

# SAVE THE DATE

UNESCO  
Workshop

25 APRIL  
2019



Co-funded by the COSME programme  
of the European Union



Kongernes Jelling

Nationalmuseet  
National Museum of Denmark



## Change your visitors' behaviour

On the 25th April, we invite cultural heritage sites to join us for a workshop looking at how to change the travel behaviour of our visitors.

Increased leisure time has led to growth in the demand for visits to cultural heritage sites. Whilst this brings important revenue to the sites through entrance fees and souvenir sales, it can create challenges for the management of the site, including how people visit the site. Almost all cultural heritage sites will have experienced the problems of having too many visitors arriving by private car, which can cause parking issues for the neighbouring area as well as potentially harming the setting of the site itself.

In the frame of the ongoing EuroVelo 3 – Pilgrims Route project, co-funded by the COSME Programme of the European Union, we are organising a workshop to look at how this increased demand can be balanced with the conservation needs of the site through the promotion of cycling.

The workshop will take place at the World Heritage Site of Jelling in Denmark and will cover:

### • Identifying the issues

An overview of the problems created by increased access to cultural heritage sites, largely by private car.

### • Options for promoting behaviour change

Creating a site specific plan, and first steps in changing travel behaviour.

### • Case studies

Some examples of successful 'travel behaviour change' campaigns at other cultural sites

### • Roundtable discussion

Sharing your experiences and learning from each other.

### • Conclusions

Summing up the day and presentation of a new handbook that is being prepared on this topic.

More information will follow in January.

You can already register your interest by emailing: [eurovelo@ecf.com](mailto:eurovelo@ecf.com) with the title 'UNESCO Workshop'