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Foreword

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The 9th edition of the LRE Forum will take place in Krakow, Poland, from March 10–13, 2025, and we invite all of our members, partners, and tourism stakeholders to participate in the numerous events scheduled throughout the four days.

The LRE Member Seminar offers an excellent opportunity to exchange best practices and learn about the latest initiatives from the Foundation and its network. The LRE Conference will feature a lineup of speakers, panel discussions, and interviews, focusing on diverse strategies for preserving the memory of WWII for future generations. The Gala Dinner will provide an evening of networking opportunities and new connections among Foundation members, key partners, and sponsors. Additionally the LREXPO will bring representatives from memorial sites, museums and tourism destinations together with travel industry professionals from Europe and North America for further networking moments. In the final days, participants will explore Krakow's WWII Jewish ghetto history, visiting museums and memorials, and take a special trip to the Auschwitz–Birkenau Memorial and State Museum.

Przedmowa

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9. edycja Forum LRE odbędzie się w Krakowie w dniach 10–13 marca 2025r. Zapraszamy wszystkich naszych członków, partnerów i przedstawicieli branży turystycznej do udziału w licznych wydarzeniach w ciągu tych czterech dni.

Seminarium dedykowane dla członków LRE to doskonała okazja do wymiany doświadczeń i zapoznania się z najnowszymi inicjatywami Fundacji i jej sieci. Konferencja LRE obejmie szereg wystąpień, dyskusji panelowych i rozmów, koncentrujących się na różnych strategiach zachowania pamięci o II wojnie światowej dla przyszłych pokoleń. Uroczysta kolacja zapewni wieczorem możliwości nawiązania kontaktów i nowych znajomości między członkami, kluczowymi partnerami i sponsorami Fundacji. LREXPO zgromadzi przedstawicieli miejsc pamięci, muzeów i instytucji turystycznych wraz z profesjonalistami z branży turystycznej pochodzących z Europy i Ameryki Północnej w celu dalszego budowania sieci kontaktów. W ostatnich dniach uczestnicy, odwiedzając ważne miejsca pamięci, poznają historię krakowskiego getta z czasów II wojny światowej, a także wezmą udział w zwiedzaniu Miejsca Pamięci i Muzeum Auschwitz–Birkenau.

LRE FORUM

The LRE Forum is the annual event organised by the LRE Foundation. The 2025 edition takes place in Krakow (10 – 13 March) and is organised with the support of LRE Poland.

LRE Foundation

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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. The organisation's main two initiatives are Liberation Route Europe and Europe Remembers.

For more information, visit: www.lre-foundation.org

LRE Poland

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The goal of LRE Poland is to promote and develop activities related to the transmission and dissemination of the memory of World War II events in Poland, through educational and tourism projects.

Our guiding motto is to promote history in a way that is easy to absorb and understand for everyone, especially young people.

For more information, visit: www.lre-poland.org

LRE Forum to coroczne wydarzenie organizowane przez Fundację LRE. Edycja 2025 odbędzie się w Krakowie (10–13 marca) i jest organizowana przy współpracy z LRE Polska.

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Fundacja LRE jest rozwijającą się, międzynarodową siecią, która łączy osoby i organizacje zajmujące się ochroną i promocją materialnego i niematerialnego dziedzictwa kulturowego związanego z II wojną światową, pamięcią o historii i jej znaczeniem. Głównym celem organizacji jest uczynienie historii zrozumiałą i dostępną, zwłaszcza dla młodszych pokoleń. Dwie główne inicjatywy organizacji to Liberation Route Europe i Europe Remembers.

Więcej informacji można znaleźć na stronie: www.lre-foundation.org

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Celem Fundacji Szlak Wyzwolenia Polska (LRE Polska) jest promowanie i rozwijanie działań związanych z przekazywaniem i upowszechnianiem pamięci o wydarzeniach II wojny światowej w Polsce poprzez projekty o charakterze edukacyjnym i turystycznym.

Mottem przewodnim naszych działań jest promowanie historii w sposób łatwy do przyswojenia i zrozumiały dla wszystkich, szczególnie dla młodych ludzi.

Aby uzyskać więcej informacji, odwiedź stronę: www.lre-poland.org

Krakow

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Krakow, one of Poland's most recognised cities, has a rich historical and cultural heritage. Known for its well-preserved medieval centre and vibrant atmosphere, Krakow was also a focal point of significant events during WWII. As the Capital of the General Governorate for the Occupied Polish Region, the city witnessed the establishment of the ghetto, as well as the forced labour camp and concentration camps in and nearby the city, making it and its history worthwhile to explore.

Wondering how to get to Krakow from your location? Check our suggestions online at www.lre-foundation.org/forum

PL

Kraków, jedno z najważniejszych miast w Polsce, może poszczycić się bogatym dziedzictwem historycznym i kulturowym. Znany z dobrze zachowanego średniowiecznego centrum i niezwykłej atmosfery, Kraków stał się również ważnym punktem dla wydarzeń II wojny światowej. Jako stolica Generalnego Gubernatorstwa na okupowanych ziemiach polskich, miasto było też świadkiem utworzenia getta, obozu pracy przymusowej, obozu koncentracyjnego KL Płaszow, a także położonego ok. 60 km dalej obozu koncentracyjnego

i zagłady Auschwitz-Birkenau, co czyni jego historię tym bardziej wartą poznania.



