



EUROPEAN COMMISSION

PRESS RELEASE

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Exhibition: Promoting European Cultural Routes

Europe offers a wide variety of cultural tourism itineraries that, crossing several regions or countries, provide a living example of the rich and impressive European common heritage. With the promotion of cultural itineraries, the European Commission aims to raise awareness on the need for a new kind of tourism, which is respectful of the environment, of the natural and cultural heritage and of the local traditions. The exhibition 'Come and support your European Cultural Route' showcases European cultural routes. It is jointly organised by MEP Silvia Costa, the European Commission and the Council of Europe in the European Parliament in Strasbourg (Low – North Gallery) from 24 to 27 February 2014.

The exhibition will be officially opened on 25 February at 17:30 by Antonio Tajani (Vice President of the European Commission responsible for Industry, Entrepreneurship and Tourism), Silvia Costa (Member of the European Parliament) and Gabriella Battaini-Dragoni (Deputy Secretary General of the Council of Europe).

Its main objective is to inform MEPs about what is concretely done to develop and promote new forms of tourism based on Europe's rich cultural heritage. The 26 Cultural Routes presented, all certified by the Council of Europe, benefit from EU direct and indirect support. The European Commission also contributes to their promotion, among other things, through its annual 'Crossroads of Europe'. The 2014 edition will take place in the Spanish city of Ferrol in June, before going in 2015 to the World Expo of Milano.

The MEPs will have the opportunity to meet the managers of various routes including the Via Francigena, the European Route of Ceramics and the Hansa telling the story of the Hanseatic League.

Antonio Tajani said: "The Members of the European Parliament will get the confirmation that European cultural routes have a great potential. With 90 % of these routes in largely unexplored rural areas, the old continent can still attract and surprise many new visitors".

For more information

[European Commission supported projects](#)

[Council of Europe programme of European Cultural Routes](#)

["Discover Europe"](#)

[The Silk Road Programme](#)

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