

ERIH Annual Conference 2019

International Tourism – it's all in the mix

How industrial heritage sites can be marketed with other tourism sectors



John Rodger MBE, ERIH Board Member

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



Co-funded by the
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ERIH's aim

The sustainable development of our shared European industrial heritage to strengthen cultural identity and secure the economic and social regeneration of former industrial areas through their promotion as visitor attractions



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Industrial heritage – an established tourism sector



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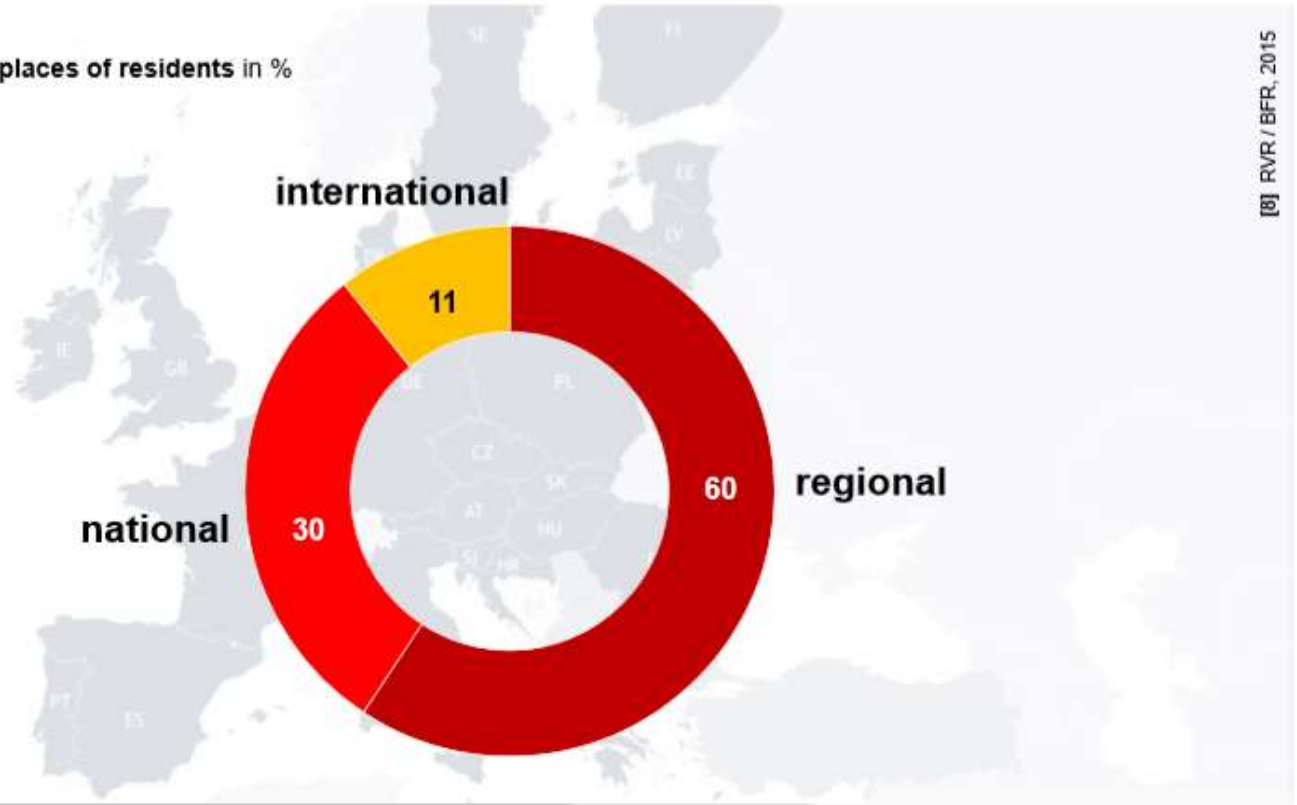




