



World Summit on Accessible Tourism

Destinations for All

Brussels 1-2 October 2018



- Balaruc-les-Bains -

Making a tourist destination accessible via the “Destinations pour Tous” national label.

Case study: Balaruc-les-Bains, France's number one spa resort

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Balaruc-les-Bains

By the Mediterranean

South of France - Occitanie region - Hérault department

- near Sète, between Toulouse and Montpellier



- 6 950 inhabitants
- > 53.000 spa clients/year
- > 1 million overnight stays
- Destination pour Tous label (hearing disability, mental disability)
- A listed tourist resort



-Town of Balaruc-les-Bains-



Organisation - Steering committee

THE SPA BATHS

TOURIST OFFICE

AGGLOMERATION

Medical

General
Public

Tourisme Office
Camping sites (x2)
Working with local tourism partners

Transport

The spa baths
Spa shuttle

O'balia spa baths
Cosmetics range

☞ Over the period 2014 - 2020, Balaruc-les-Bains will invest 32 million euros to improve its public spaces, roads and amenities (excluding the spa baths).



(Not part of Destinations pour Tous)

Spotlight on the spa baths: an innovative and defining amenity (1 / 2)

Balaruc Les Bains, France's number one spa resort, 53,000 spa clients/year

Occitanie: France's number one spa region

Spa treatments = a key part of Occitanie's plan for developing tourism and leisure



Spotlight on the spa baths: an innovative and defining amenity (2 / 2)



The spa baths (SPLETH) = A treatment centre with an integrated healthcare pathway and one-on-one care, on prescription, 18-day rheumatology and phlebology treatments, reimbursed by the French healthcare system

Shareholders: City, Agglomeration and Department

Includes: The spa baths (16.000 m²), O'balia spa, cosmetics range, spa bath shuttle
400 employees

A leading role at national level in the spa treatments sector (prevention and public health):
Accompanied care, provision of medical services, pre-empting of the ageing process

Plans to renovate and extend the O'balia spa to include a 4- or 5-star hotel and programme for top level athletes (reathletisation).

ORIGINES - a plan to make the whole town accessible



- ✓ Installation of Europe's first Audioplage (2004)

A system that allows people with visual disabilities to swim unaccompanied in the sea

- ✓ Local authorities' commitment

A forward-looking initiative; a long-term commitment; involvement of local representatives; dedicated technical teams

- ✓ A phased extension of the accessible area: objectives:

Defined perimeter: the Presqu' île

A continuous, uninterrupted route



Working towards the “Destination pour Tous” label: objective



- Improve the general quality of our offering
- Encourage customer loyalty
- Develop new business
- Getting partners to actively work together
- Showcase the tourist destination
- Improved living environment for all





Working towards the “Destination pour Tous” label: objective

- Connecting the resort's disability-friendly tourist services (accommodation, restaurants, businesses and shops, leisure activities, services, transport ...) within the resort, to give people with disabilities more independence
- Bring together local partners in order to:
 - Speed up the implementation of these steps
 - Mobilise partners and local population
 - Encourage different services to work together

➤ A well-defined, shared project



Advantages of Balaruc-les-Bains

- A Mediterranean spa and beach resort
- France's number one spa resort
- Diverse range of accommodation
- Many services and businesses
- A defined area that is becoming progressively more accessible, in total independence
- An “Audioplage” beach
- A tourist office with the “Tourisme et Handicap” label



Brochure for visitors with disabilities - Balaruc-les-Bains



Département Hérault
Séjour destination pour tous 2017
 Sources d'énergie à l'année
 Balaruc-les-Bains
BALARUC LES BAINS source d'énergies
Hérault Tourisme
DESTINATION POUR TOUS

HÉBERGEMENTS

HÔTEL NEPTUNE **

5, rue Mongolfier - ☎ : +33 (0)4 67 48 53 17
 @ : neptunehotel-balaruc@orange.fr

BEST WESTERN HÔTEL DES THERMES ***

Parc Charles de Gaulle - Rue du Lamparo
 ☎ : +33 (0)4 30 17 30 00
 @ : contact@bwhoteldesthermes.com

CAMPINGS

PECH D'AY **

Avenue de la Gare - ☎ : +33 (0)4 67 48 50 34
 @ : pechday@mairie-balaruc-les-bains.fr

CHEMIN DES BAINS **

Avenue de Montpellier - ☎ : +33 (0)4 67 48 51 48
 @ : chemindesbains@mairie-balaruc-les-bains.fr

CAMPING LES VIGNES **

1, chemin des Vignes
 ☎ : +33 (0)4 67 48 04 95 / +33 (0)8 50 70 34 08
 @ : camping.lesvignes@free.fr

GÎTE DE LA PINÈDE N°1 ET 4

5, avenue de la Pinède - ☎ : +33 (0)4 67 43 26 12

RESTAURANTS

LE LAMPARO

À l'hôtel des Thermes Best Western.
 Parc Charles de Gaulle - Rue du Lamparo
 ☎ : +33 (0)4 30 17 30 00
 @ : contact@bwhoteldesthermes.com

LOUNGE LE PRADA - Casino de jeux

Rue du Mont-st-clair - ☎ : +33 (0)4 67 48 00 58

Pièce d'identité obligatoire.

