LRE Foundation

Travel Trade Offers

Who are we?

Liberation Route Europe

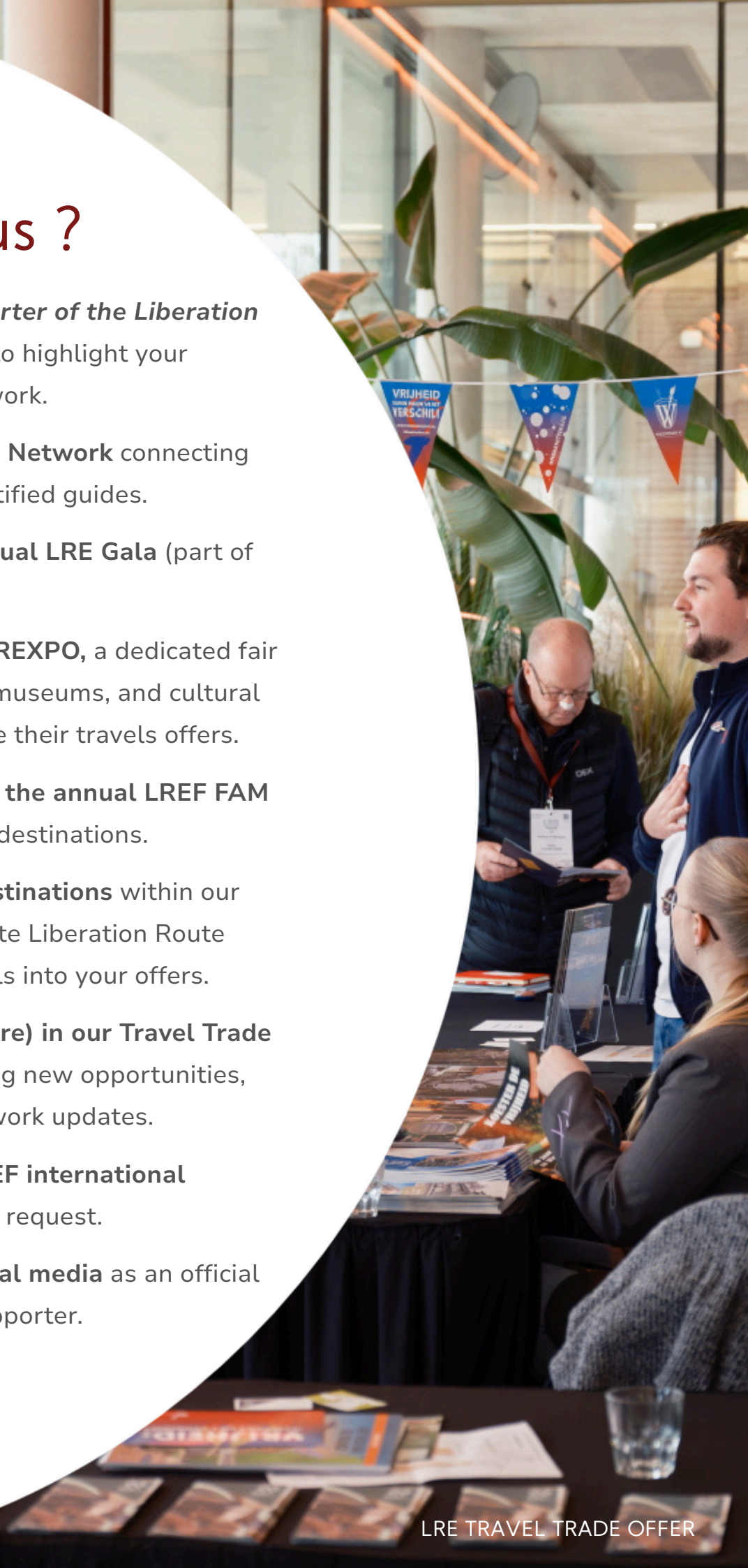
The LRE Foundation is a growing international, inclusive network connecting people and organisations dedicated to preserving World War II heritage, memory, and meaning, and making this history relevant and accessible for future generations.
Our Liberation Route Europe, a certified Cultural Route of the Council of Europe, is a transnational memorial connecting WWII remembrance sites and stories across Europe through hiking and cycling trails. Visitors can explore this history through ready-to-go 'Themed Route' itineraries focused on specific events, topics, and locations.

What is a Travel Trade Supporter?

Designed for tour operators and travel professionals, this partnership connects your organisation to the international LRE network. Benefit from expert destination knowledge, industry connections, marketing opportunities, educational visits, exclusive events, our trusted LRE Guides network, and resources to create meaningful remembrance tourism experiences. Strengthen your product offering, increase your visibility, and help keep these important sites and stories alive for future generations.

Why join us ?

- **Personalised *'Supporter of the Liberation Route Europe'* logo** to highlight your commitment to our work.
- **Access to LRE Guide Network** connecting you with trusted, certified guides.
- **Invitation to the annual LRE Gala** (part of LRE Forum).
- **Attendance to the LREXPO,** a dedicated fair where destinations, museums, and cultural institutions showcase their travels offers.
- **Priority Invitation to the annual LREF FAM trips** to discover our destinations.
- **Expert advice on destinations** within our network to incorporate Liberation Route Europe sites and trails into your offers.
- **Access to (and feature) in our Travel Trade newsletter** presenting new opportunities, inspirations and network updates.
- **Connection with LREF international network contacts** on request.
- **Visibility on our social media** as an official LRE Travel Trade Supporter.



The additional benefits below are possible, please contact our team to find out more.

- **Support to develop tailor-made itineraries using local expertise, partner contacts and coordination by LREF.**
- **Creation of custom LRE merchandise for visitors participating in your organised tours on the Liberation Route.**
- **Opportunity to organise a webinar together for clients that may be interested in LRE/LREF**

How to sign up

Make a donation

A donation of 500 euros (or equivalent) per year includes all benefits listed above. You can make a donation directly via our website, after which we will confirm your LRE Travel Trade Supporter status.

www.lre-foundation.org/support-us/

Get in touch

Travel Trade Supporter co-operations are flexible and can be discussed individually to suit your needs.

Get in touch with our team at **info@liberationroute.com**

or visit **www.lre-foundation.org/network-membership/**

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