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Knowledge transfer project:

Fishing tourism in Norway – as seen from Sweden

March 2020

Sea Fishing Tourism Sweden

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1. Executive Summary

During Q 1 2020, Innovation Norway in Sweden 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 Sweden. In addition to tour operators, we also researched relevant websites, fishing and outdoor magazines, as well as organisations.

General trends in Sweden show an increased interest in physical training and activity, together with an increase in the popularity of travelling and sharing experiences together ¹. This is reflected in the popular phenomena of fishing experiences, which is an activity that is growing in line with the general national trends.

Fishing tourism is a growing part of the Swedish tourism industry and one of the Swedes’ most common leisure interests/hobbies. A survey from 2018 shows that about 1.3 million Swedes aged 16-80 spend time fishing in Swedish waters every year. According to the same survey, Swedish anglers spend SEK 9.9 billion annually on their hobby.²

Norway is already a very important fishing destination for the Swedish travellers, and it has the potential to increase its popularity even more. 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, unstable weather conditions, 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 Swedish travellers due to its proximity and outstanding conditions for the “big catch”. Norway has an advantage with its ability to offer an exciting and adventurous experience at sea, both to very experienced as well as less experienced target groups.

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

The fact that Norway, through a well-regulated fishing industry, contributes to a healthy and sustainable fish population in the oceans is considered an additional selling point. Also, Norway can offer good sea fishing experiences during wintertime, which is a good period for destinations in Norway to increase their number of visitors.

¹ Kairos Travel Trend Survey 2016, Kairos Future Dec 2016

² SCB Fritidsfisket i Sverige 2017, SCB 201/2018 www.scb.se

2. Introduction and methodology

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

The project has been completed in two phases:

Phase 1 of this report was conducted as online research, and we mapped out the Swedish market in terms of sea fishing tourism. We listed 8 tour operators, 3 media outlets, 5 forums, 2 bigger local organisations that might be of interest and 2 national organisations which are particularly relevant stakeholders in the growing fishing niche.

In Phase 2 we conducted in-depth phone interviews with 4 tour operators that currently offer sea fishing trips to Norway and other destinations. The in-depth interviews were conducted in February 2020, and the results and analysis of the interviews are summarised and presented in this report.

3. Research part 1: online research

The initial mapping of relevant stakeholders in the Swedish 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 8 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
Fiskeresor.nu	http://fiskeresor.nu
Nordic Sea Angling	https://nordic-sea-angling.se
Widmarks Vildmarksfiske	https://www.widmarksvildmarksfiske.com
Catch Fiskeresor	https://www.catchfiskeresor.se
Hans Nordin fiske & natur events	http://www.hansnordin.com/sample-page
Arctic Adventure / Robert Westin	https://www.arcticadventure.se
Fiskebussen	http://www.fiskebussen.se
Wild Water Fishing	http://www.wildwater.se/sv

3.2 Media

We identified a total of 3 different fishing magazines that are of interest in the Swedish market. None of these magazines focuses exclusively on sea fishing, but they do cover the topic to varying degrees.

Magazine	Website
Fiskejournalen	https://www.fiskejournalen.se
Jaktmarker & fiskevatten	https://www.jof.se
Allt om flugfiske	https://www.alltomflugfiske.se

3.3 Websites

Today, there are many sites and forums in Sweden which cover fishing, and the culture among the interest groups for sharing news and updates about good fishing experiences is well developed.

We have listed 7 sites of different types. These include Fisheco, the first e-magazine with the most followers on Facebook; El-Ge, the leading store/e-shop in Sweden; Havsfiskeguiden.se, which focuses on sea fishing in Norway; Kajakfiskemagasinet.se, which is a small niche site; and Fiskesnack.com, which is a bloggers' forum. All the sites/forums listed below offer different opportunities for Norwegian suppliers within the tourism fishing niche.

