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Knowledge transfer project:

Fishing tourism in Norway – as seen from Germany

March 2020

Sea Fishing Tourism Germany

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1. Executive Summary

During Q 1 /Q 2 2020, Innovation Norway in Germany conducted a market research project targeting Sea Fishing tour operators. The goal of the project was to gain more knowledge about the potential for Norway as a destination for Sea fishing for travellers from Germany. In addition to tour operators we also researched relevant websites, fishing magazines, SoMe channels, blogger/influencer as well as organisations.

General trends in Germany show an increased interest in outdoor activities, physical training and activity, together with an increase in the popularity of travelling and sharing experiences together.

Germans are world champions in travel. Fishing as spare time activity and fishing tourism has had an important economic significance since the last 20 years and is still growing. The trends like “Back to nature” and “Self-sufficiency” / prepper-light are still current.

Fishing tourism is a growing part of the German tourism industry and one of the Germans’ most common leisure interests/hobbies. With 5.5% of the total population, anglers are the largest outdoor group in the country. German anglers contribute 5.3 billion to the gross national product. More than 5.5 million Germans are interested in fishing. (www.blinker.de).

Other sources deliver more numbers: Approx. 5 -6 million anglers in Germany according to Allensbach. In 2019 6.4 million Germans went fishing at least once per year (Allensbach Statista). Almost 500.000 payers are organized in the DAFV as the umbrella organization (Source: <https://www.netzwerk-angeln.de>)Norway is already a very important fishing destination for the German travellers, and it has the potential to increase its popularity even more. Norway is the paradise for German fishermen. Powerful boats are a crucial factor for fishing vacationers.

However, there are some challenges for Norway to overcome in order to become even more attractive to international target groups. These challenges differ depending on the location in Norway but are mainly related to logistics difficulties, a high price level and on a national level - the rules and regulations for bringing catch back home.

It is also important to point out that Norway offers a major advantage to German travellers due to its proximity and outstanding conditions for the “big catch”. Norway has an advantage with its possibility to offer an exciting and adventurous experience on the sea, to both very experienced but less experienced target groups. Some tour operators and travellers find the limited or very expensive options for transporting fishing equipment on the plane very difficult.

Norway's major selling point as an end-destination for sea fishing is the variety of kind of fishes, possibility for big catch, easy access to stunning and "untouched" natural scenery combined with the possibility to fulfil dreams of big catch and high quality fishing adventures on the sea, along large parts of the coastline.

Also, Norway can offer good sea fishing experiences during wintertime which is a good period for destinations in Norway to increase it numbers of visitors.

2. Introduction and methodology

This knowledge transfer project was conducted by Innovation Norway's office in Hamburg. The main objective of this report is to provide the reader with a better knowledge and understanding of the German Sea fishing market, from a tour operator perspective.

The project has been completed in two phases:

Phase 1 of this report was conducted as online research, and we have mapped out the German market in terms of sea fishing tourism. We have listed 12 relevant tour operators, 4 media outlets (print), 7 website/ forums, 2 bigger local organisations that might be of interest and 2 national organisations which are particularly relevant stakeholders in the growing fishing niche. Additionally, we mention main fishing fairs, apps, YouTube channels and list a number of blogs and influencer.

In Phase 2 we have conducted interviews with 3 tour operators who currently offer sea fishing trips to Norway and other destinations. The interviews were conducted in February/March 2020, and the results and analysis of the interviews are summarised and presented in this report.

Due to the Corona crisis, it was not possible to interview more tour operators. However, due to our many years of experience, we know the challenges and beliefs of the tour operators and have incorporated this background knowledge.

3. Research part 1: online research

The initial mapping of relevant stakeholders in the German market was performed through a screening of relevant websites. Through available information online, we answered a set of predefined questions within relevant topics.

3.1 Tour operators

We identified 12 relevant tour operators who offer a variety of fishing trips and tours in their programmes. We looked at their main products and target groups, together with how they design and package their products according to varying skill levels and prerequisites. We also identified what destinations they offer, if they have a focus on sustainability and safety issues, and whether they would be of interest to Norwegian suppliers.

Tour operator	Website
Andrees Angelreisen	www.andrees-angelreisen.de
Kingfisher Reisen	www.kingfisher-reisen.de
Angelreisen Hamburg	www.angelreisen.de
Novasol Fishing	www.novasol.de
Borks Ferienhäuser	www.borks.de
Angelreisen Kienitz & Noelte	https://www.angelreisen-k-n.berlin/
King Tours Angelreisen	http://www.king-tours.de/
Sportreisen Teltow	https://www.angelreisen-teltow.de/
Angelreisen Onken Tours	http://www.angelreisen-onkentours.de
Heilhornet Angelreisen	http://www.heilhornet-angelreisen.de/
Knurris Angeltouren	http://www.knurris-angeltouren.de/
Angelreisen Borchert	https://www.angelreisen-borchert.com/

3.2 Media

We identified a total of 4 different fishing magazines that are of interest in the German speaking market. Only one of these magazines keeps an exclusive focus on sea fishing (Kutter&Küste), but the others do cover the topic to varying degrees.

Name of magazine	Blinker	Fisch und Fang	Kutter und Küste	Rute und Rolle
internet	www.blinker.de	www.fischundfang.de	www.kutterundkueste.de	www.ruteundrolle.de

3.3 Websites

There are many sites and forums in Germany covering fishing today, and the culture among the interest groups for sharing news and updates about good fishing experiences is well developed. Many of them have a focus on Norway since this is the “paradise” for German anglers.

We have listed 6 sites of different types of websites.

Name	Website
Anglerboard	https://www.anglerboard.de/
Norwegen Angelforum	https://www.norwegen-angelforum.de/
blinker.de	blinker.de
Scale Magazine	https://scale-magazine.com/#/2
Dr. Catch	https://www.doctor-catch.com/de/node
Fisch und Fang	https://fischundfang.de/

3.4 Organizations

There are several organizations – 2 major and several smaller ones on the German market. The DAFV is the umbrella organization of all fishing associations in Germany, of the national and special associations organized at the federal level. It is an advocacy group for all anglers in Germany. The association represents the interests of its members in a competent and committed manner, both nationally and internationally. Switzerland and Austria have their own organisation as well.

Organisation	Website
Deutscher Anglerverband e.V. (DAV)	https://landesanglerverband-berlin.de
Deutscher Angelfischerverband e.V. (DAFV)	https://www.dafv.de/
Verband Deutscher Sportfischer e. V. (VDSF)	merged into DAFV in 2013
Deutscher Fischereiverband e.V.	https://www.deutscher-fischerei-verband.de/
Verband deutscher Binnenfischerei und Aquakultur e.V. (VDBA)	https://www.vdba.org/

Swiss Organisations		
Schweizerische Fischereiverband	Schweizer Castingsport Verband	Schweizerischer Berufsfischerverband
www.sfv-fsp.ch	www.castingsport.ch	www.schweizerfisch.ch

Austria: Österreichische Fischereiverband, www.fischerei-verband.at

3.5 Fairs

In Germany you find a number of fishing fairs, in different regions and often with a mixed focus on sweet water fishing and sea fishing, or as a combination of the leisure activities fishing and hunt, or together with fly fishing and aquarists. Only one fair focusing purely on sea fishing. These are the Magdeburger Meeres- und Raubfischangeltage. Another smaller fair focuses only on fishing in Norway with around 1000 visitors in 2019.

