



Ready, Steady, Regenerate tourism!

Connecting people, places & practices for regenerative tourism.

The Newsletter of the ReStart project

Edition #1 June 2026

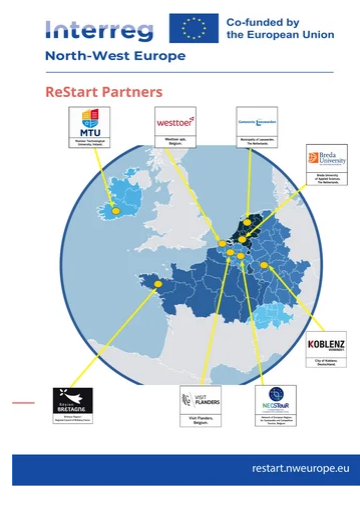
Across North-West Europe, destinations face shared challenges: balancing tourism with residents' quality of life, tackling climate change, and involving local communities. From city waterways to coastal areas, destinations need new approaches that create benefits for both visitors and residents while addressing climate change. Regenerative tourism provides a new approach.

The ReStart Interreg North-West Europe project was created to address these challenges. Officially launched in January 2026, the project will support businesses and destinations to embed regenerative tourism into policies and practices, empowering tourism authorities and stakeholders in their transition towards a more resilient and inclusive tourism sector.

At the heart of the project is the development of the ReStart Compass, a practical tool designed to support authorities in balancing tourism, climate adaptation & mitigation, community involvement & quality of life. To ensure its relevance and usability, the Compass will be tested, refined and validated through eight pilot actions in four countries addressing diverse local challenges across North-West Europe.

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News



Introducing the partners

The partnership, led by Visit Flanders, brings together eight partners from five countries: Belgium, the Netherlands, France, Germany and Ireland:

- Three regional authorities: Visit Flanders, the lead partner, Westtoer Region and Brittany Region
- Two universities: Breda University of Applied Sciences and Munster Technological University
- Two municipalities: Leeuwarden and Koblenz
- NECSTouR, the Network of European Regions for Competitive and Sustainable Tourism

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Eight pilot actions to bring regenerative tourism to life

At the heart of the project is the ReStart Compass, a practical implementation guide that will be designed to help tourism stakeholders develop and apply regenerative tourism strategies. To ensure its relevance and usability, the ReStart Compass will be tested, refined and validated through eight pilot actions addressing diverse local challenges across North-West Europe. Griet Geudens, Project Manager of Visit Flanders, underlines: *"The ReStart Compass is a game changer, helping DMOs shift their mindset towards regenerative thinking and turn theory into action."*

These pilot actions will assess the ReStart Compass's transferability and replicability while supporting its integration into local and regional policies and practices. They will focus on policy recommendations and implementation in the Brittany Region and Leeuwarden, mobility flows in Koblenz, waterway management and tourism activities in Leeuwarden and West Flanders (Westtoer), activities in Brittany's inland regions, coastal climate adaptation at the Belgian Coast (Westtoer), and accommodation support in Flanders.

Across all eight pilot actions, partners will jointly develop stakeholder engagement frameworks to ensure meaningful participation and uptake of the ReStart Compass. Whether managing tourism flows, preparing communities for climate change or addressing other destination challenges, the project will embed a participatory, co-creation approach with local communities.

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Events



Kick-off meeting

The ReStart project was officially launched in February 2026 in Lille, France. The project will run for 3.5 years, from January 2026 to June 2029. This kick-off meeting brought the partners together in Lille to begin their shared journey towards regenerative tourism.

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Achievements so far



A Collective Exploration of Regenerative Tourism

Between February and June 2026, the academic partners MTU and BUAS have led the ReStart project partners on a journey aimed at developing their knowledge around regenerative tourism and encouraging a "mindset shift" around how the partners think about tourism in North-West Europe. Using a mixture of online tools including presentations, discussions, smaller break-out room style workshops, feedback opportunities, information gathering and culminating in in-person workshops at the Leeuwarden study visit, the ReStart consortium have collectively examined what Regenerative Tourism means in the context of North-West Europe.

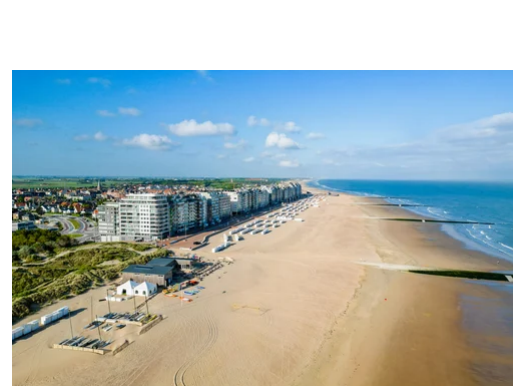
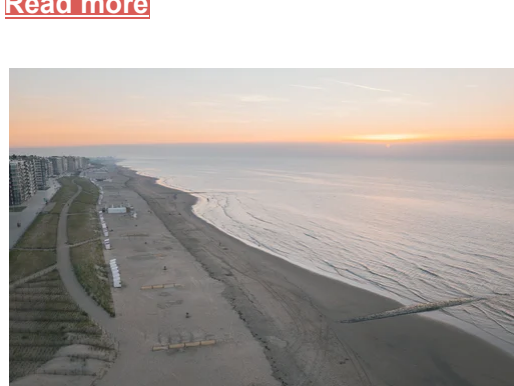


Study Visit to Leeuwarden

Project partners gathered in Leeuwarden in the Netherlands on 17-18 June, for the project's first study visit. Over the two-day visit, partners had the opportunity to:

- Strengthen connections across regions and sectors
- Share pilot projects challenges, experiences, and best practices
- Engage in workshops on participatory and co-creation approaches to prepare the pilots
- Build synergies and lay the foundations for implementation over the next 3 years

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Recruitment of Historical expert by Westtoer

Westtoer pilot action will focus on climate adaptation and mitigation in the coastal zone. It will begin by exploring the Belgian coast's history. A historical expert has been commissioned to examine how the coastal landscape has evolved over time and to identify locations that illustrate the long-standing relationship between the land, sea and society.

[Read more](#)

Let's keep in touch

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We look forward to our next meeting in Koblenz!



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