

RETROUT – Sustainable Trout Fishing Tourism in the BSR

Håkan Haggström, County Administrative Board of Stockholm



RETROUT – Sustainable Trout Fishing Tourism in the BSR

Håkan Häggström, County Administrative Board of Stockholm

Promote the Baltic Sea Region as a high
quality trout fishing destination



EUROPEAN
REGIONAL
DEVELOPMENT
FUND



RETROUT – Sustainable Trout Fishing Tourism in the BSR

Håkan Häggström, County Administrative Board of Stockholm

Promote the Baltic Sea Region as a high quality trout fishing destination

- Fishing tourism – Recreational fishing, export ready fishing packages

RETROUT – Sustainable Trout Fishing Tourism in the BSR

Håkan Häggström, County Administrative Board of Stockholm

Promote the Baltic Sea Region as a high quality trout fishing destination

- Fishing tourism – Recreational fishing, export ready fishing packages
- Restoration of trout rivers

RETROUT – Sustainable Trout Fishing Tourism in the BSR

Håkan Häggström, County Administrative Board of Stockholm

TOOLBOX



Destination Development
of Fishing Tourism

Promote the Baltic Sea Region as a high quality trout fishing destination

- Fishing tourism – Recreational fishing, export ready fishing packages
- Restoration of trout rivers

RETROUT – Sustainable Trout Fishing Tourism in the BSR

Håkan Häggström, County Administrative Board of Stockholm

TOOLBOX



Destination Development
of Fishing Tourism

TOOLBOX



River restoration

Promote the Baltic Sea Region as a high quality trout fishing destination

- Fishing tourism – Recreational fishing, export ready fishing packages
- Restoration of trout rivers