Forum	Website
Havsfiskeguiden	http://www.havsfiskeguiden.se
Fisheco	http://www.fisheco.se
EL-GE	https://www.el-ge.se/fiskeresor
Fiskemagasinet	https://fiskemagasinet.se
Kajakfiskemagasinet	https://www.kajakfiskemagasinet.se
Fiskesnack.com	https://www.fiskesnack.com
Edgesportfishing.se/Edgeflyfishing.com	https://www.edgesportfishing.se/ https://www.edgeflyfishing.com/

3.4 Organisations

The first two national organisations listed below are working to ensure that there is good fishing in clean waters with healthy fish stocks, safeguarding and nurturing the Swedish waters. They work to promote viable stocks in clean water, putting aquatic and fishery care at the centre of all activities. In addition, Fjällorna is targeting women by working to get more women to pick up fishing. The two largest local organisations (with websites) are also listed below.

Organisation	Website
Sportfiskarna; Sveriges sportfiske- och fiskevårdsförbund	https://www.sportfiskarna.se
Fjällorna	https://www.svenskalag.se/fjallorna
Eksjö Fiskeklubb	http://www.eksjofiskeklubb.se
Södertälje Amatörfiskeklubb	http://www.laget.se/safk

4. Research, part 2: in-depth interviews

In part two of the report, 4 tour operators participated in telephone interviews on their experiences relating to sea fishing. In total we identified 8 relevant tour operators to list in this report, two of which are currently working with very small volumes – Hans Nordin Fiske & Natur events and Arctic Adventure/Robert Westin. Hans Nordin and Robert Westin are two influencers in this niche, both with extensive experience working with fishing trips to Norway, and have been contacted to provide valuable insight into the traveller's behaviour and the market's development and potential.

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 guided tours in nearby areas. To some extent, they also offer courses, learning sessions and events, and they target a very wide group of travellers.

4.2 Focus markets

Two out of 4 interviewed businesses act as tour operators as their main business. The remaining two are currently working more as local guides and influencers in different ways. All focus on the Swedish market, and one also has clients from DE, UK, the Baltics and FRA.

4.3 The tour operators' sea fishing activities in Norway

All but one listed operator arrange sea fishing trips to Norway, both in their ordinary product portfolio and by special request. The experience in Norway is often sold as a packaged trip consisting of planning, guide service, boat rental and accommodation. Added components can be transport, food, equipment rental and other activities than fishing.

The most presented destinations for sea fishing are all located in Northern Norway, such as Saltstraumen, Steigen, Lofoten, Vesterålen, Senja and Sörøya. There is little request and demand for other sea fishing destinations/areas than northern Norway, but one operator mentioned Hitra and Frøya as known destinations among Swedish target groups.

All interviewed tour operators indicate an increased demand for sea fishing experiences and that the target group has widened in recent years. This means that experienced anglers are not the only group that wants to travel to Norway to fish; there is also demand from travellers who want to experience nature and to be active, where fishing is just one activity. Also, the operators report an increase in the number of experienced anglers who want to bring their family and combine a big personal interest with their annual family holiday. With this, the operators see an increased interest in being able to combine fishing with other activities during the same holiday. Activities like soft hiking, other wildlife experiences, biking and short excursions to interesting sites and attractions are considered as interesting additional experiences to this target group.

4.4 Presence in other markets

None of the operators are present in other markets, but they do have some clients from DE, UK, the Baltics and FRA.

4.5 Demand for sea fishing experiences and other activities

See 4.3.

One operator reports that the increase in demand is not as big as before. The number of suppliers in Norway that reach out to the target group directly is bigger now than some years ago. This affects the tour operators in Sweden.

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. Everyone is asking for cabins with a high or good standard at fishing camps, which is what they consider most suitable for their clients. The standard of the accommodation is more important to the client now than before.

It is important for the facility to offer areas for preparing fish and handling the day's catch. The possibility to dry clothing is also very appreciated. An area for socialising, suitable for a group of 6-20 people, and a restaurant is a plus. For the Swedish market, parking and an accessible grocery store is also important. Access to WiFi is not as important as before, as the rules of the phone operators have changed regarding roaming in Europe.

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.

4.7 Willingness to pay for services

All the operators primarily sell package trips with most services included, which makes it hard to answer this question. All the tour operators report a high willingness to pay for organising, planning and guiding services. Which means that the clients are willing to pay for the knowledge that the tour operator has about the best fishing at the destination. It was also mentioned that the clients find it very important to have safe boats of good standard, including necessary equipment (navigation and safety systems).