Venue Miejsce wydarzenia

LREXPO - 12.03.2025

Museum of Krakow

Krzysztofory Palace, Rynek Główny 35, 31-011 Krakow



Moving Around | As all LRE Forum 2025 event venues are located within Krakow's historic center, participants are encouraged to walk or take public transportation. By showing their LRE Forum badge with a special sticker from the City of Krakow, attendees can enjoy free access to public transport, kindly offered by the city.

LREXPO 2025

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At this themed travel trade fair, representatives from museums, memorial sites, and destinations come together with a shared purpose: to connect with key players in the travel industry. It's a space for networking, forging new connections, and building partnerships with a global audience.

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Na tematycznych targach turystycznych przedstawiciele muzeów, miejsc pamięci i instytucji podróżniczych spotykają się we wspólnym celu: nawiązania kontaktów z kluczowymi podmiotami w branży turystycznej. Jest to przestrzeń do podjęcia współpracy, nawiązania nowych znajomości i budowania partnerstw z globalną publicznością.



Programme

12.03.2025 | 08:00 – 13:45 CET

Museum of Krakow

Rynek Główny 35, 31-011 Krakow

08:00 - 09:00	Registration & Set-up Rejestracja i rozłożenie stanowisk
09:00 - 09:10	Welcome Zapraszamy
1-on-1 Meetings Round 1 Networking Sessions	
09:15 - 09:30	Meeting #1
09:35 - 09:50	Meeting #2
09:55 - 10:10	Meeting #3
10:15 - 10:30	Meeting #4
10:35 - 10:50	Meeting #5
10:50 - 11:05	15-Minute Break 15-minutowa przerwa
1-on-1 Meetings Round 2 Networking Sessions	
11:05 - 11:20	Meeting #6
11:25 - 11:40	Meeting #7
11:45 - 12:00	Meeting #8
12:05 - 12:20	Meeting #9
12:25 - 12:45	Meeting #10
Closing Remarks Uwagi podsumowujące	
12:45 - 12:55	
13:00 - 13:45	Lunch

*Full programme can be found online at: lre-foundation.org/forum

*Cały program dostępny jest online: lre-foundation.org/forum

LREXPO: How it works

LREXPO: Jak to działa?

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The LREXPO brings together the LRE Foundation network of members and partners, including representatives from memorial sites, museums, and tourist destinations, with stakeholders from the travel trade industry from across Europe and North America.

Attendees are listed in this EXPO programme, along with representative and organisation details. This enables you to familiarise yourself with the attendees and plan for your networking opportunities. Meetings are 15 minutes long and can take place at exhibitor's booths and in the additional 'open networking spaces' which will be provided.

Networking and meeting requests

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For attendees with networking access, you will be informed by email via the event platform Eventtia when the networking system opens. You will receive instructions to enable you to log in to the platform and request and accept meetings online.

If you do not have access to the networking system, you will be able to have spontaneous meetings at the EXPO with access to all networking spaces and booths.

LRE Foundation and branches

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The LRE Foundation will have a booth at the EXPO, as will our National Branches. There you can meet and speak to our colleagues and learn about the organisation and its projects.

Questions?

Should you have a questions, please contacts the LRE Forum team on event@liberationroute.com, using the subject line 'EXPO'.

PL

LREXPO gromadzi sieć członków i partnerów Fundacji LRE, w tym przedstawicieli miejsc pamięci, muzeów i organizacji turystycznych, a także podmioty z branży turystycznej z całej Europy i Ameryki Północnej.

Uczestnicy są wskazani w programie EXPO, wraz z danymi przedstawicieli i organizacji. To umożliwia zapoznanie się z uczestnikami i zaplanowanie możliwości nawiązywania kontaktów. Spotkania trwają 15 minut i mogą odbywać się na stoiskach wystawców oraz w dodatkowych „otwartych przestrzeniach networkingowych”, które zostaną zapewnione na miejscu.

Zapytania dotyczące networkingu i spotkań:

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Uczestnicy z dostępem do systemu zostaną poinformowani e-mailem za pośrednictwem platformy eventowej Eventtia o otwarciu sieci networkingowej. Otrzymaś instrukcje umożliwiające zalogowanie się na platformie oraz proponowanie i akceptowanie spotkań online.

Osoby nieposiadające dostępu do systemu networkingowego będą mogły organizować spontaniczne spotkania na terenie EXPO z dostępem do wszystkich przestrzeni networkingowych i stoisk.

Fundacja LRE i jej oddziały:

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Fundacja LRE będzie posiadać stoisko na EXPO, podobnie jak nasze oddziały krajowe. Będzie tam można spotkać się i porozmawiać z naszymi współpracownikami oraz dowiedzieć się więcej o organizacji i jej projektach.

Pytania?