Fair name	Website
Magdeburger Meeres- und Raubfischangeltage	https://www.magdeburger-meeresangeltage.de/de/
Fishing Master Show	https://www.angelshow.de/
Faszination Angeln Lingen	https://www.angelmesse-lingen.de/
Angelwelt Berlin	https://www.boot-berlin.de/DieMesse/AngelWelt/
Boot Düsseldorf	https://www.boot.de/de/Besucher/Themenwelten/Sportfishing_Center/Sportfishing_Center_der_boot_Düsseldorf
Fisch&Angel Dortmund	https://www.fischundangel.de/start/
Norwegen Treffen Berlin	https://norwegentreffen.jimdofree.com/info/
Aquafisch Friedrichshafen	https://www.aqua-fisch.de/

3.6 Social Media channel/blogs/influencer/diverse

A whole lot of social media channels and accounts can be found on different fishing topics. Ranging from you tube channels with entertainment, videos on demand to video fishing tutorials and blogs from fishing enthusiast also presenting equipment or even having small shops. The main group of fishing content producer are younger men and women who indulge in their fishing hobby joining it together with the best friend and the community of all anglers. Fishing is pure fun and joy is conveyed. Fishing is trendy and hip. All influencers seem to know each other well and seem to like to be part of the fishing community. Some of them are well known and even har a star factor. Competition is less of a topic than supporting each other and being proud and eager to exchange fishing tips and experiences. Fishermen and -women love their catches and the fight for the fish. They fish from shore or from boat and social media is the tool to share catches and experiences. Mobile fishing apps also support this community. Most pages and channels focus on predator fishing on perch, zander and pike. Sea fishing is never really a single topic on channels, blogs and in apps but often part of it and also a special treat – especially when fishing in Norway.

The list of channels, blogs, influencer can be found at the end of the report.

4. Research, part 2: interviews

In part two of the report, 3 tour operators have been participating in interviews where they have been inquired about their experiences relating to Sea fishing. The German fishing tour operator market is very large. There are some "big players" and a multitude of small and very small tour operators that offer fishing trips to Norway. The big operators also offer fishing trips to the rest of the world, while niche operators make their own way to Norway with a minibus and a small group. We have listed the major tour operators in the list due to their volume and professionalism. They have a good knowledge of Norway and can look back on many years of experience. They recognize and pick up trends and can usually envision very well whether a new product has a chance on the market. These relevant tour operators also know their customers and their needs very well. Holiday home brokers such as Novasol have also turned to anglers as a target group and specialized accordingly.

4.1 Selection of products on offer

The operators in our survey offer a wide range of products. These include both short and long fishing trips, sea fishing, fly fishing, spin, angling and ice fishing, packaged tours and just guiding in near areas. They also offer courses, learning sessions and events in some extent. All together, they target a very wide group of travellers. Common to almost all customers is that fishing is the clear main activity on their vacation and their main interest.

4.2 Focus markets

All listed tour operators act as tour operators as their main business. All have a focus on the German speaking market with clients from Germany, Austria and Switzerland.

4.3 Tour operator's sea fishing activities in Norway

All listed operators arrange sea fishing trips to Norway, both in their ordinary product portfolio and on special request. The experience in Norway is often sold as a packaged trip consisting of planning, flight booking, bus booking, boat rental and accommodation. Added components can be transport in Norway, transfer from airport, food, rental of equipment and guide service and other activities than fishing.

A lot of the presented destinations for sea fishing are located in Northern Norway. But also sea fishing destinations/areas like Hitra and Frøya and Fjordnorway and Southern Norway (for families/beginners) are very popular among German Anglers.

All interviewed tour operators indicate an increased demand for sea fishing experiences and that Norway is the number 1 or 2 of favourites fishing destinations worldwide for German anglers. The typical German angler/ the target group are men around 50 years old, travel in groups of 4 people, high financial power, searching for convenient travel to Norway and cosy accommodation.

4.4 Presence in other markets

One of the operators is present in other markets and the other two have some clients from Austria, Switzerland or The Netherlands.

4.5 Demand for sea fishing experiences and other activities

According to the survey, all interviewed operators report an “increase” on high level. Other activities like hiking are not demanded since the group has its focus on angling and they are travelling with friends with the same interest.

4.6 Accommodation and special needs

Common for most of the operators participating in the survey, is that they use cabins with self-catering as the major type of accommodation. Cabins with high or good standards, single or at fishing camps, is what they all are asking for and find most suitable for their clients. The standard of the accommodation is more important to the client now than before. They prefer quieter places, not big resorts and single beds, 2 bathroom/1 extra toilet if more than 6 people, 10 sq. M per person “living space”. The accommodation should be located next to the sea (no longer away from the sea than 50 meters), secure and powerful boats (200 fee/70 hp – 189ft/4-5 hp) are important for the clients as well. ”

It is important for the German tour operators that the facility offer areas for preparing fish and deep freeze and take care of the days catch. The possibility to drying clothes is also very important. Most important for the tour operator and the clients is a suitable boat with good standard, strong engine and safety equipment on board. For the German market parking and an accessible grocery store is also important. Access to WiFi is important as well.

A host with local engagement, professional service and good knowledge of the conditions for fishing, is of high value and importance to the tour operators. If this contact person can speak German, it is an extra-plus!

4.7 Willingness to pay for services

All the operators mainly sell package trips with most services included. All the tour operators report a high willingness to pay for organising, planning and services. Which means that the clients are willing to pay for the knowledge that the tour operator have about the best fishing at the destination, the boat and the accommodation as well as best time to travel. As mentioned before, both tour operator and the clients find it very important with safe and powerfull boats of good standard, including necessary equipment (navigation and safety systems). Guiding service is not needed in most of the cases.

4.8 Local food and drinks

One operator mentioned an increased demand for local food or drinks, the other said it is not important. They pointed out their clients eat the fish they catch.

4.9 Customers requests for sustainable solutions

All tour operators answered “no” /not important to the question of whether their customers request sustainable solutions.

A common view is that customers are perceiving sustainability the way they do it at home. They choose sustainable options where it is possible, easily accessible and where it takes little effort. The fact that you need to travel by plane is not a strong enough argument to choose not to visit an attractive destination. The search for the best fishing experiences are far more important to most customers.

The untouched nature of Norway, free from a fishing industry destroying the sea, is also considered an advantage when compared to destinations such as Sweden. Experiencing the “silent” and “untouched” nature in Norway is important to customers visiting Norway for sea fishing and is considered an important selling point.

Individuals representing this target group, typically considers themselves to be very sustainable. German anglers have a German fishing licence and a part of this is “The Petri Jünger” attitude: respect nature, handle fishes with care and so on. The entire business and area of interest is based on adhering to and following laws and regulations in order to be able to continue practicing their favourite activity also in the future. In addition to this, they acknowledge the principle of not leaving any negative footprints in the nature in which they practice their activity. They are also constantly working to find technical solutions that minimize any potential negative footprint, such as electric motors in the boats and fishing equipment without lead - as a few examples.

One operator emphasises that most of his clients love the wild nature in Norway and the freedom to go fishing on the sea without any bigger restrictions. They are following the rules and act respectful towards nature to support a sustainable fishing tourism without harming the nature. Those clients are afraid that freedom will be restricted because of a few “idiots” that exploit nature and do not follow the rules.

