



PACIFIC

# Fishing

STUDY REPORT 2015



South Pacific Tourism  
ORGANISATION



Pacific Regional Tourism Capacity  
Building Programme

This report has been produced by Tropics Tourism & Marketing Services within the framework of the Pacific Regional Tourism Capacity Building Programme (PRTCBP), a component project of the Strengthening Pacific Economic Integration through Trade (SPEITT) programme which is financed under the 10th European Development Fund. The PRTCBP is implemented by the South Pacific Tourism Organisation. The report does not necessarily reflect the views and opinions of the European Union.

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## EXECUTIVE SUMMARY

### PACIFIC ISLAND COUNTRIES TOURISM MARKET

1.7 million visitors      Over 60% holiday tourists

The 18 South Pacific Tourism Organisation (SPTO) member countries and territories welcome around 1.7 million visitors annually. Holiday tourists account for over 60% of these visitors. The short haul markets of Australia and New Zealand provide around 52% of visitors. Established long haul markets from UK/Europe and North America are the next largest markets with 21% of arrivals. While the emerging markets of Asia currently provide around 12% of visitors.

### GLOBAL FISHING TOURISM MARKET

Recreational & Sports Fishing | There is a Difference

Recreational fishing is associated with a local weekend away or day out in your friend's boat. Sports fishing is all about the avid angler who uses the latest equipment and techniques. Sustainability forms an important part in the pursuit of sports fishing. In the context of this study fishing tourism can be defined as tourists who travel for the purpose of sports fishing.

### FISHING TOURISM MARKET SIZE & CHARACTERISTICS

Its all about the type of fishing , species and season

Fishing tourists consider their travels based the type of fishing available (such as marine or freshwater; game or fly; poppas or jigs). Species is of paramount importance and is closely linked with the type of fishing. They want to travel when fishing is at its best – season matters. Fishing tourists are generally higher income, avid anglers, mostly aged over 45. They prefer comfortable accommodation and stay 7-8 days. Travel is in group sizes of two to four.

### FISHING TOURISM TRENDS

Conservation | Technology | New Destinations

Conservation is the over-riding trend in fishing tourism. Using tackle and casting methods that ensure the preservation of fish stocks and minimise impact on the environment are very much part of modern day sports fishing. Avid anglers are looking to use the latest technology and fishing techniques. They are also seeking remote destinations that may not yet be on the map.

## DISTRIBUTING FISHING TOURISM PRODUCTS

### Fishing Networks | Word of Mouth and The Web

Networks play an important role in distribution. Being part of an association, fishing club and having industry contacts are all essential to good distribution in fishing tourism. But there is nothing more effective than a client having a great day out and referring you on to their friends. With the advent of the internet, digital and social media have also become essential channels to distributing fishing tourism product.

## MARKETING FISHING TOURISM

### Choose appropriate channels

Word of mouth and having responsive and interactive content on the web are the major drivers to successfully marketing fishing tourism, however it is important operators be aware there are other avenues available and we explore a range of options for operators to consider. Traditional channels such as magazines and TV shows can still provide returns, but these need to form just a part of operators marketing strategy.

## WORKING WITH THE FISHING TRAVEL TRADE

### Gain greater access to market and enhance networks

The fishing travel trade are all niche operators themselves, they know and are passionate about sports fishing in its various forms. In this report we explore how Pacific Island countries(PICs) fishing operators should consider the merits of working with selected trade partners and the wider distribution and marketing benefits this can bring.

## INDUSTRY BODIES, MEDIA AND OTHER RESOURCES

### We provide a comprehensive list of global contacts

The final sections of this report list a range of organisations, associations, media and promotional tools that PICs fishing operators can access to further understand the fishing tourism market, as well as develop , distribute and market their sports fishing tourism product.

