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Knowledge transfer project:

Fishing tourism in Norway – as seen from Russia

March 2020

Fishing Russia - Knowledge transfer

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1. Executive Summary

In the first quarter of 2020, Innovation Norway Russia conducted a knowledge transfer project targeting the actors in fishing travel market in Russia.

There are more than 10 mln. fishermen in Russia. The statistic is given by RosOkhotRybolovSoyuz <http://rors.ru/lyubitelskoe-rybolovstvo/> . Today, fishing in Russia is not only a popular hobby, but also a real industry that is experiencing a real rise. A huge number of rivers, lakes and other reservoirs attract millions of fans of this type of recreation like a magnet. On the territory of Russia, in almost every region, there are popular places for fishermen. Fishing tourists like to visit the reservoirs of the republics of Karelia and Tuva, the Kola Peninsula, Kamchatka, the Far East, and Siberia, where fishing trips are offered - from rafting tours on wild rivers and tents on the uninhabited shores of taiga lakes to modern fishing bases with a European level of service. Also, every year there are more and more foreign tourists who want to visit the "fishing places" of Russia. All this makes fishing tourism in Russia very popular and in demand and the market is steadily growing.

The survey is conducted to indicate if- and in what way, Norway has any potential to attract Russian fishermen. Further it presents ideas on how to develop the fishing tourism destinations to capture the potential of Russian fishermen in the best possible way.

The goal of the project was to get more knowledge about who the actors on the segment are, how they work, who their clients are and what they seek.

We studied Russian fishing tour operators, relevant websites- and magazines, fishing TV channels, fishing exhibitions, federations, associations and fishing clubs.

Tour operators in Russia play an important role in organizing the fishing tours and providing the whole range of services: rental of accommodation, guiding and fishing equipment.

This project also shows some of the specific needs of the Russian fishermen. It indicates that the Russian fishing tourist, although asking for comfort accommodation, guiding, expertise, other activities and local food, the actual fishing is the main goal for the trip.

Norway, despite its' beautiful and appealing nature, also faces many challenges due to high cost and limited availability concerning accommodation, transports and guiding services.

2. Introduction & Methodology

The project was conducted in two phases:

Phase 1 was done through an internet-based desktop research based on existing knowledge to gather relevant operators and other actors.

The following sections were mapped out in phase 1:

- Tour operators who offer fishing trips
- The most important websites/forums dealing with fishing
- Fishing magazines
- Fishing associations, federations & fishing clubs and forums
- Fishing exhibitions
- Fishing bloggers and fishing channels.

After defining relevant tour operators, we picked out the most important of these for phase two of the project.

Phase 2 was done by conducting telephone interviews with 14 different tour operators who offer fishing tours. All of them already sell fishing tours to Norway. The interviews were done in February 2020.

We hope the reader will get a better idea and enhanced knowledge about the Russian fishing market, from a tour operator's perspective. This includes target audience, understanding of success factors for suppliers, competing destinations and a sense of what criteria needs to be met for a country or region to succeed as a destination for the Russian Fishing segment.

3. Research on the Internet: Phase 1

Phase 1 was an internet-based desktop research where we identified relevant actors related to Russian fishing tourism.

3.1 Tour Operators who offer fishing trips

We identified 14 Russian tour operators who sell fishing trips. We looked at their target audience, what types of trips the operator is offering, if they have an environmentally friendly focus, if they offer trips to Norway, and if they could be interesting for Norwegian fishing suppliers. All these fishing operators were included in phase two of the project.

Tour operator	Website
Gardariki Service	www.bigbigfish.ru
Fish Travel PRO	www.fish-norway.pro
Gamajun	www.gamaun.ru
Intermedius	www.intermedius.ru
Jazz Tour	www.jazztour.ru
Nordica	www.nordica.spb.ru
Norvica	www.norvica.ru
Prostor	www.prostor-tour.ru

Scandica	www.scandica.ru
Scandinavian Travel Group	www.gostg.fi
ScanTravel	www.scantravel.ru
Sodis Travel Company	www.sodis.ru ; www.sodis-camp.ru
TUI Russia & CIS	www.tui.ru
Worldfishing	www.worldfishing.ru

3.2 Fishing organisations

We identified important Fishing organisations in Russia:

- *Federal Agency for Fisheries* <http://www.fish.gov.ru/> is the official organisation, that performs the functions of Executive authority and control in the field of fishing and conservation of aquatic biological resources and supervision of commercial navigation in terms of ensuring the safety of navigation of vessels of the fishing fleet in fishing areas.
- *RosOkhotRybolovSoyuz* <http://rors.ru/> - Russian Association of Public Associations of Hunters and Fishers: The management and development of hunting and fishing products in Russia. Today, fishing is one of the official sports in the Russian Federation. Every year, Rosokhotrybolovsoyuz holds about 300 competitions of various levels, in which more than 55,000 professional fishermen take part. More than 10 million people are engaged in Amateur fishing in Russia. The part of them that are members of the Rosokhotrybolovsoyuz has sufficient advantages over "unorganized" fishermen. Fishing bases, equipment rental, and discounted fishing trips are available to members of public associations.
- *Russian branch of European Federation of Sea Anglers (EFSA)* <http://www.efsa-russia.ru/default.asp> The Federation was formed in 1961 and now unites more than 20 European countries. Federation membership allows to participate in all the ongoing Federation official competitions (including Championships in fishing from the shore, from boats, and called " the big Game"), to receive official materials of Federation, officially indicate records and communicate with sea anglers from other countries. The main website: <https://www.efsa.co.uk/>
- *Fishing Federation of Russia* – www.fedrybsport.ru Russian public organization was formed in November 2006. Every year, more than 1000 fishing competitions are held at various levels. The annual number of participants is over 50,000. One of the most important tasks is to explain the rules of amateur and sports fishing, safety rules for fishing, and to educate fishing enthusiasts to respect the reservoirs and fish resources of Russia, and to attract sport fishermen to actively participate in nature protection.

3.3 Fishing Forums/Clubs

We mapped the most important fishing forums and clubs. We looked at their target audience, what their websites are about, if they are using social media, and advertising opportunities.

- *Fishing info - Internet portal and internet forum* www.fishinginfo.ru
- *Fion - Internet portal and internet forum* www.fion.ru
- *Fishing Internet Club - Internet portal and internet forum* www.fishing.ru

- Fishing club www.rusfishing.ru

3.4 Fishing Magazines

We identified 2 important fishing magazines in Russia. We looked at their target audiences, how the magazines are distributed, and advertisement costs.

- «Rybachte s nami» www.rsn.ru
- «Sportivnoye rybolovstvo» www.sfish.ru

These magazines could be used to promote Norway as a fishing destination to the fishermen in Russia.

