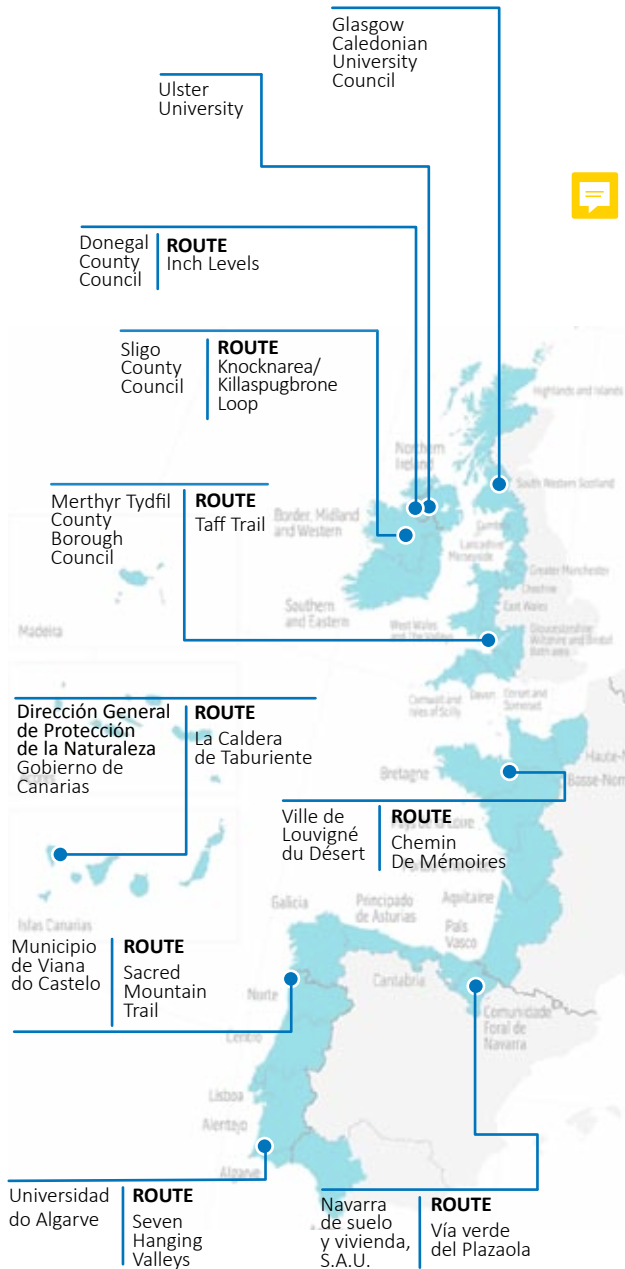


PARTNERS AND TRAILS



THE Trail Gazers^{BID} PROJECT

- 10 Partners
- 8 Trails
- 200 Km
- 8 Community Trail Plans
- 3 Years
- 7 Work packages
- 8 Project Advisory Groups
- +100 stakeholders

PROJECT DURATION FROM APRIL 2019 TO MARCH 2022

PROJECT BUDGET 2,58 million €



FOR FURTHER INFORMATION

<http://www.trailgazers.eu>

- TrailGazers Bid
- TrailGazers Bid
- Trail.Gazers

Partners:



Trails connect
Trails create life



THE Trail Gazers^{BID} PROJECT

The Atlantic Area offers a huge range of spaces along the Atlantic coast. TrailGazers wants to explore how can trails & natural assets become catalysts for the development of rural communities.

Elaborate a tried and tested 'toolkit' for the future trail development in the Atlantic Area.



THE PROJECT

TrailGazers^{BID} will collectively measure the economic and social impact from investing and creatively promoting 8 identified trails, in areas of rich, natural and cultural heritage.

TrailGazers^{BID} is funded by the Interreg Atlantic Area Programme through the European Regional Development Fund, under Priority 4

'Enhancing Biodiversity and the Natural and Cultural Assets', Objectives 4.2 *'Enhancing Natural and Cultural Assets to Stimulate Economic Development'*. It develops a transnationally tested framework which enables the future management and promotion of trails across the Atlantic Area.

It represents an opportunity to maintain local citizens and tourist's connection with natural and cultural heritage and through stimulating local economies with employment creation, new products and service, enhancing the attractiveness of the regions as places to live, work and thrive.

TOOLS

Through combined knowledge, learning, and experience, this project will develop and utilize...

Leading to



- A set of economic, social & environmental **indicators**.
- Bespoke trail **users surveys**.
- Innovative **data capture** technologies i.e. sensors & GIS.

Enhancing to



- **Innovative technologies** i.e. sport cameras & drones to capture the regions natural & cultural assets.
- Business to Customer **Initiatives** based on learning insights.

Generating sustainable growth by...



- 'Bottom up' Community Trail Plans based on a **shared vision** among local stakeholders.

KEY OUTPUTS

- A trail **multiplier** that calculates the socio economic return for every € invested in trail development.
- Predictive **footfall** patterns along each trail.

- Number of visitors by **virtually showcasing** the trail to worldwide targeted audiences.
- Trail **user experience** by encouraging exploration of nearby villages.

- Future proofing **trail** maintenance & service plans.
- Building up the capacity of communities to **champion** the trails future.

TRAILGAZERS WANTS TO

- 5%** increase in trail visitors
- 10%** increase in local business sales and profitability
- 10%** increase in employment in these local enterprises