## 1 GLOSSARY OF TERMS

ACP	African Caribbean Pacific Group of States. Organisation of 79 states bound together by the ACP-EU partnership agreement.
ASA	American Sports Fishing Association
EU	European Union
FIT	Free Independent Travel
FSM	Federated States of Micronesia
IGFA	International Game Fishing Association
ITB	Internationale Tourismus-Börse is the world's largest tourism trade fair. Held annually in both Berlin (ITB Berlin) and Singapore (ITB Asia)
IVS	International Visitors Survey. Conducted by many countries, generally at airports or online, of a sample of visitors. Used as a research tool for understanding visitor profiles.
MPA	Marine Protected Area
NTO	National Tourism Office
NZ	New Zealand
OTA	Online Travel Agent
PICs	Pacific Island Countries
PNG	Papua New Guinea
SEO	Search Engine Optimisation
SPTO	South Pacific Tourism Organisation
UK	United Kingdom
UNWTO	United Nations World Tourism Organisation
USA	United States of America
VFR	Visiting Friends and Relatives

## 2 ABOUT THIS REPORT

### **BACKGROUND**

This study report forms part of a series of Niche Market Research being undertaken by the South Pacific Tourism Organisation (SPTO). To date studies have been carried out into: Cultural and Heritage Tourism, Backpacker Tourism and Dive Tourism.

A further two studies have now been undertaken: Wedding and Honeymoon Tourism and Fishing Tourism.

### **OBJECTIVE**

The overall objective of this programme action is to strengthen the capacity of niche tourism operators in PICs to compete more effectively in international niche tourism markets with the aid of relevant, practical and actionable market intelligence and guidance.

### **METHODOLOGY**

This study included primary face-to-face, Skype and telephone research with 10 international travel trade promoting fishing in key source markets of Australia, New Zealand, North America and Europe. It also included 20 PICs tourism operators currently working within the fishing tourism market across 12 PICs. This research was supported with 2 online surveys, Skype and telephone research with NTOs and extensive desk research.

Unless otherwise noted, statistical data, charts and diagrams in this report are based on research findings from this study as outlined above.

### **PRACTICAL LIMITATIONS**

There is very little official data on the fishing tourism market and most tour operators, NTOs or government statistics agencies do not segment fishing within tourism data.

The research in this study has therefore focussed on operators specialising in fishing and the specific needs and opportunities within defined segments of the fishing tourism market.

### **ACKNOWLEDGEMENTS**

The authors would like to thank the tourism professionals and travel companies in key source markets who have assisted with voluntarily providing confidential statistical information and commercial insights as part of the research undertaken for this report.

We would also like to thank PICs tourism operators who voluntarily completed surveys and shared information about their current fishing business.

Finally we would like to acknowledge the assistance of the NTOs, their overseas marketing representatives and operator representatives in Australia, NZ, China, India, South Korea, Japan, North America and UK/Europe.

### 3 PACIFIC ISLANDS COUNTRIES TOURISM MARKET

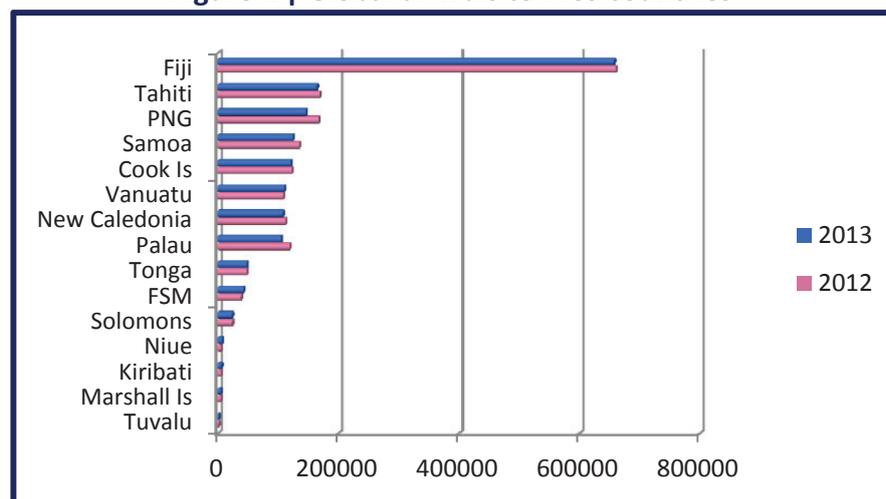
#### 3.1. TOURISM NUMBERS TO PACIFIC ISLAND COUNTRIES

PICs currently welcome over 1.7 million<sup>1</sup> visitors a year. Tourism is one of the most important industries in the region. Representing around 60-65 %<sup>2</sup> of arrivals, holiday visitors provide a major contribution to the economies of many countries and territories across the region.

Fiji, with the highest number of air services and hotel room inventory, accounts for approximately 40% of the total market. The next major destination is French Polynesia at around 10% of the total market. Both of these destinations also rank highest for holiday visitor arrivals.

Figure 1 below summaries arrivals covering 2013 and 2012.