3.5 Important Fishing Exhibitions

We identified the most important fishing exhibitions in Moscow and St.Petersburg where fishing and hunting destinations and equipment are on display:

- **Fishing Expo Moscow**
Hunting and Fishing in Russia <http://www.hunting-expo.ru/>
- **Fishing Expo St.P**
Hunting and Fishing, 26-29 March 2020 <http://sovenkon.ru/hunting-and-fishing-2020-spring>

3.6 Bloggers and Influencers

We identified important bloggers and influencers with fishing as the interest area:

Name of blogger	URL to blog/website
Mikhail Dyshluk Blog - Expert in Norway	http://seaanglers.blogspot.ru/
Alexander Kondrashov	https://www.youtube.com/channel/UC0bwua_bO4JHHa-BMs00pHnQ
Romanov Kirill	https://www.youtube.com/channel/UCd_hDW_WsLho7me4i2mevHA
Alexander Raym	https://www.youtube.com/channel/UC5iWFE_nVGqn4VJlxLDEZ3Ng
Vitaly Ignatyuk	https://www.youtube.com/channel/UCBHW_WYrgvBfJi8Je5zNGJJQ
Always Alone/Vladislav Bahristov	https://www.youtube.com/channel/UCsspPYzCpmjeStkAlcyK3yg
Channel: Only Spin	https://www.youtube.com/user/OnlySpinru

The Sibiryak 007	https://www.youtube.com/user/TheSibiryak007
Aikoland-TV/Grogory Bezmenov	https://www.youtube.com/user/aikolandtv
Konstanrin Kuzmin	https://www.youtube.com/channel/UCPxIXAvSUJuRQ1xHaDv8Bdg

3.7 Fishing TV channels

We identified Fishing TV channel with focus on Fishing and Hunting:

- *Okhota and Rybalka* <http://ohotarybalka.tv/about>
- *Okhotnik and Rybolov* <https://oirtv.ru/>
- *Dialogi about Rybalki* <https://dialogitv.ru/>
- *TV DIKOE* <http://dikoe.tv/>

The results of this phase 1 research can be found at the end of the report, see 6 references & data.

4. Phase 2: In-Depth Telephone Interviews

In the first phase we identified 14 different tour operators that offer fishing trips. In depth interviews were conducted with all of them because of their importance due to volume and because they represent slightly different target groups. All operators sell Norway today.

4.1 Offering of Fishing Trips to Norway

All tour operators sell Norway and many of them already for several years. Some of them even started their fishing programs with trips to Norway. Demand of fishing trips to Norway are increasing over the last years, some of the tour operators stated as a steady demand. In general Norway is seen as a great and unique destination for fishing trips.

4.2 The main fishing destinations in Norway

A focus of almost all the tour operators lies in the offering of fishing trips to Northern Norway. Some tour operators sell Western Norway and Trøndelag. The most popular destinations are Nordland, Troms, Lofoten, Finnmark, Nordkapp.

4.3 Presence in Other Markets than Russia

All tour operators have their offices in Russia but some of them sell their trips to tourists who come from former CIS countries (like Ukraine, Kazakhstan, Belarus). One company has main office in Finland.

4.4 Description of the typical fishing tourist

Referring to tour operators' answers, the typical fishing tourist from Russian market is:

- age about 30-60 years old,
- an aspiring fisherman who heard a lot about deep sea fishing in Norway and wishes to try, based on his friends reports.

There are 3 main groups in Russia:

- 1) fishermen groups upper class - men of 30-70 y.o., order fishing guide for every day, sometimes the whole camp, heli or luxury-van transfers, excursions, business or first class or business-jet flights
- 2) low-middle budget tours groups: men of 20-60 y.o., usually go by their own car, order a rorbu & a boat, guide for the first fishing day, bring their own fishing tackle & gear
family groups - very different, usually accommodate in a fjord hotel, fishing 2-3 times from a fishing centre or from a city harbour, several excursions with a guide. They wish to combine calm holiday in the countryside with some fishing with guaranteed good catch.

4.5 Demand for sea fishing

All interviewed tour operators described the fishing tourism industry in general and to Norway as "steady" or "increasing" over the past years.

The demand for sea fishing is likely to be growing. But at the same time tour operators get less requests from the clients. It is due to the wide access of information; clients start booking directly and wait for special offers and extra services.

Some tour operators said that it has been more or less the same over the last decade, it had ups and downs due to economic crises or stabilization, but it was overall change in the general tourism demand, not just fishing in Norway. They suspect that the demand will remain the same in the next few years. A lot depends on the exchange rate.

One tour operator mentioned the waves of interest - one group may go to Norway 3 years running & then the same group goes for marlin to Cape Verde or Seychelles or for taimen to Mongolia or Russian Krasnoyarsk or Khabarovsk region, then they are back to Norway for several trips, generally its stable for the last 15 years.

There are two main customer categories: Budget customers or VIP customers.

Budget customers choose the most inexpensive accommodation and pre-book boats only for several days, while VIP customers ask for SUPER quality accommodation and full service that includes guiding, transportation and meals. The middle class of customers is disappearing over the last 2 years.

The most common in request – the fishing camps could offer the wide service portfolio (everything in one place). Russian clients ask for more Russian speaking guides, more boats,

more cottages middle and higher class, well equipped kitchens, preferably without bunk beds. Bunk beds are not popular in Russia. It reminds of the military service.

Some companies arrange for their clients - sea fishing on spot, just one day fishing and fishing is not their main purpose of traveling.

One tour operator mentioned that sea fishing tourism is considered for “elder generation”.

Tour operators define sea fishing travel market size as niche with the target group being 30-60 of age and experienced anglers.

Individual bookings dominate group bookings. Individual travellers can be singles as well as one partner of a couple. Groups are mainly friends or family groups.

Referring to other sources the size of the fishing market in general can be described with more than 10 mill fishermen in Russia.

4.6 Demand for other activities on a fishing holiday

Some tour operators do not offer other activities than sea fishing. Their clients normally arrange other activities themselves.

But many others tour operators offer activities like:

- whale & birds watching,
- king-crab safaris,
- jet-skies & ATVs,
- rafting,
- RIB safari
- freshwater fishing,
- spear hunting/free diving,
- diving,
- sightseeing, hiking, cycling/kayaking.

4.7 Accommodations

Most of the tour operators surveyed reported that their clients prefer staying in cabin or rorbu.

Several tour operators mentioned hotel or guesthouse as a preferred type of accommodation for their clients.

Only one tour operator chose camping/caravan. This is less important accommodation for Russian fishermen in Norway.

Nearly all operators specified that their clients are looking for comfort at accommodations and that they are willing to pay extra for these accommodations.

