

Measure 313 – Encouragement of tourism activities

Basic Information:

Measure 313 – Encouragement of tourism activities
Programmed total public expenditure, 2007-2013 (EU 27): €1.8 billion (of which €1.2 billion EAFRD contribution).

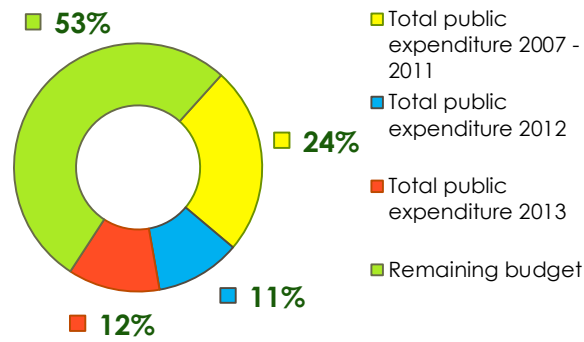
Actual total public expenditure, 2007 to 2013 (EU 27): €855 million or 47% of the programmed expenditure for 2007-2013. (Figure 1 shows the financial implementation up to 2013, whereas the output data presented below are up to 2012).

Definition of output indicators of the measure:

- 1) "Number of new tourism actions supported" – refers to the number of actions related to the encouragement of tourism activities.
- 2) "Total volume of investments" - refers to the total amount (= the sum of all public and private expenditure) of all the tangible and / or intangible investments related to actions which encourage tourism activities.



Figure 1:
Measure 313 total public expenditure from 2007 to 2013 and remaining budget (EU 27)



Measure 313 – Number of new tourism actions supported from 2007 to 2012*

Figure 2:

Number of new tourism actions supported

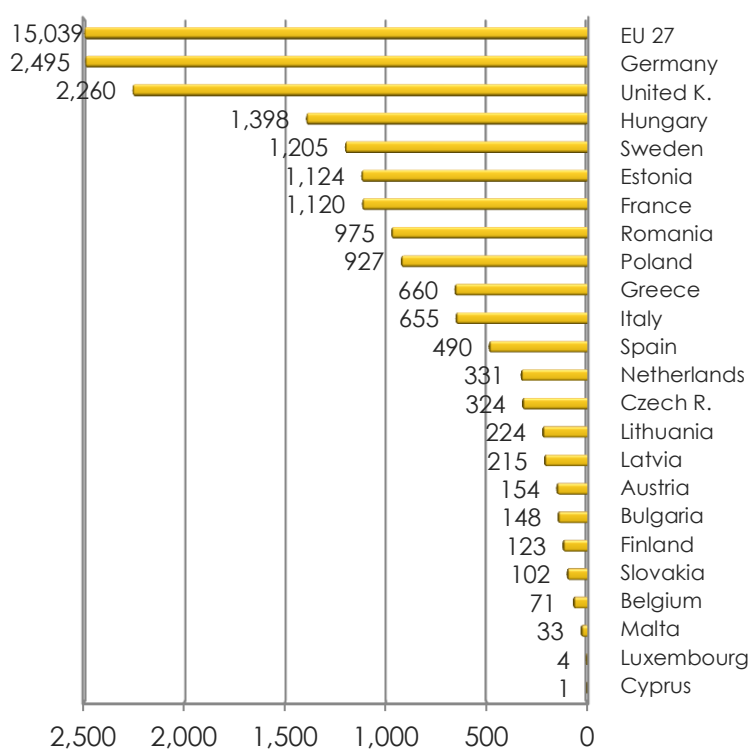
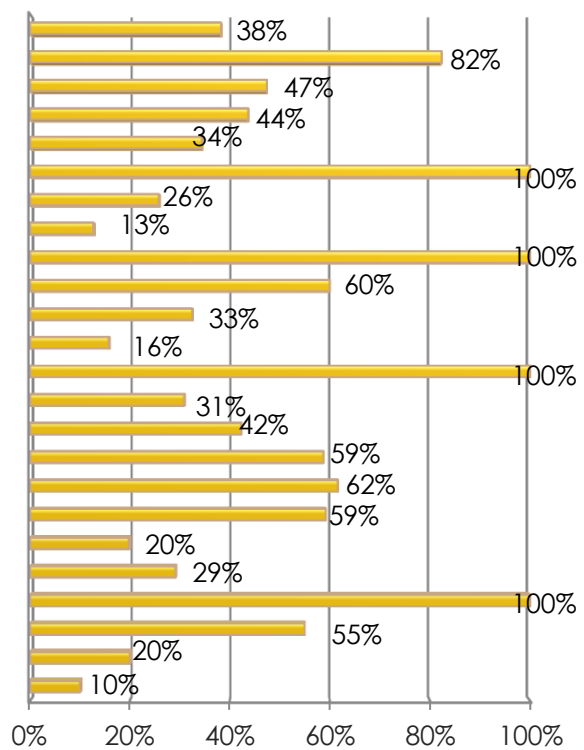


Figure 3: Number of new tourism actions supported (% against 2007-2013 output targets)



*Data refer to the Member States for which information on the number of new tourism actions supported was available.

