

IndusTour Newsletter

Spanning May 2025 through October 2025

In this first newsletter, you will discover the first project publication on industrial tourism in Europe, the project key events and activities over the first semester, news from the project partners and the upcoming events.

The first IndusTour Newsletter marks the successful completion of the project's launch phase (May–October 2025). During this initial period, partners initiated the first communication activities, held two Steering Group meetings, ensured effective internal coordination, and prepared the first project article. Semester 1 focused on the first step of the IndusTour methodology – taking stock of the situation.



A first article to dive in the industrial tourism challenges in Europe

The publication of “Industrial tourism in Europe: when authenticity meets sustainability and innovation” marks a significant milestone for the IndusTour project. As the first joint article co-authored by consortium partners — the Nicosia Tourism Board and the Auvergne-Rhône-Alpes Region — it highlights the project's collective vision to position industrial tourism as a driver of sustainable regional development, innovation, and cultural preservation across Europe.

This inaugural publication not only showcases the consortium's shared expertise but also lays the foundation for continued collaboration, knowledge exchange, and dissemination of best practices within the IndusTour network.

[Read the article here](#)

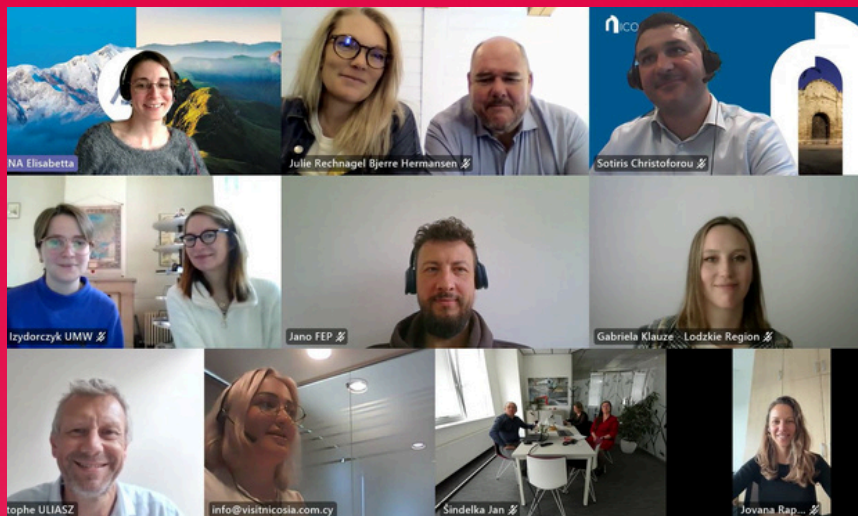
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Project key events

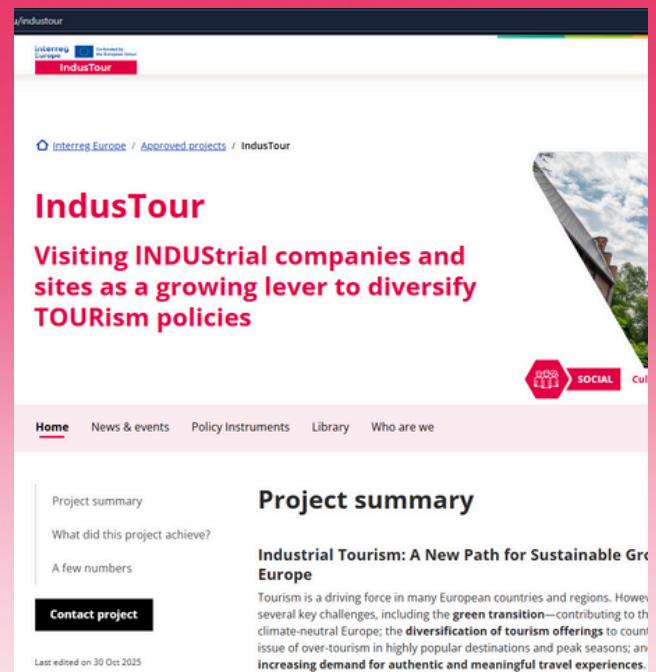


IndusTour launch

The IndusTour project was officially launched on 7 May 2025, bringing together six European regions to begin a four-year collaboration focused on strengthening industrial tourism. During the launch, partners confirmed their commitment to sharing best practices, organising study visits and stakeholder meetings, and improving regional policies so that industrial sites—both active and historic—can become stronger, more sustainable tourism assets.

Discovering IndusTour on internet and through social media

IndusTour has established its digital presence to stay connected with partners, stakeholders, and the wider community. The official [IndusTour website](#) serves as the central hub for project updates, resources, and publications, while the [LinkedIn page](#) provides a dynamic space for ongoing engagement, news sharing, and collaboration. Together, these platforms ensure that IndusTour's activities, achievements, and stories are visible and accessible across Europe and beyond.



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Project partners news



Photo by CHERRYSTONE

Company visits in Auvergne-Rhône-Alpes: 2025, a good vintage

According to the company visits observatory published every two years by the French association of company visits called "Entreprise et Découverte", in 2025, Auvergne-Rhône-Alpes reaffirmed its leadership in industrial tourism. The region welcomed over 2 million visitors across 460 companies, solidifying its position among France's top three regions for the number of companies involved.

92% of participating companies are SMEs and more than half of them are over 50 years old (29% even exceed a century), showcasing a rich industrial legacy.

This success is the result of strong collaboration between Entreprise et Découverte, the Region, and the regional tourism agency, Auvergne-Rhône-Alpes Tourisme, supported by strategic investments and promotional efforts. The region's ambition is clear: to become a European leader in industrial tourism.

 [Link](#)



A successful first regional group meeting in Nicosia

The project partners have begun organizing initial stakeholder meetings to present the program to their local communities.

Nicosia Tourism Board successfully hosted the first meeting in Nicosia on 3 October. The event brought together a diverse group of local stakeholders.

Participants exchanged ideas on identifying key industrial heritage sites, enhancing public-private cooperation, and promoting local craftsmanship and manufacturing traditions as valuable tourism assets.

First dissemination event in Auvergne-Rhône-Alpes

On September 30, 2025, the Auvergne-Rhône-Alpes Region hosted a pivotal seminar titled "INTERREG 2021-2027: assessment, promotion and perspectives. This event brought together over 100 stakeholders to reflect on the impact of European territorial cooperation programs and to envision future strategies.

The Interreg Europe IndusTour project was presented as a concrete exemple to respond the need to diversify and deseasonalise tourism.

This initiative reaffirmed the Region's commitment to fostering European cooperation as a driver of sustainable development, innovation, and territorial cohesion.



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About us



IndusTour is an Interreg Europe project with six partners working together over four years to boost industrial tourism. It strengthens innovation, resilience, and diversification in tourism services, while enhancing the attractiveness and competitiveness of industrial sites. Through knowledge exchange, good practice transfer, and policy improvement, the project embeds industrial tourism into regional strategies and programmes, creating favourable ecosystems and long-term impact.

The IndusTour partnership brings together six partners from six European countries—France, Denmark, Czech Republic, Poland, Serbia, and Cyprus—uniting regional and local authorities willing to transform industrial tourism policies. Complementing this core partnership, the initiative is supported by associated policy authorities in Serbia and Cyprus, ensuring strong alignment with public strategies and governance at both local and regional levels.



1,400,678 €
budget



01 May 2025-
31 Jul 2029



6 partners

Upcoming events:

1st interregional meeting in Lyon, FR on 26 - 28th / 11/ 2025

<http://>



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