Regarding accommodation needs the operators mentioned different demands like:

- WiFi is essential for work reasons and to stay well connected to the family
- always good to have more than 1 bathroom in a cabin, especially 6-8-bed house
- normal beds
- good kitchen
- sauna is always appreciated
- fish storage freezers for each living unit
- warm, spacious and clean place for fileting fish
- automatic gas station for boats is always good to have near the camp
- parking
- shops
- restaurant
- possibilities to arrange transfer
- guide service
- Russian speaking staff

4.8 Local Food

Three of the tour operators surveyed reported that local food in a destination is very important to their clients who are also highly willing to pay for good local food.

Ten of the tour operators reported on a medium level of importance and willingness to pay for local food. It is the most common answer among 14 tour operators.

One operator reported that local food is not important for his clients.

4.9 Sustainability

Ten tour operators interviewed reported no requests from their clients concerning sustainable solutions for their fishing holiday.

Three of them reported they do not know about their clients` willingness to pay for sustainable solutions.

Only one tour operator reported that their clients are willing to pay extra for sustainable solutions.

4.10 Willingness to Pay (WTP)

When it comes to what clients are willing to pay for, answers of the operators tended not to be the same, but we could easily identify the main trends and what is important.

Accommodation

Willingness to pay for higher end accommodations was almost universal across all tour operators. Russian tourists are willing to pay for better comfort at accommodation as stated earlier.

79% High WTP
21% Medium WTP

Hire boat

Here we see the clear answer that fishermen need to hire boat and WTP is mostly high and medium.

64% High WTP
36% Medium WTP

Hire fishing equipment

The importance of hiring the fishing equipment is quite obvious for Russian tourists. Almost 88% will pay extra for this type of service. It is possible to bring their own equipment as well.

36% High WTP
50% Medium WTP
14% Low WTP

Buy fishing gear and tackle in local store

Getting a clear result on this question was not really possible as clients could either hire fishing equipment or bring their own equipment. Some clients could buy it in Norway for their own use and future fishing trips but it is not the main trend.

14% High WTP
43% Medium WTP
43% Low WTP

Local Food

Availability of local food was considered as quite important. Many other surveys show the same result that Russian tourist like to test local food on holidays.

36% High WTP
50% Medium WTP
14% Low WTP

Guiding

Guiding was considered as quite important as well. Many operators stated that a guide speaking their own language is important to the clients. They wish to have more Russian speaking guides at the Norwegian fishing camps. This factor could play a very important role when their clients make the decision.

29% High WTP
57% Medium WTP

Planning/Organizing Fishing Trips & Adventures

Planning and organizing fishing trips is rated as important and mostly the work of the tour operators themselves. Planning and organization by Norwegian service providers were not needed in most cases. There are few Russian fishing tour operators who use an agency in Norway for this type of holidays. Important note – DinTur is not seen as an agency in Norway, all Russian tour operators work with DinTur as a fishing provider.

57% High WTP

36% Medium WTP

7% Low WTP

Sustainability / Sustainable Solutions

It was difficult for the operators to judge sustainability from the client point of view, since clients do not request on this clearly. The answers were given quite generally from the own perspective of the operator.

36% Medium WTP

64% Low WTP

4.11 Willing to Pay Extra

Operators reported that it depends on the particular fishermen. Different people have different interests.

There were some elements that were mentioned during the interview that clients are willing to pay extra for:

- special batteries for the electric fishing reels
- fish filleting / packaging (usually paid on spot as extra service)
- opportunity to combine the sea and freshwater fishing
- private transfers
- adventure trips
- meals

4.12 Equipment

50 % of the tour operators reported that their clients prefer to bring their own equipment and the second part stated that their clients prefer to hire on site. Russian operators do see potential to hire equipment on site, if the quality is good and it is the professional equipment.

4.13 Booking Behaviour and Length of Stay

Most tour operators surveyed agreed that the typical length of a fishing trip to Norway is 5-7 days. Tours could be longer between 7-10 days or even up till 2 weeks.

Most tour operators agreed that the largest part of their business comes from individual/single bookings. Five tour operators have group booking, mainly composed of friends and families and business even less. Teams/clubs traveling together are not mentioned at all.

4.14 Frequency of Travel

Frequency of travelling abroad for fishing is evaluated between “multiple times per year”, “once a year” and “sometimes”.

It was often said that fishing tourists book their trip once a year.

Only 3 tour operators mentioned that they have clients who book the trips couple of times pr. year. They like to experience something different and like the challenges of new fishing destinations.

4.15 Special rules regarding bringing fish over the border

There are strict rules regarding customs in Russia. People can import no more than 5 kg of fish to Russia with the factory vacuum packaging and supporting documents that it was purchased.

Raw meat & fish import to Russia is prohibited.

One tour operator mentioned that in practice, it is usually possible to smuggle a small amount (a box of up to 20 kg per person) of frozen fish (usually fillet) with explanations that it is caught with one's own hands, customs issue a fine (1500 rubles) & let in. But it is regarded as breaking the law.

4.16 Special Needs - Bringing the catch back home

The majority of tour operators stated that it is important for most people to bring the catch back home. Some tour operators said that it is not important at all to bring the catch home to Russia. Their clients want to eat their catch of fish on spot. The process of fishing is more important.

Due to import restrictions, most of the catch goes for food on spot or is released or given away to other guests or the host of a camp.

4.17 Success Factors of Fishing Tourism Destinations

A number of factors were mentioned as critical to success for fishing tourism destinations like:

- good catch, a lot of fish and good condition for fishing
- direct flights
- short distance from airport to fishing destination (the cost of transfers is expensive in Norway)
- high class fishing service, professional guides (Russian guides as a benefit), possibility to use common sport fishing techniques
- new modern & up-to-date fishing camp with new boats for self-fishing (17-25 ft) and big boats (usually around 36ft) for guided fishing
- restaurant/café
- good accommodation/houses
- spacious and clean place for fish filleting and cutting
- sea fishing advertising (Instagram)
- ready-made fishing packages with final price, reasonable prices and good commission
- better and open cooperation between tour operators and fishing camps (not stealing customers)
- Online booking or quick response and confirmation from fishing camp of each booking
- possibility to provide fishermen with multi visas for 3-5 years.

4.18 The best countries in the world for sea fishing tourism

Of course, it is Norway – the best country in the World for fishing! 13 of 14 tour operators stated that.

Finland, Sweden, Åland, Iceland, Faroes is also mentioned as fishing destinations among a couple of tour operators.

Among other countries, the most popular were: Costa Rica, Seychelles, Cape Verde, Caribbean Islands.

Couple of tour operators mentioned: Nicaragua, Mexico, Kenya, New Zealand & Cook Islands, Australia, Maldives, Mauritius, Panama, Spain, Italy, Finland and even Russia.

Russia rank high among some tour operators' lists. There are many good fishing places in Russia, but the logistics and infrastructure are not well developed.

