The challenges for promoting industrial heritage in the 2020s

John Rodger, ERIH Board Member
European Route of Industrial Heritage

“The most comprehensive network for industrial heritage tourism in Europe”

How did we get here?
The death of steam .....
In the UK today, 100+ heritage railways, 10million+ visitors
Welsh mining valley – returned to nature
Industrial heritage as a focus for regional renewal

*Emscher Landscape Park, Duisburg, Germany*
Having established industrial heritage as a major sector in tourism, what challenges and opportunities lie ahead in attracting visitors?
The digital world
Virtual reality
International tourism
Spreading the benefit
Connections
Cornish diaspora: Mexico
Argentinians celebrating Oktoberfest
Growing awareness of disability
Accessible toilet
Not every disability is visible
Technical challenges
Dementia – underground tour

“A very good tour guide who made it so easy to understand ...... I had a slight anxiousness at first, but that went”
Gender equality
Gender equality
Engaging with young people
Multiculturalism
Liverpool Museum of Slavery
Linking with other tourism sectors
Linking with other tourism sectors
Joint promotion of World Heritage Sites in Wales
What if it rains?
Seasonality
Staff development/Engaging with visitors
Our core value
The true and epic story of industrial society
Moving on!