

# HIGH interest in LOW season

A photograph of a person fishing at sunset on a beach. The sun is low on the horizon, casting a golden glow over the water and sky. The person is silhouetted against the bright light, holding a fishing rod. The waves are breaking on the shore, and the sky is filled with soft, colorful clouds.

Attracting anglers  
as an accommodation provider

2019 by Holger Bente

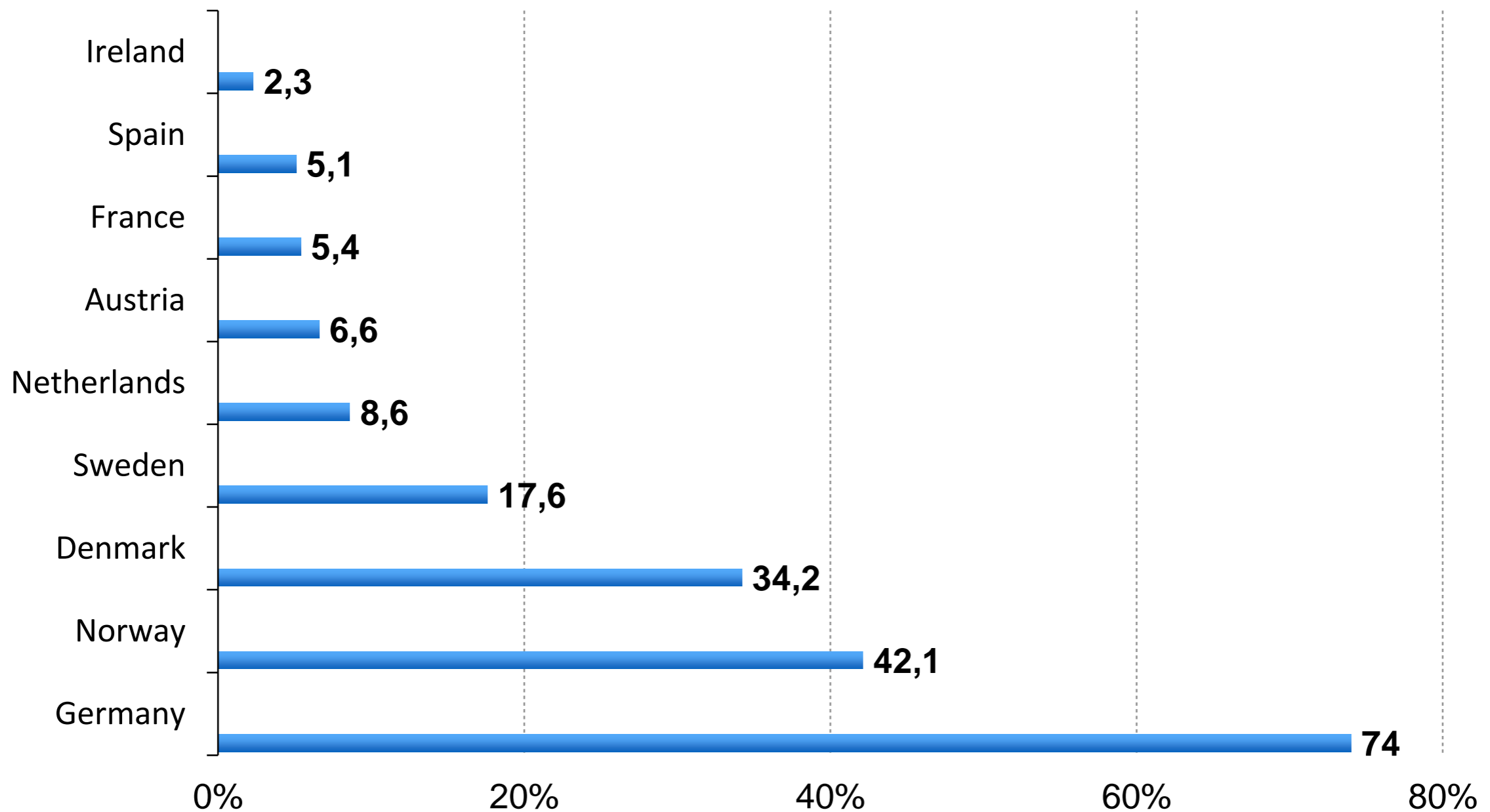
# How big is the German market?



