

The CATCH Best Practice Report

CATCH aims at promoting **coastal angling tourism** in the South Baltic Region by providing coastal communities with **tools and guidelines for sustainable activities** and by establishing a **cross-border information and knowledge platform**.

Building on the findings of the CATCH Angler Survey Report and the CATCH Provider Survey Report **best practice criteria, role models** and **activities for improvement** were defined. Knowledge on anglers' demands, experiences and actual travel habits as well as on the current market situation and shortcomings of coastal angling service providers form the basis of the selected activities and following recommendations.

Best Practice Activities in the Project Area

Exemplary service providers were selected by defined **best practice criteria** (e.g., the quality of offers, communication, cooperation, sustainability issues, etc.).

Although these providers may vary in their characteristics and development, each of them serves as a role model for similar providers on a local but also transregional level. In this report, the selected providers are presented with their offers, strengths and shortcomings as well as recommendations for their future development.

Selected organisations include: Fishing Zealand, Møn Guide, Camping Mønbroen (DK), Halbinsel Peenemünde, Green Guiding, TMV (GER), Stintapūkis (LT) and Oder Delta Safaris (PL).

- Understand your business & set realistic objectives
- Look for best practices and role models
- Adapt those strategies that fit to your objectives and individual circumstances

The contents of this report are the sole responsibility of the project CATCH and can in no way be taken to reflect the views of the European Union, the Managing Authority or the Joint Secretariat of the Interreg South Baltic Programme 2014-2020.

Road Map for Coastal Angling Service Providers

The CATCH Best Practice Report suggests activities for coastal angling service providers to support their future development

- **Conduct market analyses**
 - Understand your customers!
 - Where are you on the market?
 - ➔ Identify areas of improvement
- **Activities for improvement**
 - Customise your offers
 - Communicate your offers and improve online visibility
 - Reduce barriers for going on angling trips (incl. language barriers)
 - Strengthen your sustainability activities and develop an overall concept
 - Build networks and strengthen cooperation among coastal service providers
 - Follow separate recommendations for provider categories

For more information please download this and further reports on
www.catch-southbaltic.eu or
www.fishingsouthbaltic.eu