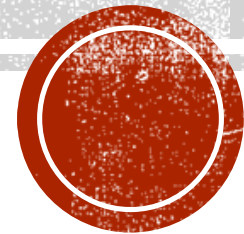




An adventure tourism enterprise showcasing the local rural environment

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

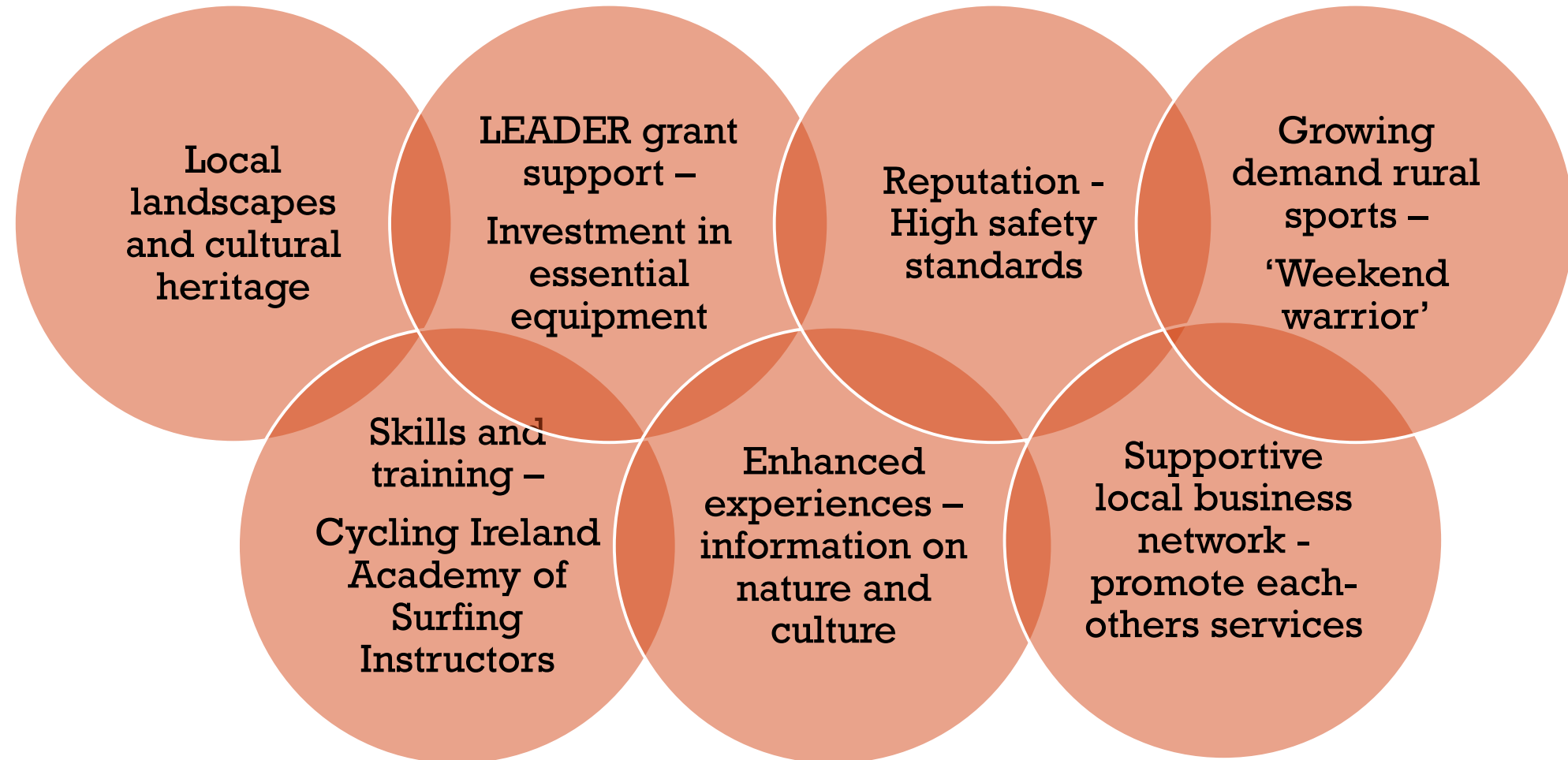


ABOUT MID IRELAND ADVENTURE

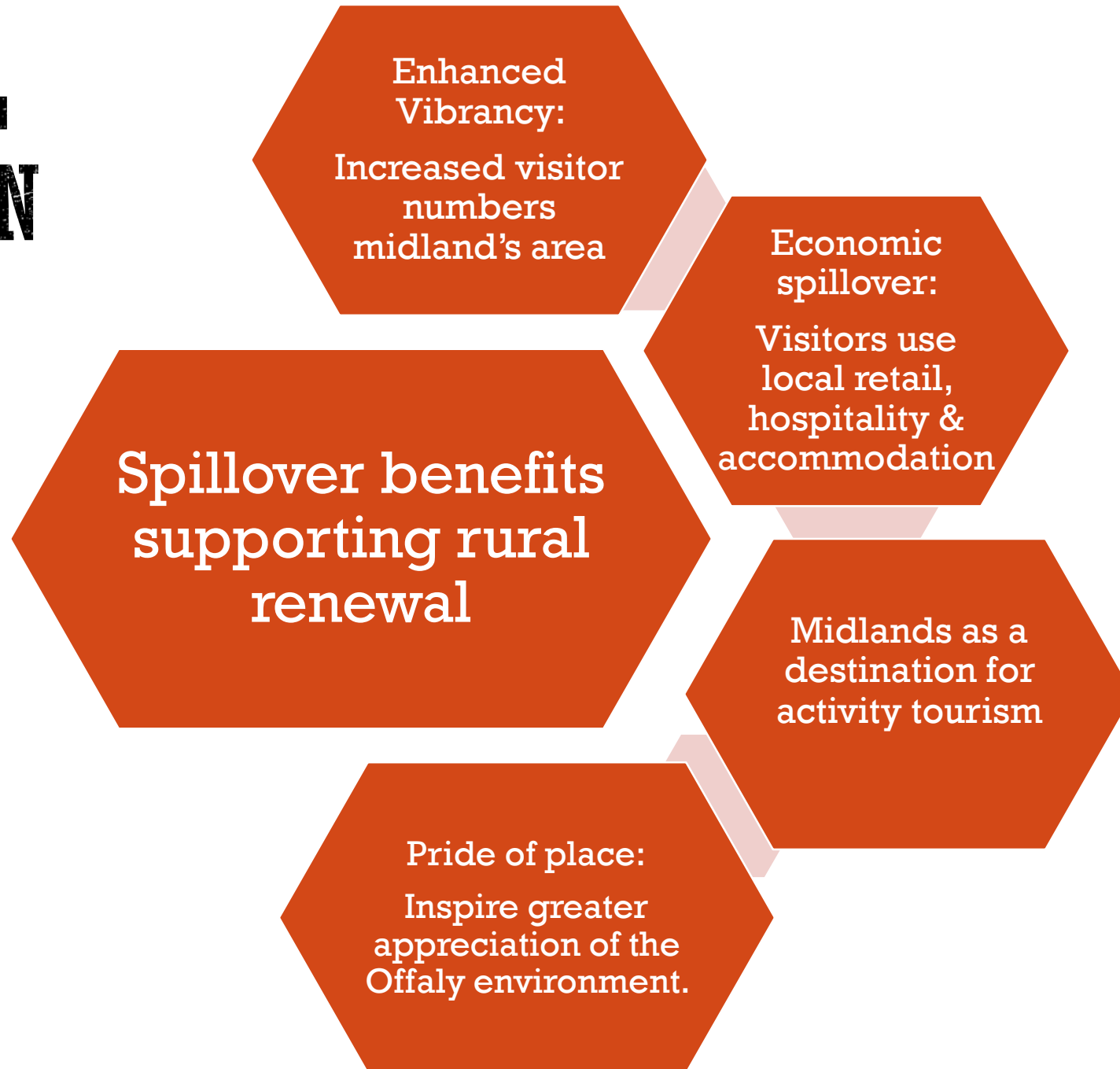
- Diverse range of adventure sports activities:
 - Mountain bike tours, guided walks, summer camps, stand up paddle board safaris and adventure races
- Tailored activities
 - Stag & Hen parties, Family Groups, Corporate Team Building, Transition Year Students
- Adventure sports equipment rental



A NUMBER OF INGREDIENTS SUPPORTING DEVELOPMENT & SUCCESS



WIDER RURAL REGENERATION



THE FUTURE?

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



An Roinn Forbartha
Tuaithe agus Pobail
Department of Rural and
Community Development

TABLE 1: List of successful Category 1 Projects

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





**THANK
YOU**

www.midirelandadventure.ie