- According to statistics platform statista.de: 1.14 Mio fish quite often | 5.1 Mio. fish from time to time
- Organized in fishing clubs: ca. 1.2 to 1.4 Mio.
- According to Scientist Robert Arlinghaus: 3.3 Mio.
- Estimation in line with lots of experts: 3 to 3.5 Mio. anglers in Germany

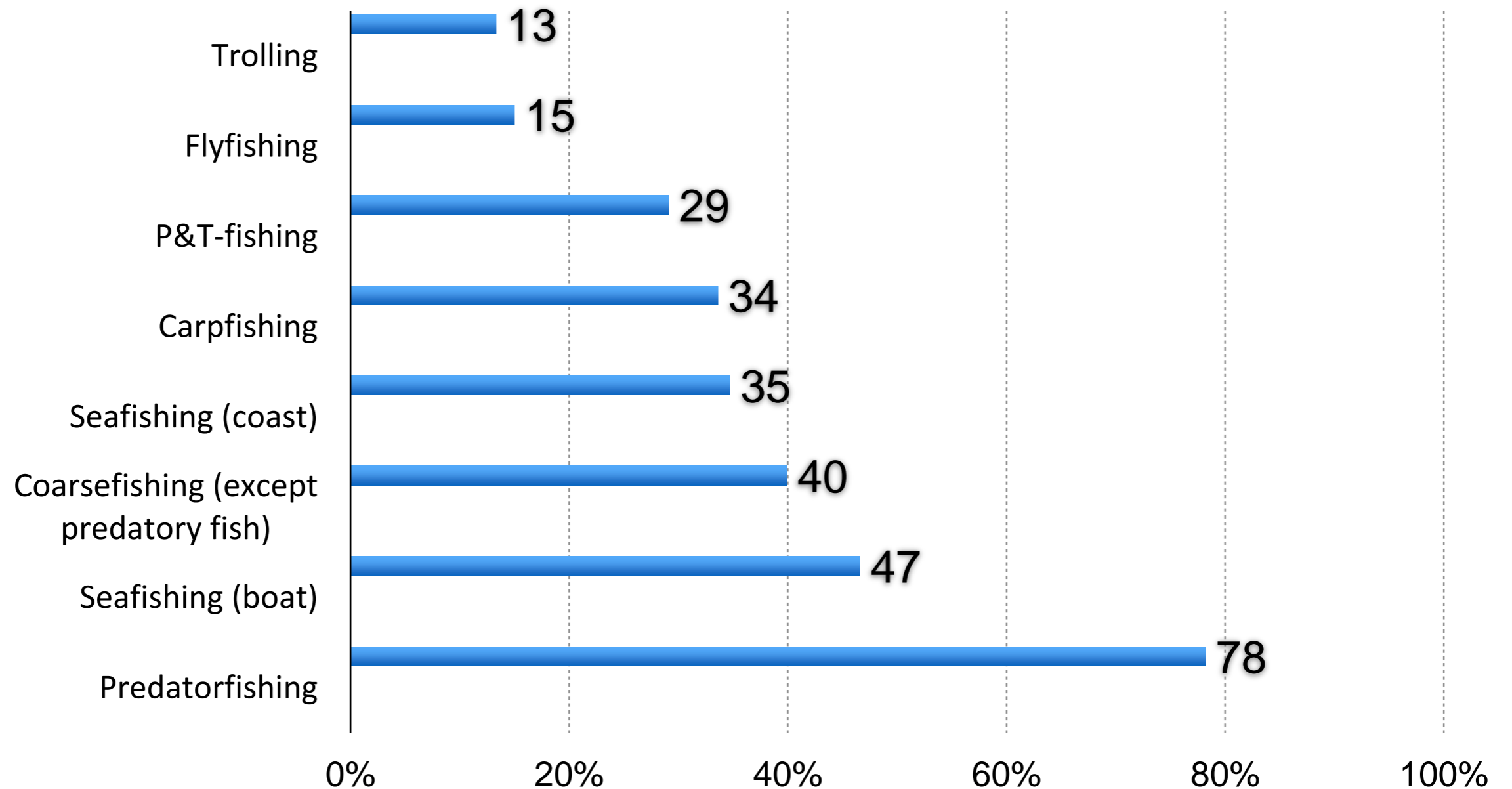
# Preferred destination

Anglers Survey: Rute & Rolle 2013



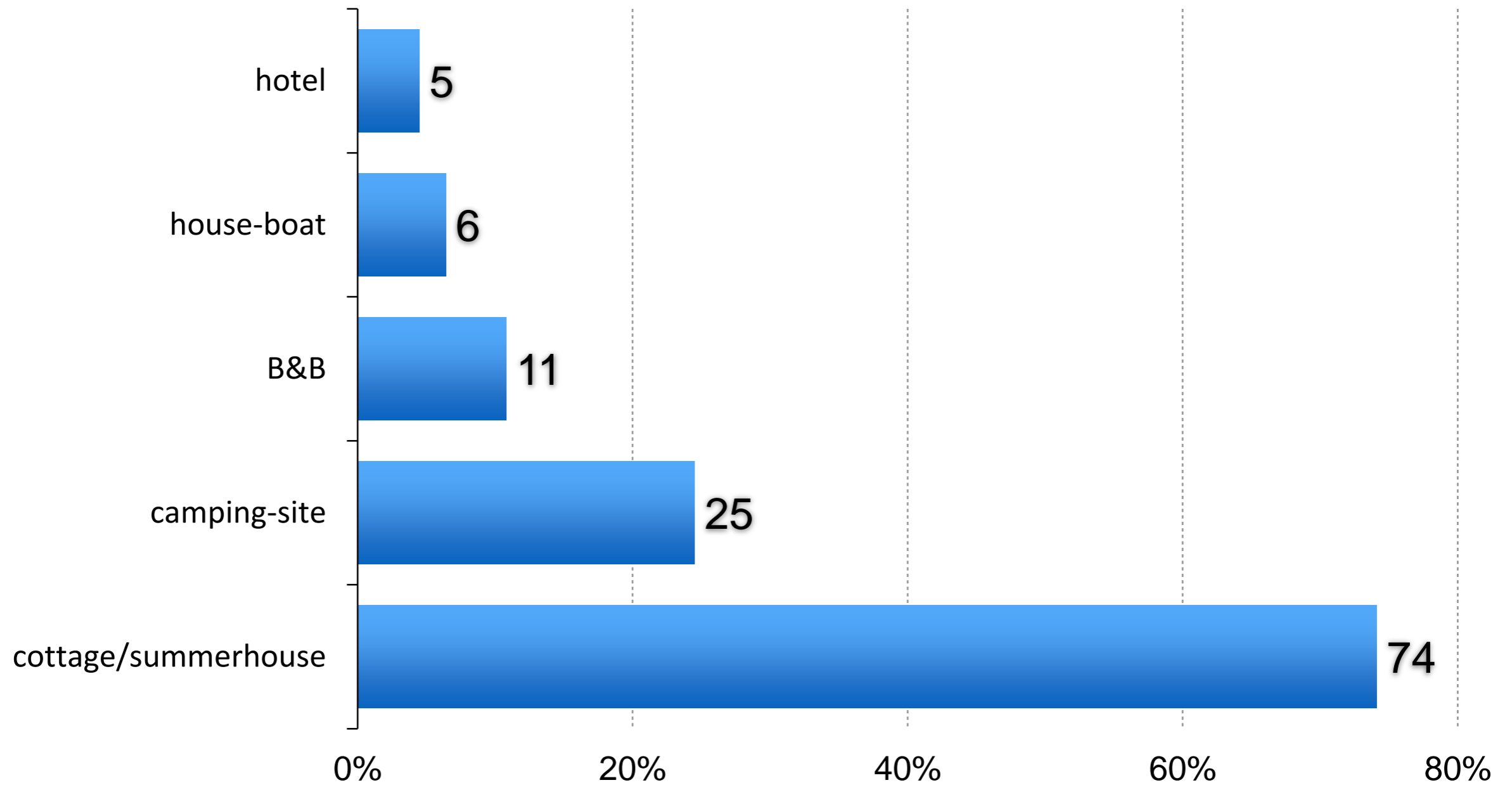
# Main fishing methods

Anglers Survey: Rute & Rolle 2013



# Preferred accomodation

Anglers Survey: Rute & Rolle 2013



# What do they want?

A photograph of two fishermen in the ocean. The fisherman on the left is celebrating, holding his fishing rod high with both arms. The fisherman on the right is holding a fishing rod and looking towards the first fisherman. The ocean is blue and the sky is overcast.

