

World Heritage — JOURNEYS — EUROPE



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the European Union

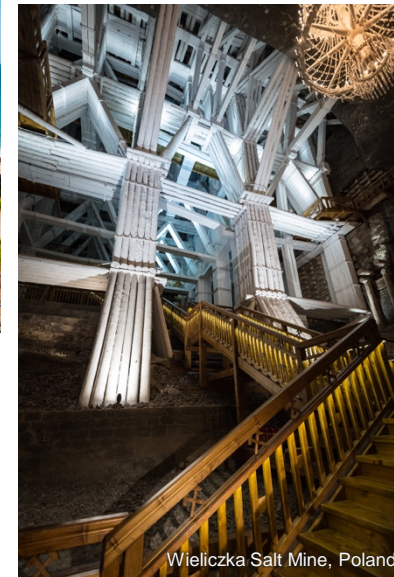
WORLD HERITAGE JOURNEYS OF THE EUROPEAN UNION

Project Presentation – UNESCO Liaison Office in Brussels and
Representation to the European Institutions

World Heritage Journeys of the European Union

Background:

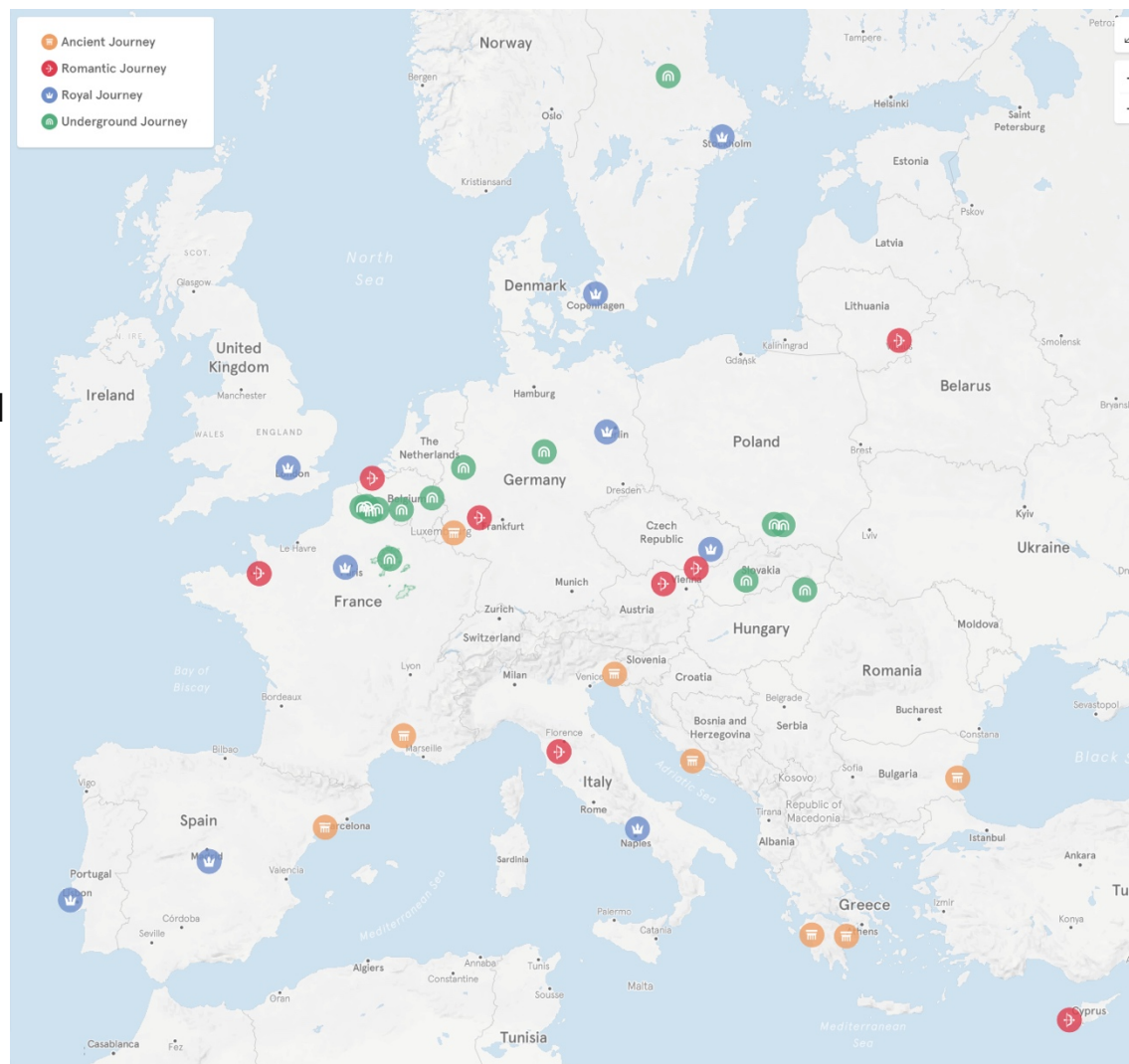
- World Heritage is a strong tourism drawcard for Europe and cultural tourism is growing
- Tourists are increasingly seeking 'off the beaten track' destinations
- Need to alleviate congestion at World Heritage sites during peak seasons
- Opportunity to better promote lesser-known World Heritage sites
- Project initiated by European Commission & UNESCO, thanks to a Preparatory Action voted by European Parliament



