

Canal Link

Information for Tourism Forum, Lund, 29-30/09/04

What is your biggest achievement?

It is still early days for the project. The key challenge has been to get actions up and running and to schedule. This has largely been done. At the workshop held in Bremen earlier this year, we began to map out common issues and approaches, which will form a key focus for activities over the next couple of years. An interesting (and unplanned) achievement of the project has been the establishment of *Norwegian Waterways*, to promote all inland waterways in Norway, under the *Canal Link* banner.

What would you like other projects to know?

In recent years, the North Sea Region's network of navigable inland waterways – canals, rivers and lakes – has become increasingly important as a tourism and recreation resource. *Canal Link* aims to create links between the Region's waterways and develop new types of tourism activity. New waterway connections will be opened up and entrepreneurship and business development encouraged. Through *Canal Link* we wish to promote our navigable waterways as a multi-functional resource, and gain greater recognition of their role for tourism and recreation and as an important part of the region's cultural heritage.