



International Spa Heritage Festival

Saratoga Spa State Park

October 8-10, 2024



New York State
Parks, Recreation and
Historic Preservation

We'll see you out there



THE EUROPEAN
ROUTE OF
HISTORIC
THERMAL
TOWNS

Cultural route
of the Council of Europe
Itinéraire culturel
du Conseil de l'Europe



THE SPA IN SPA CITY

Objectives, Goals and Focus

Goal: To celebrate the unique European cultural heritage of Saratoga Spa State park and discover what the SPA in Spa City really means

- Three major areas of focus
 - Health (Taking the waters, the Spa, Forest bathing, wellness)
 - Culture (Architecture, local food and crafts, highlight the European Springs and connections, Tourism)
 - History (State Parks Centennial, European heritage of the Spa, FDR era)
- Approach: Combine social, experience driven and interactive events with engaging educational presentations in an open schedule with plenty of time to network and experience the park over two days.
- This event will be free and open to the public



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**European Historic
Thermal Towns Association**

The New York State Office of Parks, Recreation, and Historic Preservation is celebrating 100 years of dedicated stewardship of our State's rich natural, historic, and cultural resources. Since the 1924 founding of the State Council of Parks, we have grown to over 250 diverse and distinctive destinations.

The European Historic Thermal Towns Association was formed in 2009 to preserve, promote, and celebrate the Great Spa Towns of Europe. Today, EHTTA has 50 members in 18 European countries and two international partners including Saratoga Spa State Park, the host of EHTTA's first conference in the U.S.

Our Partners



SPAC

SARATOGA
PERFORMING
ARTS
CENTER

Discover
SARATOGA



**Natural
Heritage Trust**



Saratoga Springs
Preservation Foundation



**The Ndinakina
Education Center**

Our European Visitors

Confirmed Spa Representatives

Spa (Belgium)

Vichy (France)

Baden bei Wien (Austria)

Caldas da Rainha (Portugal)

Montegrotto Terme (Italy)

Route des Villes d'Eaux du Massif Central (France)

Daruvar (Croatia)

More to be added

Event Overview

08 OCT EHTTA Tours & VIP Welcome Reception

Private Baths at Roosevelt Bathhouse

Location : Roosevelt 1 Bathhouse

VIP Reception

Location : Canfield Casino Parlor

Exploration Time

Location : City of Saratoga

09 OCT Conference & Community Festival

Full day conference and guest speaker series

- Find out what it means to be a Spa City
- Discover Saratoga Spa State Park's place in New York State Park System

