

## Press Release / Travel Trade Information: SwedenFishing.com

### Concerted effort in Swedish international fishing tourism sector

Sweden has enormous potential in the international fishing tourism sector. The European market is considerable, with fishing enthusiasts numbering about 50 million. Fishing tourism is one of the Swedish tourism sector's single most promising segments for attracting European travellers to Sweden. The Swedish coastlines and rivers and the large Vänern and Vättern lakes boast excellent salmon and trout fishing. Trout, char and grayling are plentiful in the rivers, streams and lakes upland from central Sweden. Pike is abundant throughout the country, with pike-perch also ample in southern regions. This offers fishing enthusiasts a wide range of choices among the most popular kinds of fish, without the need to compete over fishing waters with other anglers. In Sweden, it's not uncommon to have an entire stream or lake to yourself.

All this means that the European fishing tourism market could play an even bigger role in the development of the Swedish tourism sector - and thereby the development of rural areas - than it does today. Sweden offers excellent fishing waters, beautiful natural scenery, fabulous outdoor activities, peace and quiet, fresh air and pristine waters. Travelling to and within Sweden is simple and safe, cost levels are attractive from an international standpoint, and it is easy to communicate and receive assistance throughout the country. **SwedenFishing.com** represents a concerted effort to strengthen our competitive position by developing a tool for communication based on market demands in the areas of accommodation, service and equipment. It also helps generate additional resources for marketing in Europe.

The **SwedenFishing.com** project is aimed at improving and cultivating Sweden's extraordinary potential in this area through the following measures:

- Creating a web portal with information about various fishing destinations/facilities, including links to reservation and sales channels for the facilities.
- Conducting fam trips to participating fishing destinations/facilities for international fishing tour operators.
- Establishing and developing relations with foreign press and media and inviting them to Sweden for press junkets, preferably in collaboration with travel organizers and agents.
- Participating in trade fairs and expos throughout Europe.
- Developing the range of products and services via contacts with new and established fishing destinations/facilities within participating Leader areas in order to meet the requests and demands of various markets.

The project is based on a collaborative effort between the various Leader areas within Sweden, which focus on business and enterprise in the fishing tourism sector. (The "Leader" approach is one of the initiatives of the EU Rural Development programme). Other interested parties also have the opportunity to participate in the project. The three-year project will be financed by participating Leader areas, from Skåne in the South to Lapland in the North. The project will also enjoy a close collaboration with Visit Sweden\*. The Nedre Dalälven local interest group (NeDa) will serve as co-ordinator for the project. The project team has many years of combined experience in the fishing tourism sector, including previous collaboration with the booking agency Top10 Fishing Sweden.

On 7-8 June, the Leader participants met for a kick-off in Gysinge, Sweden.

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