4.8 Local food and drinks

No tour operator mentioned any demand for local food or drink specifically. They pointed out that their clients eat the fish they catch. They all mentioned that guests appreciate a restaurant at the destination to visit once or twice during a weeks' holiday.

4.9 Customer requests for sustainable solutions

All tour operators answered "no" to the question of whether their customers request sustainable solutions.

A common view is that customers perceive sustainability the way they do it at home. They choose sustainable options where possible, easily accessible and where it takes little effort. The fact that you need to travel by plane is not a strong enough argument against visiting 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 it is considered an important selling point.

Individuals representing this target group, typically consider themselves to be very sustainable. The entire business and area of interest is based on adhering to and following laws and regulations in order to be able to continue to practice their favourite activity in the future. In addition to this, they follow the principle of not leaving any negative footprints in the nature where they engage in their activity. They are also constantly working to find technical solutions that minimise any potential negative footprint, such as electric motors in the boats and fishing equipment without lead – for example.

4.10 The importance of safety at sea

The operators all pointed out the importance of safety. The information starts small on their websites and during the booking process. When arriving at the destination they all organise a security review for the coming days and planned activities. All mention 0% tolerance for alcohol consumption during fishing trips, and the use of safety equipment (survival dress/life jackets) is a must.

One operator calls for an industry standard for safety equipment and boats and they indicate that Norwegian suppliers/actors in general have an adequate focus on safety.

4.11 Equipment

There is no answer as to whether the clients prefer bringing their own equipment or renting, but the importance of the possibility to buy equipment on site is mentioned.

4.12 Typical length of stay

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

4.13 Type of travellers

All operators agree that the most common group of travellers on fishing trips are groups of friends, consisting of two or more people. Families are also mentioned as an upcoming segment. Most of the clients are so-called experienced, but all see an increase in demand from less experienced clients interested in nature activities where fishing is one part of the experience.

Some mention an increased interest from business groups.

4.14 Number of fishing holidays

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

4.15 Bucket list destinations and destinations in Norway

Talking about bucket list destinations, three main countries or regions are mentioned by most of the operators. These are faraway destinations such as Australia/New Zealand, the tropics (Madagascar on rise) and South America. Norway is well established in Sweden as a good destination for sea fishing, and northern Norway (Lofoten, Senja) is also a bucket list destination for many people.

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.

4.16 Bringing catch home

All operators indicated that the possibility to bring catch home is very important. The interviewed operators seem to be very careful with following local rules and regulations and with assuming full responsibility for keeping the business “clean”. Staff and guides have the responsibility to inform clients about rules and regulations at every destination.

Furthermore all follow Länsstyrelsen in Sweden for local rules and regulations.

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, guaranteed **good fishing conditions** with options for bad weather conditions, and **beautiful nature**. Other specified success factors include being far from crowds, having good accommodation and food (not necessarily local food or food at restaurants in this case), and providing a **safe** and well-organised overall experience 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.

One operator indicated that there will be a big drop in visitors if the quotation for bringing catch home is changed to a lower quote. Another mentioned that they put future plans on hold until they know what the final decision will be and how it might affect tourism to Norway. Also, one of the operators expressed concern about the experienced resistance against fishing tourism in parts of Northern Norway. This probably has to do with the fact that some tourism businesses don't follow

rules and regulations properly, which might introduce some challenges for the professional operators.

All interviewed tour operators mentioned that Norway does a good job as it is and that we shall keep going with what we have and develop with a sustainable plan for the future.

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 both internet and social media as being important channels for reaching out to their main target groups.

Most operators indicated that customers sharing their positive experience by word of mouth and on their own social media – specifically YouTube and Facebook – was quite possibly the most important channel. Shared experiences by fishing influencers (e.g. guides) are also considered to be an important element in reaching the target groups.

4.22 Cooperation with bloggers

Three of the interviewed operators and founders are seen to be important influencers within this niche. Also, the guides/staff they use are an important factor and active channel to reach the target group. No operator had any other input to this question.

5. Conclusions and recommendations

The Swedish market represents a great potential for sea fishing in Norway, and it has been growing in recent years with no signs of slowing down. All the operators who participated in our interviews confirm this strong trend in the market.

