WORLD HERITAGE JOURNEYS OF THE EUROPEAN UNION

8th UNWTO International Meeting on Silk Road Tourism
Thessaloniki Greece
World Heritage Journeys of the European Union

Background:

• World Heritage is a strong tourism drawcard for Europe and cultural tourism is growing

• Tourists are increasingly seeking ‘off the beaten track’ destinations

• Need to alleviate congestion at World Heritage sites during peak seasons

• Opportunity to better promote lesser-known World Heritage sites

• Project initiated by European Commission & UNESCO, thanks to a Preparatory Action voted by European Parliament

Tarragona, Spain

Paphos, Cyprus

Wieliczka Salt Mine, Poland

Kroměříž, Czech Republic
World Heritage Journeys of the European Union

Project Objectives:

• Raise the global profile of Europe’s cultural heritage

• Support sustainable growth of European global, regional and domestic tourism

• Contribute to safeguarding Europe’s cultural heritage

• Increase length of stay and encourage dispersal of visitors into less visited areas

• China main target market for 2018 EU/China Tourism Year
Scalable Web Platform

1000+ pages of curated content:

• Amazing Destinations
• Unforgettable Experiences
• Engaging Stories
• Compelling Images and Video
• Interactive Maps and Itineraries
• Useful Travel Information
• Travel Trade and Media resources
• Tools for World Heritage site managers

> VisitEUWorldHeritage.com
Thematic Journeys

Developed through research, surveys and consultations with industry trade/media and heritage experts

- Ancient Europe
- Romantic Europe
- Royal Europe
- Underground Europe

As the grandeur of Europe grew in cities across the continent, generations of workers toiled underground to power the unstoppable pace of development. From the gold that decorated the Middle Ages, to the wine used to toast revolutions, and the coal that fueled the modern era, the world as we know it would never have been possible without the tough and dangerous labor taking place deep below the surface. Away from sight and often out of mind, these tunnels, caverns, mines and cellars have been hiding amazing stories about the lives of the people who helped build Europe.

Now open to the public, these incredible World Heritage sites often surprise with an eerie industrial beauty or the opportunity for an adventurous exploration. Whether it’s a downhill ride in an old mining train, a cathedral carved from salt or wine barrels inside volcanic rock, they offer you the chance to venture deep underground — and deep into history — to experience the life and culture in the dark depths of Europe.
34 Featured World Heritage Sites

**Ancient Europe**
- Ancient City of Nessebar, Bulgaria
- Archaeological Area and the Patriarchal Basilica of Aquileia, Italy
- Archaeological Ensemble of Tárraco, Spain
- Archaeological Site of Olympia, Greece
- Pont du Gard (Roman Aqueduct), France
- Roman Monuments, Cathedral of St. Peter and Church of Our Lady in Trier, Germany
- Sanctuary of Asklepios at Epidaurus, Greece
- Stari Grad Plain, Croatia

**Royal Europe**
- Aranjuez Cultural Landscape, Spain
- Caserta Royal Palace and Park, Italy
- Cultural Landscape of Sintra, Portugal
- Gardens and Castle at Kromeriz, Czech Republic
- Palace and Park of Versailles, France
- Palaces and Parks of Potsdam and Berlin, Germany
- Royal Botanic Gardens, Kew, United Kingdom
- The Par Force Hunting Landscape in North Zealand, Denmark
- The Royal Domain of Drottningholm, Sweden

**Romantic Europe**
- Historic Centre of Bruges, Belgium
- Historic Centre of San Gimignano, Italy
- Lednice-Valtice Cultural Landscape, Czech Republic
- Mont Saint Michel and its Bay, France
- Paphos, Cyprus
- Upper Middle Rhine Valley, Germany
- Vilnius Historic Centre, Lithuania
- Wachau Cultural Landscape, Austria

**Underground Europe**
- Champagne Hillsides, Houses and Cellars, France
- Historic Town of Banská Štiavnica and the Technical Monuments in its Vicinity, Slovakia
- Major Mining Sites of Wallonia, Belgium
- Mines of Rammelsberg, Historic Town of Goslar and Upper Harz Water Management System, Germany
- Mining Area of the Great Copper Mountain in Falun, Sweden
- Nord-Pas de Calais Mining Basin, France
- Tokaj Wine Region Historic Cultural Landscape, Hungary
- Wieliczka and Bochnia Royal Salt Mines, Poland
- Zollverein Coal Mine Industrial Complex in Essen, Germany
WH Site Content

- Site description and travel tips
- Photos and videos
- Visitor information
- Attractions
- Experiences
- Stories & Legends
- Instagram photos
- PDF Documents
- Supporter logos
Benefits for World Heritage sites

- Global brand positioning with UNESCO and National Geographic
- Unique promotional and marketing opportunities
- Participation of a network of leading EU World Heritage sites
- Access to tools and resources on visitor management, marketing and sustainable tourism
- Helping influence the way people travel to World Heritage sites and destinations
Marketing Activities 2018-2019

- ‘Travel differently, travel deeper’ campaign
- World Heritage Journeys video series
- Social media campaigns
- Media partner activities with National Geographic
- Travel trade show participation
- FAM trips for influencers and trade reps
- Photo exhibitions
- Books and other printed collateral
Marketing Assets

- Social media profiles
- Digital banners and badges for partners
- Window decals for featured businesses
- Embeddable versions of website
THANK YOU!

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