4.19 Challenges for Norway as a Fishing Tourism Destination

The operators interviewed agreed that Norway is already known as a very good fishing destination in Russia. Some of them have Norway in their fishing program for many years already.

Two tour operators were concerned about:

- relatively high prices
- lack of direct flights from Moscow to Northern Norway
- the cost of accommodation/transfers and meal is expensive

- willingness of a host of a camp to provide more than just accommodation and boats – extra service like good guides and decent rental equipment is relatively hard to find, only 20-25% of the camps offer it
- price for accommodation and fishing equipment don't always match customers level
- lack of opportunity to return back free of charge if the weather is bad and the fishing trip is cancelled
- language barrier
- better online booking system (quick information about availability)

Some very positives answers:

- Norway is top, maybe it's better to have more Russian speaking guides, but it's not a challenge – fishermen will go anyway!
- Keep on going!

4.20 The most popular parts of Norway for fishing. Combination fjord and north

It seems from the interviews that Northern Norway is the most popular fishing destination in Norway. Some of the tour operators sell only Northern Norway.. The interviews show very clearly that Northern Norway has a great potential for being the best fishing destination among Russian experienced fishermen.

Some fishermen choose central Norway as their destination. It seems that the tour operators think that beginners could start with Central Norway and then move to north for more experienced fishermen.

Families would like to have a fishing holidays in Fjord Norway region.

Two tour operators mentioned that it would be interesting to connect the fjords and north. They suggested fishing + sightseeing so it could be the combination Bergen – Ålesund -Tromsø. However, the combination of fjord and north can be hard to organize due to long distance and high price.

One tour operator stated that the combination fjord and north is great product for financially stable group of men. Due to financial situation in Russia this product is affordable by tiny number of tourists. It can be an incentive tour, part of the corporate business trip.

4.21 Safety

All tour operators confirmed that safety is extremely important for their clients and they consider the following important aspects regarding safety at sea:

- safety instructions printed in Russian and repeated by a host in English thoroughly before renting out the boats
- explaining to tourists the rules of behaviour on the water
- inform in advance about route and return time

- communication session at certain time with someone on shore
- no single journey
- good boats
- GPS navigation on each boat
- tracking system and communication with the owner of the destination
- emergency signal which makes it easy to find on the boat is essential
- life jackets for every person/inflatable life west
- alcohol control before going fishing
- personal discipline of the fishermen
- for customers without experience - local fishing guide

All tour operators inform their clients about the safety at sea by:

- giving standard safety instructions
- warning about possible dangers
- giving short instruction from each of fishing resorts with the voucher on accommodation
- giving common information in Russian and rules in English
- providing with the special folder with advice and general information
- passing it to the client to read and sign

All tour operators inform their clients about the importance of checking weather forecast.

Some tour operators have the following options:

- some sends forecasts from yr.no prior to & during the stay, they always keep in touch,
- have course in YR.no.

All of tour operators inform about the importance of not drinking alcohol when at sea.

Tour operators inform about the alcohol law, that it is strictly forbidden in Norway. Some tour operators include this clause in a contract between them and the client.

All tour operators inform about the fact that wearing a life jacket is mandatory in Norway

This information is indicated in the tourist guide/instruction for clients. Most clients know it themselves as it is mandatory in Russia too. They also recommend to use the overalls as well.

All Norwegian operators within fishing tourism have a good focus on safety at sea

Almost all interviewed tour operators confirmed this statement. But one mentioned that it is needed more focus on fishing camp (explain internal rules and laws) before check in. One said that they had some cases, but they always successfully sorted out by the hosts.

4.22 Marketing Channels

All of the operators are using mainly the internet and social media to market their trips.

Trade fairs and blogs were used by four of the operators.

Printed fishing magazines were used only by two tour operators.

Another marketing tool are the tour operators own magazine produced by themselves and distributed to existing customers as well as sent out on request.

All rely very much on word of mouth and recommendations from regular tourists to their friends.

4.23 Work with incoming agents

Some companies use incoming agents, if:

- they need to quickly organize the whole tour: fishing centre, transfers, excursions, activities.
- the destination cannot provide the entire package of services that they need.

4.24 Influential Publications/Bloggers/Social Media Influencers

Couple of tour operators mentioned the following:

- Social Media Influencers:

<https://www.instagram.com/elivosk/>

<https://www.instagram.com/russianexplorers/>

<https://www.instagram.com/pavelmatveev/>

- Bloggers:

Ilya Varlamov <https://varlamov.ru/>

vlog (Dud) https://www.youtube.com/channel/UCMCgOm8GZkHp8zJ6l7_hluA

Mikhail Dyshluk <http://seaanglers.blogspot.ru/>

5. Conclusions and Recommendations

The demand of sea fishing in Russia is growing. But at the same time tour operators get less requests from the clients who book trips directly. There are more than 10 mln. fishermen in Russia. Which proportion of fishermen are traveling abroad for sea fishing trips is hard to say?

Several countries have discovered the tourism potential of sea fishing trips, so number of destinations is increasing.

In general Norway is seen as a great and unique destination for fishing trips. Norway – the best country in the World for fishing.

Norway has a great potential for the Russian market. Norway`s spectacular landscape with good catch and a lot of fish is defined as one of the key selling points for fishing trips to Norway.

Russian fishermen could come to Norway by plane or drive the own car. This is a great advantage if we could compare Norway with other popular exotic fishing destinations like: Costa Rica, Seychelles, Cape Verde, Caribbean Islands.

Russian fishing tour operators who were interviewed already have offered sea fishing trips to Norway for many years. There are few Russian fishing tour operators who use an agency in Norway for this type of holidays.

Accommodation in cabin or rorbu is preferred. Russian tourists are willing to pay for better comfort at accommodation.

Fishing camps that are experienced with sea fishing guests and are able to deliver wide range of services (like meals, transfers, professional Russian guides, good boats and equipment) are likely to have a market advantage.

For self-catering tourists, cabins or rorbu with good and comfortable standard, well equipped kitchen, with double and single bedrooms are demanded.

Individual bookings dominate group bookings. Individual travellers can be singles as well as one partner of a couple. Groups are mainly friends or family groups.

Clients expect easy access and short distance from the airport to the fishing destination.

Extra activities are not expected in a standard package but can be offered as add on. The most popular activities are king-crab safari, jet-skies & ATVs, rafting, RIB safari and freshwater fishing.

Northern Norway, especially Nordland, Troms, Lofoten and Finnmark, seem to be quite popular as sea fishing destinations in Russia. But Russian clients often look out for new destinations. The potential for new fishing destinations in Norway exists. Trøndelag Region with more stable weather conditions and the great variety of fish species could have bigger market share from Russia. It will probably not have the same volume as Northern Norway but still could establish the good position in Russia.