4.10 The importance of safety at sea

The operators all pointed out the importance of safety. The information starts during the booking process. Some operators show a safety-film to their customers, some send flyers to them. When arriving at the destination they all organize a security brief for the coming days and planned activities. All mention 0% tolerance of consuming alcohol during fishing trips and the use of safety equipment (survival dress/life jackets) is a must.

One operator calls for bigger boats with more fuel onboard since many anglers get in trouble because fuel is empty before returning to the safe harbour.

4.11 Equipment

The German clients prefer bringing their own equipment and it is not important for them to buy things at the resort/holiday destination.

4.12 Typical length of stay

All operators consider trips lasting a week as being the typical length of stay. But other possibilities are also offered and requested, like “long weekends” or 10 days-trips.

4.13 Type of travellers

All operators agree that the most common group of travellers on fishing trips are groups of friends, two people to four people. Families are also mentioned as an upcoming segment, but not as important as men-groups. The older

anglers want to make filets, some of the younger ones are more “sports fishermen” and not so interested in making filets one operator mentioned. The typical German fishing tourist is a men around 50 years with good income.

4.14 Number of fishing holidays

All the operators report that a large percentage of their customers travel abroad once or two times a year only for fishing holidays. Depending on social status, many clients also tend to travel multiple times every year for fishing experiences.

4.15 Bucket list destinations and destinations in Norway

Talking about bucket list destinations, countries like Norway, Island or Spain, Denmark, Sweden, Canada, Ireland are mentioned. Norway is often Nr. 1 on these dream lists, and Northern Norway (Lofoten, Senja) is a dream-destination for almost every German angler.

The main destination in Norway for all interviewed operators is Northern Norway. Two mentioned that all of Norway has potential and one pointed out Hitra and Frøya as interesting destinations for sea fishing. But also Fjord Norway and Southern Norway (for beginners/families) are of interest.

4.16 Bringing catch home

All operators indicate that the possibility to bring catch home is very important. The interviewed operators seem to be very aware on following local rules and regulations and they take on full responsibility for keeping the “business clean”. Staff and guides have the responsibility to inform clients about rules and regulations at every destination. For all tour operators it is a challenge to help the customer to get his fish back home. SAS flights with stopovers in Oslo/Copenhagen are not always as reliable as wanted. They risk that the deep-frozen-fish won't be fresh at destination anymore. The operators said that the amount does not matter but should not be less than 20 kg fish fillet. Many anglers have got used to this amount over many years and are very satisfied with this. A reduction in the catch quantity would lead to decrease in bookings.

4.17 Important success factors for developing sea fishing tourism

The three most important factors mentioned by most of the operators are **good logistics**, both to the destination and onsite, a **guarantee of good fishing conditions** with options for bad weather conditions, and **beautiful nature**. Other success factors mentioned are being far away from the crowds, good accommodation and food, and providing a **safe** and well-organised experience overall with **local expertise and cooperation**.

4.18 Main challenges for Norway as a sea fishing destination

There was no strong input to this question, but challenges mentioned are the **general price level** in Norway and **uncertainties with new rules and regulations** for bringing catch back home. The operators said that the amount does not matter but should not be less than 20 kg fish fillet. Many anglers have got used to this amount over many years and are very satisfied with this. A reduction in the catch quantity would lead to decrease in bookings.

One operator indicated that there will be big loss in visitors if new regulations will significantly reduce the opportunity of bringing own catch back home. All interviewed tour operators mentioned that Norway does a good job as a fishing destination as it is today, and that we should keep going with what we have and develop with a sustainable plan.

4.19 Incoming agents

None of the interviewed operators are currently working with any incoming agents in Norway.

4.20 Channels used to reach main target groups

All operators in the survey mention fishing magazines, internet and social media as being important channels for reaching out to their main target groups.

A very important channel, if not the most important, and mentioned by most of the operators, is when their customers share positive experiences by word of mouth and through their own social media – YouTube and Facebook specifically. Also, shared experiences by fishing influencers (f.ex guides) are also considered to make an impact in order to reach out to the target groups.

4.22 Cooperation with bloggers

1 of the interviewed operators mentioned important influencers within this niche.

5. Conclusions and recommendations

The German market represents a great potential for sea fishing in Norway and has been growing in recent years and bookings stay on a high level. All the operators who participated in our interviews confirmed this strong interest for Norway as fishing holiday destination in the market.

The operators in this survey all agreed that Norway is a very attractive destination for sea fishing, for many German anglers it is the Nr1. Dream-destination (“Paradise for German anglers”). The main selling points for Norway are the short travelling distances and relatively easy logistics, the spectacular nature as well as the good conditions for the “big catch”. The fact that Norway manage the fishing industry and tourism in a sustainable way and have a strong focus on safety, are also positive aspects to be recognised.

The most common length of stay is a week and the most popular product with the tour operators is a base camp with boat for daily fishing activities. The easy access to the boat with strong motor is considered a core value to the customers in order to optimize the value for money and to be able to have a safe and positive customer experience. The typical German client is a group of friends, 4 or more, travelling together.

German sea fishing travellers are mostly interested in accommodation were the facility is genuine to the type of product and to the area, it should be clean and provide a good or high standard overall and should be located next to the sea/boat. Some special needs are pointed out such as possibility to prepare the daily catch, drying facilities for clothing, self-catering, common areas for socialising and access to grocery store.

According to the operators, the greatest challenges for Norway are related to the general high price level. Also, the uncertainty regarding new rules for bringing catch back home does somehow put development on hold and is an important factor for the tour operators and travellers. Flight connection can be challenging as well. If the clients have transfer in Oslo/Copenhagen SAS often does not manage to deliver the luggage (frozen fish) on time. The handling with fishing-equipment seems to be a problem as well (not easy and quite expensive).

When we conducted the desktop research for websites, forums and social media channels we identified an environment with a lot of activity and willingness to share tips, tricks and best fishing experiences between individuals. We understand that a lot of the influencer and social media channels are sponsored of tackle companies. Many videos and content are highly professional produced and get a lot of followers and likes. If influencer manage

to create a name for themselves, and generate interesting posts and stories with great reach, they also get more offers and paying cooperation partners such as equipment firms or other. This is an interesting insight for marketing Norway as a sea fishing destination. The Youtuber/SoMe-”stars” do cooperate with each other, with tour operators, with destinations or fishing resorts and build a giant fishing-community that surely has a high potential for Norway and to reach out to a new target group.

The conclusions can be summarised as follows

This research has confirmed that Norway is a world class sea fishing destination for German clients. Even sweet water anglers are interested in sea fishing when it comes to Norway. The all year season and the naturally good conditions in Norway for sea fishing puts the destination in a great position for continuous growth.