W przypadku pytań, zapraszamy do kontaktu z zespołem Forum poprzez adres mailowy event@liberationroute.com, wpisując temat "EXPO".



The foundation in Arnhem aims to reflect on the impact of the Battle of Arnhem in a new way reaching a wide audience. They organize events, make documentaries and create participatory projects to tell stories about the impact of war and the value of our freedom.

Representative(s):

Marieke Van Kessel *Director Bridge to Liberation*
Arina Rengelink *Producer*



Ede is a municipality and a town in the centre of the Netherlands, in the province of Gelderland, and it is part of the historically significant Airborne Region.

Representative(s):

Truss Lockhorn *Programme Manager*
Arda Beckers *Programme Manager*



The Allied Museum focuses on education, collection, event organization, research, and exhibitions while promoting the values of freedom, democracy, and international cooperation. Its work honors the contributions of the Allies to Berlin and Germany.

Representative(s)

Uta Birkemeyer *Curator*



Bawdsey Radar Trust preserves the historic transmitter block where radar was developed, crucial to WWII defense. Through exhibitions, learning programs, and events, the Trust ensures this pioneering technology's legacy is remembered. A major restoration in 2016-17 secured its future, making it a key site for heritage and WWII remembrance.

Representative(s)

Clare Sullivan *Co-chair*



Located near the Mardasson Memorial, Bastogne War Museum offers a contemporary interactive context of the causes, events and consequences of the Second World War, with a particular emphasis on the Battle of the Bulge.

Representative(s)

Mathieu Billa *Director*



The province of Brabant will commemorate eighty years of freedom, marking significant WWII events. Brabant Remembers (Brabant Herinnert) shares inspiring stories centered on life-changing choices through various projects and collaborations with different partners, and offers a variety of WWII tours and packages.

Representative(s)

Pim Sybesma *International Trade Manager*
Marit Maas *Project Manager*



Inaugurated in 2005 at the former Natzweiler concentration camp, the Centre explores WWII resistance and Nazi oppression. Its permanent exhibition, Engaging, Resisting, Fighting, traces fascism's rise and resistance efforts. A key site is the Kartoffelkeller, a prisoner-built cellar symbolizing forced labor.

Representative(s)

Michaël Landolt *Director*
Mazarine Godefroy *Responsible for Programming and Partnerships*



Town of Saint-Raphaël is a landing place of the operation Dragoon on August 15, 1944, and sets up memorial activities related to WWII in the east of the Var department.

Representative(s)

Alain Dubreuil *Project Director*



CWGC honors 1.7 million Commonwealth men and women who died in the World Wars, ensuring they are remembered forever. With 23,000 sites in 150+ countries, it preserves cemeteries and memorials as places of remembrance and learning. Through education and outreach, they keep their stories alive for future generations.

Representative(s)

Simon Bendry *Director of Education, Engagement and Volunteering*
Megan Maltby *Public Engagement Manager*



The Department is a territorial collectivity that oversees local administration and public services, including heritage preservation and tourism.

Representative(s)

Stéphane Bouisson *Head of Cross-Disciplinary Projects and Partnerships*

Member & Partner Attendees



Dokumentation Obersalzberg

<https://obersalzberg.de/en/>

The Obersalzberg Documentation Center is a place to learn about and remember the history of Obersalzberg and the Nazi dictatorship. As well as their permanent exhibition, they offer an extensive educational program. The Center is curated by historians at the Institute for Contemporary History Munich-Berlin.

Representative(s)

Sven Keller *Head of Dokumentation Obersalzberg*



Dunkerque Tourisme

<https://www.dunkirk-tourism.com/>

Dunkerque Tourisme is the Tourist Board for Dunkirk, providing information and activities for visitors to the area including tours and stays.

Representative(s)

Emmanuel Clermont *Sales Executive/Guide*
Elise Tryoen *Sales Executive/Guide*



ECCOFORT e.V.

<https://www.eccofort.de/>

European Cooperation Centre of (Fortified) Heritage. Your partner for transnational projects, remembrance, tourism, marketing and communication

Representative(s)

Dirk Röder *CEO*
Paula Pietras *Project Development*



EU Monitoring Mission

<https://www.eumm.eu>

The EU Monitoring Mission (EUMM) is an unarmed civilian mission promoting stability in Georgia. It monitors the Administrative Boundary Lines, supports communities, builds confidence, and informs EU policy, with 200 monitors ensuring regional security and peace.

Representative(s)

Philippe Deprez *Historian, journalist, and EU monitor in Geo*



Fletcher Hotels

<https://www.fletcher.nl/en/>

Largest chain of hotels in the Netherlands with a wide range of unique, authentic hotel-restaurants throughout the country, are often housed in historic buildings and each providing a different atmosphere and experience.

Representative(s)

Marcel Hoogenboom *LRE Specialist*
Angelique Starink *Sales Representative*

Member & Partner Attendees



Fondazione Nuto Revelli



Fondazione Nuto Revelli

www.nutorevelli.org

Non profit organisation engaged in heritage and social impact culture. We are "cultivators of memory": from our sources – which are the archives and the library – we sow projects closely connected to the territories, which sprout with the younger generations and produce harvests, producing culture.

