



The LRE Foundation is a growing international, inclusive network that connects people and organisations dedicated to preserving and valorising the tangible and intangible cultural heritage related to World War II, its memory and meaning.

The organisation's main objective is to make this history relevant and accessible, especially for the younger generations. Two key remembrance tourism projects developed by LREF are: The Liberation Route Europe and Europe Remembers. The Liberation Route Europe is a certified Cultural Route of the Council of Europe that links the main regions along the advance of the Allied Forces in 1943-1945. In order to make the route a physical part of the European landscape, LREF is developing a network of Liberation Route Europe trails that allows new ways of experiencing the route by hiking, walking, and cycling.

Europe Remembers is the premier European remembrance tourism destination brand that brings together commemorative sites, museums, and events in a collaborative, inspirational travel portal that enables diverse communities to reflect on the complex heritage of World War II from multiple historical perspectives.

Engaging the younger generations is a key objective for the LRE Foundation. The LRE Youth Programme promotes innovative forms of active remembrance and memory transmission, ensuring that even as living memory becomes history, the stories and sacrifices of individuals will not be forgotten.



Liberation Route Europe, the Cultural Route

Liberation Route Europe has been certified as a 'Cultural Route of the Council of Europe' since 2019. The Liberation Route Europe is recognised for research, development, cooperation, and cultural tourism.



With this certification, the Liberation Route Europe has become one of many other Cultural Routes of the Council of Europe, such as the Santiago de Compostela Pilgrim Routes, the Viking Route and the Hansa Route, to receive this distinction. Each of these routes is devoted to a different theme, ranging from architecture and landscapes, from gastronomy to European art, music and literature. They serve as an invitation to travel and to discover Europe's rich and diverse heritage.



The trails project

To create a lasting legacy following the 75th anniversary of the end of World War II, the LRE Foundation is developing a system of themed trails on the Liberation of Europe.

These hiking and cycling trails are a unique transnational memorial that traces the Allies' advance to liberate Europe during World War II. Developed in cooperation with hiking associations across Europe, the trails form a traceable link between the main regions of the Allied Forces' advance across Europe, stretching for nearly 10,000km. The routes pass numerous historical locations and tell stories from a multitude of perspectives that were important in the last phase of World War II. Renowned architect, Daniel Libeskind, has designed a symbolic family of trail markers called the Vectors of Memory. Together, these Vectors and trails are a unique, sustainable tourism product that is a new way to experience the remembrance sites, the history, and the personal stories found throughout the European landscape.



As we approach the 80th anniversary of the end of World War II, the Europe Remembers campaign will be renewed. The premier European remembrance tourism destination brand brings together commemorative sites and events



in a collaborative, inspirational travel portal that promotes reflection on the complex heritage of World War II from multiple historical perspectives.

Discover the history, personal stories, events and sites across Europe: Europe remembers.com

A unique brand that makes destinations and events accessible to an international audience, Europe Remembers seeks to create a global commitment to preserve history and eyewitness memories for future generations. The aim is to teach, share experiences, and encourage mutual understanding of our shared past. These personal stories, often of great sacrifice, show the importance of peace and international reconciliation.





Liberation Route Europe

NETHERLANDS
Newday Offices
Jansbuitensingel 30
6811 AE, Arnhem, NL
+31 (0)85-3309090

BELGIUM
Rue de Stassart 131
1050 Brussels, BE
+32 (0) 485 136 833

GERT-JAN JACOBS,
Travel Trade Communications
gj.jacobs@liberationroute.com
+31 (0) 6 22867342

JOËL STOPPELS,
Guide Network Coordinator
j.stoppels@liberationroute.com
+31 (0) 6 36 33 53 70

EMME JOHNSON,
Project Officer
e.johnson@liberationroute.com
+32 (0) 467 32 60 82

The Liberation Route Europe has been a
"Cultural Route of the Council of Europe"
since 2019



PARTNERS & SPONSORS



GET INVOLVED

Interested in developing a tour or package, visiting the Liberation Route Europe, exploring museum and remembrance sites, meeting high-quality guides, or scouting for comfortable hotels and nice restaurants?

liberationroute.com

Contact us :
INFO@LIBERATIONROUTE.COM



Services for Travel Trade partners

Liberation Route Europe provides a unique opportunity to discover and experience the route that the Allied Forces took during the final phase of the Second World War.

Our aim is to combine Liberation Route Europe with innovative and sustainable tourism products and special offers. In collaboration with our international partners, we work together to make this essential part of European history more visible and accessible to visitors from all over the world. The LRE Foundation works as an intermediary for its partners (museums, tourism boards etc.) and the travel trade industry. Our partnerships with tour operators, educational travel operators, online travel companies, guided tours organisations et cetera, allow individuals from across the world to experience the Liberation Route Europe.

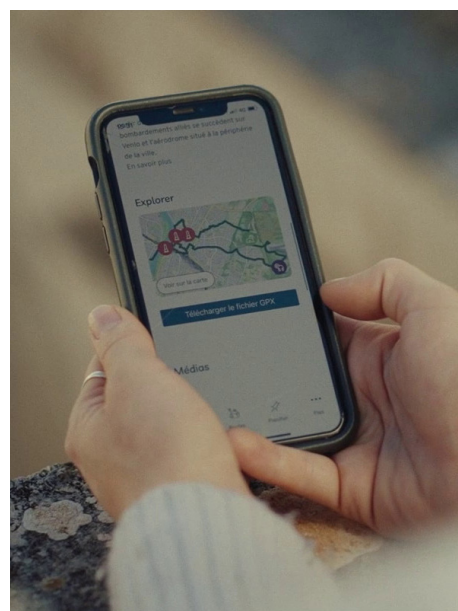


A PROFESSIONAL GUIDE NETWORK

LRE Foundation has established a guide network that ensures the quality of WWII tours and makes Liberation Route Europe visible on the ground. Many LRE Guides have accompanied press and travel trade. Each year, more international guides join the network.

LRE FORUM AND EXPO

The annual LRE Forum is a multi-day event that brings together LRE members and remembrance tourism professionals every year. A key part of the forum is the LREXPO. This thematic travel trade fair provides ample networking opportunities and discussions on emerging trends in the tourism industry. Featuring regions, institutions, and tourism operators across Europe, the LREXPO inspires unique travel offers and partnerships to reach a larger, international audience.



FAM TRIPS

Each year LRE Foundation organises multiple familiarisation trips for the international travel trade industry to introduce different parts of the Liberation Route Europe to a wider international audience.

EXPERTISE AND KNOWLEDGE

The LRE Foundation team has years of expertise and knowledge in developing remembrance tourism packages. With a large network of members and strong partnerships in the European and North-American travel trade industry, the LRE Foundation is a valuable knowledge centre in the remembrance tourism sector and offers to share it with partners.

ONLINE TOOLS: WEBSITE AND MOBILE APPLICATION

The Liberation Route Europe website and mobile app offer a rich collection of content that comes alive with a map-navigation interface and travel planner. The travel planner allows visitors to map out their journey along trails and routes, visiting museums, memorials, cemeteries, and historic places while discovering the personal stories of the liberation on- and offline. This innovative website will serve to make the sites and stories of the liberation more accessible for the years to come. Native iOS and Android mobile apps allow content to be accessed on- and offline.



Liberation Route Europe

Follow in the footsteps of history

TOUR & TRAVEL GUIDE INTRODUCTION