6. List of references / Table of data

Sources:

- Deutsche Anglervverband e.V. (DAV), <https://landesanglerverband-berlin.de/>
- www.statista.de
- frequency of leisure fishing: <https://de.statista.com/statistik/daten/studie/171166/umfrage/haeufigkeit-von-angeln-oder-fischen-in-der-freizeit/>
- www.blinker.de
- www.ifd-allensbach.de
- www.netzwerk-angeln.de

In-depth interviews with the following tour operators:

Tour operator	Website
Din Tur	www.dintur.de
Andrees Angelreisen	www.andrees-angelreisen.de
Borks Ferienhäuser	https://www.borks.de/

Tour Operators /1

Name of touroperator	Din Tur Deutschland	Andrees Angelreisen	Kingfisher Reisen
Website	www.dintur.de	www.andrees-angelreisen.de	www.kingfisher-reisen.de
Contact	+49 (0) 4221 - 6890 586, info@dintur.de	+49 (0) 6127 8001, info(at)andrees-angelreisen.de	+49 (0) 261 915 54-0, info(at)kingfisher.de
Mass or niche	big German fishing tour operator	big German fishing tour operator	big German fishing tour operator
Short description of fishing activity offers	Main focus on sea fishing and Norway, offer sweet water fishing and cabins as well	Main focus on sea fishing worldwide, offer sweet water fishing as well	Main focus on sea fishing worldwide, offer sweet water fishing as well
Seasons	all year round (01.01.-01-01)	all year round	all year round
Target groups	passionate fisherman, had plans to make offers for hikers/kanoe	passionate fisherman	passionate fisherman
Are different themes offered within the activity	Sweet water, sea fishing, salomen, seatrout, charter boats with skipper, the customers like renting out an own boat, sometimes with guide if special fish is wanted	Sweet water, sea fishing, salomen, seatrout, charter boats with skipper, the customers like renting out an own boat, sometimes with guide if special fish is wanted, one can search for fish-types (Salmon, tuna..)	Sweet water, sea fishing, salomen, seatrout, charter boats with skipper, the customers like renting out an own boat, sometimes with guide if special fish is wanted, one can search for fish-types (Salmon, tuna..)
Destinations in portfolio	all over Norway	worldwide	worldwide
"Standard package" or taylor made	a lot of standard packages but the customer can ask for individual extras	a lot of standard packages but the customer can ask for individual extras	a lot of standard packages but the customer can ask for individual extras
If taylormade - which part is	transfers, sightseeing, special fish, special time of the year	transfers, sightseeing, special fish, special time of the year	transfers, sightseeing, special fish, special time of the year
Standard package	Accommodation/cottage, boat, transfer, guide	accommodation/cottage, boat, transfer, guide	accommodation/cottage, boat, transfer, guide
Prices on website	yes	cottage, boat, transfer	yes
Other activities?	fishing is the reason to go, do offer hiking /activity / family products	none, fishing is the reason to go; If one searches in free-text-search for "wandern" one will get info about some cabins with hiking possibilities	fishing is the reason to go
Does the tour operator focus on sustainability/an environmentally friendly perspective?	no, not yet	no, not yet	no, not yet
Does the operator focus on safety in their communication?	no	no	no
Do they communicate rules/regulations reg. fishing and boating to customers?	yes	yes	yes
Online booking	yes	yes	yes
Brochure order	yes	yes	yes
Potential for Norway	yes	yes	
Comments	DIN tur.de is travel agent, Norwegian mother-company Din Tur AS is responsible tour operator		

Tour Operators /2

Name of touroperator	Angelreisen Hamburg	Novasol Fishing	Borks Ferienhäuser
Website	www.angelreisen.de	www.novasol.de	https://www.borks.de/
Contact	+49 (0) 4171-60 803 0 team@angelreisen.de	+49 (0)40- 23 88 59 -82, angeln@novasol.de	0049 (2041) 7783-56, info@borks.de
Mass or niche	big German fishing tour operator	big German cabin rental; fishing as separate part	big German cabin rental; fishing customers important
Short description of fishing activity offers	Main focus on seafishing worldwide, offer sweetwater fishing as well	Main focus on cabin rental, but do offer special fishing products / suitable for fishermen, with boats and other fishing-facilities	Main focus on cabin rental, but do offer special fishing products / suitable for fishermen, with boats and other fishing-facilities
Seasons	all year round	all year round	all year round
Target groups	passionate fisherman	families, fisherman	cabin renters, families, fishermen
Are different themes offered within the activity	sweetwater, seafishing, salomen, seatrout, charter boats with skipper, the customers like renting out an own boat, sometimes with guide if special fish is wanted, one can search for fish-types (Salmon, tuna..)	various fishing themes but also hiking / family activities	various fishing themes but also family cabin holiday
Destinations in portfolio	worldwide	Europe	mainly Norway
"Standard package" or taylor made	a lot of standard packages but the customer can ask for individual extras	a lot of standard packages but the customer can ask for individual extras	a lot of standard packages but the customer can ask for individual extras
If taylormade - which part is	transfers, sightseeing, special fish, special time of the year		
Standard package	accommodation/cottage, boat, transfer, guide	accommodation/cottage, boat, transfer, guide	accommodation/cottage, boat, transfer, guide
Prices on website	yes	yes	yes
Other activities?	fishing is the reason to go	fishing is the reason to go	fishing is the reason to go
Does the tour operator focus on sustainability/an environmentally friendly perspective?	no, not yet	no, not yet	
Does the operator focus on safety in their communication?	no	no	No
Do they communicate rules/regulations reg. fishing and boating to customers?	yes	yes	Yes
Online booking	yes	yes	Yes
Brochure order	yes		
Potential for Norway			
Comments			

Tour Operators /3

Name of touroperator	Angelreisen Kienitz & Noelte	King Tours Angelreisen weltweit	Angelreisen Onken Tours
Website	https://www.angelreisen-k-n.berlin/	http://www.king-tours.de/	http://www.angelreisen-onkentours.de/ ; www.romsdalfjord.de
Contact	+49 30 6723633, info@angelreisen-k-n.berlin	+49 (0)991 / 28 988 660; info(at)king-tours.de	+49 (0)2041 / 7712640, info@romsdalsfjord.de
Mass or niche	middle size fishing tour operator with focus on Norway	niche, fishing tour operator	niche, small fishing TO, focus Norway/Romsdalsfjord
Short description of fishing activity offers	main product is cabin rental, mostly also incl. Boat (or boat rental on top)	individualized fishing tours, not standard; From exclusive fly fishing holidays to inexpensive fishing trips in the Mobile home or in a self-catering cabin, from "All-inclusive" to "do-it-yourself" trip	organized bus/group fishing trips (no flights), 11.5 - 20.9. , also individual trips 11.4-10.10., all cabins in 20km surroundings, inkl boats
Seasons	mostly all year round, depending of fishing resort	yes, all year USA; Ireland 1.5-30.9.; Italy sept-june	yes april/mai, sept/oct.
Target groups	fishermen (with and without families)	fishermen looking for adventure, individualized trips, (families/ Norway)	fishermen/-women
Are different themes offered within the activity	yes, boat rental for selv operation is ok and normal.	depending on country and fish type	no different themes, boat rental for selv operation is ok and normal.
Destinations in portfolio	Norway (mostly), Island, Ireland, Croatia	Norway (only Malangen), Ireland, Italy (guided tour); USA	Norway/Romsdalsfjord
"Standard package" or taylor made	standard	taylor made	standard
If taylormade - which part is		accommodation, catering, guiding	
Standard package	cabin rental, final cleaning, water/energy	self catering cabin (one week), destination	bustrip: transport with bus from Germany to Romsdalsfjord, boat rental, cabin, individual: without bustransport
Prices on website	yes	yes	yes
Other activities?	none (in Norway they mention kajak-/bikerental if available and hiking possibilities or tips for day exkursions, in Island sightseeing trips are offered as extra, in Croatia Big Game boat tours)	float trips (Alaska), tips on hiking/biking in Norway, sweetwater fishing	no
Does the tour operator focus on sustainability/an environmentally friendly perspective?	no	no	inform on fishing rules, max outtake, guest should bring thermo in bus for refill, no hint on other sustainable facts
Does the operator focus on safety in their communication?	no	no	communicate must of life vest, and boat equipment
Do they communicate rules/regulations reg. fishing and boating to customers?	no	no	yes
Online booking	online travel request	no	no
Brochure order	yes	no	yes
Potential for Norway	yes	yes, individualized tours	yes
Comments		specialized on river fishing, main destinations Alaska, Canada - also Balkan, Chile (exclusive or standard),	very focused on Romsdalsfjord, not sure if open for other destination