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

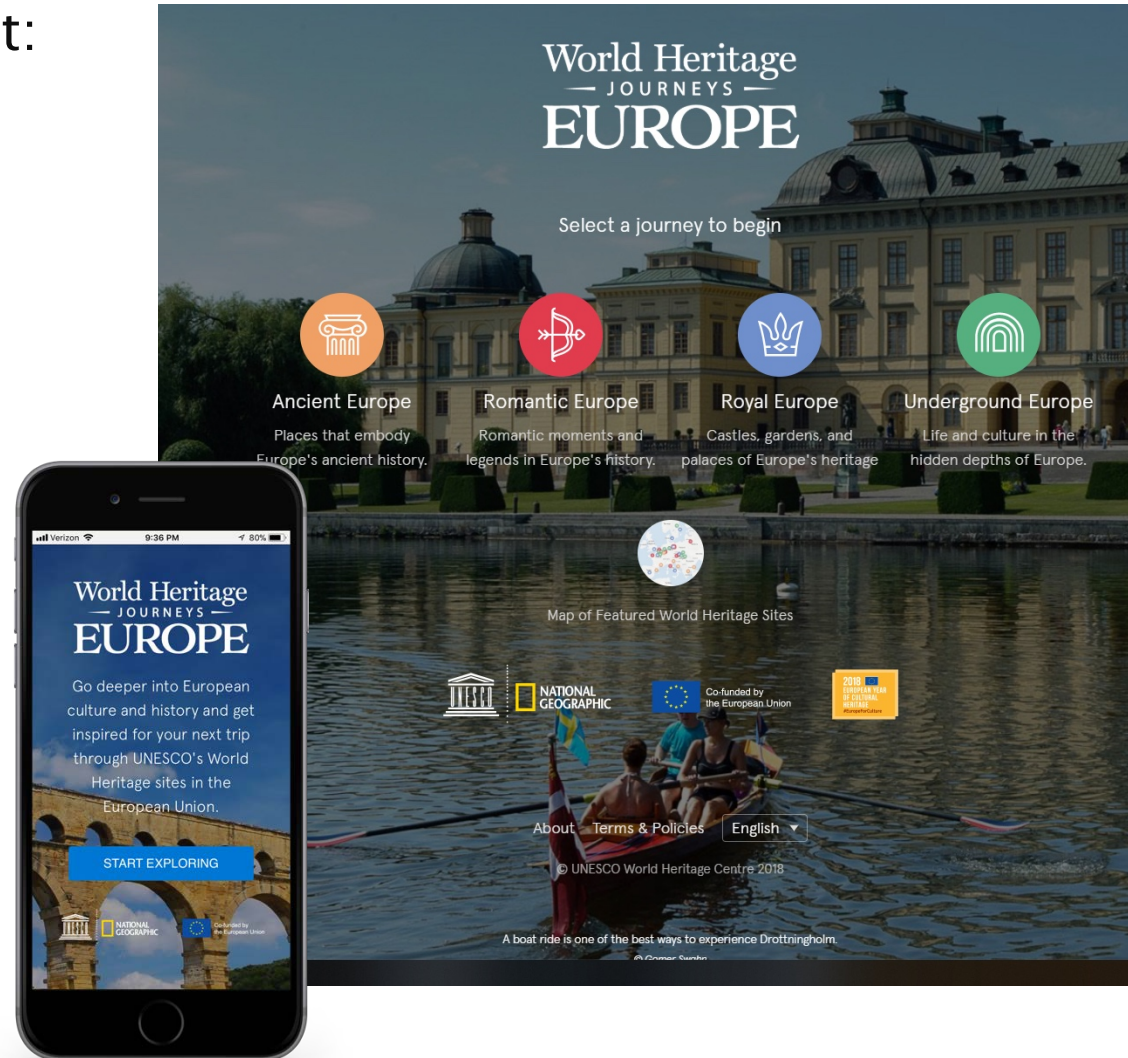


Scalable Web Platform

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



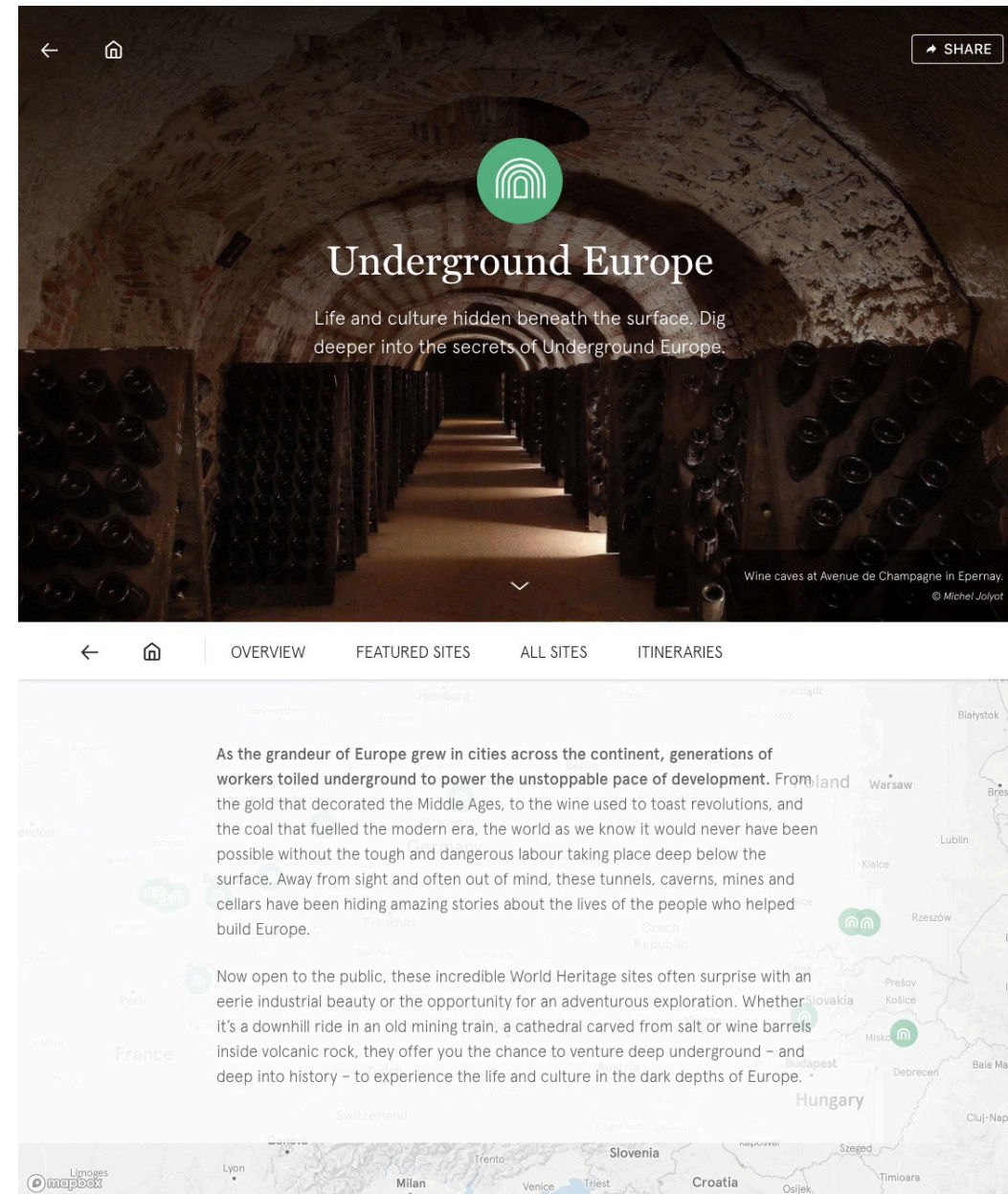
Romantic Europe



Royal Europe



Underground Europe



34 Featured World Heritage Sites



Ancient Europe

- Ancient City of Nessebar, Bulgaria
- Archaeological Area and the Patriarchal Basilica of Aquileia, Italy
- Archaeological Ensemble of Tàrraco, 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



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



Royal Europe

- Aranjuez Cultural Landscape, Spain
- Caserta Royal Palace and Park, Italy
- Cultural Landscape of Sintra, Portugal
- Gardens and Castle at Kromeríž, 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

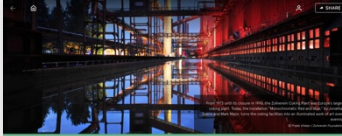


Underground Europe

- 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




Zollverein Coal Mine Industrial Complex, Germany

UNESCO World Heritage Site

Experiencing Zollverein