New sea fishing products should be accompanied by publications and articles in Internet and Social Media to meet the tour operators' interest and to get into the relevant set of clients. There is evidence that PR and advertising push the demand after new products and therewith establish them.

References & Data – Tour operators:

Name of Touroperator	Gardariki Service	Jazz Tour	Norvica
Website Address (URL)	www.bigbigfish.ru	www.iazztour.ru	www.norvica.ru
Telefon number	+7 495 995 02 37	+7 495 775 76 76	+7 499 404 27 20
Is this a width or niche operator?	niche operator	width operator	width operator
Brief description of products within Fishing Experiences - what kind of fishing products are offered?	Gardariki Service arrange fishing trips mostly to Northern Norway - focus Sørøya in Norway. They sell Fishing trips to Exotic Destinations as well.	Jazz Tour works with many fishing camps. The most popular popular fishing destination for Jazz Tour clients is Northern Norway. Some fishermen choose central Norway.	Norvica offers fishing trips mostly in Sogn og Fjordane and Lofoten.
When is the main season for the activity?	all year depending on interest	all year depending on interest	Mostly spring and summer
Does the tour operator also offer sea fishing other than in main season? If yes, when and where?	Autumn, summer, spring	all year	all year
Does the tour operator target specific audiences? (family trips, single trips, etc.)	Many loyal guests coming back from year to year. Groups, friends and families.	Mostly single groups, but also Friends and families	Mostly single groups
Are different themes offered within the activity? (There could be various themed fishing tours etc.) In Norway we mostly offer boats that tourists operate themselves. Is this OK to them? Charter boats with skipper and guide is the primary fishing tourism product in other destinations. Is this something we should develop more of in Norway?	Boats with or without guide depending on group size and wishes. Guide from the TO is always accompanying a group more than 8 at the destination.	Yes. Boats with or without guide depending on group size and wishes.	Yes, Hiking, biking, kayaking
Give an overview of to which destinations (countries) the tour operator is offering sea fishing tourism	Norway, Exotic Destinations	Norway, Finland, Russia	Finland, Norway
Is the activity sold as a standard package or is it tailor made?	Both	both	both
If tailor made: What parts of the package are tailor made?	Depends on the customers	Everything	Depends on the customers
What does such packed products consist of? Type of accommodation, transportation, luggage transportation, boat hire, guiding, equipment rental etc.	Guide, boat, lifevest and floating gear, fishing gear, accommodation in hytte. Food is seldom included -self catering. Breakfast some times included.	flight, bustransfer, accomidation in hytte incl. breakfast, boat and guide.	Accomodation, transfers, guiding, renting of boat and equipment
Does the operator set prices on the website?	yes	Yes.	yes, from prices
What other activities are offered in addition to sea fishing	freshwater fishing.	freshwater fishing	freshwater/salmon fishing
Does the tour operator offer other activities (hiking, biking ++) in addition to fishing?	no. But they se potential for this as clients sometimes asks for softer hikes or excursions.	Depends on the particular fisherman. Different people - different interests.	Yes
SUSTAINABILITY			
Does the tour operator focus on sustainability/an environmentally friendly perspective? If yes: In what way do they push sustainability? Do they work with environmentally certified partners? Do they push forward their sustainability focus to their customers? Are the customers conscious about sustainability on their fishing holiday?	Phase 2	Phase 2	Phase 2
Does the operator focus on safety in their communication? If yes – how do they communicate safety issues like safe boating, understanding weather situation, not drinking	Yes, Phase 2	Yes, Phase 2	Yes, Phase 2
Do they communicate rules and regulations regarding fishing and boating to their customers? (Norwegian rules for fishing)	Yes, Phase 2	Yes, Phase 2	Yes, Phase 2
Have the tour operator online booking?	yes, a scheme to be filled out/email	yes, a scheme to be filled out/email	yes, a scheme to be filled out/email
Is there a brochure order function on the website?	no	no	no
Conclusion: is it interesting for Norwegian players?	yes	yes	yes

Name of Touroperator	Scandinavian Travel Group	ScanTravel	Sodis Travel Company	TUI Russia & CIS
Website Address (URL)	www.gostg.fi	www.scantravel.ru	www.sodis.ru ; www.sodis-camp.ru	www.tui.ru
Telefon number	358 400 514 528	74957880442	7 495 933 55 33	tel. +7 495 926 45 42
Is this a width or niche operator?	width operator	width operator	width operator	width operator
Brief description of products within Fishing Experiences - what kind of fishing products are offered?	Sea fishing in most regions of Norway, most popular Northern Norway (Troms) and Fjord Norway	They sell fishing trips to Northern Norway and Lofoten.	Sodis offers Fishing trips: North & Far North mostly, sometimes Fjords Norway (Western Norway) & Trondelag	TUI offers fishing trips in Norway, mostly Bergen, Trondheim, Tromso, NordKapp Lofoten
When is the main season for the activity?	all year depending on interest	all year depending on interest	all year depending on interest	all year depending on interest
Does the tour operator also offer sea fishing other than in main season? If yes, when and where?	all year	all year	all year	all year
Does the tour operator target specific audiences? (family trips, single trips, etc.)	Mostly single groups	Mostly group bookings (friends)	Both - Group bookings (friends, families, business) and individuals	Mostly single bookings (friends)
Are different themes offered within the activity? (There could be various themed fishing tours etc.) In Norway we mostly offer boats that tourists operate themselves. Is this OK to them? Charter boats with skipper and guide is the primary fishing tourism product in other destinations. Is this something we should develop more of in Norway?	Yes, their clients rent boats. Different activities like King Krub fishing, freshwater fishing,	Yes. Boats with or without guide depending on group size and wishes.	Yes, but they often offer boats with the guide and skipper for larger groups.	Mostly sea fishing, but could be freshwater fishing. Boats with or without guides.
Give an overview of to which destinations (countries) the tour operator is offering sea fishing tourism	Finland, Norway	Norway, Finland, Island	Norway, New Zealand & Cook Islands, Australia, Costa-Rica, Maldives, Mauritius & Cape-Verde	Finland, Norway
Is the activity sold as a standard package or is it tailor made?	both	both	Mostly tailor made	both
If tailor made: What parts of the package are tailor made?	Depends on the customers	Depends on the customers	Depends on the customers	Depends on the customers
What does such packed products consist of? Type of accommodation, transportation, luggage transportation, boat hire, guiding, equipment rental etc.	Flights, accomodation, transfers, guiding, renting of boat and equipment, meals, activities	Flights, accomodation, transfers, guiding, renting of boat and equipment, meals, activities	Flights, accomodation, transfers, guiding, renting of boat and equipment, meals, activities	Flights, accomodation, transfers, guiding, renting of boat and equipment, meals, activities
Does the operator set prices on the website?	Yes	Yes from prices	No	Yes
What other activities are offered in addition to sea fishing	freshwater fishing	freshwater fishing	freshwater/salmon fishing	Freshwater fishing
Does the tour operator offer other activities (hiking, biking ++) in addition to fishing?	Depends on the particular fisherman. Different people - different interests. Other activities like Rafring, RIB safari.	yes	Depends on the clients: Whale & birds watching, king-crab safaris, jet-skies & ATVs, repelling & rafting.	yes
SUSTAINABILITY				
Does the tour operator focus on sustainability/an environmentally friendly perspective? If yes: In what way do they push sustainability? Do they work with environmentally certified partners? Do they push forward their sustainability focus to their customers? Are the customers conscious about sustainability on their fishing holiday?	Phase 2	Phase 2	Phase 2	Phase 2
Does the operator focus on safety in their communication? If yes – how do they communicate safety issues like safe boating, understanding weather situation, not drinking	Yes, Phase 2	Yes, Phase 2	Yes, Phase 2	Yes, Phase 2
Do they communicate rules and regulations regarding fishing and boating to their customers? (Norwegian rules for fishing)	Yes, Phase 2	Yes, Phase 2	Yes, Phase 2	Yes, Phase 2
Have the tour operator online booking?	yes	yes, a scheme to be filled out/email	yes, a scheme to be filled out/email	yes
Is there a brochure order function on the website?	no	no	no	no
Conclusion: is it interesting for Norwegian players?	yes	yes	yes	yes