**Fish!!**

**But also: Friends? Family? Fun?  
Facebook access? Fantastic holiday?**

# Anglers needs are different!

	Tourist	Angler
accessability by car	++	+++
distance to (fishing)water	+	+++
acomodation-comfort (sauna, interieur etc.)	+++	+
online-access	++	+++
place for cleaning fish	+	+++
storeroom (for wet waders, dirty boots and tackle boxes)	+	+++
terrace with a roof	+	++

# Anglers wish-list

More fish!



e.g. herring, mackerel or garfish



# Anglers wish-list

**Bigger fish!**



e.g. seatrout on the coast or cod from a boat/cutter

# Anglers wish list

Different fish!



any fish for someone e.g. from southern Germany – even a garfish –  
can be quite exotic and new

# How to attract them?



## Rule **No. 1**:

# You can't target anglers in general!

### **Different groups of anglers:**

- different methods (e.g. flyfishing – spinfishing)
- different target-species (e.g. carp anglers – salmon anglers)
- different fishing-water preferations (e.g. seafishing – commercial trout-lakes)

### **And also different intentions:**

- Fishing comes first vs. family comes first



**Sea anglers (boat)**  
Target species: cod, flatfish

- need harbour or slipway nearby
- keep bigger numbers of their catch: freezer needed
- fishcleaning-place very helpful
- often come in groups
- if stormy weather, good to have fishing alternatives nearby (e.g. commercial trout lake)



- do not keep many of their catch
- need space to dry their wading-trousers and -jackets
- need alternatives fishing-spots, if the wind is too strong (islands are perfect!)

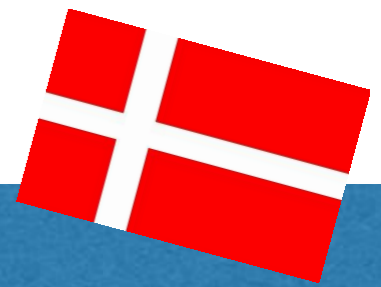
**Seatrout anglers (coast)**  
Target species: seatrout,  
occasional mullet, garfish, cod

## Rule **No. 2**:

# Know your competitors & figure out your advantages!

Comparable fishing-destinations regarding coastal fishing:

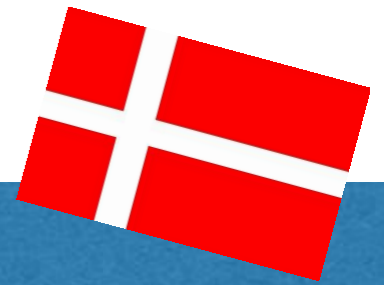
- (Northern) Germany
  - Denmark
  - Norway
  - Sweden
- Netherlands
  - Poland



# Advantages for Fishing in Denmark

- no exam for getting a license needed (very confusing regulations in the different federal states in Germany!)
- most licenses easily online available
- no separate boat license needed
- closed season for predators very short (pike 1.4. until 1.5./15.5.)
- lots of P&T-lakes countrywide
- easy accessibility by car (e.g. taking the dog on holiday) and short distance from Germany
- at the coast more space to fish (german coast often very crowded)







# Disadvantages for Fishing in Denmark

- nearly no summer houses directly at lakes or rivers (e.g. like in Sweden)
- less and smaller seafish than in Norway (except seatrout and salmon)
- except on Langeland not many charterboats
- in main season expensive summer houses
- higher cost of living than in Germany

# Example for competing regions: Seatrout fishing (shore)

	Fehmarn (Germany) 	Fyn (Denmark) 
accessability by car	+++	++
Fishing license	+	+++
Fish population	++	+++
Fish size	++	++
Fishing info (print)	+++	+++
Fishing info (online)	++	+++
marketing	+	+++

Rule No. 3:

# Speak the anglers language!

*Skitt fiske!*

*Knæk og bræk!*

*Petri heil!*

*Tight lines!*

*Buena pesca!*

*Bonne pêche!*

*Dobrych połowów!*





# Speak the anglers language !

You don't have to be an angler by yourself, but ...

- deliver relevant information for anglers on your website, flyers etc.



## **Speak the anglers language !**

**You don't have to be an angler by yourself, but ...**

- **use correct pics and text in each kind of marketing channels**



# Speak the anglers language !

You don't have to be an angler by yourself, but ...

- use knowledge of local experts e.g. for providing latest info about fishing situation

**Result: Happy anglers!**

