



# #EUMillennialsTOUR PROJECT



image: <http://www.culturacolectiva.com/>

Welcome to the:

## EUMillennialsTOUR Project

The EUMillennialsTOUR Consortium, is proud to announce the launch of the project as of 1st September 2015. The project is about the development of a transnational tourism product to increase tourism arrivals in the low-middle season. Targets of the proposed project are the youth, in particular the “*Millennials*”, i.e. generation of people born between the early 1980s and the early 2000s, also defined as Generation Y.

The aim of the project is to create an innovative tourism package mixing

together culture, education, knowledge capitalisation and entrepreneurship upskilling. The idea is to offer an immersive learning/creative trip addressed to the edu/ school-trip tourism market field, comprising hands-on curriculum-linked activities.

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## THE FOCUS



*Hands-off curriculum activities at the core of the travel experience*

image: Haygrove School Creative Arts

The focus is on young people involved in the Cultural and Creative sector. School-trip tourism, in fact, is nontrivial: approx 92,9M students make more than 100M day trips and 15-20M overnight trips a year. School-trips are planned by secondary schools all over the year, as well as students from secondary schools, HEIs and ACADs travel mainly for learning purposes. Starting from this premises, the EUMillennialsTOUR project will address the school-trip tourism market sector as an effective lever to improve arrivals in low-medium season period, meeting the goals of the Calypso initiative.

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## THE NARRATIVE LOGIC



*Industrial Heritage as key narrative logic*

image: CC BY-SA 2.0 Téléversé par Mathieu.clabaut

The overall concept of the project will be based on the statement:

*“Travelling to know our past and to forge our future”.*

The design of the tourism concept will be based on EU Industrial Heritage sites as main narrative logic - in particular in the field of textile and fashion industries - as witnesses of the great contribution brought to innovation by the Industrial Revolution. In parallel, we will also include insights into the disruptive "third industrial revolution" and its innovative tools and processes represented by 3D printing. Thus Fablabs will represent relevant components of the travel experience as living labs where the new industrial revolution is happening up to date.

The resulting tourism product will stimulate the young generations to the value of EU industrial heritage sites as memory of our past, as well as inspirational to forge the future.

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## THE CONSORTIUM



### *Cooperation and skills exploitation as main values of the Consortium*

Seven partners from five countries, active in the tourism, culture and the educational field: X23 Srl (Lead Partner, Italy), The World Youth Student and Educational Travel Confederation (WYSE, Denmark / The Netherlands), the Student Tourism Centre Association (CTS, Italy), the European Federation of Associations of Industrial and Technical Heritage (E-FAITH, Belgium), STA Travel (UK), Lisburn & Castlereagh City Council (UK), the M2C Institute (Germany).

Work on the deliverables has begun and soon the e-learning course will be launched, while the Consortium is fully engaged in the design of the tourism product aimed at stimulating young generations of the value of the EU Industrial Heritage sites as a memory of our past. In parallel, the partners are now working on the design of the pilot trips, involving 4 countries: Italy, UK, Belgium and Germany.

Giuseppe Laquidara, X23 CEO and Project Leader considers that *"EUMillennialsTOUR rests on the idea of integrating tourism to travel, discover and exploit [Heritages]. The industrial heritage is our hidden treasure, and we should try to see if it could be attractive to Millennials"*.

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## UPDATE OF THE MONTH!

### The Ultimate EUMillennialsTOUR e-Learning Course



In a few days, we will launch the EUMillennialsTOUR e-learning course. The course is part of the project's activities and aims at supporting public and private stakeholders in the management and promotion of cultural heritage sites as well as of tourism destinations, in particular as regard Industrial Heritage.

The course is specially designed for professionals, and in particular for young workers in the field of cultural heritage and tourism.

Access is free of charge and open to everyone in the need to up-skill competences and improve knowledge in the field of industrial heritage, tourism, PPPs, audience engagement, in particular the "*Millennials*".

*We are thrilled to get in touch with you and to offer the opportunity to take the class, **free of charge**.*

*Click on the button for further info.*

## More Info

Follow EUMillennialsTOUR project!



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