Name of Touroperator	Fish Travel PRO	Gamajun	Intermedius
Website Address (URL)	www.fish-norway.pro	www.gamaun.ru	www.intermedius.ru
Telefon number	tel. +7 905 201 40 12	tel. +7 812 718 65 73	tel. +7 812 346 76 06
Is this a width or niche operator?	niche operator	niche operator	niche operator
Brief description of products within Fishing Experiences - what kind of fishing products are offered?	Fish-Travel organizes fishing tours to the fishing camps located along the entire coast of Norway. The most popular regions are located in the northern part of the country.	Gamajun ooffers fishing trips in Western, Central and Northern Part of Norway	Intermedius offers fishing trips to Tromsø area, Lofoten and Trondheim region.
When is the main season for the activity?	all year depenging on interest	all year depenging on interest	Mostle spring and summer
Does the tour operator also offer sea fishing other than in main season? If yes, when and where?	all year	all year	all year
Does the tour operator target specific audiences? (family trips, single trips, etc.)	Mostly group bookings (friends, families and business)	Mostly group bookings (friends, families)	Mini groups: Friends and families
Are different themes offered within the activity? (There could be various themed fishing tours etc.) In Norway we mostly offer boats that tourists operate themselves. Is this OK to them? Charter boats with skipper and guide is the primary fishing tourism product in other destinations. Is this something we should develop more of in Norway?	Mostly sea fishing, but could be freshwater fishing. Boats with or without guides.	Mostly sea fishing, but could be freshwater fishing. Boats with or without guides.	Freshwater fishing, Hiking, Local food
Give an overview of to which destinations (countries) the tour operator is offering sea fishing tourism	Norway, Panama, Costa-Rica, Seychelles	Norway, Finland	Finland, Norway
Is the activity sold as a standard package or is it tailor made?	both	both	Mostly tailor made
If tailor made: What parts of the package are tailor made?	Depends on the customers	Depends on the customers	Depends on the customers
What does such packed products consist of? Type of accommodation, transportation, luggage transportation, boat hire, guiding, equipment rental etc.	Flights, accomodation, transfers, guiding, renting of boat and equipment, meals, activities	Flights, accomodation, transfers, guiding, renting of boat and equipment, meals, activities	Accomodation, transfers, guiding, renting of boat and equipment
Does the operator set prices on the website?	Yes	yes and by request	No
What other activities are offered in addition to sea fishing	freshwater fishing	Fresh water fishing, water safaris, bikes, ATV	Freshwater fishing, Hiking, Local food
Does the tour operator offer other activities (hiking, biking ++) in addition to fishing?	No	yes	Yes
SUSTAINABILITY			
Does the tour operator focus on sustainability/an environmentally friendly perspective? If yes: In what way do they push sustainability? Do they work with environmentally certified partners? Do they push forward their sustainability focus to their customers? Are the customers conscious about sustainability on their fishing holiday?	Phase 2	Phase 2	Phase 2
Does the operator focus on safety in their communication? If yes – how do they communicate safety issues like safe boating, understanding weather situation, not drinking	Yes, Phase 2	Yes, Phase 2	Yes, Phase 2
Do they communicate rules and regulations regarding fishing and boating to their customers? (Norwegian rules for fishing)	Yes, Phase 2	Yes, Phase 2	Yes, Phase 2
Have the tour operator online booking?	yes, a scheme to be filled out/email	yes, a scheme to be filled out/email	No
Is there a brochure order function on the website?	no	no	no
Conclusion: is it interesting for Norwegian players?	yes	yes	yes

