



Industrial Heritage Tourism in Europe

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European
Route
of Industrial
Heritage



www.erih.net



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One common Brand
for a common Market

Industrial Heritage Tourism is:

A special interest Offer

But no »Niche Market« !

It is an important Trend in Cultural Tourism

In all of the old industrial Areas round the World

A Theme, no Destination

A great economical Success

We are creating a common Brand for Europe



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is a European Project for:
Urban Regeneration
Saving Industrial Heritage
Sustainable Tourism

Co-funded by the
Creative Europe Programme
of the European Union





Our Tasks

Spreading of Information about Sites to Marketing-Organisations

Helping to upgrade the Marketing of the Sites

Upgrading the Site-Quality by exchanging Experiences

Emphasizing the "European Perspective" of Industrial History

Regeneration through Heritage

A Network of Communication for Partners and Experts

Direct Customer Information about Sites and Routes



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Sites and Networks

The most attractive Sites in Europe

With outstanding History

which has to be told most interestingly

With touristic on-site and off-site Potentials

We call them Anchor Points

And more:

Many smaller Sites as parts of Industrial Landscapes

They are part of the Regional Routes

Anchor Points, Regional Routes and more sites are parts of the European Transnational Theme Routes

All Routes are starting from the Anchor Points

A Network which is telling

European History most interestingly

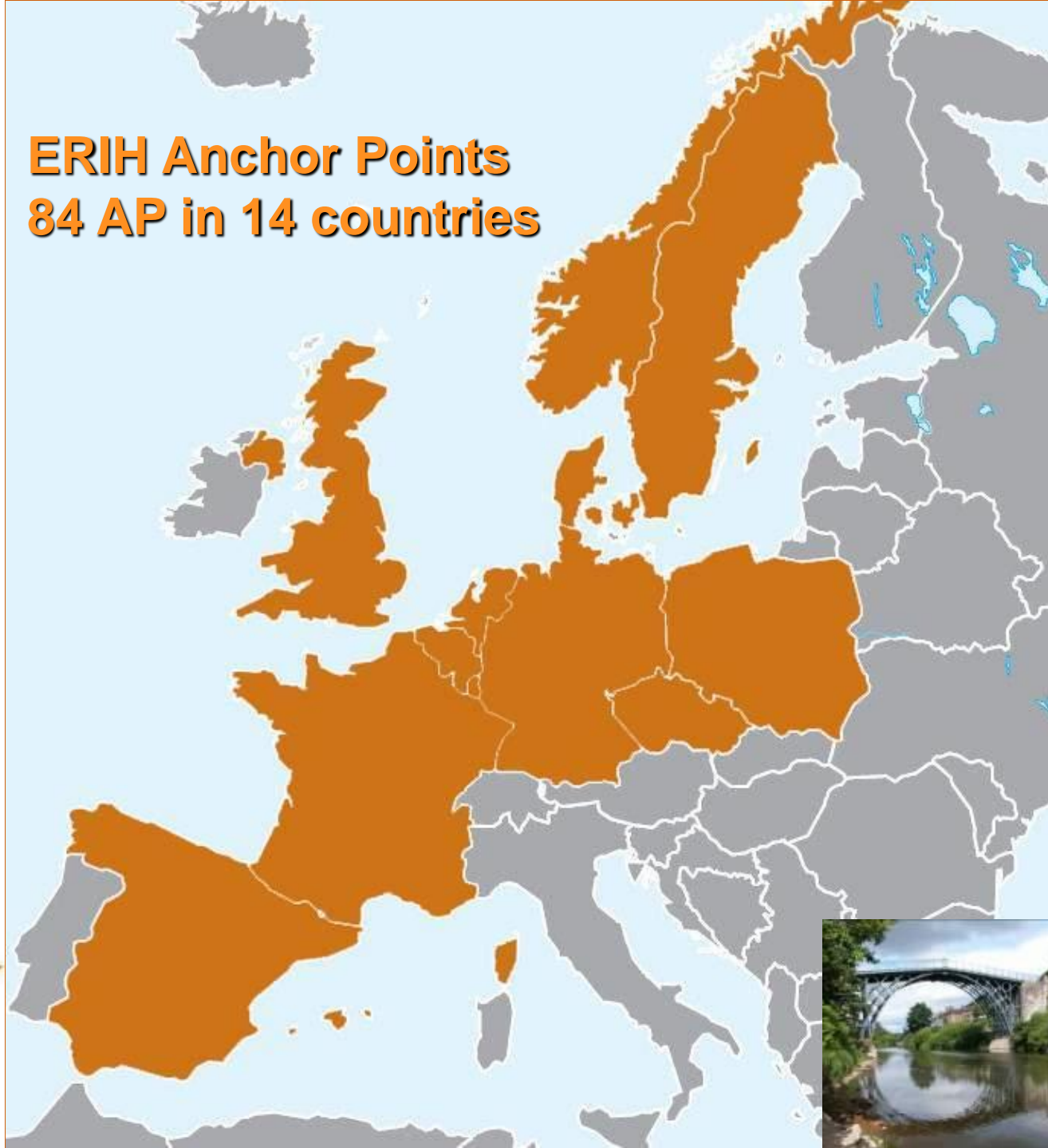


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ERIH Anchor Points 84 AP in 14 countries



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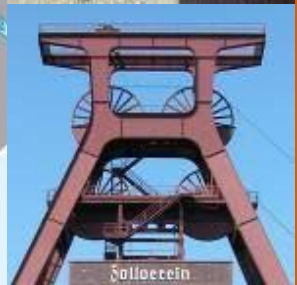
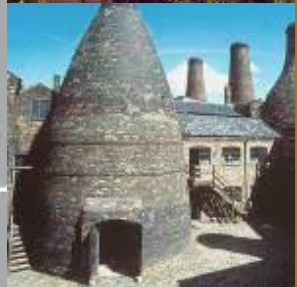
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Anchor Point



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12 Regional Routes



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**HOLLAND
Route**

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www.hollandroute.nl
www.erih.nl

**Industriekultur
Euregio Maas-Rhein
Industriecultuur
Euregio Maas-Rijn
La culture industrielle
Euregio Meuse-Rhin**

www.erih.net

**Täler der
Industriekultur
Industrial
Valleys**

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**Discover
The
Industrious
East**

Outstanding sites of industrial
heritage in the East of England

Take a voyage
of discovery in
the home of
industry

The Heart of England
Route of Industrial Heritage

**ERIH -
European Route
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South Wales

www.erih.org.uk

route 'industriekultur'

