EU Regenerative Tourism and Place Making Scheme for Ireland's Midlands: Project Strands

1: Midlands Trail Network €30million
- Deliver a strategic network of connected walking, cycling and water trails across the midlands.
- Trails will interconnect with the existing and emerging arterial Greenway network, including the repurposing of former narrow gauge rail track, culverts.
- Includes related infrastructure and enhancing the experience e.g. reimagine industrial bridges formerly used to transport peat to factories across the JTF region to thematic experiences; place-making and art installations; signage and interpretation to create a sense of connectivity across the towns and villages, bogs and waterways of the JTF region.

2: Amenity Development and Support SME Businesses in tourism sector €25million
- Support public, private or community-based tourism enterprises to develop new and expand existing regenerative and sustainable tourism infrastructure and experiences to help enhance and sustain local economies.
- Support small to medium enterprises to provide and/or expand on and off the water activities, e.g. bike hire, water sports etc.
- These enterprises must operate to a high standard in terms of sustainable tourism (e.g. the Global Sustainable Tourism Council standard) and be accessible to all.
- Contribute to the development of attractive destinations that are connected to the trails network.

3: Alternative Low-Carbon Accommodation €3million
- Small developments at key locations along trails. Carbon Neutral / Low Carbon developments, aligned to trail and hubs e.g. Glamping, Existing Buildings, Log Cabins etc.
- Demonstrate effect and provide confidence to the private sector for future accommodation investments in Carbon Neutral/Low Carbon options.
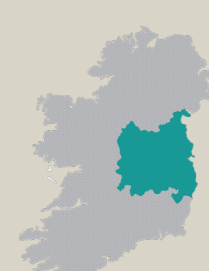
4: Smart Solution Development €10million
- Provide a range of skills capability development supports for smart and digital transformation; support entrepreneurship, enhancing and digitalisation (e-Business, networked business processes, digital innovation hubs, ICT start-ups, AI/VR, accessibility etc.)
- Through the delivery of Smart technologies and digital solutions, this investment will result in widespread benefits for the consumer, businesses and the community.