Zollverein was the world's largest and most modern coal-mining facilities and a leading example of the development of heavy industry in Europe. At its peak, 8,000 miners worked day and night in the mines and the buildings above ground. Coal was mined and processed here for 155 years, before the mine was decommissioned in 1986. Today, with its Bauhaus-influenced design, the mine is a triumph of modern industrial architecture and a centre for art and culture.

Attractions




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Experiences

Zollverein was one of the world's largest coal mines from the end of the 19th century to the early 20th century. After the First World War, the complex was completely renovated for industrial use. In the 1930s, the complex was redesigned with the intention of building an innovative approach and designed the buildings for workers' quarters and for the mine's management. Zollverein was designed to be a model of modern industrial architecture, reflecting the Bauhaus movement.


The Zollverein industrial complex represents the evolution and decline of the coal industry in Germany. At its peak, between the two world wars, up to 8,000 miners worked day and night in the mine and the buildings above ground. The site grew to keep up with demand. After World War II, however, there was an average 40% drop in coal and the Zollverein mine closed in 1986.

Zollverein gives you the chance to explore history and see how the site has adapted since the mine's closing. A tour through the coking plant and shaft takes people along common paths and past original machines. Outside, the specially designed tower of shaft 10 rises into the air with its impressive 'New Objectivity' style. In other buildings, modern art galleries, exhibition halls, and restaurants have found old spaces new meaning and cultural areas, with a swimming pool and an ice skating rink, can also enjoy visiting Zollverein at all times.



A Beautiful Coal Mine

Hundreds of miles produced coal in the Ruhr area, but only one has been part of the UNESCO World Heritage since 2001. The Zollverein Coal Mine is a masterpiece of industrial architecture, now restored to its original form and function. The Zollverein Coal Mine is a masterpiece of industrial architecture, now restored to its original form and function. The Zollverein Coal Mine is a masterpiece of industrial architecture, now restored to its original form and function.