**Figure 1 | Global arrivals to PICS countries**



Source: SPTO and NTOs

Across all PICs, arrivals are largely driven by air access and capacity. Fiji is the travel hub for the region and it's gateway airport, Nadi, is the busiest for international flights in the region.

Fewer arrivals into many of the coral atoll small islands states, such as Kiribati, Marshall Islands and Tuvalu are a function of combined small populations with a lack of direct airline connectivity to major source markets.

<sup>1</sup> Based on SPTO visitor arrival statistics 2012 and 2013.

<sup>2</sup> Based on SPTO visitor arrival statistics 2012 and 2013

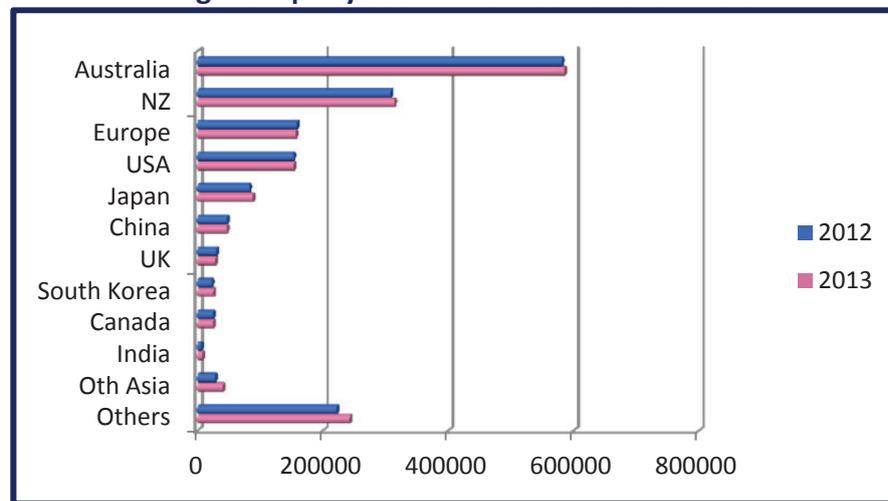
### 3.2. SOURCE MARKETS FOR TOURISM IN PACIFIC ISLAND COUNTRIES

The short haul markets of Australia and NZ provide the majority of arrivals into PICs. This is due to their proximity and historical political and cultural links. These arrivals are made up of a mix of business, holiday and VFR travel. Australia and NZ also are home to many PICs expatriates and communities and they are major contributors to travel around the region.

As French territories, New Caledonia and French Polynesia similarly have a high promotion of their arrivals from Europe, namely France. In northern PICs close ties with North-East Asia and the USA see those destinations providing the major share of arrivals.

Figure 2 summarises source market arrivals for 2012 and 2013.

**Figure 2 | Key source market visitor arrivals**



Source: SPTO and NTOs. Note due to each country recognising source markets differently some source market arrivals are included in Other Asia and Others.

From a holiday tourism perspective source markets for PICs can be divided into 3 categories.

#### Established Short Haul

Primary markets which have direct flights to most PICs, generally with flying time of around 5 hours. Australia and NZ are established short-haul markets for the Central and South Pacific, whilst Japan and South Korea are short haul markets for Palau and FSM

#### Established Medium- Long Haul

Secondary markets with over 6 hours flying time. Some have direct air services to the region.

- Asia (Japan and South Korea) – for the Central and South Pacific
- Australia and NZ – for Palau and FSM
- North America (Canada, United States) – all PICs.
- UK/Europe – all PICs.

#### Emerging Medium-Long Haul

Secondary markets which are emerging as major global tourism markets with significant year on year growth for the past 10 years.

- Asia (China and India) which are currently serviced via Hong Kong and/or Australia
- Latin America (Mexico, Peru, Chile, Argentina and Brazil) with links to French Polynesia and via the US and NZ/Australia.

## 4 GLOBAL FISHING TOURISM MARKET

Tourism globally has been defined a number of ways. UNWTO official definition states, “Tourism is a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes. These people are called visitors (which may be either tourists or excursionists; residents or non-residents) and tourism has to do with their activities, some of which imply tourism expenditure.”

It has also been defined as leaving your normal place of abode to stay somewhere else for at least one night, but no longer than 12 months. The people who do this are often described as tourists. Such simple definitions however, can raise more questions than they answer. Tourism is not easy to define. Inevitably it requires a contextual definition.

