FishTrail
The tourism value of angling

- Visiting anglers bring between €40 to €222 / day to the project areas they visit.
- The core regions covered by the project attract nearly **1 million angling tourists** a year.
- Attracting 1,000 visiting anglers will bring in between €85,000 to €130,000 and provide an average of **2.5 jobs**.
Breaking down barriers to transnational fishing tourism
Areas of activity
1. Core
2. Extended
3. Dissemination
Project concept

• The concept underpinning the project is that there are a series of barriers to transnational angling tourism.

1. **Language** – Where visiting anglers are unable to understand fishing information,

2. **Legal** – Where visiting anglers are unaware or unclear about local angling laws,

3. **Lack of knowledge** - There is often a poor understanding of the fishing available in some countries,

4. **Sharing the experience** – At present, there are few formats for people to share their experience of fishing,

5. **Sustainable** – Many of the recreational fisheries have seen a decline across Europe due to environmental damage.
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Socio-cultural

The activity of angling is a socio-cultural phenomenon. It provides significant added value to the activity of angling.
Environmental benefits

1. Promotion of catch and release angling for wild fish,
2. Use of environmentally-friendly fishing methods, including use of non-toxic materials and avoiding line and fishing tackle from entering the ecosystem
3. Promoting eco-angling locations and SME’s to re-invest some of their income in environmental improvements that also support the fish populations.
We would like to thank COSME European Union co-funding of this project