Name of Touroperator	Nordica	Prostor	Scandica	Worldfishing
Website Address (URL)	www.nordica.spb.ru	www.prostor-tour.ru	www.scandica.ru	www.worldfishing.ru
Telefon number	tel. +7 921 638 42 80	tel. +7 812 710 89 47	tel. +7 812 23283 33	tel. +7 812 324 05 55
Is this a width or niche operator?	width operator	niche operator	width operator	niche operator
Brief description of products within Fishing Experiences - what kind of fishing products are offered?	Nordica offers fishing trips to Bergen, Lofoten and Trondheim	Leading fishing touroperator, based in St.Petersburg. Offers fishing trips to Norway mostly from Mo-I-Rana og till NordCap	Scandica offers fishing in Bergen, Lofoten, Troms, Finnmark.	Mostly beyond the Arctic Circle – Nordland, Troms & Finnmark.
When is the main season for the activity?	Mostle spring and summer	all year depenging on interest	all year depenging on interest	all year depenging on interest
Does the tour operator also offer sea fishing other than in main season? If yes, when and where?	all year	all year	all year	all year
Does the tour operator target specific audiences? (family trips, single trips, etc.)	Mostly single bookings and minigroups: friends and families	Both single og group fishing trips	Mostly single bookings (friends)	Mostly single bookings
Are different themes offered within the activity? (There could be various themed fishing tours etc.) In Norway we mostly offer boats that tourists operate themselves. Is this OK to them? Charter boats with skipper and guide is the primary fishing tourism product in other destinations. Is this something we should develop more of in Norway?	Mostly clints book activities directly by themselfs	Mostly sea fishing, and boats wirh or without guides.	Mostly sea fishing, but could be freshwater fishing. Boats with or without guides.	Mostly sea fishing, but could be freshwater fishing. Boats with or without guides.
Give an overview of to which destinations (countries) the tour operator is offering sea fishing tourism	Finland, Norway	Norway, Finland, Maldives.	Norway	the whole fishing world: Sweden, Finland, Aland, Russia, Seychelles, Maldives, Central America, Brazil, Bolivia.
Is the activity sold as a standard package or is it tailor made?	both	Mostly standard packagees but can do tailor made	both	both
If tailor made: What parts of the package are tailor made?	Depends on the customers	Depends on the customers	Depends on the customers	Depends on the customers
What does such packed products consist of? Type of accommodation, transportation, luggage transportation, boat hire, guiding, equipment rental etc.	Accomodation, transfers, guiding, renting of boat and equipment	Accomodation, transfers, guiding, renting of boat and equipment	Accomodation, transfers, guiding, renting of boat and equipment	Accomodation, transfers, guiding, renting of boat and equipment
Does the operator set prices on the website?	yes	yes	yes	yes
What other activities are offered in addition to sea fishing	freshwater/salmon fishing	The opportunity to combine the sea and freshwater fishing	Freshwater fishing, Hiking, Local food	Freshwater fishing and other activities
Does the tour operator offer other activities (hiking, biking ++) in addition to fishing?	yes	Yes	nature sightseeing, safaris, hiking	freshwater fishing, king crab fishing, spear hunting / free diving, sometimes diving, rarely sightseeing and cycling/kayaking
SUSTAINABILITY				
Does the tour operator focus on sustainability/an environmentally friendly perspective? If yes: In what way do they push sustainability? Do they work with environmentally certified partners? Do they push forward their sustainability focus to their customers? Are the customers conscious about sustainability on their fishing holiday?	Phase 2	Phase 2	Phase 2	Phase 2
Does the operator focus on safety in their communication? If yes – how do they communicate safety issues like safe boating, understanding weather situation, not drinking	Yes, Phase 2	Yes, Phase 2	Yes, Phase 2	Yes, Phase 2
Do they communicate rules and regulations regarding fishing and boating to their customers? (Norwegian rules for fishing)	Yes, Phase 2	Yes, Phase 2	Yes, Phase 2	Yes, Phase 2
Have the tour operator online booking?	yes, a scheme to be filled out/email	yes, a scheme to be filled out/email	yes, a scheme to be filled out/email	yes, a scheme to be filled out/email
Is there a brochure order function on the website?	no	no	no	no
Conclusion: is it interesting for Norwegian players?	yes	yes	yes	yes

References & Data – Fishing Organisations

Organization / forum name	Federal Agency for Fisheries	RosOkhotRybolovSoyuz	Russian branch of European Federation of Sea Anglers (EFSA)	Fishing Federation of Russia
Web	http://www.fish.gov.ru/	http://rors.ru/	http://www.efsa-russia.ru/	http://fedrybsport.ru/
Kontaktperson	harbour@fishcom.ru	rorscp@mail.ru	dbaturin58@mail.ru	nfo@fedrybsport.ru
Target Group		Russian Association of Public Associations of Hunters and Fishers: The management and development of hunting and fishing products in Russia		Over 1000 fishing competitions of various events are held annually. The annual number of participants is over 50,000 people.
What kind of type of the organisation?	Official organization	State union	Federation	Federation
Do they host annual events?				http://fedrybsport.ru/all-events/
Does the organisation have a membership magazine? Name of any magazine Circulation and frequency	No	no	no	no
Do they arrange their own trips for the members or do they use a tour operator? Name of any tour operator	No	no	Organising different fishing competitions	no

References & Data – Fishing Forums/Clubs

Name	Fishing info - Internet portal and internet forum	Fion - Internet portal and internet forum	Fishing Internet Club - Internet portal and internet forum	Fishing club
URL	www.fishinginfo.ru	www.fion.ru	www.fishing.ru	www.rusfishing.ru
Contact info	a scheme to be filled out/email	admin@fion.ru ; am@fion.ru	admin@fishing.ru	a scheme to be filled out/email
Target group	Fishermen	Fishermen	Fishermen	Fishermen
What is it within sea fishing that generates interest? What characterizes the site/forum?	Fishinginfo.RU - fishing portal: summer and winter fishing, forums, gear reviews, fishing laws and gims, fishing photos, fishing in the Moscow region and regions, personal pages of fishermen, announcements of newspapers and magazines, fishing sports, etc.	FION.RU is the largest Russian site and club of interests: The largest fishing community in Russia; Leader in site traffic and fishery activity; Largest catalog of fishing reports, videos and homemade products; Daily publication of articles, reviews and fishing news	Founded in 1997, it is one of the oldest fishing resources in Russia. This is a portal that brings together fishermen from different parts of Russia and even from abroad. Over the long years of existence, there has developed a constant audience, which is replenished daily with new fishermen.	Central Forum of Fishermen
Hvor mange "likes" har det. (Hvis relevant)	No data	No data	No data	No data
Does the site have tips, blogs, sales/adds of fishing tours, etc.?	News, articles, videos, chat forums, producttestings, recommendations, competitions, influencers	Adds, News, articles, videos, chat forums, producttestings, recommendations, competitions, influencers	Adds, News, articles, videos, chat forums, producttestings, recommendations, competitions, influencers	Adds, News, articles, videos, chat forums, producttestings, recommendations, competitions, influencers
Do they arrange their own trips for their readers/users or is a tour operator used? Name of any tour operator	No	No data	no	No data
Are there any opinion leaders such as bloggers, active in the theme and that could be trendsetters?	no	no	No	No data

What does it cost to advertise here/price structure?	No	No	reklama@fishing.ru	a scheme to be filled out/email
What formats are accepted? (Film, Flash etc.)	no	no	All formats	All formats
Social media - central Facebook, Twitter, Instagram accounts, etc.	No	No	no	No
Conclusion; interesting for Norwegian sea fishing players?	You need to make the registration to become the User. Not relevant for Norwegian partners	Could be relevant for norwegian partners	Could be relevant for norwegian partners	You need to make the registration to become the User. Not relevant for Norwegian partners

References & Data – Fishing Magazines

Name of magazine	«Rybachte s nami»	«Sportivnoye rybolovstvo»
internet	www.rsn.ru	www.sfish.ru
publishing company	Moscow	St.Petersburg
kontakt (name, tel, mail)	Elena Chekmareva: elena@rsn.ru	editor@sfish.ru
does the offer a webpage med gratis information?	Yes	Yes
USP of magazine	they are covering seafishing, tips&tricks how to catch spec. fishes, known experts are writing for this magazine	They are writing about all kind of fishing, good stories, tips and tricks, suggestions, important events
Target Group	Russian speaking anglers	Russian speaking anglers
distribution	Online and Print Magazine	Print Magazine
how often do they publish a magazine?	Every 2 month	every month
Livetime of mag.	4-6 months	4-6 months
prizes for ads?	Differants prices www.rsn.ru	info@sfish.ru
number of copys?	20.000	32.000
Conclusion, Is this mag interesting for norw. Partners?	Yes, could organise competitions and etc.	Yes, could invite to press trip