Fishing as a leisure activity can be categorised into 2 distinct segments:

- 1) **Recreational Fishing.** This includes fishing as an excursion by boat in an area that is nearby to your usual place of residence. Local weekends away, a day excursion or fishing off a wharf or jetty, fall within the category of recreational fishing. Recreational fishing is also more associated with catching to eat and often includes casual fishing using hooks and bait to catch.
- 2) **Sports Fishing.** This includes game fishing, fly fishing and other forms of catch and release fishing. Generally equipment ensuring the revival rate of fish is used that has minimal effect on the wellbeing of the fish. Examples include lures, circle and dissolvable hooks. The sports fishing segment can then be further categorised into *Day Trip Fishing* where clients take a paid excursion for the purpose of sports fishing and *Location and Species Fishing* where clients will pay for a fishing trip that’s main purpose is to fish in a particular location and/or for a specific species of fish. These trips will be taken over a few days or a week.

In the context of this study fishing tourism can be defined as tourists who travel for the purpose of sports fishing. This includes anglers who will take a fishing trip (usually half or full day) during their holiday, where fishing may not be the main purpose of the holiday and those who are specifically travelling for the purpose off fishing.

This study will further examine the two categories of sports fishing.

## 5 MARKET SIZE AND CHARACTERISTICS

In this section we discuss:

- Overall size of the fishing market
- Key drivers that characterise the market
- Its demographics, group sizes, how much people spend and how long they stay.
- What matters to the fishing tourist
- Key source markets

Fishing tourism is a very specialised niche market. There is little quantitative data available as to the actual size of the market. Whilst estimates on global recreational fishing talk in the billions, sports fishing tourism numbers would appear to be substantially less. By far the largest fishing market globally is the USA. It is estimated around 10% of the 40 million Americans who hold a fishing licence are avid-anglers. With only around 40% of Americans holding passports, this indicates the maximum market size of around 1.6 million who may consider taking a sports fishing holiday overseas. Whilst no data is available for other source markets, feedback from fishing travel companies indicates percentages are similar elsewhere.

There is however a notable difference between PICs where sports fishing tourists travel to.

Operators in Kiribati (especially Kiritimati Island) and Papua New Guinea have a much higher proportion of clients fishing for 2-13 days (over 85% for both countries). This mainly reflects the demand for specialist fly fishing, as well as species available.

Vanuatu, Samoa and Fiji the opposite applies. 90% of clients are on half day or full day trips. Clients are doing day trips game fishing where there are often a wider range of species available.

