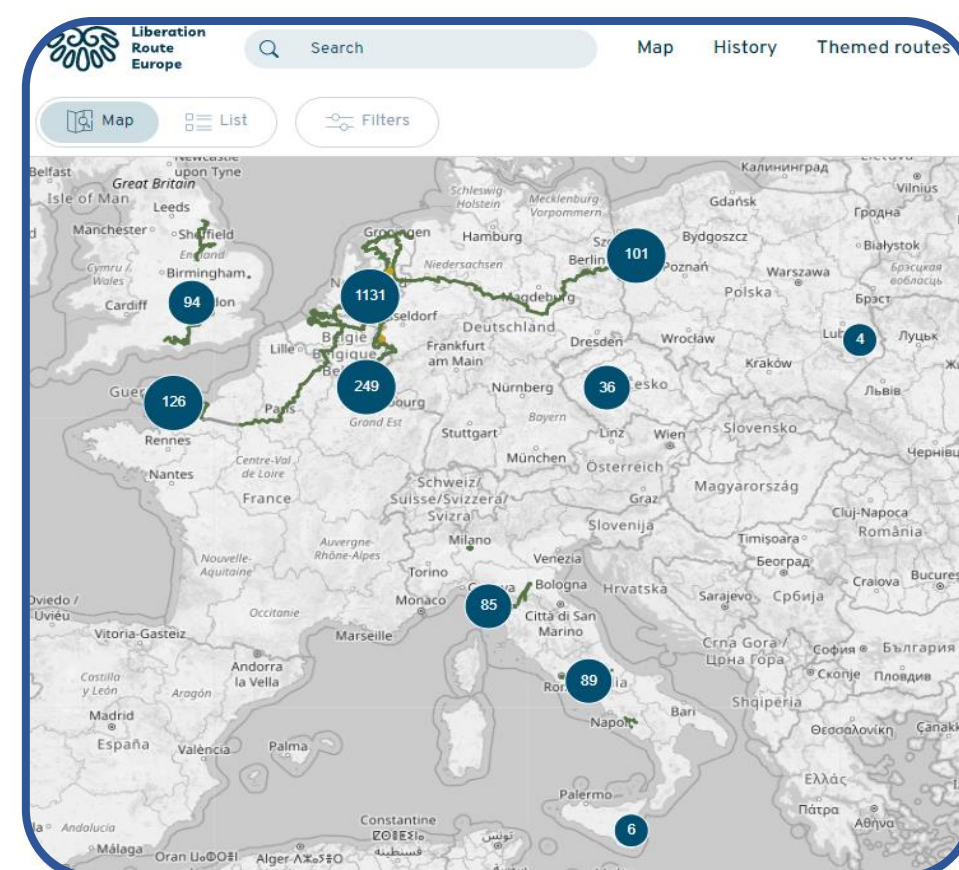




### Liberation Route Europe

Cultural route  
of the Council of Europe  
Itinéraire culturel  
du Conseil de l'Europe



# Liberation Route Europe

## The Liberation Route Europe hiking trails, local routes, and digital travel planner

### Summary

In spring 2021, the new Liberation Route Europe website was finally launched. The map-centred website presents the route's sites, points of interests and stories in six languages, and adds an innovative travel planner. Users are now able to plan their own itinerary along the Liberation Route Europe and its hiking trails, and download it to their preferred device. Furthermore, local themed routes have been created in cooperation with local members – governments, museums and tourism boards – and hiking associations. These routes take the hiker through a city or region and allow to discover the heritage, history and personal stories related to WWII and the liberation in an active and sustainable way. Together with the digital tools, offline tools such as brochures and regional maps have been developed.

The Liberation Route Europe's hiking trails and digital tools have been promoted with online marketing campaigns and press outreach on the occasion of the anniversary of key military operations and events, such as the landings in Normandy (D-Day), Operation Market Garden, the Battle of the Hürtgen Forest, etc.

The Liberation Route Europe's hiking trail project was officially launched in July 2021 in Berlin, during an event that saw the presence of six American WWII veterans, and will be the main focus for the upcoming years.

**More information:** <https://www.holland.com/global/press/news-resources/vector-of-memory-unveiled.htm>

### Main objectives

- Creation of a new touristic product – the Liberation Route Europe trails – and the consequent platform where to read, listen and receive information about the product.
- Promotion of slow, sustainable tourism, as well as of the shared European history.

### Main outcomes

The new Liberation Route Europe website that includes touristic and historical content, but also a travel planner that allows to explore the Liberation Route Europe and its trails all across Europe. Local routes in regions/cities become a tool for active, sustainable remembrance tourism both targeting the local population and tourists.

### Fields of action

- Co-operation in research and development
- Enhancement of memory, history and European heritage
- Cultural and educational exchanges for young Europeans
- Contemporary cultural and artistic practice
- Cultural tourism and sustainable cultural development

### Type of Best practice

Digital tool

### Contact information

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### Date and Venue

2020 – 2021  
Online, Belgium, Germany,  
Netherlands

### General Assembly Meeting

9 – 11 February 2021  
Online