References & Data – Important Fishing Exhibitions

Name:	Web Site:	Description:
Fishing Expo Moscow		
Hunting and Fishing in Russia	http://www.hunting-expo.ru/	Participation in the exhibition companies specializing on the subject of fishing and hunting. - 2 times pr. Year - in february and september
Fishing Expo St.P	-	
Hunting and Fishing, 26-29 March 2020	http://sovenkon.ru/hunting-and-fishing-2020-spring	Participation in the exhibition companies specializing on the subject of fishing and hunting - 2 times pr. Year - in march and october

References & Data – Bloggers and Influencers

Name	URL
Mikhail Dyshluk Blog - Expert in Norway	http://seaanglers.blogspot.ru/
Alexander Kondrashov	https://www.youtube.com/channel/UC0bWuabO4JHhA-BMs00pHnQ
Romanov Kirill	https://www.youtube.com/channel/UCd_hDW_WsLho7me4i2mevHA
Alexander Raym	https://www.youtube.com/channel/UC5iWFEnVGqn4VJlxLDEZ3Ng
Vitaly Ignatyuk	https://www.youtube.com/channel/UCBHwWYrgvBfJi8Je5zNGJJQ
Always Alone/Vladislav Bahristov	https://www.youtube.com/channel/UCsspPYzCpmjeStkAlcyK3yg
Channel: Only Spin	https://www.youtube.com/user/OnlySpinru
The Sibiryak 007	https://www.youtube.com/user/TheSibiryak007
Aikoland-TV/Grogory Bezmenov	https://www.youtube.com/user/aikolandtv
Konstanrin Kuzmin	https://www.youtube.com/channel/UCPxIXAvSUJuRQ1xHaDv8Bdg

References & Data – TV Fishing Channels

TV Fishing Channels:	Logo	Web. Site
Okhota and Rybalka		http://ohotarybalka.tv/about

Okhotnik and Rybolov		https://oirtv.ru/
Dialogi about Rybalki		https://dialogitv.ru/
TV DIKOE		http://dikoe.tv/

The questions of the telephone interview:

- 1) Which market do you represent?
- 2) Name of operator (name of company)
- 3) Does the company offer fishing activities in Norway?
- 4) Where in Norway?
- 5) Does the company have plans for offering fishing tourism products/packages in Norway?
- 6) Why not?
- 7) Does the company have offices / are you represented in other countries than (your market)??
- 8) How will you describe the typical fishing tourist from your main market?
- 9) Is there a difference in demand between the different markets?
- 10) How do you consider the development of demand for fishing tourism over the past years?
- 11) In which way will you characterize the development in demand for sea fishing tourism, from your perspective?
- 12) In addition to sea fishing, is there demand for other activities/adventures on a fishing holiday?
- 13) What kind of accommodation do fishing tourists prefer?
- 14) Are there special demands regarding accommodation and facilities on site?
- 15) How important is local food to your customers, when they are at a fishing destination?
- 16) Have your customers requested companies marked as sustainable? (environmentally certified)
- 17) How does the company consider the target group's willingness to pay for the following services:
 - 17.1. Accommodation

- 17.2. Hire boat
 - 17.3. Hire fishing equipment
 - 17.4. Buy fishing gear and tackle in local store
 - 17.5. Local food
 - 17.6. Guiding
 - 17.7. Planning/organizing/ fishing trips and adventures
 - 17.8. Sustainability / sustainable solutions
- 18) Any additional comments to the question above :
- 19) Are there other elements regarding the fishing adventures that the fishing tourists are willing to pay extra for?
- 20) Do the fishing tourists bring their own fishing equipment, or do they hire on site?
- 21) What characterizes a typical booking? Is it group bookings:
- 22) What kind of groups?
- 23) What is the typical length/duration of a fishing holiday?
- 24) How often does the main target group travel ABROAD for fishing holidays?
- 25) Which countries/destinations are on the fishing tourist's bucket list?
- 26) Are there any special rules in your market regarding bringing fish/meat from Norway over the border to your market?
- 27) How important is it to be able to bring the catch back to their home country?
- 28) Which are the most important success factors for destinations developing sea fishing tourism?
- 29) Which are the best countries / destinations in the world for sea fishing tourism?
- 30) Which are the main challenges for Norway as a fishing tourism destination in order to succeed with sea fishing tourism?
- 31) Where in Norway do your customers want to fish? Fjords? North? South? Will it be interesting if you could have a combination of fjord and north?
- 32) What do you consider as important aspects regarding safety at sea?
- 33) Regarding safety at sea - how do you inform your clients about safety at sea?
- 34) Do you inform your clients about the importance of checking weather forecasts before heading out to sea?
- 35) Do you inform your clients about the importance of not drinking alcohol when at sea?
- 36) Do you inform your clients about the fact that wearing a life jacket is mandatory in Norway?
- 37) Do you think the Norwegian operators within fishing tourism have a good focus on safety at sea?
- 38) Which channels do you use in order to reach the main target group?
- 39) Do you prefer working with incoming agents?
- 40) What is the URL (Name of website) to your company?
- 41) Can you mention any influencing bloggers, other social media influencers that are relevant for us to know? Are you willing to share this information with us?
- 42) Do you have any other interesting / relevant comments from the interview?

The summary of the questions could be organised in the following structure:

- 4.1 Offering of Fishing Trips to Norway
- 4.2 The main fishing destinations in Norway
- 4.3 Presence in Other Markets than Russia

- 4.4 Description of the typical fishing tourist
- 4.5 Demand for sea fishing
- 4.6 Demand for other activities on a fishing holiday
- 4.7 Accommodations
- 4.8 Local Food
- 4.9 Sustainability
- 4.10 Willingness to Pay (WTP)
- 4.11 Willing to Pay Extra
- 4.12 Equipment
- 4.13 Booking Behaviour and Length of Stay
- 4.14 Frequency of Travel
- 4.15 Fishing Tourist Bucket List
- 4.16 Special rules regarding bringing fish over the border
- 4.17 Special Needs - Bringing the catch back home
- 4.18 Success Factors of Fishing Tourism Destinations
- 4.19 The best countries in the world for sea fishing tourism
- 4.20 Challenges for Norway as a Fishing Tourism Destination
- 4.21 The most popular parts of Norway for fishing. Combination fjord and north.
- 4.22 Safety
- 4.23 Marketing Channels
- 4.24 Work with incoming agents
- 4.25 Influential Publications/Bloggers/Social Media Influencers