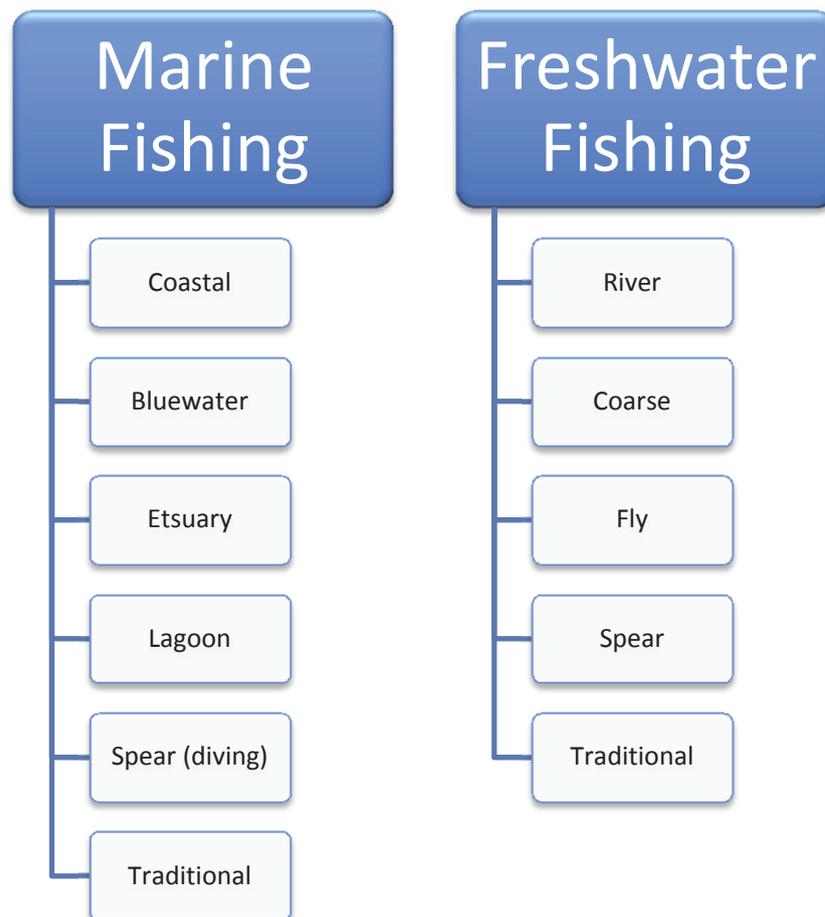


Samoa. Photo courtesy Troppo Fishing Charters

## 5.1. CHARACTERISTICS OF THE GLOBAL FISHING MARKET

Fishing Tourism is characterised by a number of factors that will vary in importance based on the type of fishing being undertaken.

### Types of Fishing



Marine (or salt water) fishing includes deep sea, coastal, estuary and lagoon fishing. The main forms of marine fishing include big game fishing (charter boats), spear fishing (diving) and in coastal, lagoons and estuaries this can also include fly fishing.

Freshwater fishing includes rivers, streams and coarse fishing. The main forms of freshwater fishing are fly fishing and, to a lesser extent, spear fishing.

Most fishing destinations in PICs offer marine fishing. Freshwater fishing is limited to the rivers and lake areas of PNG (Bensbach and Lake Murray).

### Species

For many sports fishing tourists, species plays a major part in the decision as to where they travel for their fishing holiday. It ranks as the second most important decision driver.

In PICs species of fish is a major factor that characterises the market and differentiates those who take a fishing holiday (longer stays) and those who fish on their holiday (half day and full day trips)

This especially applies to Kiritimati Island in Kiribati, where Bonefish, who can dash through 100 metres of water in 8 seconds are the highlight. These species attract fly fishers testing their fly fishing skills to the limit. Other species that attract visitors to Kiritimati include Giant Trevally and Yellow-fin tuna.

Papua New Guinea attracts fishing tourists for species such as Barramundi and PNG Black Bass.

Vanuatu, Samoa and Fiji are well known for Billfish, 3 species of Marlin (Black, Stripped and Blue), Sailfish, Wahoo, Tuna and some Giant Trevally.

Species are also a major driver for destinations globally such as Central America and the Caribbean, Amazon, Seychelles and Alaska amongst others.

### Season and Prevailing Conditions

Fishing tourism is very much constrained by natural conditions, such as sea temperature, currents, tidal flows, breeding seasons and winds.

This often leads to short seasonal windows for promoting fishing tourism and operators need to ensure they manage the effect seasonality will have on their business.



Marshall Islands. Photo courtesy SPTO / David Kirkland

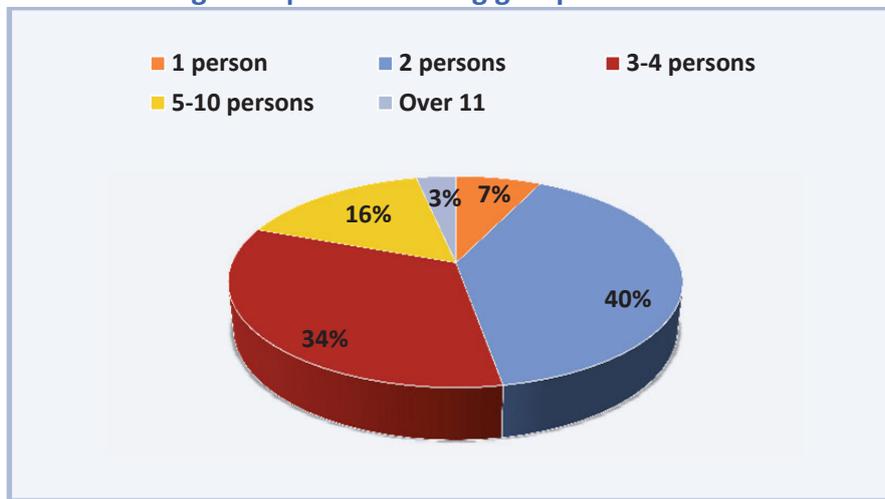
**WHAT SIZE ARE FISHING TOURISM GROUPS?**

Sports fishing tourists generally travel in small groups and their size is often determined by the size of the boat or fishing lodge.

