

Press Release



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Baden-Baden - As part of ‘The Great Spa Towns of Europe’ nomination, Baden-Baden has been conferred UNESCO World Heritage status: On July 24, 2021, the International World Heritage Committee inscribed ‘The Great Spa Towns of Europe’, including Baden-Baden, on UNESCO’s World Heritage list. In doing so, the United Nations Educational, Scientific and Cultural Organisation recognises the exceptional significance of Baden-Baden together with a further ten spa towns in Europe, and their outstanding universal value for humanity. A total of eleven spa towns from seven European countries had applied for World Heritage status as “The Great Spa Towns of Europe”. The inscription on UNESCO’s World Heritage list is the highest international accolade for cultural and natural sites.

“Being conferred World Heritage status is a wonderful recognition for the town. Baden-Baden has always had a great sense of responsibility towards its heritage as a world-renowned spa town and as the summer capital of 19th-century Europe. At the same time, it has understood that it needs not only to preserve these values, but also to reinterpret them and enable them to evolve, so that they can be experienced at first hand,” underlined Nora Wagershauser, CEO of Baden-Baden Tourism Board (BBT).

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Although Baden-Baden is well-known internationally, Waggershauser believes that World Heritage status can bring further opportunities for tourism in the town: “The UNESCO award is based on our core brand values - the combination of living traditions, health, nature, culture and cosmopolitanism, which is what makes Baden-Baden so attractive and unique.”

In addition, the inscription on UNESCO’s World Heritage list also represents a great commitment to responsible tourism based on sustainability, she says. “In line with the UNESCO tradition, we have to ensure that our own special values are protected long term. We will therefore continue to pursue our strategy of high-quality tourism”, explains Waggershauser, and makes clear: “There can be no responsible, successful tourism without the protection of our World Heritage, the two go hand-in-hand. And that is in the interests of both our guests and our residents.”

The fact that the successful nomination is the result of a transnational application by spa towns from seven European countries is especially pleasing for the CEO of BBT: “Baden-Baden is a town with strong European roots. The close collaboration with the partner countries and the individual towns is a wonderful symbolic gesture for Europe.

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We look forward to continuing this fruitful cooperation in the future, together as ‘The Great Spa Towns of Europe’. Our sincere thanks go to all involved - their expertise, perseverance and commitment were the driving force behind the success of the application.”

More information at www.baden-baden.com/en/unesco-world-heritage

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