Representative(s)

Beatrice Verri *Director*



Freedom Museum

<https://vrijheidsmuseum.nl/>

The Freedom Museum is a historical educational museum and information centre that tells the cross-border and multi-perspective story of War and Freedom without Borders. It focuses on the Second World War, in connection with 20th-century history and current events, in the region Rijk van Nijmegen, site of Operations Market Garden and Veritable.

Representative(s)

Esther Horsten *Director*
Maria Tadema *Coordinator Infocentrum*



French Hiking Association (FFRandonnée)

www.ffrandonnee.fr

The French Hiking Federation (FFRandonnée) is an association recognised under national law 1901. It has 120 regional and departmental committees. In 2024, it represented more than 235.000 members, 3.300 clubs, 20.000 volunteers including about 9.000 official surveyors across France.

Representative(s)

Clothilde Cenier *Employee in charge of projects*
Marianne Clarté *Member of the Committee on International Relations*



Gemeente Eemsdelta

www.eemsdelta.nl

Eemsdelta is a municipality in the Dutch province of Groningen. It was established on January 1, 2021, following the merger of the municipalities of Appingedam, Delfzijl, and Loppersum. The newly formed municipality has a population of 45,098 residents and has a rich historical and cultural heritage.

Representative(s)

Ben Visser *Mayor*



Geschichtsstation Seelow (Mark)

www.geschichtsstation-seelow.de

On 200 square meters of barrier-free space, there is a modern museum place of learning and experience for recent regional history on the ground floor, corresponding to the "Seelower Höhen" memorial 300m away.

Representative(s)

Thomas Drawing *Chairperson*
Roland Pawelczyk *Member*
Erik Drawing *Member*

Member & Partner Attendees

Member & Partner Attendees



"Grodzka Gate-NN Theatre" Centre, Lublin

<https://teatrnn.pl/>

A municipal cultural institution dedicated to preserving the local cultural heritage. Through a wide range of educational, artistic and documentary projects, the Centre works to preserve the memory of the Jewish community that perished in the Holocaust and to promote dialogue across historical and contemporary dimensions.

Representative(s)

Roman Romantsov *Educator*



Juno Beach Centre

www.junobeach.org

The Juno Beach Centre, Canada's WWII museum in Normandy, France, honors the 45,000 Canadians who died in the war, including 5,500 in the Battle of Normandy and 381 on D-Day. Opened in 2003 by veterans and volunteers, it serves as a lasting memorial dedicated to education and remembrance.

Representative(s)

Nathalie Worthington *Director*



KERN-IT

www.kern-it.be/fr/

Software development company specializing in web application design, prototyping, and custom website creation.

Representative(s)

Céline Mourrier *UX/UI Designer*
Elizabeth Heymans *Office Manager*
Greg Mattheus *Head of Design*
Błażej Pędzich *Backend Developer*



Kröller-Müller Museum

<https://krollermuller.nl>

The Kröller-Müller Museum is a leading international museum offering Dutch and global visitors the chance to experience its world-renowned collection. It features masterpieces by Van Gogh, his contemporaries, and artists who have shaped art history.

Representative(s)

Bas Hamelink *Manager Sales & Trade*



LCTA Lauku ceļotājs

www.celotajs.lv/en

Lauku ceļotājs (Country Traveller) is Latvia's leading rural tourism association, founded in 1993. It promotes rural tourism development in connection with the local economy, agriculture, and sustainability, while also representing its members and advocating for business-friendly policies.

Representative(s)

Anna Paleione *PR & marketing specialist*
Katrīna Seržante *Sales & Trade Manager*



Mazovian Regional Tourist Organisation

www.mrot.pl

MROT promotes tourism in Warsaw and the Mazovia region. It collaborates with local governments and cultural institutions to enhance the area's appeal, provides training for tourism professionals, and supports the development of regional tourism initiatives.

Representative(s)

Tadeusz Milik *President and Member of the Board*



Mémorial Alsace-Moselle

www.memorial-alsace-moselle.com/en/

The Memorial reveals by an immersive and impressive visit the particular history of Alsacians and Mosellans who change nationality 4 times between 1871 and 1945. From 1940 to 1945, Alsace and Moselle were the only part of the French territory to be annexed to the Third Reich and to suffer the violence of a totalitarian regime.

Representative(s)

Sabine Bierry *Director*
Guillaume Pellenard *Mediator*
Mélanie Collin *Documentation and exhibition*



Memory Anchor

www.memoryanchor.com

Memory Anchor is the easiest navigation and interpretation app for veteran cemetery visitors to see the story behind the gravestone. It offers routing to individuals and historical points of interest, storytelling in augmented reality, and walking tours with biographies and photographs—all on your smartphone.

Representative(s)

Matthew Stewart *EU Territory Manager*



Miehkälä municipality, Salpa Line Museum

<https://salpakeskus.fi/salpalinja-museo/>

Established in Miehkälä in 1987, the Salpa Line Museum presents the history of the Salpa Line. Covering several hectares, the site was originally a defence centre for an augmented company. The exhibition includes an indoor multimedia display and an outdoor museum with guided paths through rugged, rocky forest terrain.