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- During the first six years of implementation, 15,039 beneficiaries have been supported at EU 27 level through measures 313 (see figure 2). This number accounts for 38% of the number of beneficiaries envisaged to receive support in the current programming period (see figure 3).
- By 2012, Germany had supported the highest number of beneficiaries among the MS (2,495 beneficiaries) reaching, in terms of progress against the 2007-2013 targets, the 82% of the national envisaged number of supported beneficiaries. The United Kingdom follows with 2,260 beneficiaries.
- The Netherlands, Poland, Estonia and Belgium have supported over 100% of their target number of beneficiaries for the 2007-2013 period.
- Austria and Greece have an implementation rate of over 60% of their national targets.

Measure 313 – Total volume of realised investments from 2007 to 2012*

Figure 4:

Total volume of investments (in thousand EURO)

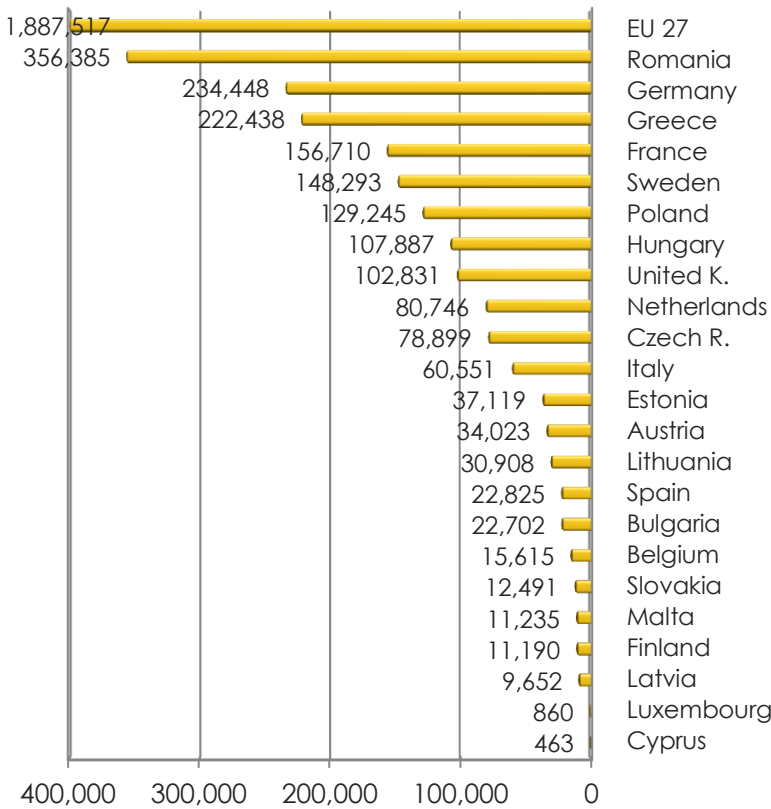
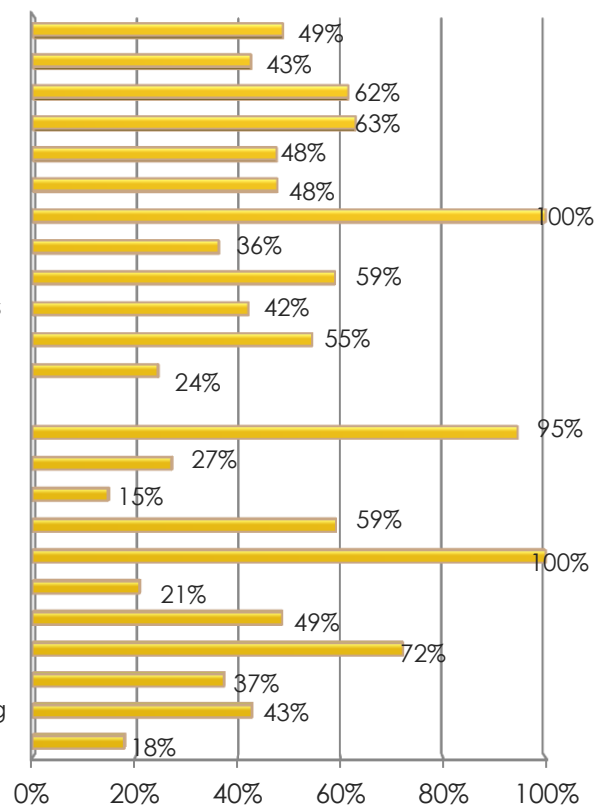


