



SLOWTOUR

Travel Deeper. Stay Longer. Connect Locally.
The Newsletter of the SLOWTOUR Project
Edition #1 - January-June 2026

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.

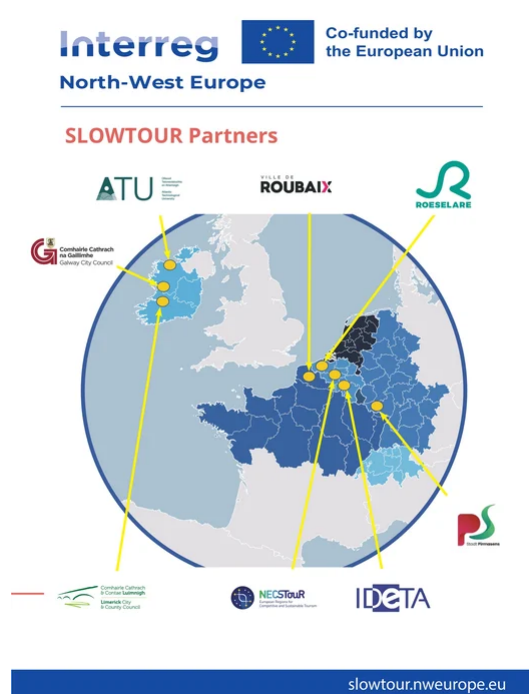
The SLOWTOUR project, partly funded by Interreg North-West Europe, aims to support industrial heritage cities in reimagining tourism through slow, inclusive, and place-based approaches that stimulate local economic development, strengthen citizen engagement, and enhance the overall attractiveness of cities.

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.

[Read more](#)

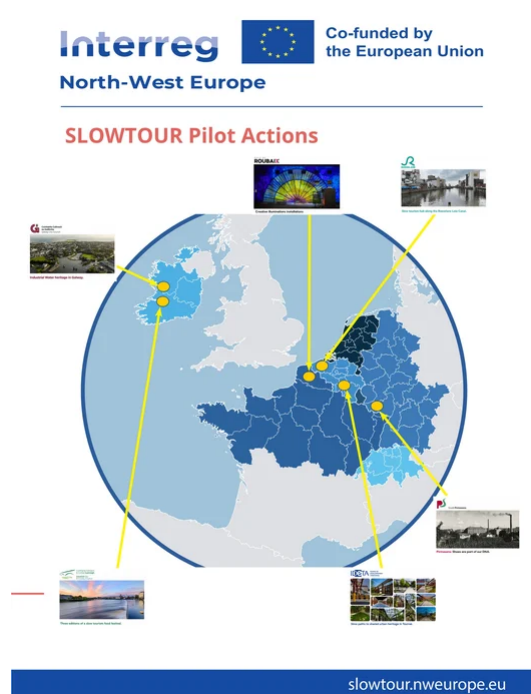
News



Introducing the partners

The SLOWTOUR project brings together eight partners, lead by Ville de Roubaix: five municipalities, one university, one regional economic development agency and a European network. Together, the partners represent four countries: Belgium, France, Germany and Ireland.

[Read more](#)



Discover our pilot actions

The partners will enhance institutional capacity and build 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 creative reuse of public spaces.

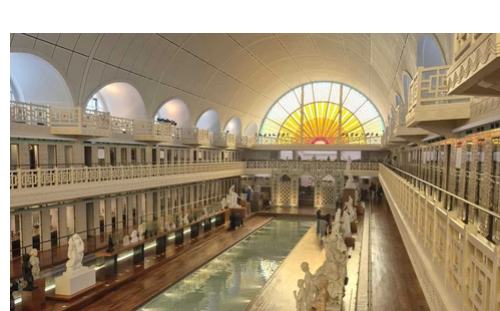
[Read more](#)

Events



First Project Partners Meeting in Roubaix, France.

The partners were delighted to meet in person for the first time at Musée La Piscine in Roubaix, France. Once a remarkable Art Deco swimming pool, the building was transformed into a museum in 2001. This exceptional conversion perfectly illustrates the project's objectives, demonstrating how North-West Europe's rich industrial heritage can be revitalized and reimagined as a vibrant cultural and tourism asset.



Kick-off meeting in Roeselare, Belgium.

The SLOWTOUR project was officially launched in April 2026 in Roeselare, Belgium. The project will run for 3.5 years, from January 2026 to June 2029. This kick-off meeting brought the partners together to begin its shared journey of using slow tourism to revitalise industrial heritage across North-West Europe.

[Read more](#)



Study Visit in Galway, Ireland.

Project partners will gather in Galway, Ireland, in September 2026, for the project's first study visit. Over the three-day visit, partners will have the opportunity to:

- Strengthen connections across partners and disciplines
- Share best practices, achievements and pilot actions
- Engage in workshops on citizen engagement and stakeholders involvement
- Build synergies and lay the foundations for implementation over the next 3 years

Let's keep in touch

Visit our website, don't forget to follow us on social media and invite your colleagues and friends to subscribe to this newsletter to be kept up to date of your latest news, events and achievements.

We look forward to our next meeting in Galway!



The data transmitted will be kept by NECSTouR for the sole purpose of the project. No commercial use will be made of the stored data. The processing of these data is carried out in compliance with the General Rules for the Protection of Personal Data. You can unsubscribe at any time with the link provided below.

NECSTouR, Grasmart 61, 1000 Brussel, Belgium,

[Unsubscribe](#) [Manage Preferences](#)

NECSTouR, Grasmart 61, 1000 Brussel, Belgium

[Unsubscribe](#) [Manage preferences](#)