Tour Operators /4

Name of tour operator	Sportreisen Teltow	Heilhornet Angelreisen	Knurris Angeltouren	Angelreisen Borchert
Website	https://www.angelreisen-teltow.de/	http://www.heilhornet-angelreisen.de/	http://www.knurris-angeltouren.de/	https://www.angelreisen-borchert.com/
Contact	+49 (0) 4131 40 90 18-0; info@sportreisen-teltow.de	0049 (0) 2871 2185188	+49-(0)3378-800955; info@knurris-angeltouren.de	+49 (0)30 / 2809 70 91, Info@Angelreisen-Borchert.com
Mass or niche	middle size fishing tour operator with focus on Norway	niche, fishing , has its own fishing resort	niche/fishing tour operator	niche fishing, offering around 220 fishing objects in Norway (new products each year)
Short description of fishing activity offers	main product is cabin rental, mostly also incl. Boat (or boat rental on top)	fishing with self operated boat, event/groups trips	main product is cabin rental, incl. boat, inkl. service/guiding in fishing technique, fish types, equipment	fishing trips and family holidays
Seasons	charter all year (Spain, Croatia), in Norway all year (wherever possible)	Shoulder season april/sept	in Southern Norway whole year offers,	most whole year offers in southern Norway
Target groups	fishermen/-women (with and without family)	fishermen/anglers, sport fisherman, fishing media	fisherman/-women	Fishermen, families
Are different themes offered within the activity	charter, self boating, guiding extra, ok with boat rental and self operation, charter is used in other destinations, if this fits Norway is to be asked	guiding can be ordered extra, sportfishing events, yes, ok with self operation, offer and conduct Arctic Sea-Team cup	Self operated or guiding possible ok with self operation, also all-inclusive tours, with at least one day fishing guiding tour available	no different themes, boat rental for self operation is ok and normal.
Destinations in portfolio	Spain/Baleares, Iceland	only Norway to Heilhornet Seaside Lodge, 280km from Trondheim and new destination Dyroysund/ Finnlandsneset in Northern Norway	only Norway	only Norway
"Standard package" or taylor made	rather standard	rather standard	different standard packages	standard
If taylormade - which part is		events can include full catering		
Standard package	accommodation in cabin (one week), flight/transport to destination, boat hire (incl/extra) and guiding extra offers	transport with bus (or flight), accommodation, luggage transport, boat hire	accommodation from small apartment to whole cabin (one week), if bus trip and or flight luggage transportation, boat hire, guiding, all inclusive package also incl. Equipment	accommodation /cabin or apartment for week, (mostly incl.) final cleaning, boat is partly included (optional: other/bigger boats at extra costs)
Prices on website	yes	yes	yes	yes
Other activities?	optional sweetwater fishing in nearby rivers/lakes	none	no	none
Does the tour operator focus on sustainability/an environmentally friendly perspective?	no	no	no	no
Does the operator focus on safety in their communication?	yes, extra info box in intro Norway text	no	yes, informs on each destination page about needed equipment/incl. Safety equipment	no
Do they communicate rules/regulations reg. fishing and boating to customers?	yes	no	yes	no
Online booking	no	no	no	no
Brochure order	yes	yes	no	no
Potential for Norway	yes	may be for cooperation	Yes	yes
Comments	trustworthy TO	Heilhornet Angelreise is travel agent, operator is Heilhornet Handel og Utleie		

Media
Print Media

Name of magazine	Blinker	Fisch und Fang	Rute und Rolle	Kutter und Küste
internet	www.blinker.de	www.fischundfang.de	www.ruteundrolle.de	www.kutterundkueste.de
publishing company	Jahr Top Special Verlag	Paul Parey Verlag	MuP Verlag GmbH	Jahr Top Special Verlag
Contact	Johannes Radtke, Tel.+49(40) 38906-221	Henning Stühning (chiefeditor) Tel. 0049 (0)2604/978 511	Tobias Aisleithner (Ads) +49 89 139 28 42 34	Rainer Korn (chief editor) Tel. ++49(4320) 581797
does the offer a webpage med gratis information?	yes.	yes	yes	yes
USP of magazine	they are covering seafishing, flyfishing, travel topics, biology of fishes, tipps&tricks how to catch spec. fishes, known experts are writing for this magazine	they are covering seafishing, flyfishing, travel topics, biology of fishes, tipps&tricks how to catch spec. fishes, known experts are writing for this magazine	they are covering seafishing, flyfishing, travel topics, biology of fishes, tipps&tricks how to catch sepc. fishes, known experts are writing for this magazine	they are covering seafishing, travel topics, tipps&tricks how to catch spec. fishes, known experts are writing for this magazine,
Fokusgroup	German speaking anglers	German speaking anglers	German speaking anglers	German speaking anglers / seafishers
distribution	via subscription and at kiosks	via subscription and at kiosks	via subscriptions and at kiosks	via subscriptions and at kiosks
how often do they publish a magazine?	monthly	monthly	monthly	5 x year
Livetime of mag.	readers often keep the issues and share them with other anglers	readers often keep the issues and share them with other anglers	readers often keep the issues and share them with other anglers	readers often keep the issues and share them with other anglers
prizes for ads?	1/1 page 4c 6900 Euro	1/1 page 4c 6000 Euro	1/1 page 4c 5300 Euro	1/1 page 4c 3800 Euro
number of copys?	46000	87000	no information	15000 sold, 30000 printed
Conclusion, Is this mag interesting for norw. Partners?	yes. It is on of the "leading" fishing magazine in Germany	yes. It is one of the "leading" fishing magazines in Germany	good magazines, but no proper information about printed/sold mag.	yes, for seafishing products / partners