Representative(s)

Katri Kotasaari *Vitality Developer*



Mons Memorial Museum

<https://www.visitmons.co.uk/>

Managed by the city of Mons, this museum space invites visitors to question war phenomena' multiple and complex realities. A vast permanent exhibition confronts the public with the military history of the Mons region from the Middle Ages to the twentieth century. The route focuses on the events related to the two world wars.

Representative(s)

Corentin Rousman *Curator*
Virginie Hamys *Cultural Facilitator*



Muisti Centre of War and Peace www.muisti.org/en/muisti-centre-of-war-and-peace/

Muisti Centre of War and Peace is a modern Museum and a science centre located in Mikkeli, Eastern Finland. Muisti examines the effects of war from the perspective of human experience and society. The Finnish word Muisti means memory and remembrance.

Representative(s)

Leena Hangasmaa *Researcher*
Minna Nupponen *Marketing Specialist*



Municipality of Calais www.calais.fr

The territorial Collectivity of the City of Calais leverages its geographic position to enhance its economic, tourist, and cultural appeal.

Representative(s)

Lenoir Laurent *Municipal Councilor of the City of Calais*
Hamy Arnaud *Head of the City of Art & History Division*
Gelle Xavier *Officer for Documentation and Duty of Remembrance*



Musée de la Résistance de Limoges <https://resistance.limoges.fr>

This cultural establishment of the City of Limoges reflects the civic and solidarity values of the Resistance during World War II. Dedicated to those who sacrificed for the Republic's fundamental values, it keeps memory alive through education and information, especially for young people.

Representative(s)

Christophe Guillot *Head of Adult Services, Research and Documentation*



Musée Dunkerque 1940 <http://www.dynamo-dunkerque.com>

Musée Dunkerque 1940 – Bastion 32 is a historic site and global meeting point, housed in the former Allied headquarters during the Battle of Dunkirk and Operation Dynamo. Its 350-meter exhibition showcases military maps and soldiers' escape routes. The museum welcomes distinguished visitors from around the world.

Representative(s)

Adélie Francke *Groups Manager*
Coralie Vanhoucke *Communication Officer & Event Manager*



Museum Berlin-Karlshorst <https://www.museum-karlshorst.de/en/>

Museum about the German war against USSR 1941-1945 ("war of annihilation") and historical place of the (second) German surrender on 8th of May 1945. The museum is run in cooperation with Russia, Belarus and Ukraine.

Representative(s)

Jörg Morré *Director*



Museum of the Second World War in Gdansk <https://muzeum1939.pl/en>

Museum preserves and shares WWII history, placing Poland's experiences in a global context. Opened in 2017, it features a comprehensive main exhibition, temporary exhibits, and cultural initiatives. The museum is also building the Westerplatte Museum, focusing on the 1939 defense and the war's lasting impact.

Representative(s)

Patrycja Suszko *Head of Communication and Promotion*
Ewa Wierzbowska *International Relations Specialist*



NATIF PODCAST <https://www.natif.io>

Natif Podcast offers a unique solution to structure and manage the entire audio experience of an organization. They provide secure access to internal podcasts, tools to share audio content, and options to record and distribute internal news.

Representative(s)

César Defoort *Head of Production*



Normandy Region www.normandie.fr

Regional authority that promotes the region's historical heritage, especially WWII remembrance tourism. It supports museums, memorial sites, and digital initiatives to enhance visitor engagement. The Council also organizes commemorative events and educational programs while encouraging sustainable tourism practices.

Representative(s)

Anais Le Bot *Head of the Tourism Department*
Sandrine Fanget *Deputy Director Economy, Higher Education & Tourism*



Normandy Tourisme www.normandie-tourisme.fr

Normandy Tourism showcases the region's rich history, from the D-Day Beaches to the legacy of the Norsemen. Visitors can explore historic sites, honor the past, and experience Normandy's unique art de vivre. Committed to sustainability, the region preserves its landscapes and traditions for future generations.

Paleis Het Loo <https://paleishetloo.nl>

For over 300 years, the royal family lived and worked in Het Loo. Get insight into their lives and see how the palace was their home. Walk through the gardens like William and Mary and discover special plants, fountains, and statues.

Representative(s)

Michiel Faulhaber *Sales and Marketing*



Member & Partner Attendees



Parco Nazionale della Pace di Sant'Anna di Stazzema

<https://parconazionaledellapace.it>

As an instrumental body of the Municipality of Stazzema, it is responsible for managing the Park and promoting cultural initiatives, including at an international level, inspired by the pursuit of peace and the collaboration among peoples.

Representative(s)

Michele M Orabito *Director*

Provincie Noord-Brabant

Provincie Noord-Brabant

www.brabant.nl

North Brabant, or Noord-Brabant, is a province in the southern Netherlands known for its rich history, vibrant culture, and significant World War II heritage. The region offers numerous museums, memorials, and historical sites that commemorate its wartime experiences.