The operators in this survey all agreed that Norway is a very attractive destination for sea fishing, in close competition with “bucket list” destinations such as the tropics. 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 manages the fishing industry and tourism in a sustainable way and focuses strongly on safety is also a positive aspect 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 daily guided fishing activities. Access to a guide with relevant local knowledge and services is considered a core value to the customers in order to optimise value for money and to be able to have a safe and positive customer experience.

The typical Swedish client is a group of friends, 4 or more, travelling together. Some of the tour operators mentioned that they see a broader audience showing interest in sea fishing experiences – consisting of less experienced clients. This can be an opportunity for more accessible and less extreme destinations to develop a kind of soft sea fishing product, targeting less experienced clients and families.

Swedish sea fishing travellers are most interested in accommodation were the facility is genuine to the type of product and to the area (like rorbu), and it should be clean and provide a good or high overall standard. Some special needs are pointed out, such as the possibility to prepare the day’s catch, drying facilities for clothing, self-catering, common areas for socialising and access to a grocery store.

According to the operators, the greatest challenges for Norway are related to the general high price level. Also, the uncertainty regarding the new rules for bringing catch home does somewhat - put development on hold and is an important factor to the tour operators and travellers.

When we conducted the desktop research for web forums, we identified an environment with a lot of activity and openness (willingness) to share tips, tricks and best fishing experiences. We understand that many professional fishing guides find their clients through these forums. If they manage to create a name for themselves and generate interesting posts and stories with great reach, they also get many clients who want to go fishing with them. This is important insight for marketing Norway as a sea fishing destination. It is also important to note that some people act like tour operators, in a way, but do not register a business.

The conclusions can be summarised as follows:

This research has confirmed that Norway is a world class sea fishing destination for Swedish clients. The all-year season and the naturally-good conditions in Norway for sea fishing puts the destination in a great position for continuous growth. A way to stimulate further growth could be to develop more sea fishing products targeting less experienced clients and families. Another growth potential area is to develop other activities that combine naturally and well with sea fishing experiences for a wider target group of clients.

6. List of references / Table of data

Sources:

- Kairos Travel Trend Survey 2016, Kairos Future Dec 2016
- SCB Fritidsfisket i Sverige 2017, SCB 201/2018 www.scb.se

In-depth interviews with the following tour operators:

Tour operator	Website
Nordic Sea Angling	https://nordic-sea-angling.se
Widmarks Vildmarksfiske	https://www.widmarksvildmarksfiske.com
Hans Nordin fiske & natur events	http://www.hansnordin.com/sample-page
Arctic Adventure / Robert Westin	https://www.arcticadventure.se

Tour Operators – Desktop Research

Name of the company	Nordic Sea Angling	Widmarks Vildmarksfiske	Hans Nordin fiske & Natur events
URL	https://nordic-sea-angling.se/	https://www.widmarksvildmarksfiske.com/	http://www.hansnordin.com/sample-page/
Mass or niche	Sea angling	Mass	Mass
Description	Five different destinations in north Norway. Lofoten; Å & Nappstraumen. Vesterålen. Nordkap; Havöysund. Scandinavia's biggest TO arrange sport fishing trips at sea, focusing on high quality and providing boats, gear, accommodation and service/guides.	Widmarks Vildmarksfiske arrange fishing trips to Bodö - Saltströmmen, Steigen - Helnessund och Hammerfest - Söröya, in Norway The company also arranges trips to Gävlebukten, Dalälven, Östhammarskärgård, Storsjön Sandviken in Sweden, as well as salmon fishing trips to Älvkarleby and Boden in Sweden. Widmarks Vildmarksfiske offers guide service for fishing in Gällivare for "Röding, Harr and Öring". Also guide services on request.	Only on request for groups or events.
Main season	All-year depending on interest	All-year depending on interest	April-May, Aug.-Oct.
Other seasons	Autumn, winter, spring	Autumn, winter, spring	All-year
Target group	Many loyal guests returning every year. Seeing an increase in women and families. Other elements are also important, like beautiful nature. Also, the more "hardcore" fishing guests go with them.	Many loyal guests returning year after year. Groups, friends and families.	Anyone interested – from beginners to experienced.
Are different themes offered within the activity?	No themes for sea fishing. Hiring boat with no skipper as the TO always operates with their own staff and guides at the destination.	No themes for sea fishing. Boats with or without a guide depending on group size and wishes. Guide from the TO is always accompanying a group more than 8 at the destination.	Yes - VIP tours to Norway. This can be answered in phase 2.
Destinations in portfolio	Norway (northern Norway)	Norway and Sweden	Sweden and Norway
Packaged / on request	Both	Both	Request
What is included on request?	Everything	Everything	Everything
What is included in packaged tours?	Flight, bus transfer, accommodation in cabin incl. breakfast, boat and guide. The possibility for hiring equipment is offered as an add-on. Food is seldom included – self-catering or restaurant at the destination.	Guide, boat, life vest and floating gear, fishing gear, accommodation in cabin. Food is seldom included, self-catering. Breakfast sometimes included.	-
Prices on website	Yes	Yes	Yes, for some tours
Other fishing activities	None	Freshwater fishing	None

