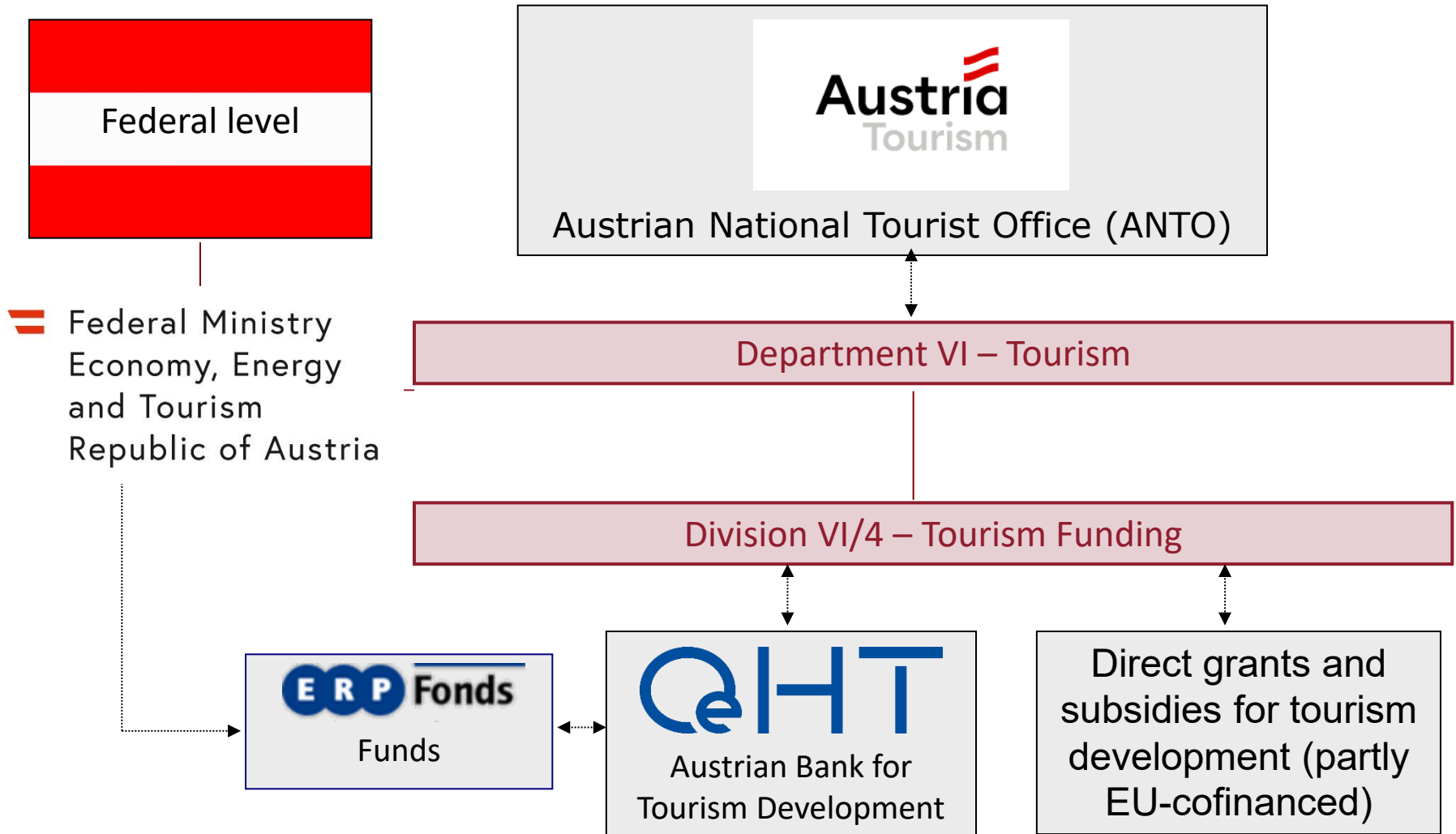





# Rural Pact Webinar: Generational renewal in rural businesses empowering youth, supporting elders

## Supporting business succession in rural tourism through CAP-funded advisory schemes (Austria)

## Structure of Tourism at Federal Level



## Overview on grants and subsidies

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- Commissioning of studies and orders (grants & tenders)
  - Subsidies for strategic tourism development  
e.g. funding-programme for the alpine infrastructure, calls for proposals
  - Subsidies for tourism projects with EU-cofinancing

## Tourism subsidies within EU-cofinanced programmes

### European Funds for Regional development (ERDF)

- Convergence programme only in Burgenland
- European territorial cooperation programmes: Cross-border, transnational and interregional co-operation programmes (ETC)

### European Agricultural Fund for Rural Development (EAFRD)

- BMWET: 3 tourism measures within the CAP-Strategic Plan for Austria
- BMLUK: various measures for diversification of agricultural activities (e.g. farm holidays)
- LEADER-projects

## CAP-Strategic Plan for Austria 2023-2027

- **BMWET acts as intermediate application & paying authority**
- **Measures designed for the strategic development of the tourism sector**
  - 73-16 Investments for the preservation and qualitative development of alpine infrastructure (huts & shelters)
  - 77-02 Cooperation
    - sub-measure: cooperation in tourism services
  - 78-03 Knowledge transfer for non-agricultural topics
    - sub-measure: Support for business succession of tourism SMEs

## 78-03: support for business succession of tourism SMEs

### Preparation process

- **Elaboration of specific implementation guidelines (national directive) → eligibility criteria defined:**
  - Proof of registered tourism SME (hotel, restaurants, campsite, bed&breakfast...) located in rural area
  - one time only application
  - no further funding granted
- **Implementation as simplified cost option (SCO)**
  - needed evidence-based methodological approach
  - lump sum: EUR 8.000,00 upon presenting a newly developed business plan for the tourism SME to be taken over

## 78-03: support for business succession of tourism SMEs

### Designing process

- **Requirements for applicants:**
  - Business plan needs to be established by an approved tourism consultancy and has to address defined minimum content (price offer is requested)
  - Tax consultant needs to confirm compliance with SME criteria as well as some criteria with the business succession
  - Business plan needs to be elaborated within 12 months upon application for funding
  - SCO: only final business plan needs to be submitted (output-based approach instead of payment approach)

## 78-03: support for business succession of tourism SMEs

### Implementation process

- **Official start in June 2025 (call opened)**
- **Ongoing application period until 2027**
- **Every 6 to 8 weeks submitted applications for funding are formally checked and approved/declined**
- **Status by end of April 2026:** 19 applications approved, 6 applications pending

### Conclusion:

**Simplified application and administrative process vs.  
request of higher level for direct communication to SMEs**

# Thank you for your attention!

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