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
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
Industrial heritage – an established tourism sector
WELCOME

to the EUROPEAN ROUTE OF INDUSTRIAL HERITAGE.
the tourism information network of industrial heritage in Europe

The Route System
ERIH BAROMETER 2018

Visitors places of residents in %

- International: 11%
- National: 30%
- Regional: 60%

www.erih.net

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

Cultural route of the Council of Europe

CONSEIL DE L’EUROPE
“International tourist arrivals in Europe reached 713 million in 2018, an increase of 6% over exceptionally strong 2017.”
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European Route of Industrial Heritage

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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 Peaky Blinders, 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/locating-cornwall/poldark-film-locations.

The National Trust has information indicating where its historic landscapes were used during the production: www.nationaltrust.org.uk/article-1355866329991.

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-discover-poldark.

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

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

..... it’s all in the mix!