Other activities	No	No. But they see potential for this since clients sometimes asks for softer hikes or excursions.	Guided soft experiences in nature and wildlife experiences.
SUSTAINABILITY			
Does the tour operator focus on sustainability?	Not particularly. They go with the philosophy "leave no tracks and garbage". They take responsibility to use "stroke engines" for all boats. They see no demand from guests for this.	Not particularly	Not particularly
Does the operator focus on safety in their communication ?	They mention safety on their website but not very specifically.	No info on website	-
Do they communicate rules and regulations regarding fishing and boating to their customers?	Yes	No info on website	No info on website
Online booking	Yes	Yes, a form to be filled out/email	No
Brochures	No	No	No
Potential for Norway	Yes	Yes	Small
Comments	Don't know the potential of growth to more destinations	Don't know the potential of growth to more destinations.	-

Forts. Tour Operator – Desktop Research

Name of the company	Arctic Adventure/ Robert Westin	Catch Fiskeresor	Fiskeresor.nu
URL	https://www.arcticadventure.se/ - https://www.linkedin.com/in/robert-westin-260208140/?originalSubdomain=se	https://www.catchfiskeresor.se/	http://fiskeresor.nu/
Mass or niche	Mass	Niche. Sea fishing, Angling.	No sea fishing in portfolio on website at the moment
Description	At the moment, Robert Westin is focusing on incoming to Sweden. He is a well-known profile and influencer in the fishing niche and has extensive experience arranging and selling sea fishing experiences to Norway for Swedish clients. Only trips to Norway on request at this time.	Fishing trips for groups to Senja. Set dates for 2020.	Fly-fishing, sea fishing. Training courses for different kinds of fishing. Trips for families, friends and groups. Company trips. Trips on request from clients
Main season	April-May, Aug.-Oct.	April-May, Aug.-Oct.	All year, depending on interest
Other seasons	All year.	Mar.-Aug. One group per month.	Spring, autumn, winter.
Target group	Wide target group.	Groups and friends.	No info on website.
Are different themes offered within the activity?	No	No	Yes - VIP tours to Norway on request.
Destinations in portfolio	No info on website	Norway, only Senja	No info on website (on request)
Packaged / on request	On request	Standard	Both
What is included on request?	Everything	-	Everything
What is included in packaged tours?	Everything but food.	Bus (from Malmö, Halmstad, Göteborg, Jönköping, Linköping, Stockholm), guide, boat, accommodation (cabin), full board, box for transporting fish.	No info on website.
Prices on website	No	Yes	Yes, for some tours
Other fishing activities	Yes, all types	None	Freshwater fishing.
Other activities	No info on website.	No	No
SUSTAINABILITY			
Does the tour operator focus on sustainability?	No info on website.	No info on website.	No info on website.
What about safety?	No info on website.	Some info on website about boats and safety equipment.	No info on website.
Do they communicate rules and regulations regarding fishing and	No info on website.	Yes	No info on website.

boating to their customers?			
online booking	No	Yes	Yes, a form to be filled out.
Brochures	No	No	No
Potential for Norway	Yes	Unknown growth potential to more destinations.	Don't know the interest in sea fishing.
Comments	A very good contact within niche sea fishing. Is willing to take part in dialogues about growth for sea fishing tourism to Norway.	Did not wish to take part in phase 2/interview.	Did not wish to take part in phase 2/interview.