Media

Webpages/ forums /1

Name	Anglerboard	Norwegen Angelforum	Blinker.de	Blinker Forum
URL	https://www.anglerboard.de/	https://www.norwegen-angelforum.de/	blinker.de	https://www.blinker.de/forum/
Contact	info@anglerboard.de; 0049 (0) 89 139 28 42 0	00 49 (0)173 665 06 71	See Blinker	
Target group	all anglers, all that are interested in fishing	men, hobby fisherman/anglers	hobby fishermen/angler/mostly men	fishermen/fishing enthusiasts
What generates interest	main topics on sea fishing go from surf fishing, boat and cutter fishing (deep sea fishing), Sea trout and belly boat fishing, Big game fishing to expert knowledge on equipment. Other topic section is on fishing travel destinations. Well known and biggest community of anglers in Germany and Europes biggest forum, since 2000.	a forum only on fishing in Norway	main fishing portal of German TOP Jahr Special editing house. Combining all fishing magazines like Blinker, Angelwoche (fishing week), Fliegenflischen (fly fishing), Kutter&Küste, Karpfen, Angelsee aktuell and Esox under one roof (web portal). Topics are fishing in general, fish receipes, sea fishing, coarse fish fishing, predator fishing, trout fishing, fly fishing and carp fishing. Concerning sea fishing the topics are: tips on sea fishing, sea fishing holidays and news/fishing techniques/equipment. AngelnPlus is the "video-on-demand" channel.	all kinds of fishing topics, Sea fishing is less important than sweetwater fishing, Norway and other destinations is one sea,fishing thread. The forum runs under Blinker which is Europes biggest fishing print magazine. The forum is used by the anglers to communicate with each other.
Number of "likes"	around 145.000 registered members.	19800 registered members, ca. 68000 topics, 1,1mio posts		12800 registered members, 35400 topics, 493000 posts
Blogs, tips, sales etc.	community members exchange tips concerning all fishing related topics also on tours, where to go, with whom, looking for travel partners, mouth to mouth tips. fishing tour operators advertise here and also are topic in the posts.	yes, tips, blogs, videos, forum and so on	yes	no
Do they arrange own trips?	no		they offer fishing trips of partners in advertorials	no
Opinion leader active?	no		fishing journalists are opinion leaders	no
Advertising costs	marketing@anglerboard.de		individual agreements, blinker media contact: Steffen Staude-Panzer, steffen.staude-panzer@jahr-tsv.de	no
Formats	marketing@anglerboard.de		individual agreements, blinker media contact: Steffen Staude-Panzer, steffen.staude-panzer@jahr-tsv.de	no
Social Media channel	Facebook (46.200 subscribers), youtube Anglerboard TV (6700 subscribers), Insta (968 follower)		blinker: Facebook (91k subscriber), Instagram (19.8k follower), Youtube (55,5k subscribers, 24,642,475 views); AngelPlus Video-On-Demand has own FB (19,9k subscribers), Insta (380)	see blinker.de
Relevant for Norwegian player	yes, here all interest and questions about fishing come up, Norway is already the country with the most posts here and own Norway portal, offers of DINTUR, Angelreisen, k-n Angelreisen are visible		YES	maybe
Comments	Anglerboard.de is one of the largest online platforms for anglers worldwide. 120k registered members. All topics related to angler and fishing.		delivers on all fishing aspects and all fishing types	

Webpages/ forums /2

Name	Fisch&Fang	Scale	Dr Catch
URL	https://fischundfang.de/	https://scale-magazine.com/#/2	https://www.doctor-catch.com/de/node
Contact	see print magazine info	+49 (0)40 494578; info@scale-magazine.com	+49 170 8010022
Target group	hobby fishermen/angler/mostly men	european angler	(mobile) anglers of all kinds
What generates interest	Covering seafishing, flyfishing, travel topics, biology of fishes, fish type, news, tips&tricks how to catch spec. fishes, environment topics, known experts are writing for this magazine, fishing video (for free and for subscription)	Europeans leading fishing and outdoor magazine. Available in German and English. Flyfishing • Spinfishing • Outdoors • Travel • Online, bilingual and for free. Changing international authors, great pics and stories.	Hybrid app for webbrowsers and as App for Apple and google. tips on equipment, on catches, on destinations, news. The site is modern, visually focused - also with illustrations, info graphics, videos and a lot of photos. Only digital and mobile optimized. Newsletter can be ordered after special interest, eg. seafishing. User can register and sort and save their favorite articles. unfiltered content - user can filter.
Number of "likes"	200,2k pages views (monthly), 108k unique user		
Blogs, tips, sales etc.	yes	yes	Blog: https://www.doctor-catch.com/de/blog/all
Do they arrange own trips?	seminars/workshops, no trips	no	no
Opinion leader active?	Matze Koch		known anglers are authors write for dr. catch
Advertising costs	contactbookings: halv rectangle/mobile leaderboard 12€ ; content ad/Advertorial ad (7 days online incl. 1 FB post), 390€, Instagram commercial ad (7 days, limited) 350€	on individual request	SQUARE size: 300 px x 300 px,GIF, JPEG, Price per month: 390,- €, Halfpage Ad: 790€; Medium Rectangle: from 190-390€ Minibanner: 90€, Vertical banner and more; Content Marketing: Sponsored Article 990€ per year, sponsored link: 90€py
Formats		on individual request	GIF, JPEG, Films (?)
Social Media channel	150k FB subscriber, 115k youtube channel	Facebook (16.2k follower), Insta (1980 follower)	Facebook (13.4 follower), Twitter not relevant), pinterest (8.4k follower)
Relevant for Norwegian player	yes	yes, high class and internationally oriented	yes
Comments		stylish, international, great photos and stories, growing number of subscribers, coming out every third month.	

Organizations/ 1

Name	Deutscher Anglerverband e.V. (DAV)	Deutscher Angelfischerverband e.V. (DAFV)	Verband Deutscher Sportfischer e. V. (VDSF)
URL	https://landesanglerverband-berlin.de/	https://www.dafv.de/	<u>merged into DAFV in 2013</u>
Contact	info@landesanglerverband-berlin.de	info@dafv.de	-
Number of members	220000	500000	
Focus Group	fisherman / anglers	fisherman / anglers	fisherman / anglers
What is this organisation about?		The DAFV is the umbrella organization of all fishing associations in Germany, of the national and special associations organized at the federal level. It is an advocacy group for all anglers in Germany. The association represents the interests of its members in a competent and committed manner, both nationally and internationally. It is also one of the largest recognized nature conservation and environmental association in Germany. Good networking is necessary for good advocacy. Therefor maintains DAFV numerous memberships at national and international levels.	The Association of German Sport Fishermen e. V. (VDSF) was the larger of the two umbrella associations of German anglers next to the German Angler Association (DAV) until 2013. In June 2013 the VDSF merged into the German Fishing Association (DAFV e.V.). This "Deutsche Angelfischerverband e.V." consists of 27 county- and special-interest-communitys with in total 9000 associations, in total they have around 500.000 members.
Do they arrange yearly events?	a lot of regional events	-	yes, member-meetings, youth-meetings, regional events
Membership magazine		AFZ Fischwaid, official association magazine of the German Fishing Association e.V. It reports on new techniques, information within the association, answers legal questions and much more, 11.000 copies, 4x per year. Also you can find current news from the DAFV (4 pager) in the fishing magazine "Rute & Rolle" every month. Also online shop and newsletter.	
Do they arrange own member trip?		no	
Comment	fishing organisation of former DDR/East Germany	Umbrella association, originally fishing organisation of former DDR/East Germany	Umbrella association
		list of all regional 27 member associations https://dafv.de/der-dafv/unsere-mitgliedsverbaende	