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ERIH BAROMETER 2018

Visitors places of residents in %



[8] RVR / BFR, 2015



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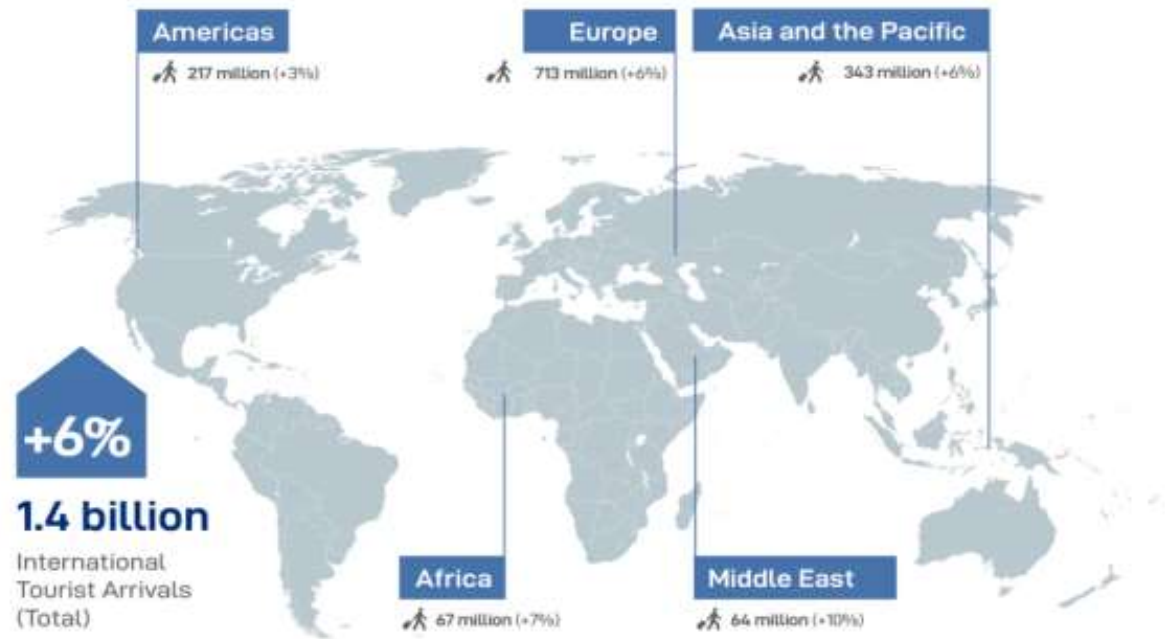


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International Tourist Arrivals 2018



Source: World Tourism Organization (UNWTO), January 2019

“International tourist arrivals in Europe reached 713 million in 2018, an increase of 6% over exceptionally strong 2017”

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PANORAMA OUTING
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PRICE INCLUDES

- Three-night hotel stay in Prague
- Seven-night full-board river cruise on board the RIVER MUSE
- 49 per person cruise onboard package
- Free use of all on-board amenities, such as sauna and fitness centre
- 16 onboard activities and social entertainment
- All transfers
- All 16 Best Airway Regions (London departure - regional flights available)

PRAGUE

While in romantic Prague you could cross the iconic Charles Bridge and look down the man-made Vltava River, or perhaps take a wander around the Old Town Square where you will stroll across soaring spires, ancient stupas and charming cafes.

During your stay you'll have every chance to witness past colourful European buildings and numerous chic pubs serving what is regularly heralded as the best beer in the world. History lovers will delight in the city's hidden cove, while art enthusiasts will find numerous galleries to explore, matching the architectural beauty found decorating the streets.

YOUR ITINERARY

- DAY 10 PRAGUE (1 night)
- DAY 9 PRAGUE (1 night)
- DAY 8 PRAGUE (1 night)
- DAY 7 PRAGUE (1 night)
- DAY 6 PRAGUE (1 night)
- DAY 5 PRAGUE (1 night)
- DAY 4 PRAGUE (1 night)
- DAY 3 PRAGUE (1 night)
- DAY 2 PRAGUE (1 night)
- DAY 1 PRAGUE (1 night)

BRITISH AIRWAYS



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Welcome to New Lanark Mill Hotel



NEW LANARK
Mill Hotel



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Poldark provides a window into the eighteenth century lives and landscapes of Cornwall

This was at a time when the local copper mining industry was in turmoil through the overwhelming competition from the Welsh Anglesey mines. The Poldark stories owe much to Cornish history and heritage, which form the backdrop to the characters' eventful and often turbulent lives. Today the metal mining landscapes of Cornwall and west Devon have World Heritage Site status. We are sure that Ross would have approved of the international recognition of his compatriot's efforts to bring copper and tin to the world!

The original programme was to make international stars of its principal leads Robin Ellis and Angharad Rees, who portrayed the brooding Ross Poldark and the striking Demelza Carne. The current series features two internationally prominent actors in the form of Aidan Turner, who has appeared in *The Hobbit* and the series *Being Human*, and Eleanor Tomlinson, whose roles include the blockbuster *Jack the Giant Slayer* and the BBC drama *The White Queen*. Both are sure to be a considerable hit with viewers.



For more information about Poldark and the World Heritage Site, please follow the links below

Visit Cornwall, the official tourist board, has a Poldark film location page at:
www.visitcornwall.com/about-cornwall/blogging-cornwallpoldark-film-locations

The National Trust has information indicating where its historic landscapes were used during the production:
www.nationaltrust.org.uk/article-1355486329991/

The community website for St Agnes has a page dedicated to Poldark Country, highlighting the role of St Agnes in setting the scene for the original Winston Graham novels:
www.st-agnes.com/discover/st-agnes.com-discover-poldark

To find out more about the World Heritage Site and how Cornish Mining changed the world, please visit: www.cornishmining.org.uk



Poster's design reproduced by kind permission of Mike Dwyer (Minister for Culture, Wales) for his publication *Cornish Mining and the Poldark*

April 2010 promotion



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The Challenge

To find ways of linking with other tourism sectors to expand industrial heritage tourism.....



..... it's all in the mix!



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