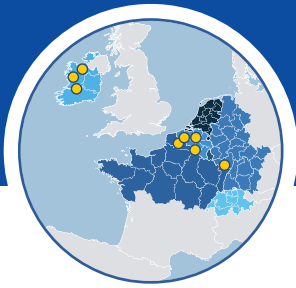


## ■ PARTNERS



## ■ THE PROJECT

SLOWTOUR will support industrial heritage cities in reimagining tourism through slow, inclusive, and place-based approaches that stimulate local economic development, strengthen citizen engagement, and enhance the overall attractiveness of those cities.

Total project budget  
**€5,1 million**

EU funding  
**€3,1 million**

Timeline  
**2026 - 2029**

Map: © EuroGeographics Association for the administrative boundaries (NUTS regions)

VILLE DE  
**ROUBAIX**

City of Roubaix  
France

**IDETA**

Regional  
Development  
Agency- IDETA  
Belgium



City of Roeselare  
Belgium



Galway City  
Council  
Ireland



Atlantic Technological  
University  
Ireland



Limerick City and  
County Council  
Ireland



**NECSTouR**  
European Regions for  
Competitive and Sustainable Tourism

NECSTouR  
Belgium



City of Pirmasens  
Deutschland

**Interreg**



Co-funded by  
the European Union

**North-West Europe**

**SLOWTOUR**



**Inclusive  
society**



**REVITALISING NORTH-WEST  
EUROPE'S INDUSTRIAL HERITAGE  
THROUGH SLOW TOURISM**

## Contact

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 SLOWTOUR

 SLOWTOUR

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## ■ CHALLENGE

### Revitalise industrial heritage

Many small and medium-sized cities in North-West Europe have a rich industrial heritage but face common challenges: socio-economic decline, underused heritage sites, and fragmented tourism flows.

Tourism often bypasses these areas, leaving citizens disconnected from their cultural identity and missing opportunities for inclusive development.

Despite efforts to repurpose heritage sites, many towns still struggle with revitalization, particularly in disadvantaged or emerging neighbourhoods. Industrial heritage assets like old factory buildings, canals and sites, often remain underused as “hidden gems,” with untapped potential to support sustainable urban tourism.



Hans Sachs Building - Rheinberger's shoe factory - Pirmasens, Deutschland.

## ■ OBJECTIVES

### Slow tourism for regeneration

SLOWTOUR proposes slow tourism as a catalyst for regeneration, community inclusion, and economic revitalisation. The project will reimagine neglected industrial heritage areas as vibrant, inclusive destinations, strengthening local pride, boosting visitor engagement and economic activity in emerging neighbourhoods.



### Support for authorities

The territorial diversity of the partners involved allows to test slow tourism models in varied socioeconomic and cultural settings, enabling partners to co-develop transferable solutions and build a resilient community of practice across North-West Europe.



Musée La Piscine - Roubaix, France.

## ■ EXPECTED RESULTS

The partners will enhance institutional capacity and develop a joint Slow Tourism Blueprint, a strategic framework for citizen engagement, best practices, and recommendations for uptake.

Six pilot actions across four countries will test and refine this blueprint, exploring immersive experiences, walking and cycling routes, food heritage festivals, and the creative reuse of public spaces.

These community-led pilots will feed into the final output: a Slow Tourism Playbook, a transferable toolkit designed to inspire cities and regions. The lessons learned will help at least 20 additional cities replicate inclusive slow tourism offers effectively and sustainably.