Forts. Tour Operator – Desktop Research

Name of the company	Wild Water Fishing	Fiskebussen.se
URL	http://www.wildwater.se/sv/	http://www.fiskebussen.se/
Contact	info@wildwater.se	info@fiskebussen.se
Mass or niche	Niche. Sea fishing.	Niche. Sea fishing.
Description	Fishing trips for groups to 5 main areas in Scandinavia. Bookings only on request no set dates.	Fishing trips for bus groups. Individuals book organised group travel. Only one destination in portfolio. All inclusive.
Main season	April-May, Aug.-Oct.	April-August
Other seasons	All year.	All year.
Target group	Groups and friends. Experienced target group.	Everyone interested in fishing. Youth camps.
Are different themes offered within the activity?	Sea fishing activities, events and trips are offered. Trips with rental boat and guide/skipper.	No
Destinations in portfolio	Bornholm, Simrishamn, Stockholm, Väråy/Lofoten, Ålands hav/Grislehamn.	Helnesund.
Packaged / on request	Both	Packaged
What is included on request?	All or just some elements.	-
What is included in packaged tours?	Boat with skipper/guide, accommodation, half or full board, equipment and safety gear.	All but guide.
Prices on website	Yes. For rental of boat/skipper and guide per day.	Yes
Other fishing activities	No	No
Other activities	No	No
SUSTAINABILITY		
Does the tour operator focus on sustainability	Some. They mention the importance of responsible fishing.	No

What about safety?	Some. They mention the importance of good quality boats, the use of guide service and safety equipment.	No info on website.
Do they communicate rules and regulations regarding fishing and boating to their customers?	No	Yes
Online booking	Yes, a form to be filled out/email.	Yes, a form to be filled out.
Brochures	No	No
Potential for Norway	Yes to some extent.	-
Comments	Don't know the potential for growth to more destinations.	Don't know the potential for growth to more destinations.

Media

Nam	Fiskejournalen	Jaktmarker och fiskevatten	Allt om flugfiske
Website	https://www.fiskejournalen.se	https://www.jof.se/	https://www.alltomflugfiske.se/
Publisher	Jakt & Fiskejournalen AB	Svenska media	Jakt & Fiskejournalen AB
Contact	https://www.fiskejournalen.se/om-fiskejournalen/kontakta-oss/	https://www.jof.se/redaktionen/	https://www.alltomflugfiske.se/kontakta-oss/
Travel section	No. Trips are a big part of the content.	-	No. Trips are a big part of the content.
Profile	https://www.fiskejournalen.se/om-fiskejournalen/om-tidningen/	Jaktmarker & Fiskevatten is a magazine for hunters interesting in fishing.	https://www.alltomflugfiske.se/om-alltom-flugfiske/
Target group	87% men. 25-80 years.	-	87% men. 35-79 years.
Distribution	Subscriptions and stores.	Subscriptions and stores.	Subscriptions and stores.
How often	9/year	12/year	6/year
Free web publication	News: www.fiskejournalen.se E-magazine: https://www.fiskejournalen.se/e-tidning	https://www.jof.se/kategori/fiske/ - targeting fishermen.	www.alltomflugfiske.se E-magazine: https://www.alltomflugfiske.se/e-tidning/
Advertisement	Full page: 26000 SEK Fiskejournalen.se is the largest website with 52,000 visitors/week and 90,000 page views/week.	Full page: 20700 SEK	Full page: 19900 SEK
Publication	18,900 ex, 72,000 readers.	69,000 readers.	36,000 readers.
Relevant for Norwegian suppliers?	Yes. Large publication and magazine in Sweden.	Main focus on hunting.	Main focus on freshwater fishing.