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A High-Performance Industrial Complex

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The Range of Change

Today, the Zollverein industrial complex is a dynamic cultural location with museums dedicated to industrial heritage and design as well as numerous leisure activities and events. The famous Bauhaus-inspired design represents the forward-thinking evolution of an entire region. About 15 million visitors per year visit the site every year to experience the exceptional industrial architecture. To go on guided tours, visit exhibitions, experience history, and relax in the Zollverein Park.




Zollverein Coal Mine Industrial Complex, Germany

UNESCO World Heritage Site

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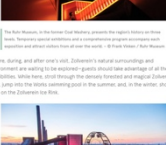
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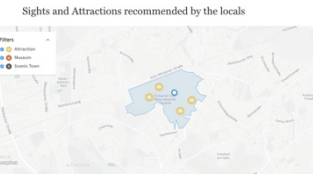
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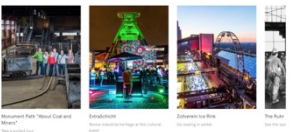
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Sights and Attractions recommended by the locals



Experiences recommended by the locals



Local Voices and Legends



Downloads

- [Zollverein Coal Mine Industrial Complex](#)
- [Zollverein UNESCO World Heritage Site](#)

Visit

Zollverein Coal Mine Industrial Complex, Germany

Hours

Pricing

GET DIRECTIONS

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RUHRVISTORZENTRUM ESEN

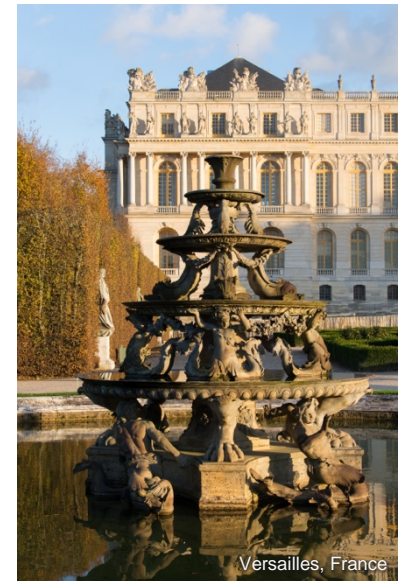
Visitor Service Ruhr Museum

Zollverein Museum Park Visitor Service

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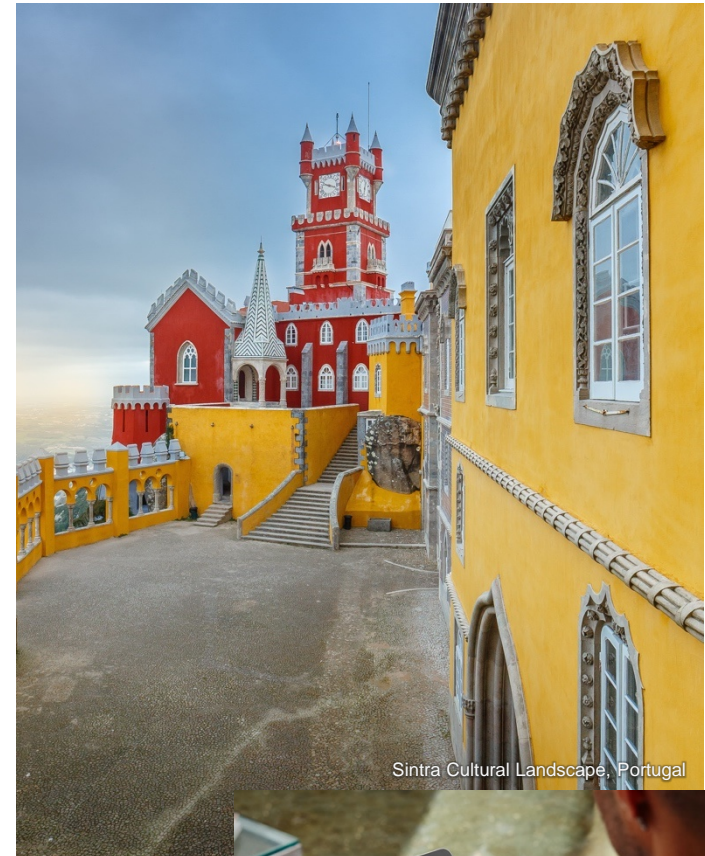
Benefits for World Heritage sites