LA GARRIGUETTE

47, avenue du Port - ☎ : +33 (0)4 67 43 29 06

D'autres restaurants sont accessibles en fauteuil mais contrainte au niveau des toilettes.

LOISIRS

SPA THERMAL O'BALIA

Allée des Sources
 ☎ : +33 (0)4 67 18 52 05 - www.obalia.fr
 2.200 m² dédiés à votre bien-être. Bassins d'eau thermique, sauna, caldarium, massages à thèmes.
 Horaires d'avril à octobre : Lundi au jeudi : 11 h à 20 h
 Vendredi : 10 h à 25 h. Samedi et dimanche : 10 h à 20 h. Tarif à partir de 16 € pour 2 h d'accès.

LE JARDIN ANTIQUE MÉDITERRANÉEN

Avenue de la Gare
 ☎ : +33 (0)4 67 46 47 92 - @ : jam@thau-agglo.fr
 Pour découvrir à travers 7 créations originales et thématiques, la flore méditerranéenne et ses subtils usages que nos ancêtres nous ont transmis en héritage.
 Exemple d'horaire : juillet/août : 9 h à 11 h30 et de 15 h à 19 h30 (fermé le lundi). Personnes en situation de handicap 3,50 € (gratuit accompagnateur).



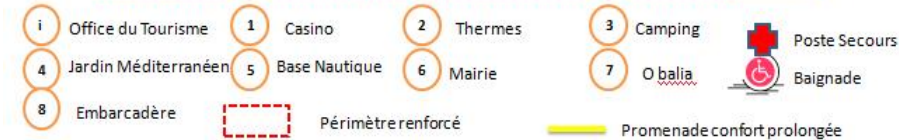
The Destination pour Tous label



A candidature that required the solid commitment of all concerned: implication of local partners, many technical meetings, town council meetings, events, follow up and training

A committed steering committee

Commune, State, Sète Agglopôle, Hérault Tourisme, the Hérault de local business associations and partner associations...



Strategy: identify a perimeter and work closely with those establishments

which most closely associated with the “Tourisme & Handicaps” label



The Destination pour Tous label : the candidature



Propose more sites with the “Tourisme & Handicaps” label

High level of support for businesses and restaurants

Easier to implement accessibility in public institutions... but it takes more time

Complex, time-consuming stages

An amazing boost / a project that unites people

Closely-linked partners - essential to the project

Awarded in March 2017 (excluding the spa bath complex) at the national symposium in Paris

Very good media coverage



Continually working to improve and increase accessibility



Be awarded the label for other sites (O'balia spa baths, Jardin Antique, hotels, restaurants ...)

Finalise the accessibility of the spa bath complex

Continue supporting local businesses

Improve town centre signage

Add another disability family to our Destination pour Tous qualification (a commitment to progress)

Extend accessibility across the Sète Agglopôle area



Tools and other materials

1 guide for people with disabilities (Balaruc-les-Bains and Bassin de Thau)

1 information sheet: a day at the beach

1 mobility app: Hérault Mobility

Implementing the Accéo system (translation for people with hearing disabilities)

1 town map that follows the “Facile à Lire” (Easy to Read) guidelines

1 wine tourism route (“wine tourism for all”) with Iter Vitis For All
(specially adapted videos: booklet in relief, booklet in contrasting colours)

Press trips for specialist media



Balaruc-les-Bains - the resort's tourism strategy



- Getting the Destination pour Tous (Hearing and Mental) label and continuing to improve the resort's accessibility
- Implementing a strategy to make the resort competitive
- Implementing a digital strategy for the resort
- Exemplary nature of SPLETH in terms of thermal medicine: “ageing well” workshop, health promotion, preventive care and independence, innovation, a national reference in the thermalism sector
- A global approach focused on official recognition and improved quality (a considerable investment for the commune)



Thank you for your attention



We look forward to welcoming you to the seaside destination of Balaruc-les-Bains, France's number one spa resort