Figure 5:

Total volume of investments (% against 2007-2013 output targets)



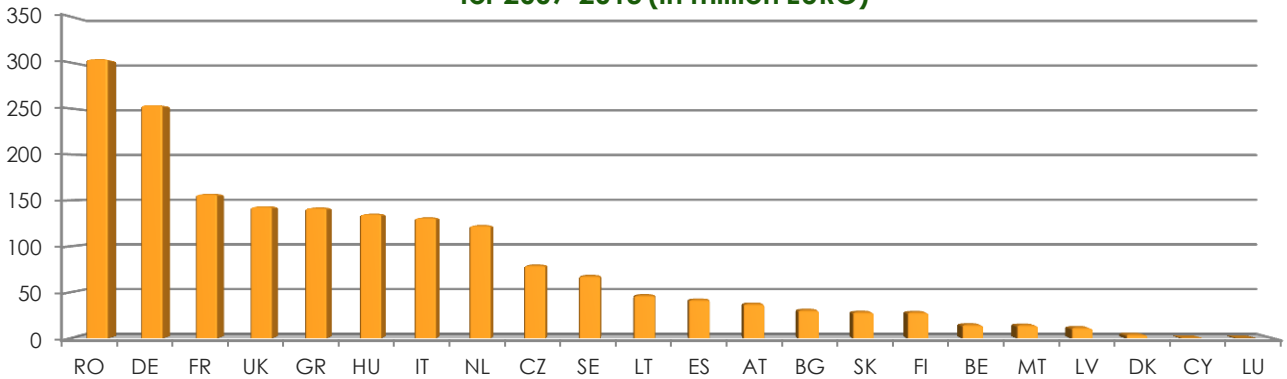
*Data refer to the Member States for which information on the total volume of investments realised was available.

- At EU 27 level, the amount of investments related to actions which encourage tourism activities and for which support was received under measure 313 is nearly €1.9 billion (see figure 4).
- Romania and Germany are the MS which show the highest amount of investments by 2012, around €356 and €234 million respectively. As percentages against the target amount of investments for the period 2007-2013, these figures account for 43% (Romania) and 62% (Germany) respectively (see figure 5).
- Supported tourism actions in Greece and France have generated a total volume of investments of almost €380 million.
- In Poland and Belgium the amount of investments generated by measure 313 reached 100% of the national 2007-2013 targets; in Austria the progress rate in terms of total investments is 94%.

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Key facts and figures

Figure 6: Programmed total public expenditure on measure 313 per MS for 2007-2013 (in million EURO)



- ✓ Measure 313 is programmed in 66 out of the 88 Rural Development Programmes (RDPs) across the EU 27.
- ✓ Romania is the MS that allocated the highest RDP budget overall across the EU 27 (€304 million, programmed total public expenditure).
- ✓ Among the other new Member States, Hungary, the Czech Republic and Lithuania show the largest RDP budget allocated to measure 313, equal to €135, €79 and €47 million respectively.
- ✓ The Member States which have allocated the largest share of their Axis 3 – Quality of life in rural areas and diversification of the rural economy – budget to measure 313 are Malta, the Netherlands and Greece (47%, 43% and 36% respectively).

Measure 313 project example: Countryside Access and Activities Network

With the support of key regional level tourism related organisations an EAFRD project was implemented in Northern Ireland to create a new network of off-road trails through one of the region's most scenic landscapes, capitalising on its tourism potential and boosting local economy. Small infrastructure works were supported, for the creation of the off-road trails designed by a well known specialist trail developer. The project resulted in almost 21 miles of trails leading through the picturesque landscape, including Northern Ireland's first long-distance, cross-country mountain biking trail and tracks for horse riders, walkers and runners alike. A path constructed along the shores is now suitable for buggies and prams, wheelchair users and those with limited mobility.

The total cost of the project was €100,694.

Link: http://enrd.ec.europa.eu/policy-in-action/rdp_view/en/view_projects_en.cfm?action=detail&backfuse=jsview&postcard_id=5021

Source of the data:

1) Programmed expenditures 2007-2013: RDP budget allocation following Health Check revision (December 2013); 2) Expenditures 2007-2013: DG AGRI; 3) Output indicators: monitoring tables submitted by Managing Authorities along with the 2008, 2009, 2010, 2011, 2012 and 2013 Annual Progress Reports. Data referring to programming years 2007 to 2012. Only commitments made from year 2007 onwards are considered; 4) Output targets 2007-2013: DG AGRI

For further detailed information on financial / physical and output indicators data please refer to the dedicated ENRD website section on Monitoring Indicators.