Family-friendly Community Festival

- Farmers Market and Art Fair
- Guided Tours
- Food trucks
- Live entertainment

Catered Evening Jazz Bar at the Hall of Springs

Location : Spa Little Theater, Reflecting Pool, and Hall of Springs

10 OCT Water & Wellness Spa Tourism Expo

Morning Business to Business Information

Sessions

Afternoon European Spa Town Showcase and Tourism Expo

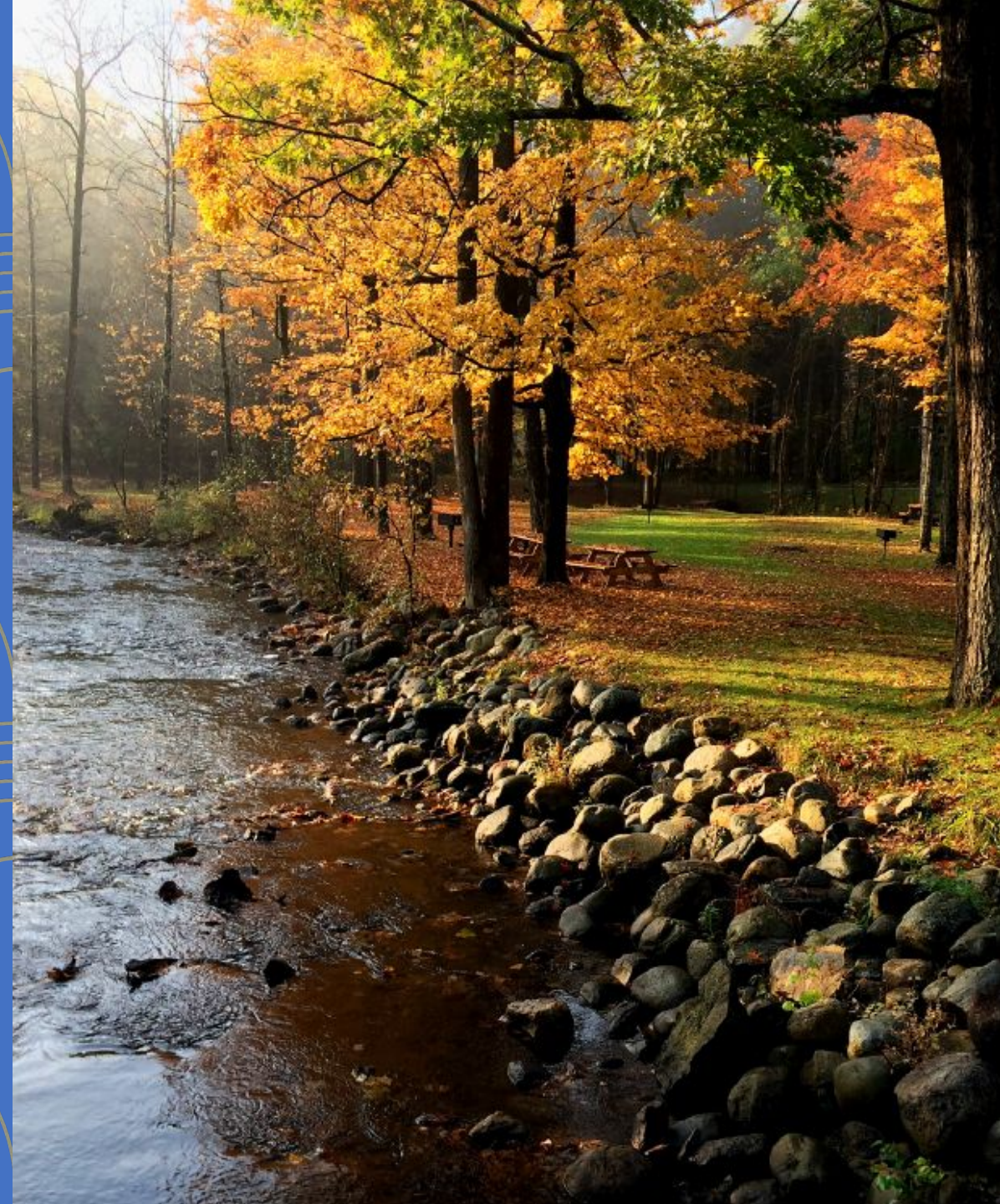
Location: Gideon Putnam

Preliminary Program Tuesday Oct. 8th

Welcome Day

Location: Saratoga Spa State Park, Roosevelt Baths,
Canfield Casino

- **10:00am** Registrations/ Greeting
- 10:30am Tour of Saratoga Spa State Park
- **12:00** Lunch
- **12:00-??** Private Baths
- **3:00pm-7:00pm** Free Time
- **7:00pm** Welcome Reception at Canfield Casino
- **8:00pm** After Dinner Drinks/Entertainment



International Spa Conference Wednesday Oct. 9th

Location: Spa Little Theatre

8:30am	Registration
9:00am	Opening of Conference – Riccardo Mortandello, President EHTTA and Mayor of Montegrotto Terme/ NYS Governor or Park Commissioner
9:15am	Traditional Thanksgiving Address of the Haudenosaunee and Abenaki and Indigenous History of the Springs presented by Dr. Joseph Bruchac, PhD, Nulhegan Abenaki Nation, Poet Laureate of Saratoga Springs
9:45am	<i>History of State Park System</i> presented by Bill Krattinger (State Park Historian)
10:30am	Coffee break
11:00am	<i>Therapeutical Landscape: sharing European Spa Traditions</i> presented by Mario Crecente, EHTTA Scientific Committee President (explaining European spa heritage – what is a European spa (town) - “why are we here today?” – “the spa word” – casinos/horse races/theatres/music ...
11:30am	<i>Dr. McLellan’s thermal trip From America to Europe</i> presented by Dr. Oliver Sukrow (University of Vienna, Austria)
12:00pm	Lunch
1:00pm	<i>The case of Bath a history of success</i> presented by Paul Simons (Bath, UK) introducing different aspects of Bath
1:30pm	Remarks by Assemblywoman Carrie Woerner (Assembly District 113)
2:00pm	Remarks by Elizabeth Sobel President & CEO of Saratoga Performing Arts Center
3:00pm	<i>Conclusions</i> by Alane
3:15pm	End of Conference
3:20pm	Outdoor Q&A Session and drink

Spa Community Festival

Location: Reflecting Pool Lawn and Arcades

3:00pm-6:30pm Community Festival

- Food Trucks
- Farmers stands
- Local crafts and business stands
- Local craft Beverages
- Live Music

Rotating Tours

- Architecture tour of Spa Park Tour
- Water Tasting Guided Tour
- Architecture Guided Tour
- Forest Bathing Tour

- Jazz Bar (Ticketed)
- Live Jazz Band
- Appetizers
- Cash Bar

Preliminary Program Thursday Oct. 10th
Business to Business Tourism Expo and European Spas
Showcase and Water and Wellness Travel Show
Location: Gideon Putnam Conference Room

Presentations and Workshop Tables

9:00am Registration

9:30am Welcome

9:30am-11:00am European Historic Thermal Towns Association
Individual member presentation 6 x 10 min each

11:00am B2B Meetings/ knowledge share between
Americans and European stakeholders

1:00pm Lunch for participants of B2B Workshop

1:00pm Set-Up of tables for American stakeholders
(other tour operators, cruise companies, ...)

2:30pm-6pm **“Spas of Europe Showcase & Water & Wellness Travel Expo”**
organized by Blue Skies/Revibe Travels (Kristi Carrara)
European spa towns at their presentation tables
American stakeholders in addition (travel advisors, river cruises, ...)



Questions, Thoughts?



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