

The CATCH Provider Survey 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**.

In order to provide coastal angling businesses with these guidelines, current activities in the South Baltic Region needed to be analysed, shortcomings identified and best practices for a future development defined.

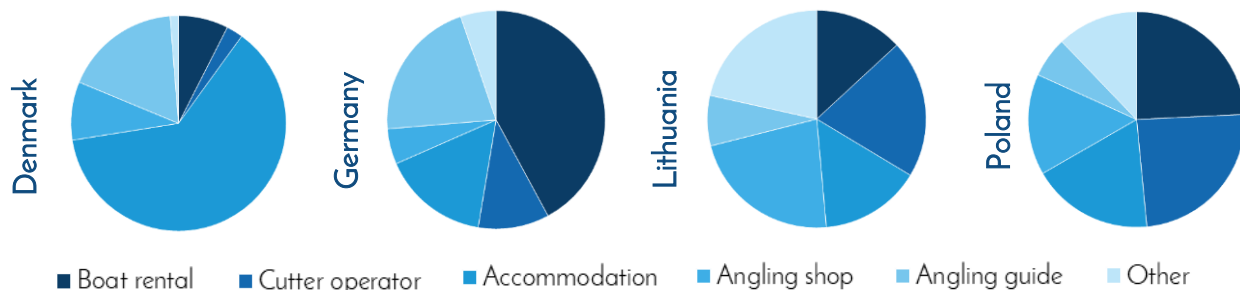
General Information on the Survey:

- Survey of coastal angling service providers in the case study areas of CATCH
- 7 provider categories: boat rentals, cutter operators, accommodation services, angling guides, angling shops, license management, associations
- Considered information: details on service offers, communication strategies, cooperation, sustainability activities

Contents & Findings of the Report

Distribution of coastal angling service providers

- Distribution of coastal angling service providers differs, in part, greatly among partner countries
- Infrastructure, networks and concepts differ widely, even within the same country



Shortcomings

Four main issues were identified on a cross-border level

- Language barriers
- Online visibility
- Sustainability considerations
- Networks and cooperation

Learning from within the project

- Exemplary providers in the CATCH project area serve as role models for other businesses
 - e.g., Fishing Zealand (network of providers), Halbinsel Peenemünde (single provider) and the Tourism Association of Mecklenburg-Western Pomerania (independent association)
- Separate recommendations are given for angling shops, guides and accommodations

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

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