

# IndusTour Newsletter

*Spanning November 2025 through April 2026*

In this second IndusTour newsletter, we highlight the project's progress and key achievements so far. Good practices are being exchanged, while meetings at regional and consortium levels support coordination and collaboration.

Partners continue dissemination activities locally, increasing the project's visibility.

## **From local practice to future visions of industrial tourism: the 2nd IndusTour article is online!**

Co-authored by Fund for European Affairs and Development of AP Vojvodina and Tønder Municipality, the second IndusTour article dives deeper into how industrial tourism is evolving across Europe—from policy frameworks to real-life regional practices. With insights from external expert Ettore Ruggiero, the article explores the concept of the “four generations” of industrial tourism and how regions can translate this vision into concrete strategies. It also illustrates the example of the Tønder municipality that initiated a dialogue with one of its emblematic companies, ECCO.

[Read Article here](#)



## **IndusTour good practices identification started!**

Identification of good practices is a crucial activity of any Interreg Europe project. Throughout the second semester, the project partners started the identification of good practices in their respective territories.

Following the first interregional meeting in Lyon, three of them implemented in the Auvergne-Rhône-Alpes region - a grant scheme, an industrial tourism route and a project centred on weaving - are now online on the project website:

Learn more here:

<https://www.interregeurope.eu/industour/good-practices>

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# Project key events



## First IndusTour interregional meeting in Lyon (FR) - 28 to 30 November 2025

The first IndusTour interregional meeting brought partners together to share a common definition of industrial tourism and explore how active companies can engage visitors through high-quality experiences. Highlights included insights from France's National Meetings of Company Visits and a field visit to the Saint-Alban Nuclear Power Plant, showcasing how industrial sites can combine safety, education, and storytelling.



## Second interregional meeting in Ostrava (CZ) - 28 to 30 April 2026

Over the course of three intensive and inspiring days, project partners had the opportunity to have presentations and discussions around successful examples of industrial heritage transformation and innovative tourism practices that combine culture, history, local identity, and economic development.

The study visits included some of the region's most important industrial and cultural sites, including Dolní oblast Vítkovice, Hyundai Nošovice, the Radegast Brewery, Flaschar Mine, and Bartošovický Mill.

Each location showcased a different approach to industrial tourism — from the revitalisation of former industrial complexes into multifunctional tourism and cultural spaces, to the integration of active production facilities and authentic local heritage into visitor experiences.

# Project partners news

## Which potential for industrial tourism in AP Vojvodina?

The first regional stakeholder meeting led by the Fund for European Affairs and Development of AP Vojvodina was held in Novi Sad on 24 February 2026. Key institutional stakeholders involved in tourism development and public policy in the Autonomous Province of Vojvodina met for the first time. Starting from examples of good practices identified during the interregional meeting in France, the participants exchanges on the current state and recognition of industrial tourism in Serbia and started exploring opportunities for integrating industrial tourism into strategic and policy frameworks.



## Regional discussions continue in the Lodskie region

On 16 March 2026, the second regional stakeholder meeting of the IndusTour project was held in the Lodzkie Region.

The meeting brought together representatives of the tourism sector, public administration, academia, and business support institutions, continuing efforts to strengthen regional cooperation in industrial tourism.

During the meeting, participants were presented with a summary of project implementation to date, an overview of the current state and potential of industrial tourism in the region, and selected good practices from partner regions.

## Learnings from the 1st IndusTour interregional meeting shared in Lyon



On 24 April 2026, regional stakeholders from the Auvergne-Rhône-Alpes region met for the second time in a hybrid format.

At the core of their discussions: key learnings from the interregional meeting in Lyon and identification of concrete measures to help active companies to open their doors to tourists

# Next Events:

The next IndusTour consortium meeting will take place in Nicosia from 10–12 June 2026 and will be hosted by the Nicosia Tourism Board.

The meeting will include study visits and partner activities focused on industrial and cultural tourism, while also providing an opportunity for the consortium to review project deliverables, discuss ongoing progress, and coordinate the next steps of the programme.



## IndusTour's official introductory video is coming soon

The video brings together highlights from industrial sites across partner regions, giving viewers a behind-the-scenes look at local production and craftsmanship.

It also features interviews with project partners, sharing their insights and experiences, making it a compelling introduction to the people, places, and ideas driving IndusTour forward.



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# What we do:



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.



1,400,678 €  
budget



01 May 2025-  
31 Jul 2029



6 partners

The IndusTour partnership brings together six partners from six European countries—France, Denmark, Czech Republic, Poland, Serbia, and Cyprus—uniting regional and local authorities dedicated to transforming industrial tourism across Europe. 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.

[IndusTour Website](#)

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