

An adventure tourism enterprise showcasing the local rural environment



Jonathan O'Meara

BACKGROUND

- Founder of Mid Ireland Adventure
- Native of Banagher, Co. Offaly
- Water sports enthusiast
- Long-serving member of Shannonside Sub Aqua Club
- Background in sports journalism







WHY MID IRELAND ADVENTURE?

- Identified a gap in the market
 - Growing demand for adventure sport activities in rural locations
- Strong natural and heritage landscapes to base activities
 - River Shannon, Grand Canal, Offaly Way, Slieve Bloom Mountains, Kinnitty Castle
- Personal skills base







ABOUT MID IRELAND ADVENTURE

- Diverse range of adventure sports activities:
 - Mountain bike tours, guided walks, summer camps, stand up paddle board safaris and adventure races
- Tailored activities
 - Stag & Hen parties, Family Groups, Corporate Team Building, Transition Year Students
- Adventure sports equipment rental









A NUMBER OF INGREDIENTS SUPPORTING **DEVELOPMENT & SUCCESS**

LEADER grant support – Investment in essential equipment

Local landscapes and cultural heritage

High safety

Growing demand rural sports – 'Weekend warrior'

Skills and training – **Cycling Ireland** Academy of Surfing Instructors

Enhanced experiences information on nature and culture

Reputation -

standards

Supportive local business network promote eachothers services

WIDER RURAL REGENERATION

Enhanced Vibrancy: Increased visitor numbers midland's area

Economic spillover: Visitors use local retail, hospitality & accommodation

Spillover benefits supporting rural renewal

Midlands as a destination for activity tourism

Pride of place: Inspire greater

appreciation of the Offaly environment.



THE FUTURE?

- Enhanced local outdoor activity infrastructure on the way
- As the company grows future job creation is expected





TABLE 1: List of successful Category 1 Projects

Project Title	Location	County	Lead Applicant	Description	RRDF Funding
International	Ballyhoura,	Limerick,	Coillte	This flagship national project will develop international standard Mountain	€10,262,900
Mountain Biking	Coolaney,	Cork,		Biking Trails which will provide recreational, health and tourism benefits.	
Project	Ticknock,	Sligo,		The locations include: Slieve Bloom (Offaly & Laois); Collaney (Sligo);	
	Ballinastoe, Slieve	Dublin,		Ballyhoura (Limerick & Cork); Ticknock/Ballinastoe (Wicklow & Dublin)	
	Blooms	Wicklow,			
		Offaly,			
		Laois			





THANK YOU

www.midirelandadventure.ie