Representative(s)

Joost Findhammer *Heritage advisor*



Pomorskie Region

www.dt.pomorskie.eu

Marshal's Office of Pomorskie Voivodeship, Department of Tourism and Sport.

Representative(s)

Hanna Wojtkowska *Assistant Inspector*



Regione Toscana

www.regione.toscana.it

Regional authority that supports WWII historical sites, museums, and memorials, collaborating with local municipalities and cultural groups to organize events and educational programs. It also integrates WWII heritage into tourism, creating itineraries and resources to guide visitors through key historical locations.

Representative(s)

Daniela Volpi *Head of Unit*

Lisa Nozzoli *Assistant*



CANADIAN CENTRE FOR THE GREAT WAR
CENTRE CANADIEN POUR LA GRANDE GUERRE

The Vimy Foundation

<https://vimyfoundation.ca>

The Vimy Foundation preserves Canada's legacy through youth programs, commemorative projects, and educational resources. It engages students with Canada's WWI history, raises awareness of the Battle of Vimy Ridge, and shares historical resources and modern perspectives on Canada's participation in the war.

Representative(s)

Pierre Wavelet *Education Programs Coordinator*

Member & Partner Attendees



Unione della Romagna Faentina

www.romagnafaentina.it

Unione della Romagna Faentina is an Italian municipal union, a collective entity created 6 neighboring municipalities to collectively provide local public services. It is located in Emilia-Romagna, province of Ravenna.

Representative(s)

Andrea Piazza *Institutional Affairs Manager*

Federico Iannacone *Municipal Councilor of Solarolo*



Verzets Resistance Museum

www.verzetsmuseum.org/en/world-war-ii-in-the-netherlands

The Verzetsmuseum (Dutch Resistance Museum) in Amsterdam focuses on the Dutch resistance during WWII, the war's impact on former Dutch colonies, and the legacies of decolonization. With over 130 personal stories, it highlights the values of tolerance, freedom, and democracy in times of conflict.

Representative(s)

Vera Van Noort *Education officer*

Mirjam Eikelenboom *Head of Education and Accessibility*



Visit Wallonia

www.visitwallonia.be

Tourist board for Wallonia. The South of Belgium is incredibly rich in cultural heritage: fascinating folklore; ancient traditions; relaxing walks in nature; endless open air activities and plentiful regional cuisine.

Representative(s)

Michel Janowski *Representative on East-European Markets*



Volksbund Deutsche Kriegsgräberfürsorge

www.volksbund.de/

The German War Graves Commission looks after more than 830 war gravesites in 46 countries with about 2.8 million war dead. It operates an extracurricular youth work as well as its own youth exchange and education centers and promotes historical-political education at war gravesites and memorial sites.

Representative(s)

Natalia Hoffman *Programme Coordinator for Funding*

Danny Chahbouni *Archive and exhibitions head of division*



Zeeland Heritage

<https://www.erfgoedzeeland.nl/>

As a point of contact and knowledge center for Zeeland's heritage, we inform, advise and support heritage managers, heritage professionals, heritage volunteers, monument owners, educators, government employees and anyone who is committed to heritage.

Representative(s)

Marc Kocken *Programme Manager, Member Supervisory Board*

Travel Trade Attendees

ABERCROMBIE & KENT



Abercrombie and Kent Europe

www.abercrombiekent.com/uk

Abercrombie and Kent have been spinning dreams into remarkable adventures for discerning travellers for more than 60 years, ever since their founder pioneered the first modern luxury safari in Africa. Today they take guests to the earth's wildest frontiers on all seven continents.

Representative(s)

Mollie Smith Operations Team Leader



All Aboard UK

www.nisei-legacy-tours.com

All Aboard UK helps Americans of Japanese Ancestry (AJA) connect to the stories of the Nisei soldiers of the 100th/442nd on the European battlefields of WW2.

Representative(s)

Nora De Bievre Managing Director



Artur Travel Poland

www.arturtravel.pl

Artur Travel specializes in inbound group tourism for adults and youth to Poland and Central Europe. It provides educational tours, round trips, theme tours, city breaks, religious and pilgrimage tourism. Their longstanding experience in the tourism industry allows them to specialize in every area of inbound tourism.

Representative(s)

Łukasz Barłowski Owner



Die Landpartie Radeln und Reisen GmbH

www.dieLandpartie.de

Die Landpartie is a European tour operator specialized in cycling and hiking programs, with over 40 years of experience. They offer guided e-bike and cycling tours, hiking journeys, and New Year's tours. Their itineraries show carefully selected routes, accommodations, and activities to provide a structured and special travel experience.

Representative(s)

Inge Hauer Managing Director



EF Go Ahead Tours

www.goaheadtours.com

EF Go Ahead Tours is the adult travel product of EF Education First, the world's largest private education company. We offer guided group travel for North American adults aged 35+ on over 200+ itineraries worldwide. EF Go Ahead Tours is part of EF World Journeys, along with our sister products EF Ultimate Break and EF Adventures.

