



European
Route
of
Industrial
Heritage

ERIH Annual Conference 2018



The challenges for promoting industrial heritage in the 2020s

John Rodger, ERIH Board Member



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





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European Route of Industrial Heritage

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

How did we get here?

Co-funded by the
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The death of steam



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..... the rebirth of steam as heritage

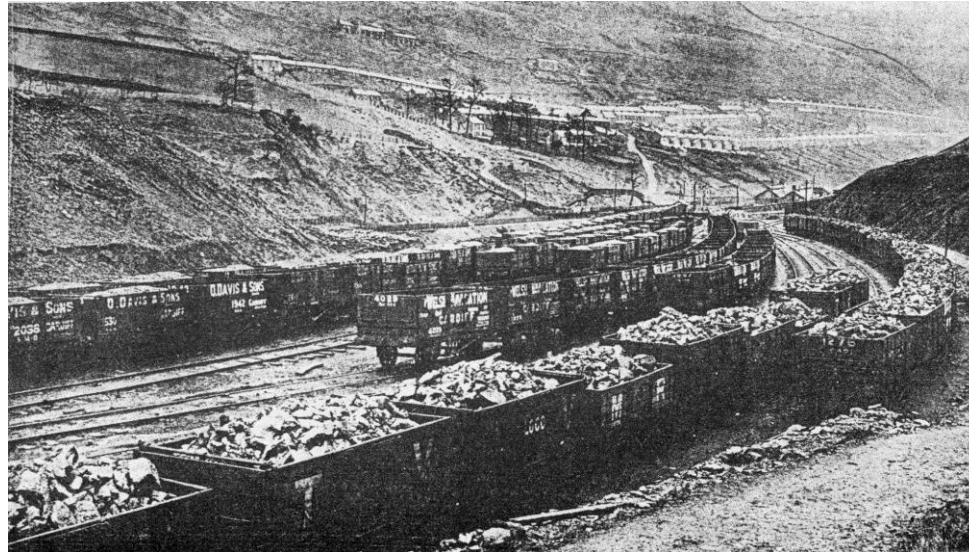
*In the UK today, 100+ heritage railways,
10million+ visitors*



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Welsh mining valley – returned to nature



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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?

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The digital world





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Virtual reality





International tourism



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Spreading the benefit



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Connections





Cornish diaspora : Mexico



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Argentinians celebrating Oktoberfest



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Growing awareness of disability



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Technical challenges





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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”



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Gender equality





Gender equality



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Engaging with young people



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Multiculturalism



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Liverpool Museum of Slavery



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Linking with other tourism sectors



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Joint promotion of World Heritage Sites in Wales



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What if it rains?





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Seasonality





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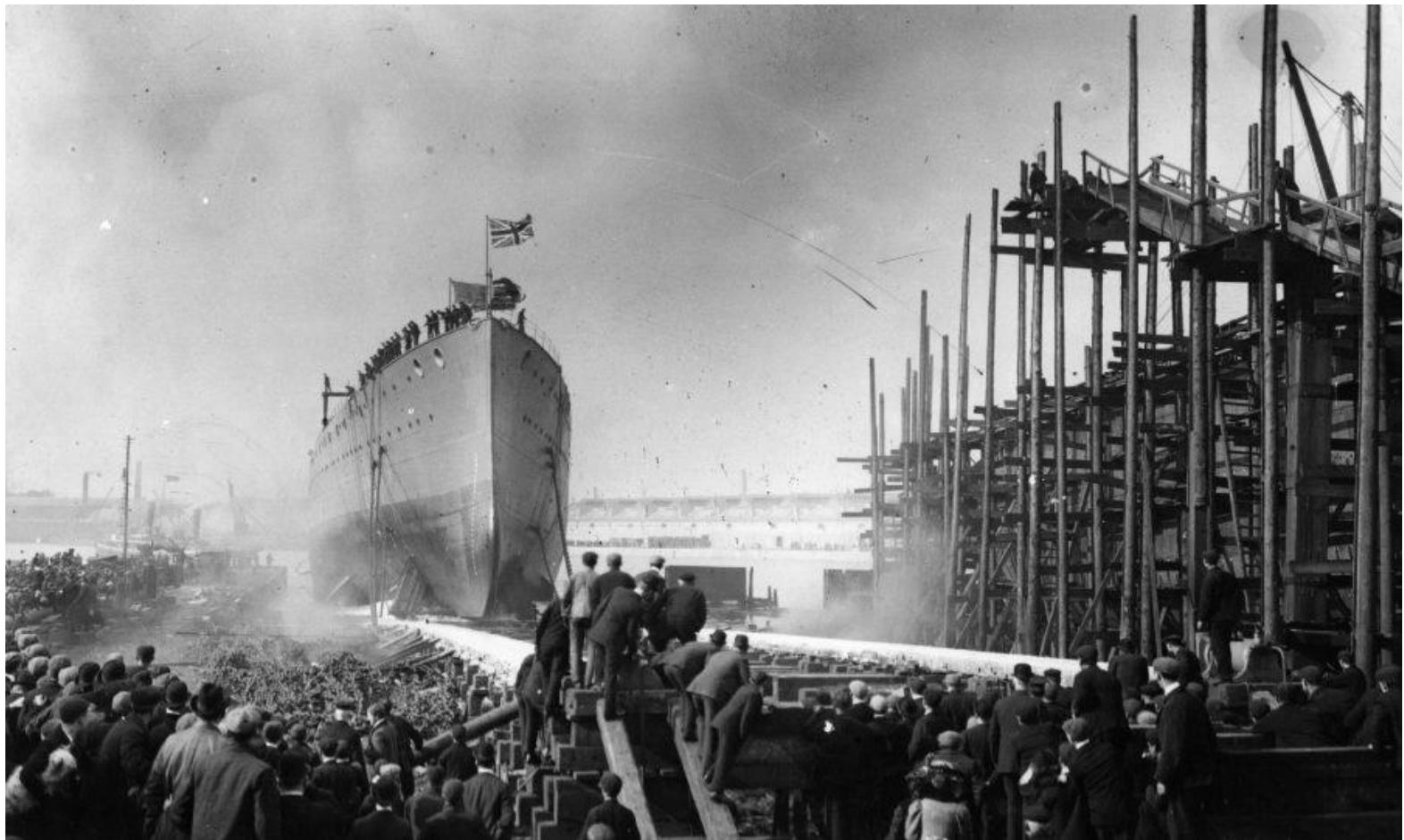
Staff development/Engaging with visitors



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Our core value
The true and epic story of industrial society



Moving on!



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