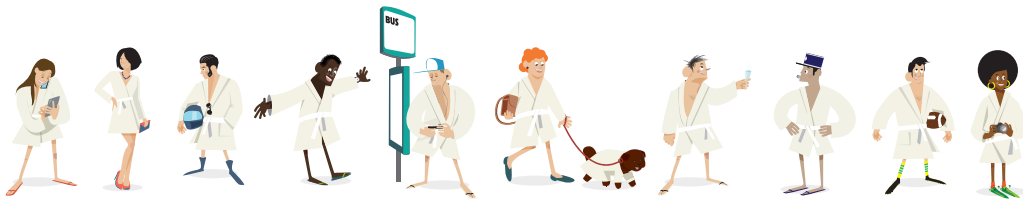
Where did the idea of the “Peignoir” come from?

- The Peignoir (bathrobe) is the one feature common to all visits and experiences in spa towns,
- It is the standard bearer of the quality of the spa visit and the perfect symbol of well-being,
- It wraps you in a warm, soft embrace, a protective cocoon that epitomises the slow life outlook, inner healing and renewal, taking care of oneself, the peace and tranquillity embodied by its core values...

Using these tools and initiatives, creation of a multimedia platform featuring the “Accros du Peignoir” www.lesaccrosdupeignoir.com, gatherings, etc., **the Association federates an “Accros du Peignoir” community, both virtual and physical**, made up of people who take the time to enjoy life, to slow down, calm down, relax, have fun, treat themselves, take a nice walk, meditate, daydream and for whom **spreading this lifestyle message has become their philosophy of life.**

As fervent Ambassadors and spokespeople campaigning for the trend, the “Accros du Peignoir” play a pivotal role in boosting the attractiveness of thermal spas both to draw in complementary client bases, enhance the marketing of innovative offers and add a “touch of glamour”, thus revitalising and updating the thermal spa’s image.

More info: www.lesaccrosdupeignoir.com/the-pitch-english-version



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

OU
OURENSE
THERMAL



THE EUROPEAN
ROUTE OF
HISTORIC
THERMAL
TOWNS

Cultural route
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COUNCIL OF EUROPE

CONSEIL DE L'EUROPE

Les Accros du Peignoir, a registered brand by La Route des Villes d'Eaux du Massif Central.



PUY-DÔME
CONSEIL GENERAL
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