

Interreg



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North-West Europe

SLOWTOUR

Industrial heritage as a driver for local pride and tourism

Many towns in North-West Europe, rich in industrial heritage like old factories, canals, and historic sites, are often overlooked by tourists. SLOWTOUR aims to reveal these hidden gems by fostering sustainable urban tourism through slow, inclusive and place-based approaches.

Inspired by success stories like the Piscine Museum in Roubaix (FR), SLOWTOUR equips municipalities and tourism professionals with tools to attract and retain visitors beyond traditional landmarks. As a result, the project will boost local economies, strengthen community engagement and make towns more vibrant and attractive.

Lead partner:

City of Roubaix (FR)



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