RETROUT – Sustainable Trout Fishing Tourism in the BSR

Håkan Häggström, County Administrative Board of Stockholm

TOOLBOX



Destination Development
of Fishing Tourism

TOOLBOX

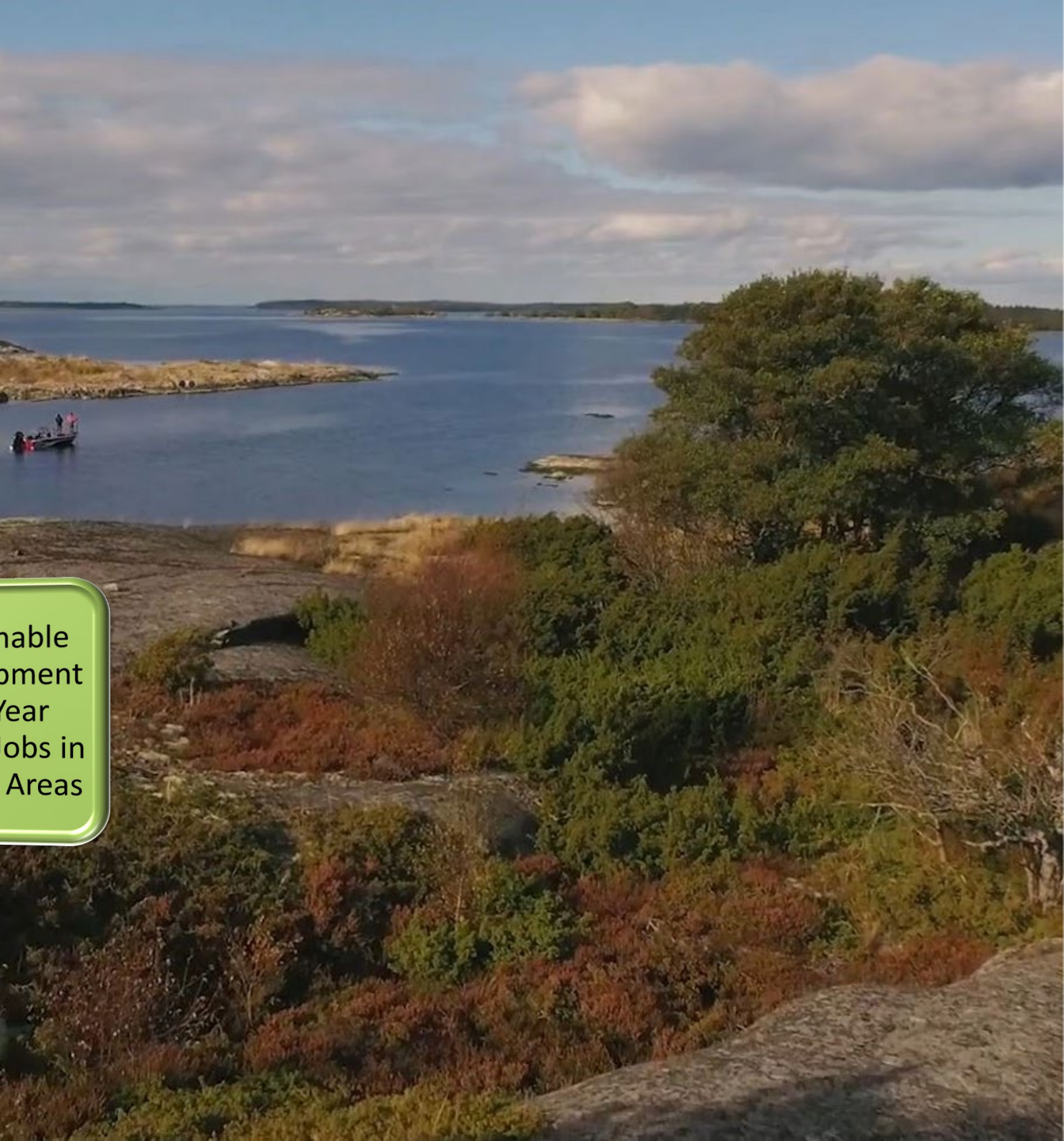


River restoration



RETROUT – Sustainable Fishing Tourism in the Baltic Sea Region

Benefits and positive effects for the Baltic Sea region



EUROPEAN REGIONAL DEVELOPMENT FUND





RETROUT River restoration



EUROPEAN REGIONAL DEVELOPMENT FUND



6+ workshops per destination/country



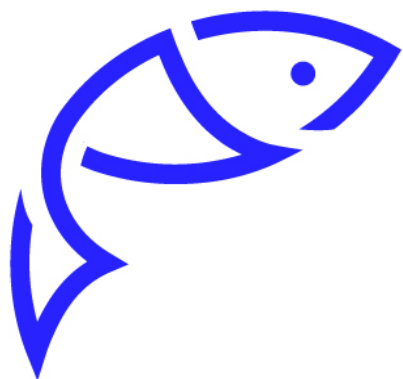
Target groups for workshops

- Sport fishing service providers
- Hotels
- Fishing/fisheries associations
- Coastal municipalities
- Tourism boards
- Regional authorities responsible for business promotion and environmental protection

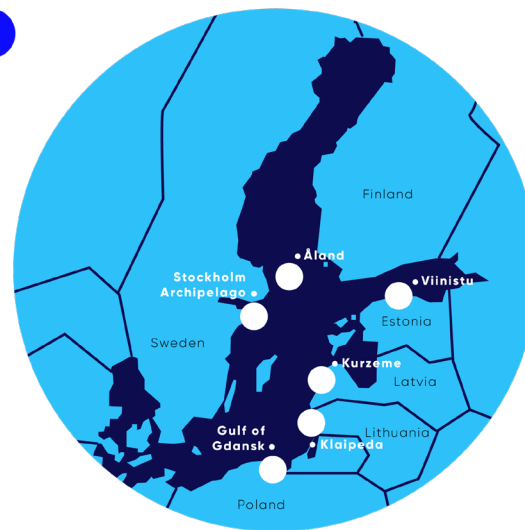
Topics at WS

- Fishing tourism offers, pricing
- Marketing
- Web portal
- Ethical code
- Fund for restoration activities
- Destination Management Organization, DMO local and sea basin wide

Balticseafishing.com



...
**baltic
sea fishing**



EUROPEAN
REGIONAL
DEVELOPMENT
FUND



Conference objectives

- Strategies for the next programme period,
- Cooperation between FLAGS

Networking session

- Future cooperation with FLAGS to continue development of fishing tourism
- How can individual fishermen join our web portal to sell sustainable fishing trips to guests from all over Europe?

RETROUT - Sustainable Trout Fishing Tourism in the BSR

Thank you for listening!
See you in the chat rooms

Håkan Häggström
County Administrative Board in Stockholm
hakan.haggstrom@lansstyrelsen.se



EUROPEAN
REGIONAL
DEVELOPMENT
FUND



Work shop discussion

- Extended cooperation with FLAGs
 - Is there interest for a cooperation between FLAGs in angling tourism and environmental improvement?
- People interested in starting fishing guide business can contact the national clusters (DMOs). List of contacts provided
- How can professional fisherman switch to or expand their business into sustainable angling tourism?
- What difficulties for fisherman to diversify into angling tourism do you see? And what could be the solutions?