Die Route durch die
Kulturhauptstadt Europas
AUNR 2010

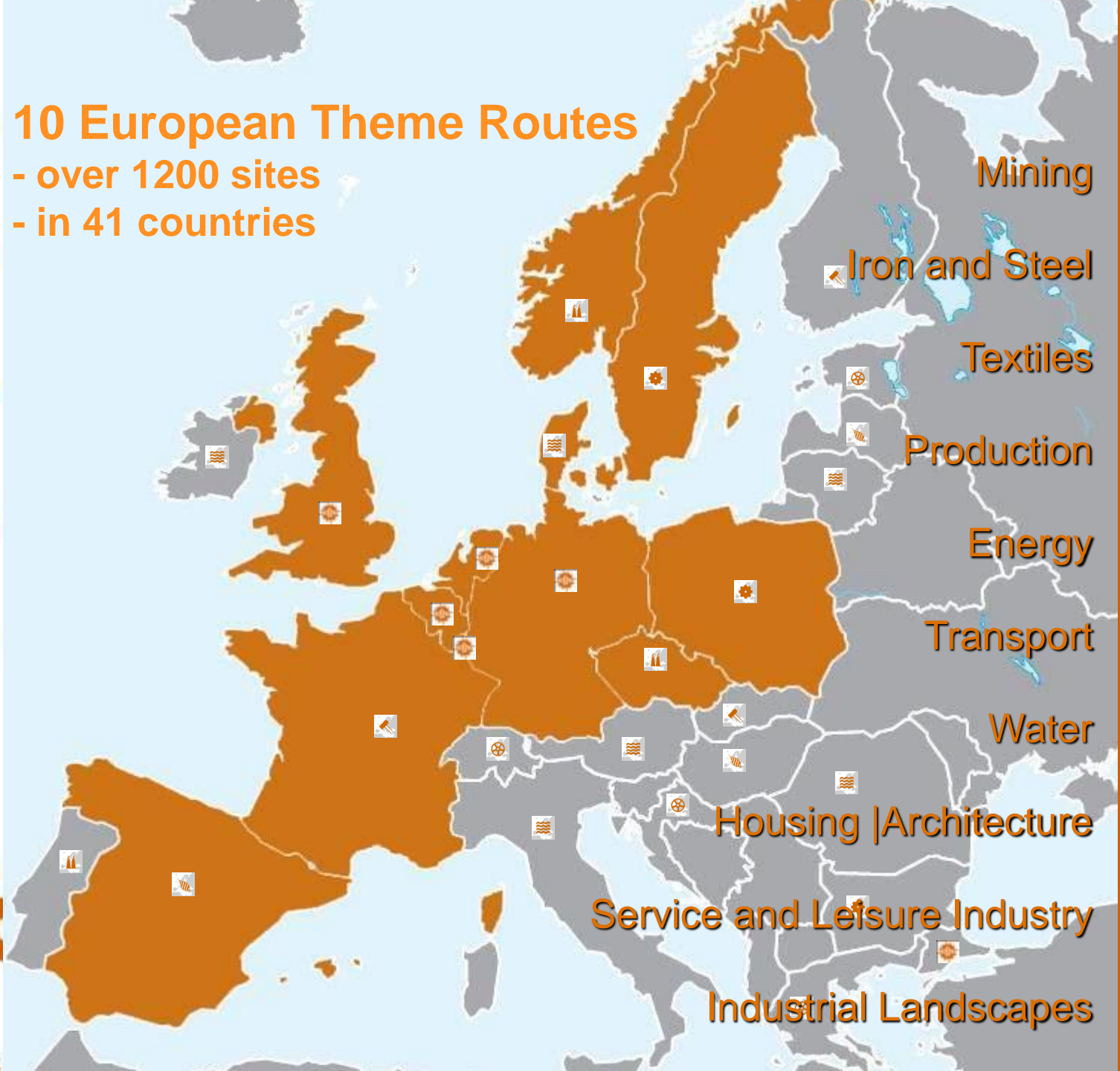
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**Śląska podróż
w czasie
Wycieczki objazdowe**

**SZLAKIEM
ZABYTKÓW
TECHNIKI**

10 European Theme Routes

- over 1200 sites
- in 41 countries



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The Marketing Model



Network-Marketing
One for all – all for one
One Anchor Point – one Landscape
Market-Potential in Europe: 150 Million

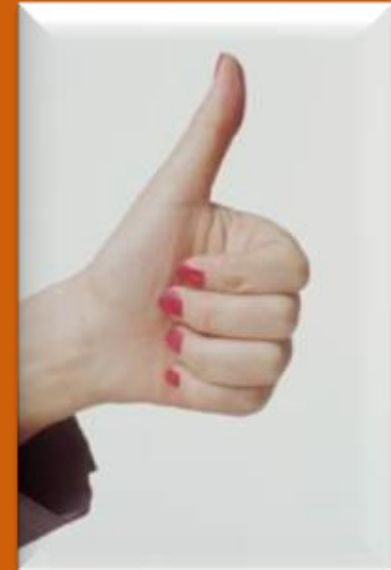
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Perspektives beyond 2015



250-300 Anchor Points

40-50 Regional Routes

3000 Sites at the Theme Routes

More than 75 Millions Visitors each Year

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Why is it sustainable?

**Local Attractions generate local Visitors
and cause less travelling**

Re-Using has a very good ecological Balance

Industrial Nature is very important for Bio-Diversity

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Thank You for Your Interest

Industrial Heritage

What did we achieve?
Where do we go?

Prof. Dr. Wolfgang Ebert

