**IndusTour Interreg Europe project officially launched: a strategic boost for industrial tourism across Europe**

On May 7, 2025, the kick-off meeting of the IndusTour Interreg Europe project took place. IndusTour project will be running from May 2025 to April 2029, and will turn the spotlight on industrial tourism.

The overall goal of the project is to improve public policies aimed at strengthening industrial tourism in the partner territories, primarily as a means of promoting innovation, resilience, and diversification of tourism products. As part of the project and its learning process, studies of the current situation will be conducted for each country, exchange of good practices, interregional events and study visits. Additionally, in each country participating in the partnership, local stakeholders group meetings will be held.

The project consortium is led by the Auvergne-Rhone-Alps Region in France and includes Toender Municipality (Denmark), the Moravian-Silesian Region (Czech Republic), the Lodzkie Region (Poland), the Fund for European Affairs and Development of the Autonomous Province of Vojvodina (Serbia), and the Nicosia Tourism Board (Cyprus). Furthermore, the Autonomous Province of Vojvodina's Provincial Secretariat for Economy and Tourism and the Nicosia Municipality are taking part as associated policy authorities.

IndusTour project is implemented in the framework of the Interreg Europe programme and co-financed by the European Union and has a total budget of €1.4 million. Through knowledge sharing and interregional cooperation, the initiative helps local and regional governments create more effective public policies.

More information and updates on IndusTour’s progress are available at <https://www.interregeurope.eu/industour>.