Web forums

name of company	Havsfisseguiden	Fisheco	EL-GE
URL	http://www.havsfisseguiden.se/	http://www.fisheco.se/	https://www.el-ge.se
Contact			

Target group	Sea fishing in Norway.	Wide target group within sport fishing.	Wide target group.
Interest	Big catch, nature, northern Norway.	Big Catch, good fishing and environmental questions.	
Reach/Likes	Approx. 2000 followers on Facebook.	Approx. 22.000 on Facebook	Approx. 19,000 on Facebook
Advertisement for trips, blogs, equipment, influencers and more	Yes	Yes	Yes
Arranging trips	Yes – on request to camps in Norway – mainly provides guide service.	No	Yes, with Nordic Sea Angling.
Influencer cooperation	Five guides that are influencers in this niche and links to other blogs and sites of relevance.	Twelve partners and links to other blogs and sites of relevance.	Twenty-one team members and experts in different areas.
What does it cost to advertise here/price structure?	-	-	-
What formats are accepted? (Film, Flash etc.)	-	-	-
YouTube	-	https://www.youtube.com/user/FishEco	https://www.youtube.com/user/ELGESportfiske
Facebook	https://www.facebook.com/WildWaterFishingAb/	https://www.facebook.com/FishEco/	https://www.facebook.com/Sportfiske/
Instagram	Wildwaterfishingab	fisheco	-
Relevant for Norwegian players	Yes	Yes	Yes
Comments	Our goal is for Havsfiskeguiden.se to be a "guide" when planning trips to Norway and hopefully contribute to many successful fishing trips. The sea fishing guide should also be an updated "news channel" for us Norwegian travellers so that we keep an eye on what is happening in sea fishing. We also gratefully receive tips on how we can make the sea fishing guide better.	Scandinavian news watcher and film producer in sport fishing and Scandinavia's first e-magazine for anglers.	EL-GE Sportfiske AB was founded in 1969, and it has since been a market leader and is one of the largest stores in Sweden. Shop in Gothenburg and a constantly growing web shop and website – www.el-ge.se

Name of company	Fiskemagasinet.se	Kajakfiskemagasinet.se	Fiskesnack.com
URL	https://fiskemagasinet.se/	https://www.kajakfiskemagasin.net.se/	https://www.fiskesnack.com/
Contact	info@fiskemagasinet.se	070-092 92 10. info@kajakfiskemagasinet.se	
Target group	Wide target group.	Niche. Kayak fishing.	Wide target group.
Interest	News, big Catch, good fishing. Tips for where to go at the moment.	Kayak fishing.	Status updates on good catch and fishing. News, equipment.
Reach/Likes	Approx. 2000 on Facebook	Approx. 1,000 on Facebook	8000 on Facebook
Advertisement for trips, blogs, equipment, influencers and more	Yes	Yes	Yes
Arranging trips	No	No	No
Influencer cooperation	Yes	Robert Westin - founder	Yes
What does it cost to advertise here/price structure?	-	-	-
What formats are accepted? (Film, Flash etc.)	-	-	-
YouTube	-	https://www.youtube.com/channel/UC3g6Fww7kaAayu5WXbuovuA	-
Facebook	https://www.facebook.com/fiskemagasinet.se/	https://www.facebook.com/Kajakfiskemagasinet.se/	https://www.facebook.com/Fiskesnackcom/
Instagram	-	-	-
Relevant for Norwegian players	No	Yes	Yes
Comments	Fiskemagasinet.se is a web-based fishing magazine for fishermen by fishermen; here everyone can publish their articles related to fishing.	Kajakfiskemagasinet is a magazine for kayak fishermen by kayak fishermen. News, tests and articles about kayaking and outdoor. Newly started website/forum. Upcoming trend in Sweden.	fiskesnack.com is Sweden's most visited fishing site, where everyone is welcome.

Name of company	Edgesportfishing/Edgeflyfishing
URL	https://www.edgesportfishing.se/ https://www.edgeflyfishing.com/
Phone	
Target group	Sportfishing/Flyfishing
Interest	equipment, techniks and updates on good catch
Reach/Likes	ca 450 / 1 800 followers on Facebook
Advertisement for trips, blogs, equipment, influencers and more	Yes
Arranging trips	Yes
Influencer cooperation	Yes
What does it cost to advertise here/price structure?	-
What formats are accepted? (Film, Flash etc.)	-
YouTube	-
Facebook	https://www.facebook.com/edgesportfishing/ https://www.facebook.com/Edgeflyfishing/
Instagram	-
Relevant for Norwegian players	Yes
Comments	The largest fly fishing site in the Nordic countries!