Organizations/ 2

Name	Deutsche Fischereiverband e.V.	Verband deutscher Binnenfischerei und Aquakultur e.V. (VDBA)
URL	https://www.deutscher-fischerei-verband.de/	https://www.vdba.org/
Contact	president Dr. Gero Hocker, general secretary Peter Breckling, info@deutscher-fischerei-verband.de	info@vdba.org
Number of members	1000000	
Focus Group	Fishermen and people interested in fishing	fisherman, fish farmers, nature conservation, sweetwater anglers
What is this organization about?	<p>The German Fisheries Association unites all fishermen and those interested in fishing. The fishing organizations in Germany have around one million members. The tasks are: a) active participation in all environmental, water, landscape, nature conservation, hunting and animal protection issues as well as cooperation with the relevant authorities, representations and associations, b) the combination of professional and sport fishing, inland fishing, fish farming, sea and coastal fishing and fishing science, c) cooperation with all state fisheries administrations, professional organizations and international fisheries organizations, d) the coordination of all matters of fishing going beyond national borders and e) promoting sustainable fisheries</p> <p>The German Fisheries Association and its members represent their interests in various national and international organizations.</p>	<p>The task and purpose of the VDBA is the national, community and international representation of all matters relating to German fish farming, fish farming, and lake and river fishing. The VDBA is committed to nature, water and animal protection. It promotes the Union of Professional Fishermen and Anglers and is a member of the German Fisheries Association. The association is divided into the following divisions, represented by:</p> <p>Trout farming Carp pond management River and lake fishing.</p> <p>Members are: State fisheries associations; Regional professional fishing associations; Cross-border umbrella organizations for fishing; Fisheries in all sectors, among others; Natural or legal persons</p>
Do they arrange yearly events?	yes, German Fisheries Day (Deutscher Fischereitag)	no findings
Membership magazine	No member magazine but a monthly information brochure for cutter and inshore fishermen of the German Fisheries Association and the associated fishing organizations in Schleswig-Holstein, Mecklenburg-West Pomerania, Hamburg, Bremen and Lower Saxony. Name of publication: fischerblatt	no member magazine, but newsletter that is sent out irregularly
Do they arrange own member trip?	no	no
Comment		

Social Media Blogs

Name	URL	Description/comment
Fishing Blog/SoMe channels		
Rainer Korn Blog	http://rainerkorn.de/ https://www.facebook.com/rainerkornfishing/	seafishing expert, chief editor Kutter & Küste magazine 3.3k subscribers, 3.1 likes
Dicht am Fisch	https://dicht-am-fisch.de/ https://www.instagram.com/dicht_am_fisch/ https://twitter.com/dichtamfisch?fbclid=IwAR2B3iKt4oG3N-jyg7nMXN--eWxTh7Lv-h6JBONr-UZ80plQH0r750aUuUg https://www.pinterest.de/dichtamfisch/ https://www.facebook.com/dichtamfisch.de/	since 2010, largest German fishing blog with shop , group of fishing friends mainly write about the various facets of spin fishing and about fly fishing. o n FB, Insta, Pinterest, youtube, newsletter and podcast 16.3k follower 1k follower 13k monthly visitors 27.5 subscribers/likes
Havelritter	https://havelritter.de/	one of the most active and active blogs in German-speaking countries. information about products, techniques and the entire world of German-speaking fishing blogs. No relevant SoMe channels
Hecht und Barsch - einfach angeln/Daniel Adriani and Toni	www.hechtundbarsch.de https://www.facebook.com/hechtundbarsch/ https://www.youtube.com/channel/UCuUX_MO6xPZkShxiQjSQIAA https://www.instagram.com/hechtundbarsch.de/	fishing enthusiasm in form of blog, (inkl. onlineshop for predator fishing with own tackle brand #LMAB) and youtube channel 58.6k subscriber, 58.2k likes 45k subscriber, 8200k views, videos online since 2015 42.5 follower
Barsch Alarm/Johannes Dietel and team	https://www.facebook.com/barschalarm/ https://www.instagram.com/barsch_alarm/ https://www.barsch-alarm.de/news/ https://www.youtube.com/channel/UCi74PsqlqJfgS-59dK-2iw	13.2k subscriber, 12.8k likes 4.4 follower spinfishing forum, 20000 plus registrations 16.5k subscriber, mostly spinfishing tutorials
Bock auf Barsch Blog	https://bockaufbarsch.de/ ; https://bockaufbarsch.de/angelblog/	also on FB, Insta and youtube. (since 2017)
Tackle Tester Blog	https://www.tackle-tester.de/	also on FB, Insta and youtube, independent blog about spin fishing -reviews, blog posts and articles from the world of artificial bait fishing (since 2017)
Angel Kniffe	https://www.angel-kniffe.com/category/blog/	Shares knowledge and the joy of fishing.
Tight Lines	https://tight-lines.de/	Tight Lines is relatively new to the world of German-speaking fishing bloggers

You Tube Channel

Name	URL	Description/reach
Ich geh angeln	https://www.youtube.com/channel/UCgqwQLw6YYjn1nHb- OkdJw	You tube channel on fishing (sweetwater and sea fishing), 205k subscribers, younger target group
David Wenzel- Angeln like a Boss	https://www.youtube.com/channel/UCZJef2PeYu9IMYi_eaF2tnw	38.2k subscriber
Angeln Maximal	https://www.youtube.com/watch?v=uczx1Bi2AC0	59.2k subscriber tutorials, new since april 2019 VLOG, 6.67M views
Joshinator	https://www.youtube.com/channel/UCrWjed7AJjBM_2HkKhbBGQA	48.6k subscriber, youtube channel since nov 2018
Big Fish Media - DER Angelchannel	https://www.youtube.com/channel/UCoS9ulhvCzfNMV_rEphWMsQ	84.7k subscriber, Germanys first fishing film magazine on youtube, 22.9 mio views, since july 2014
	https://www.facebook.com/mediabigfish/	5.7k subscribers/likes
Bissclips.tv	https://www.youtube.com/user/bissclipstvideos	fishing video magazine, 11.4k subscribers, since aug. 2014, 3.9mio views
	https://www.facebook.com/bissclips	50.1 subscribers
Fishing King	https://www.youtube.com/user/angelscheinmachen	Largest channel for fishing beginners. Videos on helpful tutorials, tips and tricks for the fishermen's exam as well as vlogs from our trips or behind-the-scenes.
	https://www.fishing-king.de/	Europes biggest fishing school offering online course for fishing licence
	https://www.facebook.com/FishingKingAngelschein/	16.1k subscribers, 15.5 likes
	https://www.instagram.com/fishing_king_official/?hl=de	14.7 follower
	https://www.fishing-king.de/angelblog-fuer-anfaenger-und-fortgeschrittene/	Fishing king Blog
Rock the fish/Micha and Alex (brother)	https://www.youtube.com/channel/UCvPMomGF7OtC2oJ-qljeArg/featured	44.5k views, since 2015, fish and music
	https://www.instagram.com/rockthefish/?hl=de	1.2k follower
Anglervideos	https://www.youtube.com/channel/UCPeTQdcAH9JdAfEAXFDDR2w	8.3k subscriber, films and videos all about fishing and anglers. From small club pond to the large, wide sea.
Netzwerk Angeln	https://www.netzwerk-angeln.de/	
First Cast TV	https://www.youtube.com/channel/UChdI99VPExMUW8jWYUVyzJw	21.6k subscriber, 1.8M views, since 2009, fishing is much more than just catching big fish. Predatory fish. Pikeperch. Perch, pike. Catfish. Asp. Trout. Chub ... With soft and hardbaits. At home and abroad. From shore or on boats.