- 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



Sintra Cultural Landscape, Portugal



Marketing Assets

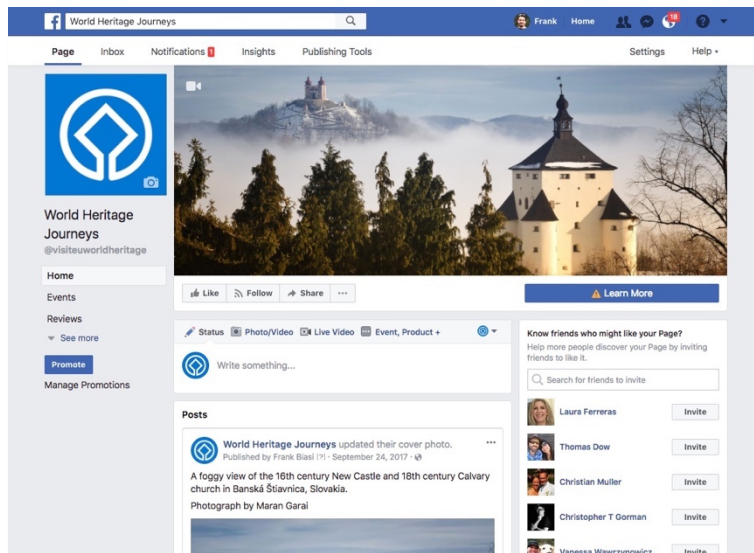
- Social media profiles
- Digital banners and badges for partners
- Window decals for featured businesses
- Embeddable versions of website



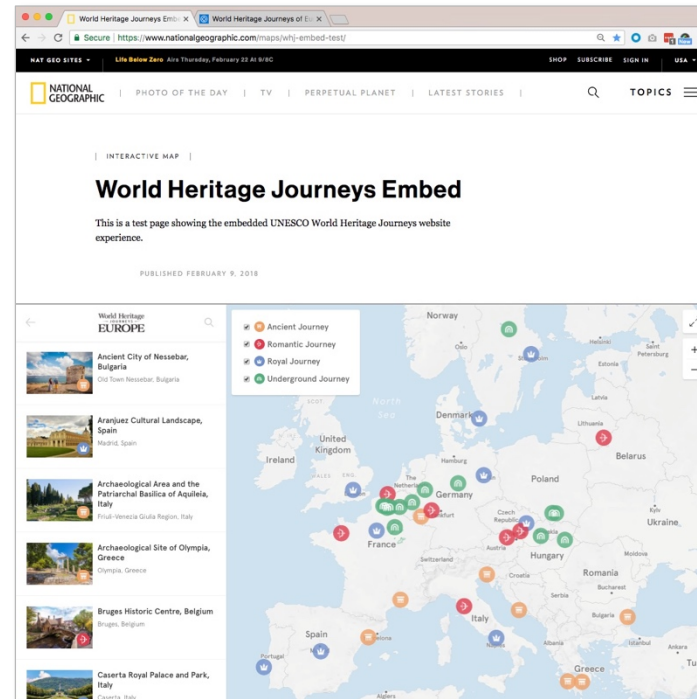
Digital banners and link badges



Window decal for featured attractions



Facebook page for VisitEUWorldHeritage



Embedded in NationalGeographic.com



Embedded in WeChat Mini-program

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THANK YOU!

Oriol Freixa Matalonga Project Officer – Culture

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Representation to the European Institutions

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i Nordsjælland), Jan D'Hondt (VisitBruges)