

Routes4U Project

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COUNCIL OF EUROPE



Implemented
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Information on the Routes4U Trip planner

The trip planner is a digital platform with touristic information regarding the Cultural Routes of the Council of Europe and other points of interest in the four EU macro-regions (Adriatic-Ionian, Alpine, Baltic Sea Region and Danube Region). It has the following features:

- an interactive map with points of interests in the four EU macro-regions
- a trip planner for the general audience to plan a journey through a city, a country or Europe

The trip-planner displays information related to the Cultural Routes crossing the macro-regions, touristic information about each country and a large number of cities crossed by Cultural Routes, blogger's reports on travelling along the Cultural Routes and pictures on the tourism places.

It addresses an existing gap in the macro-regions: at present, different initiatives with information on the Cultural Routes can be found, nevertheless none of them with information at a macro-regional level. In order to promote destinations at a transnational, macro-regional level, information on the macro-regional tourism offers needs to be made accessible.

A call for tender was launched in 2018 to hire a technical agency to develop the trip-planner on the 27 countries of the four macro-regional strategies. Three journalists were also hired to compile touristic information regarding the Cultural Routes of the Council of Europe and other points of interest in the four macro-regions.

The trip-planner will be launched in July 2019 for a testing period by Routes4U stakeholders until October 2019. On the basis of the findings of the testing period, further content will be added and the trip-planner amended to be finalized by December 2019. The trip planner will then be promoted by tourism stakeholders such as national/local tourism offices and travel agencies in the macro-regions as well as Cultural Routes.



Enlarged Partial Agreement on Cultural Routes
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