



TrailGazersBid - An analytical and technical framework to measure returns from trail investment

Lead Partner: Donegal County Council (IE)

Total budget: EUR 2.578.687 | ERDF: EUR 1.934.015

Duration: Jan 2019 – Dec 2021

Summary

The Atlantic Area sparsely populated regions rely heavily on the economic spin-offs from tourism to generate employment and wealth for their communities, resulting in significant investment into the development of trails infrastructure that capitalize on the region's rich natural and cultural heritage. However, there has been limited research into quantifying the economic and social return from such investments or policy on how to promote and sustainably manage these assets for future generations.

TrailGazersBid will measure socio-economic impacts from investing & promoting trails in areas of rich natural heritage in the Atlantic Area. The project will establish a common set of economic, social and environmental key indicators, develop innovative technologies & systems to capture trails activity, as well as plans to sustainably manage trails.

TrailGazersBid will also explore how new technologies, such as Go Pro cameras, drones and Talking Heads can be used to showcase trails to Atlantic tourist visitors via virtual experiences, aiming to develop Destination Management Plans to preserve natural and cultural assets for future generations.

Partnership

- > Municipio de Viana do Castelo (PT)
- > Merthyr Tydfil County Borough Council (UK)
- > Dirección General de Protección de la Naturaleza – Gobierno de Canarias (ES)
- > Glasgow Caledonian University (UK)
- > Ulster University (UK)
- > Ville de Louvigné du Désert (FR)
- > Navarra de Suelo y Vivienda, S.A.U. (ES)
- > Sligo County Council (IE)

