ERIH – European Route of Industrial Heritage

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RICHES
What is ERIH –
The European Route of Industrial Heritage

• the tourism information network of industrial heritage sites in Europe
• presenting over 1,100 sites in 44 countries
• a website www.erih.net for information by site, by country, by theme and with biographies of those associated
Aims of ERIH

Tourism
• Use the potential of industrial heritage tourism for the local or regional economic development
• Establish “Industrial Heritage” as a brand (ERIH) in tourism
• Create an information platform for tourists and visitors

Research and knowledge
• Contribute to research on the European dimensions of technology, social and cultural history of the industrial age
• Present the knowledge to a broad general public

Preservation
• Promote the preservation of industrial heritage sites
The structure of the ERIH network

- **ANCHOR POINTS**
  form the main „route“
  representatives of the brand „ERIH“

- **REGIONAL ROUTES**
  combine and explain industrial history in different regions

- **EUROPEAN THEME ROUTES**
  Show the connections, interdependences and links of European Industrial History in different branches
ERIH Annual Conference 2015
21 – 23 October 2015

How to attract new Audiences?
New Ideas and Innovations
for the Interpretation of Industrial Heritage

Pilsen (Czech Republic) –
European Capitel of Culture 2015

at ERIH Anchor Point
Pilsen Urquell Brewery