

FISHING

Definition

Fishing (or angling) is the process of catching fish for recreational purposes. Fishing can take place in the sea (saltwater fishing) or in lakes, rivers etc (freshwater fishing). Consequently, fishing tourism refers to trips taken for the main purpose of catching fish.



Saltwater Fishing: there are three main components to saltwater fishing: fishing from the shore (piers/jetties, beach etc), inshore fishing (roughly within 5km of the shore) and deep-sea fishing. Common species of saltwater fish sought after on fishing tourism trips are: tuna, swordfish, marlin, tarpon, bonefish and eels.

Freshwater Fishing: also known as course fishing. Freshwater fishing is limited to lakes, ponds, rivers, canals, etc, and the species of freshwater fish vary greatly. Common species of freshwater fish sought after on fishing tourism trips are: carp, pike, barbell, perch, trout, eels and salmon.

Estimate of Global Market Size

It is possible to estimate the level of interest in fishing from various national surveys, which show the number of participants and the proportion of the population these people represent.

<i>Country</i>	<i>Participants (m)</i>	<i>Proportion of Population</i>
United States	34.1	20%
United Kingdom	5.9	12%
Canada	3.6	12%
Australia	3.4	20%
France	7.4	12%

As fishing is most popular within the countries listed above, it can be assumed that they constitute the majority (80%) of the world's anglers. Therefore there are approximately 68 million anglers worldwide, of which an estimated 5%, or 3.4 million travel abroad on holiday with the main purpose being to fish. In addition to these, there are an estimated additional 3 million tourists who participate in some kind of fishing during their trip.

Potential for Growth

Potential growth or decline is particularly hard to determine with regard to fishing tourism. Participation levels in fishing have been falling throughout Europe and North America. This change is slight, however it is a clearly identified trend. This does not necessarily translate to fishing as a holiday activity, and indeed there are positive indicators with respect to this, and it is predicted that fishing tourism will

grow over the next five years.

One of these positive indicators is the increase in popularity of big game fishing in destinations such as Kenya and Mexico. Not only is it on the increase, but the types of people that choose to do it are quite often non-anglers (people that do not fish at home).

The tour operator sector shows signs of being very healthy. This market is full of small specialist operators that focus on specific types of fish, fishing or destination. Since fishing has so many different sub-sections, it offers many niche market opportunities, a characteristic that makes it very appealing for new fishing specialist operators.

Brief Profile of Consumers

- United States: 20% of Americans aged 16 or over participate in fishing to some extent – this equates to roughly 34.1 million. 83% of these anglers specialise in coarse fishing, compared to 27% who prefer saltwater fishing; thus 10% have participated in both freshwater and saltwater fishing. Saltwater anglers tend to travel further afield to fish than their freshwater counterparts. Males outnumber females by 3 to 1. The majority of anglers are 25-54 years old.
- United Kingdom: 75% of all anglers are male, a high proportion being aged 15-24.
- Australia: 68% of all anglers are male, with a high proportion being aged 30-44.

Main Source Markets

The main source markets are in North America and Europe, although the UK and France are the two key European markets.

- United States
- Canada
- United Kingdom
- France
- Australia

Emerging Markets

- **China**

Main Competing Destinations

Africa

- Kenya
- South Africa

Asia

- Australia
- New Zealand
- India

Americas

- United States
- Canada
- Mexico

Europe

- UK (England and Scotland)
- Ireland
- France
- Norway
- Denmark

Key Tour Operators

Mad River Outfitters

United States

<http://www.madriveroutfitters.com>

813 Bethel Rd, Columbus, Ohio 43214

Tel: (614) 451 0363

Fax: (614) 451 0709

Email: admin@madriveroutfitters.com

Frontiers International Travel

United States

<http://www.frontierstravel.com>

P.O. Box 959, Wexford, PA 15090-0959

Tel: 724 935 1577, Toll Free: 1-800-245-1950

Fax: 724-935-5388

Email: info@frontierstravel.com

World Sport Fishing

United Kingdom

<http://www.worldsportfishing.com>

Tythe House, Staploe Road, Wyboston, Bedfordshire, MK44 3AT

Tel: (+44) 1480 403293

Fax: (+44) 1480 403292

Email: richard@worldsportfishing.com

Angling Direct Holidays

United Kingdom

<http://www.anglingdirectholidays.com>

The Homestead, Thurgarten Road, Aldborough, Norfolk, NR11 7NY

Telephone: +44 (0) 1603 407596, Fax: +44 (0) 1603 406004

Email: Info@anglingdirectholidays.com

Key Points for Marketing and Distribution

In recent years the popularity of fishing programmes on television has increased significantly, in particular Sky TV programmes on the Discovery Home and Leisure channel (notably *Tight Lines*, *Hooked*, and *Fishing Road Trip USA*). Other key marketing and distribution media include:

Fish and Game - Online version

<http://www.fishandgame.com>

Sport Fishing – Saltwater fishing

<http://www.sportfishingmag.com>

American Angler – Fly Fishing Magazine

<http://www.americanangler.com/>

Worldwide Anglers Magazine

<http://www.worldwideanglermag.com>

Social Networks

Angling Masters – World’s largest online fishing community

<http://www.anglingmasters.com>

Switchfly.com – Social networking site for fly fishing enthusiasts

<http://www.switchfly.com>

Trade Fairs

ISE

Sports shows, specialising in fishing

United States

<http://www.sportsexpos.com>

Additional Information

Fish Online: information about fishing and fishing issues

<http://www.fishonline.org>

International Game Fish Association

<http://www.igfa.org>

Organisations/Institutions in the Caribbean

Caribbean Regional Fisheries Mechanism (CRFM)

<http://www.caricom-fisheries.com>