

VAN GOGH HERITAGE LOCATIONS IN EUROPE LAUNCH ROUTE VAN GOGH EUROPE

Berlin, 9 March 2017

The European partners that collaborate in Van Gogh Europe unveiled a new initiative today during the ITB. Through *Route Van Gogh Europe* they will collectively be putting the European heritage of the world-renowned painter Vincent van Gogh on the map. International routes, a multilingual website and brochures will allow visitors to tread in the footsteps of Vincent van Gogh when travelling through the Netherlands, Belgium and France. During the Berlin Kultur Lounge, Frank van den Eijnden (Chairman Van Gogh Europe), Milou Halbesma (Van Gogh Museum Director of Public Affairs) and Lies Boelrijk (Marketing & Business Development Kröller-Müller Museum) gave the starting signal to launch the www.routevangogheurope.eu website. This makes the international selection available in several languages for both tour operators and individual travellers (FIT sector).

In the footsteps of Van Gogh

Vincent van Gogh lived and worked in several places during his lifetime. Van Gogh Europe combines these heritage locations with the places where his work is displayed, stored and studied. Route Van Gogh will invite visitors to tread in the footsteps of Vincent van Gogh. They will follow the painter who every day inspires millions of people all over the world through the Netherlands, Belgium and France to discover his work and life.

Multilingual routes and special deals

Route Van Gogh Europe will bring together three countries, six museums, nine heritage locations and fourteen towns in the Netherlands, Belgium and France. A multilingual website, consumer brochures and a sales guide will inform those interested about the heritage locations, cultural and tourist activities, thematic international routes and attractive arrangements. Events and visitor experiences can be shared on Facebook and Twitter by anyone with an interest in Vincent van Gogh's heritage.



Impression homepage
www.routevangogheurope.eu

International collaboration

Route Van Gogh Europe has been made possible with financial support from the European Union in the context of Promoting International Tourism for Culture and Heritage (PITCH). VisitBrabant (NL) is the project leader of the collaboration between Bureau de Tourisme Saint-Rémy-de-Provence, Bureau de

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Tourisme Mons, Pôle Muséal in Mons, Regional Tourist Board Arnhem Nijmegen, VisitVeluwe, NHTV Breda and the Province of Noord-Brabant. The Van Gogh Europe locations such as the Van Gogh Museum, Auvers-sur-Oise, Paris, Van Gogh Drenthe, the Kröller-Müller Museum and the Van Gogh Brabant locations are also participating in this project. Projekt2508 in Germany has compiled the international routes for the tourism sector. The aim of the project is to increase awareness in the heritage and to attract more international visitors .

EDITORIAL NOTE**For more information about Route Van Gogh Europe**

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Visual material

There is Press information and visual material in the press room: <http://routevangogheurope.eu/press>

ITB

Van Gogh Europe will be in the Kultur Lounge during ITB (8-12 March 2017).

Van Gogh Europe Partners

Ville de Mons



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