Representative(s)

Tom Benoit Senior Market Analyst

Travel Trade Attendees



Frederick Greenhow – Independent Guide

Independent guide providing historical battlefield tours about the Second World War.

Representative(s)

Frederick Greenhow Battlefield Tour Guide



Genius Loci Travel

www.genius-loci.it

Genius Loci Travel is a fully licensed, independent Italian tour operator specializing in active holidays across Italy. Offering walking, sea kayaking, and cycling adventures, their trips—designed for small groups or individual travelers—focus on taking the time to truly experience each region, while catering to all tastes and fitness levels.

Representative(s)

Peter Hoogstaden Founder



G/Hardy Tours

www.ghardytours.com

G / Hardy Tours is a family-owned and operated bespoke travel company based in mid-town Toronto. While still a Canadian leader in expert-led and group student travel, it has expanded to also offer specialty tours, luxury vacations, and bespoke, tailor-made adventures around the globe.

Representative(s)

Bryan Bonnah Product Consultant and Experiential Learning Leader



Hello cracow

www.hellocracow.com

Small local company that has been an expert in Krakow and the surrounding area for years. We use the best suppliers who take care of the ecology, environment and people.

Representative(s)

Przemek Światowiec Customer Service Manager / Co - owner

Marek Hasior Co - owner



Hotel Saski Krakow, Curio Collection by Hilton

www.hilton.com/en/hotels/krkshqq-hotel-saski-krakow/

With 200 years of history, the hotel is one block from Old Town's main plaza and The Cloth Hall. Nearly all Old Town's restaurants, museums, galleries, and shops are within a 10-minute walk, and Wawel Royal Castle is a 15-minute walk. At the end of the day, enjoy a bite and drinks at our on-site restaurant and bar.

Representative(s)

Andrzej Berlowski Commercial Manager

Travel Trade Attendees

Travel Trade Attendees



In The Footsteps Tours Limited

www.inthefootsteps.com

Founded in 2005, In The Footsteps has grown into one of the UK's premier tour operators offering Battlefield, Heritage, and Family History tours. Their award-winning service covers the major battlefields around the globe, including many of the lesser-known ones, and the heritage sites of the United Kingdom.

Representative(s)

Ian Gumm CEO / Battlefield Historian



Jan-pol Incoming / Jan-pol DMC Poland

www.janpol.com

Jan-pol has been showcasing the country's natural beauty and cultural richness for over 35 years, crafting sustainable and unforgettable travel experiences. The company has grown into one of Poland's most experienced travel trade operators. Their mission is to create meaningful journeys that inspire environmental awareness and celebrate local traditions through a strong network of sustainable local suppliers.

Representative(s)

Anna Kruszczyk Sales Manager



Kraków Tourism Alliance

www.krakowtourism.pl

Kraków Tourism Alliance's main objectives are to support the development of Kraków custom-made tourism market, integrate stakeholders to eliminate conflicts between the sector and tourists themselves, and also to bring together culture, creative industries, and the tourism sector.

Representative(s)

Anna Charuba Marketing & Social Media Coordinator

Grzegorz Soszyński President



Mazurkas Travel Poland

<https://mazurkas.com.pl>

Mazurkas Travel was founded by friends who shared the same passion: a love for Poland and an eagerness to create unforgettable experiences. Over the years, the company has grown and become a leader in the incoming tourism and MICE industry. Its mission remains to inspire and create the stories travelers will bring back home.

Representative(s)

Andrew Hulewicz Vice President



Mirror

www.mirror.co.uk

The Mirror is a British newspaper and digital media outlet. It covers a wide range of topics.

Representative(s)

Kevin Mansi Associate News Editor



On The Front Tours

www.onthefront.com

On the Front Tours is a leading tour operator specialising in WWII history. With 12 carefully crafted tours, our aim is to preserve the memory of the era and educate future generations. Our mission is to ensure the tragedies of the past are never forgotten, inspiring reflection and understanding through immersive, unforgettable experiences.

Representative(s)

Matthew Menneke Founder and Guide



Poland at War Tours

www.polandatwartours.com

Poland at War Tours is focused on a deep exploration of the history of WWII as it occurred in Poland. During our tours we explore the occupation of Poland, the Holocaust, and remarkable actions of Polish resistance. The ethos of Poland at War Tours is to honour victims, celebrate heroes, but most importantly to never forget.

Representative(s)

Damien Stewart Business Owner & Operator



Radius Tours Munich

www.radius-tours.com

Radius is based in Munich, and specialises in history, culture, and WWII-related tours for international visitors.

Representative(s)

Brendan Mc Gurk Manager



Railbookers

www.railbookersgroup.com

Railbookers are the leading Tour Operator who specialise in independent vacations by train around the world. From world-class luxury trains to overnight sleeping trains on breathtaking scenic routes, they include a complete selection of accommodations, sightseeing experiences, and dining options to choose from.

Representative(s)

Gareth Jones Director of Product Development



Road Scholar

www.road-scholar.org

Road Scholar is a not-for-profit organization that provides educational travel programs primarily for older adults. Their mission is to inspire adults to learn, discover, and travel. These learning adventures engage expert instructors, offer extraordinary access, and foster friendship among those for whom learning is a lifelong journey.