APPS

Name	Description	URL
Alle Angeln	Fishing app (for fishing in lakes and rivers); top rating, more than 100000 installations on Google play	https://www.alleangeln.de/app/
Dr Catch	Fishing app - online fishing magazine as App; more than 10000 installations on Google play	https://www.doctor-catch.com/de/angel-app-doctor-catch
Tools für Angler	Fishing app - mixture of different fishing tools; more than 50000 installations on Google play	https://play.google.com/store/apps/details?id=de.netzangler_toolset

Influencer/Blogger/you tuber (mostly mixture of sea fishing/predator fishing)

Name	URL	Description/comments
Babs Kijewski	www.babs-angeln.de ; https://babskijewski.com/	
	https://www.facebook.com/BabsKijewskiWorldofFishing	91.4 subscribers, 89.1 likes
	https://www.youtube.com/user/BabsBiss/videos?gl=US&itct=CBMQui8iEwj41Lzb093WAhWCzJwKHRRQCX0%3D&view=54&hl=en&client=mv-google&flow=list&app=desktop	30.3K subscribers
	https://www.instagram.com/babskijewski/	50.1K follower
Claudia Darga	https://www.claudiadarga.com/en/	
	https://www.instagram.com/claudiadarga/	116k follower
	https://www.facebook.com/dargaclaudia/	85.8K follower, 83.4k likes
	https://influence.co/claudiadarga	170k reach
Victor Eras	https://www.youtube.com/channel/UCGqQLw6YYin1nHb-OkdJw	youtuber, influencer with own youtube channel "Ich geh angeln", 204k subscribers
	https://ichgehangeln.de/	
	https://www.instagram.com/ichgehangeln/	57,5k follower
	https://www.facebook.com/pg/ichgehangelnDE/community/?ref=page_internal	28.7k Facebook subscribers
	DMAX Video on demand	Die Angelbuddies - fischen weltweit. DMAX Fishing show (video on demand)
David Wenzel	https://www.instagram.com/davidwenzel_offishal/	24.6k follower
	https://www.youtube.com/channel/UCZJeF2PeYu9lMYieaF2tnw	38.2k subscriber
Joshinator	https://www.instagram.com/joshi_bln/	33.4k follower
	https://www.youtube.com/channel/UCrWjed7AjbM2HkhhbBGQA	48.6k subscriber, youtube channel since nov 2018
Max/Angeln Maximal	https://www.instagram.com/pablobasscobar/	34k follower
	https://www.youtube.com/watch?v=uczx1Bi2AC0	59.2k subscriber tutorials, new since april 2019 VLOG
Jörg Strehlow	https://www.facebook.com/meerforellenguiding	journalist and pioneer in fishing guiding-scene and sustainable fishing, developer of ecological bait, versatility master of germans prof anglers
	https://www.facebook.com/der.angler/	
Sebastian Hänel	https://www.facebook.com/Sebastian-Hänel-Official-433308193445805/	21.5k subscriber, 21.1k likes
	https://www.zanderkant.de/	Zanderkant, zander-guiding coaching, Paul-Parey edition house
Hubertus Massong	https://www.fishing-king.de/	managing director
John Chown	https://www.instagram.com/john_chowns/?hl=de	18.7k follower, predator specialist
	https://www.youtube.com/watch?v=4Wbaqlxs36Q&feature=youtu.be	18.9k subscriber
Big L - Fishing Channel /José Luis Mendez Acosta	https://www.facebook.com/bigfishingcom/	13.7k subscribers, 13.4 likes, "Big L makes big fishing videos"
	https://www.youtube.com/user/bigfishing?fbclid=IwAR0zWJX5hqd9u7A_un4mSA-u8aAgQUaLNLsiuetVBQbhAm0Ack1XWnZZNa0	33.6k subscribers, artist, fisher, develops own fishing baits, calls channel permanent commercial program
	https://www.instagram.com/big_l_fishing/	15k follower
OderSpreeAngler /Christoph Mietzner	https://www.instagram.com/oderspreeangler/?hl=de	16.3k follower
	https://www.youtube.com/channel/UCpeBdlDFraLk-05J9ssztjg	9.5k subscriber/471k views, since feb 2020
	https://www.facebook.com/pg/Oderspreeangler/community/?ref=page_internal	6.5k subscriber/6.3k likes
	https://www.facebook.com/christopher.mietzner.7?__tn__=%2Cd-]-h-R&eid=ARC7K_PUFcouOzeAjWJ0tzbVjW9HEs4LUIVuxswANeMY3zO4_MNGyV4DbEcJG21QCIOyfcMYJYfcHYP	
AngelAnni/Anja Clasen	https://www.youtube.com/channel/UCK2q7vkO7nov46tc-xaLmWQ/featured	8.1k subscribers, 780k views, since june 2015
	https://www.facebook.com/AngelAnniFishinggirl/	9.5k subscriber/likes
	https://www.instagram.com/angelanni_fishinggirl/	7.9k follower
Rock the fish/Micha and Alex (brother)	https://www.youtube.com/channel/UCvPMomGF70tC2oJ-qljeArg/featured	44.5k views, since 2015, fish and music
	https://www.instagram.com/rockthefish/?hl=de	1.2k follower

J&M Angeln /Nico und Jonas	https://www.youtube.com/user/jonas9192/featured	22.4k subscribers, 4111k views, since 2013, carp, zander, brass focus
	https://www.facebook.com/pg/JM-Angeln-303379709797317/community/?ref=page_internal	1.1k subscribers
	https://www.instagram.com/jm_angeln/	5.1k follower
Stefan Seuss	https://www.facebook.com/stefan.seuss/timeline?ls_t=100000029694517%3A1814037868%3A1591119429	16.7k subscribers, Team Black Cat
	https://www.instagram.com/stefan_seuss_fishing/	21.4k follower, brandmanager Zebco
	http://www.stefanseuss.de/	
Veit Wilde	https://www.facebook.com/pg/veit.wilde/community/?ref=page_internal	26.6k subscribers/likes, fishing journalist/author/guide/product management FishingTackle Max
	http://www.veit-wilde.de/?fbclid=IwAR0rIJ9OOPEA_8am6hFRa2fexrDoktx0zQT0KmSjnmtdZJ69VnJGrOiWZk	zander specialist
Dietmar Isaiasch	http://quantumfishing.eu/team/dietmar-isaiasch	predator team world champion 2002, Senior Business Manager Zebco, journalist/author, product development
	https://www.instagram.com/dietmarisaiasch/	13.2k follower
Dustin Schöne	https://www.instagram.com/dustin_schoene/?hl=de	58.7 follower, commercial film producer (saltwater films), connected to nays-baits, vip, boyfriend of well-known model

Fairs

Name	Description	URL
Magdeburger Meeres- und Raubfischangetage	Germany's only fishing fair, that only focuses on sea-/ocean fishing, fair date in 2020: 7.-8.11.2020	https://www.magdeburger-meeresangeltage.de/de/
Fishing Master Show	Big outdoor fishing event, 8./9.5.2021 (2020 event cancelled)	https://www.angelsshow.de/
Faszination Angeln Lingen	one of Europe's biggest fishing fair	https://www.angelmesse-lingen.de/
Angelwelt Berlin	Big fishing fair; 'Fair offers on: Fishing, fishing tackle, fishing accessories, fishing trips, boat predator fishing, deep sea fishing, bait wobblers, fishing clothing, fishing boats, camping equipment, fish preparations, smokers, fishing courses, seminars, equipment for fish farming and water care	https://www.boot-berlin.de/DieMesse/AngelWelt/
Boot Düsseldorf	Big boat fair with Sportfishing center for anglers in separate hall, 23.-31.1.2021	https://www.boot.de/de/Besucher/Themenwelten/Sportfishing_Center/Sportfishing_Center_der_boot_Düsseldorf
Fisch&Angel Dortmund	Big fishing fair as integrated part of the Jagd & Hund (hunt and dog) fair	https://www.fischundangel.de/start/
Norwegen Treffen Berlin	Special fair on fishing in Norway	https://norwegentreffen.jimdofree.com/info/
Aquafisch Friedrichshafen	Big fishing fair, next fair 5.-7.3. 2021	https://www.aqua-fisch.de/