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.

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

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

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Measure 313 – Encouragement of tourism activities

- 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)

- EU 27
- Romania
- Germany
- Greece
- France
- Sweden
- Poland
- Hungary
- United K.
- Netherlands
- Czech R.
- Italy
- Estonia
- Austria
- Lithuania
- Spain
- Bulgaria
- Belgium
- Slovakia
- Malta
- Finland
- Latvia
- Luxembourg
- Cyprus

*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 million 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%.
Measure 313 – Encouragement of tourism activities

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.


Source of the data:

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

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