Representative(s)

Sarah Rita Program Manager



Travel Trade Attendees



SeeKrakow

www.seekrakow.com

Since 2005, SeeKrakow has organized local excursions for foreign tourists, operating KrakowTIP and a fleet of branded buses. With a strong network of agents and years of experience, they have served over a million visitors, making it easy to explore Krakow and its surroundings.

Representative(s)

Pawel Zieba *Head of Global Online Sales / International Partnerships*



Simply Groups

www.simplygroups.co.uk

Simply Groups specialises in tailor-making group holidays and coach tours for retired groups, clubs and associations. As a DMC for the UK and Europe they also arrange group travel for incoming overseas groups as well as corporate and incentive travel.

Representative(s)

Shauna Potts *Director*



Simply Poland DMC

<https://simplypoland.pl>

Simply Poland DMC, based in Kraków, specializes in themed tours, leisure groups, conferences, and incentive trips, offering personalized services that highlight Poland's history, nature, culture, and cuisine. With over 20 years of experience, they've organized around 1000 groups, including 100 MICE groups.

Representative(s)

Anna Chudy *Managing Partner*



Sophie's Great War tours

www.sophiesgreatwartours.com

Sophie's Great War Tours is an award-winning specialist tour operator, creating exceptional WW1 & WW2 battlefield tours across Europe and beyond. We are experts in history and hospitality, delivering unforgettable immersive historical travel experiences.

Representative(s)

Sophie Shrubsole *CEO*



Stita/Pathfinders

www.pathfinders.co.uk

Pathfinders is an English DMC that has been operating on the market for nearly 75 years. They provide a full range of bespoke travel services for tour operators and tour organisers wishing to send groups and individuals to the British Isles and Europe.

Representative(s)

Elena Budea *Group Sales Executive*

Travel Trade Attendees



Tenon Tours

www.tenontours.com

Tenon Tours connects you to Europe's finest destinations with a team of passionate travel experts who truly know the places they explore. Each tour is carefully crafted around your interests, ensuring a uniquely personal experience. With a deep focus on Europe, Tenon designs customizable FIT itineraries for 2 to 10 travelers.

Representative(s)

Stephanie Hendrickson *Travel Specialist*



The Cultural Experience

www.theculturalexperience.com

The Cultural Experience is a leading international battlefield, historical and cultural tour company offering led holidays to destinations throughout the world. They offer a wide range of tours including archaeology, military history and general history tours all of which are accompanied by leading historians, academics or senior soldiers.

Representative(s)

Stephen Miles *History Tours Curator*



The Group Company

www.thegroupcompany.com

The Group Company is a wholesale tour operator based in York, England. They specialise in group travel by providing bespoke package tours and itineraries to clients throughout the world (UK, North America, Europe, Australia, and New Zealand).

Representative(s)

Samantha Thoma *Travel Specialist*



Voyages Terra Natura

www.voyagesterranatura.ca

Voyages Terra Natura provides diverse travel services, including river and ocean cruises, tailored destinations, domestic and international flights, car rentals, and guaranteed departures for seamless travel experiences.

Representative(s)

José Manuel Cerrud *Owner & Director*



Wens Travel

www.wenstravel.com

With 45 years of experience, Wens Travel specializes in personalized group tours across Europe. Since 1975, they have organized Battlefield and Remembrance Tours, handling everything from accommodation and transport to tour management and concert venues, ensuring a unique experience for each group.

Representative(s)

Tijmen Koster *Owner*

LRE Branches



The major goal of LRE France is to support the dissemination of WWII memory in France by developing the "Route de la Libération," a cultural and memorial route that connects the regions liberated from Nazi occupation between 1944 and 1945. The aim is to extend the existing Liberation Route Europe hiking path, totaling 1500 kilometers of trails and developing themed routes and historical content.

Representative(s)

Isabelle Lebreton *Director*



Together with European partner countries, LRE Germany encourages reflection on the end of the war in 1945, when Allied troops defeated the dictatorship of the National Socialist German Reich and put an end to the genocide of the European Jews.

Representative(s)

Gotthard Kirch *Managing Director*



LRE Italy's main objective is to create and expand a commemoration route connecting the regions where the liberation of Italy from the Nazi occupation and the fascist regime took place, in the period 1943-1945.

Representative(s)

Carlo Puddu *Managing Director*

Katia Gerunda *Executive Marketing Manager*



LRE Poland was founded in 2023. The main objective is to create a network of museums, organisations and locations across Poland to highlight the history and heritage of the country during the Second World War.

Representative(s)

Joanna Roman *Project Manager*

Weronika Połetek *Trainee*



LRE United Kingdom (Liberation Route UK) was founded in December 2020. The main objective is to create a network of museums, organisations and locations across the UK to highlight the history and heritage of the UK during the Second World War.

Representative(s)

Ben Mayne *Director*



WWW.LRE-FOUNDATION.ORG/FORUM

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