



# PEACE PLUS

## Tourism Sector



# PEACE PLUS Programme



The PEACE PLUS Programme is a **€1bn investment** in the social, economic and environmental development of Northern Ireland and the border counties of Ireland.

It comprises **six themes**, which encompass **21 individual investment areas**.



# Tourism Sector and PEACE PLUS



- Tourism is an area which offers ***considerable opportunity for cross border collaboration.***
- There are significant ***economic benefits associated with attracting overseas visitors*** to the Programme area.
- ***Internal tourism activities lead to the development of new perspectives and relationships*** and thus the creation of a more cohesive society.
- This is a sector which has been very ***adversely affected by COVID-19***, therefore PEACE PLUS incorporates many opportunities for Tourism Sector engagement.

# Tourism Sector and PEACE PLUS



**Theme 6 Building and Embedding Partnership and Collaboration** will focus upon maximising cross border collaboration across a number of key sectors, including Tourism.

As such, Investment Area **6.1 Strategic Planning and Engagement (€27m)** will support the development of a joint tourism branding initiative.

This will benefit all Tourism based enterprises operating within the Programme area.

# Tourism Sector and PEACE PLUS



PEACE PLUS includes other investment areas which not exclusively for Tourism, provide significant opportunity for sectoral involvement as follows:

THEME	INVESTMENT AREA
<b>1: Building Peaceful and Thriving Communities</b>	<b>1.1 Co-designed Local PEACE Action Plans</b> <b>1.4 Re-Imaging Communities</b>
<b>2: Delivering Economic Regeneration and Transformation</b>	<b>2.1 SME Development and Transition</b> <b>2.3 Programme Area Skills Development</b>
<b>4: Healthy and Inclusive Communities</b>	<b>4.2 Rural Regeneration &amp; Social Inclusion</b>
<b>5: Building a Sustainable and Better Connected Future</b>	<b>5.6 Enhanced Sustainable Travel Connectivity</b>

# Theme 1: Building Peaceful and Thriving Communities



INVESTMENT AREA	TOURISM SECTOR ALIGNMENT
1.1 Co-designed Local Community PEACE Action Plans (€90m)	<ul style="list-style-type: none"><li>• will see the creation of Local PEACE PLUS Partnerships across all parts of the Programme area to co-design Local PEACE Action Plans.</li><li>• will provide opportunities to realise <i>regeneration and development projects, including those of a tourism and heritage nature.</i></li></ul>
1.4 Re-Imaging Communities (€60m)	<ul style="list-style-type: none"><li>• will offer the potential to <i>develop new and transform existing spaces</i> into shared environments for use by all communities, which <i>span a range of sectors including Tourism and Heritage.</i></li></ul>

# Theme 2: Delivering Economic Regeneration and Transformation



INVESTMENT AREA	TOURISM SECTOR ALIGNMENT
<b>2.1 SME Development and Transition (€20m)</b>	<ul style="list-style-type: none"><li>• will <b>support the SME base</b> to operate at scale through cross border collaboration; engage in commercially led innovation; and effectively transition to engage in the low carbon, circular economy.</li><li>• <b>can incorporate specific supports for the Tourism Sector.</b> As with other sectors, this will include product diversification and the implementation of new service delivery models for successful adaptation to new local area, national and global market conditions.</li></ul>
<b>2.3 Programme Area Skills Development (€35m)</b>	<ul style="list-style-type: none"><li>• will support <b>area-based approaches, designed to address new and emerging skills gaps.</b></li><li>• It will contribute to the further development of the workforce, required to ensure economic competitiveness within an increasingly global economy. This <b>will incorporate the Tourism Sector.</b></li></ul>

# Theme 4: Healthy and Inclusive Communities



INVESTMENT AREA	TOURISM SECTOR ALIGNMENT
<b>4.2 Rural Regeneration and Social Inclusion (€50m)</b>	<ul style="list-style-type: none"><li>• will incorporate a <b><i>strengths-based approach to create healthy and thriving rural communities.</i></b></li><li>• will support the <b><i>development of green infrastructure to support tourism and enterprise within rural areas,</i></b> including on a cross border basis.</li></ul>

# Theme 5: Building a Sustainable and Better Connected Future



INVESTMENT AREA	TOURISM SECTOR ALIGNMENT
<b>5.6 Enhanced Sustainable Travel Connectivity (€165m)</b>	<ul style="list-style-type: none"><li>• will make <i>a significant contribution to enhancing the rail network between key urban centres</i> along the economic corridor between Belfast and Dublin.</li><li>• will <i>provide enhanced infrastructure to service international visitors, in addition to internal tourism activity.</i></li></ul>

# PEACE PLUS Public Consultation



The purpose of the public consultation is to provide citizens, and other key stakeholders, with an opportunity to share their views on the content and administrative arrangements of the PEACE PLUS Programme, findings from the Equality Screening exercise and the Strategic Environmental Assessment.

The consultation started on **Wednesday 10 March 2021** and will end at 5pm on **Wednesday 12 May 2021**.

Information regarding how to respond to the Public Consultation can be found at:

<https://www.seupb.eu/PEACEPLUS>