I wish on behalf of the South East Action Plan for Jobs (APJ) Implementation Committee, put forward the following key transport and tourism related actions contained in the South East APJ and agreed by stakeholders:

**TRANSPORT**

**Action 185** Local Authorities, through the CCMA and the NRA to work with DCENR, DTTS and TIF to facilitate the rollout of high speed broadband. Develop demonstration initiatives with operators to stimulate demand for broadband, such as the enterprise-led initiatives.

**Action 188** Continue to address infrastructure upgrading requirements in the region as resources become available to strengthen connectivity and the efficiency of the labour market in the region.

**Port Infrastructure**

**Action 189** Promote the excellent port infrastructure in the region, most notably Rosslare, Waterford, Belview and New Ross and develop long-term strategic plans for each of the ports to ensure they can grow traffic volumes and activity over the coming decades.

**Action 190** Explore the potential for establishing of a South East Freight Forum to develop a more co-ordinated, efficient and sustainable approach to freight transport and access to ports (Air/Road/Rail/Sea).

**Air Infrastructure & Air Services**

**Action 191** Complete a review of business and tourism air routes for SE region and their potential for development, in particular to connect to Britain and near continental central Europe to meet business needs.

**TOURISM**

**Action 36** Develop the South East zone value proposition and experiences as part of Ireland’s Ancient East, including in scaling up the asset base in the region and achieving international “stand-out” for the area based on its comparative advantage in built and cultural heritage.

**Action 41** Ensure appropriate marketing material is available at Rosslare Port on visitor experiences and key destination locations in the South East Region.

**Water Based Tourism**

**Action 42** Develop the rivers and coastal 'water margins' assets of the South East region as key elements of the Failte Ireland South and East region offer, including blueway trails linking activity hubs and amenities.

**Action 43** Develop a plan to improve the visitor experience and business capability of water activity providers (SMEs) active in tourism in coastal and river areas considered key to delivering on the
objectives of both Faille Ireland’s Experience Development strategy and the DAFM’s marine strategy Harvesting Our Ocean Wealth (HOOW).

Use of ICTs

Action 44 Develop a strategy to increase adoption and use of ICT technologies in marketing and delivery of tourism experiences for the South East.

Capacity Building

Action 172 Develop an initiative to promote the conference centre facilities and attractions in terms of ease of access and accommodation in the SE.

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