Call: COSME-TOUR-2015-3-04

Title of the project: FishTrail

Project duration and start date: Duration 18 months. Start date April 2016

Short description of the project:

- The project is about improving transnational angling tourism through the creation of a Fish Trail
- Main objectives:
- The objectives of the FishTrail project are to:
  1. boost the competitiveness and integration of transnational Angling tourism in Europe,
  2. support and develop a network of sustainable angling tourism in Europe,
  3. enhance, utilise and protect the natural and cultural angling environment, and
  4. provide a scalable, sustainable, network-based model that can last beyond the lifespan and grow to cover all EU locations.

The project will be focused on the Angling Tourist and will produce a FishTrail Network, including concrete deliverables of 4 promotional fishing festivals, a website containing the Angling Tourist Fish Planner, and 25 location-specific tourism ‘how-to’ videos. Angling tourists pay to undertake the activity of fishing and this gives the fish a cash value. Therefore the fish in our environment can be regarded as our natural capital, which generates income for SME micro-businesses (angling providers). Angling typically occurs in the tourism ‘shoulder seasons’, i.e. spring and autumn, and therefore plays a key role in keeping the local touristic economy alive when summer tourists are not available. Visiting anglers bring between €222 to €40/ day to the project areas they visit. The core regions covered by the project attract nearly 1 million angling tourists. Attracting 1,000 visiting anglers will bring in between €130,000 to €85,000 and provide an average 2.5 jobs.

The project will ensure environmental sustainability by visibly showcasing, demonstrating and promoting angling opportunities that protect the natural environment. Specifically this will include:

1) Promotion of catch and release angling for wild fish,
2) Use of environmentally friendly fishing methods including using non-toxic materials and avoiding line and fishing tackle from entering the ecosystem,
3) Prompting eco-angling locations and SME’s that re-invest some of their income to environmental improvements that also support the fish populations.

Lead partner/coordinator:
- Westcountry Rivers Trust (UK)

Partners
- Tolmen Angling Association (SL)
- Devon and Severn Inshore Fisheries and Conservation Authority (UK)
- South Kerry Regional Development Partnership (IE)
- Sea Trout Fyn (DK)
- Figuerio dos Vinhos (PT)

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