74% of anglers travelling where the main purpose of the holiday is to fish will travel in groups of between 2 and 4 people. This equates to the capacity of most charter fishing vessels. Around 16% of the market will travel in groups of 5 to 10 people, which equates to the size of small fishing lodges or live-a-board mother ships that are used as bases for fishing tourism expeditions.

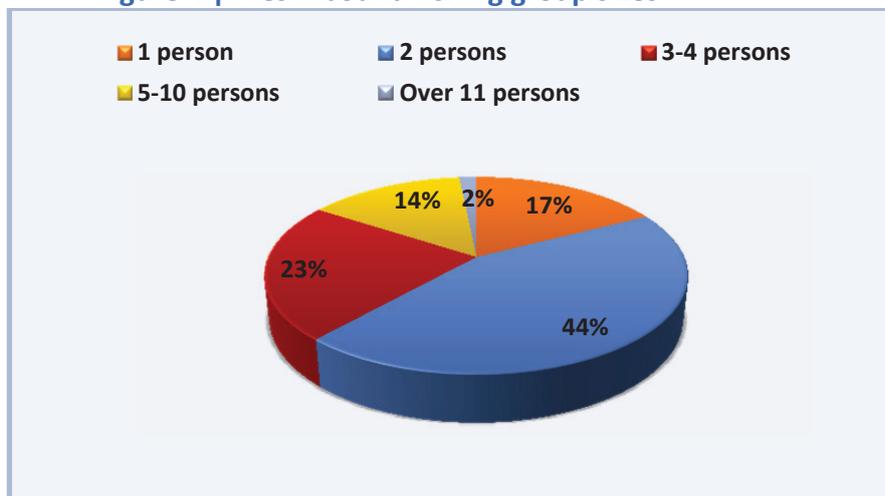
The type of fishing and facilities available at destinations will often be the overriding determinant of group sizes for tourists whose primary reason for travelling is fishing. Figure 3 shows a breakdown of global group sizes.

**Figure 3 | Global fishing group sizes**



For fishing operators within PICs, group size breakdowns show more prevalence for 2 people fishing together, at around 44%. This correlates with the high number of half and full day fishing clientele. Figure 4 shows the breakdown for fishing group sizes within PICs.

**Figure 4 | PICs inbound fishing group sizes**



## HOW MUCH FISHING TOURISTS SPEND & HOW LONG THEY STAY?

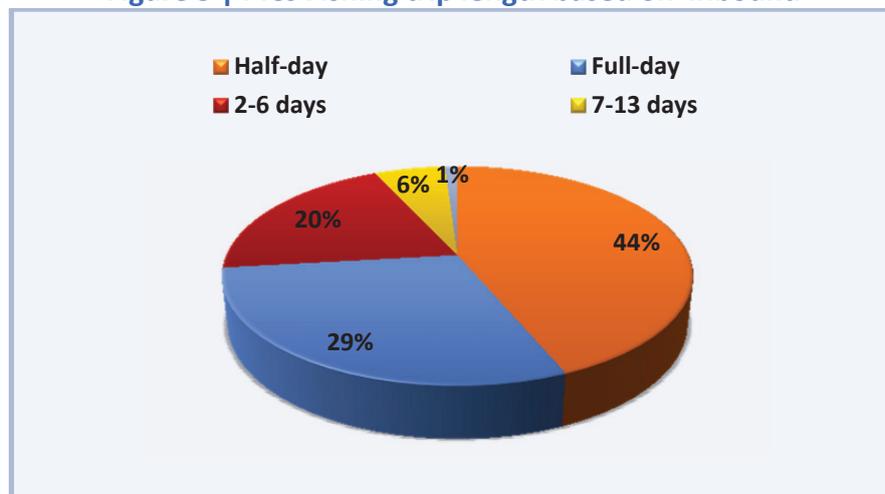
Sport fishing tourists, who are taking trips based on the type of fishing and species available, spend an average of US\$4,600 per person for the fishing and accommodation component of their trips. They stay an average of 7-8 days on global fishing holidays. This applies to those whose main purpose of travel is a fishing holiday.

Half day and full day fishing trips within PICs generally start at around US\$150 for a 4-hour trip and US\$300 for an 8-hour trip per person on a shared boat basis. This compares favourably with regional competitors such as Australia and New Zealand.

Figure 5 below outlines the average length of trips provided by PICs in-country operators. Around 44% are half day trips and a further 29% are full day trips. This data changes by country based on the type of fishing offered. For Kiribati over 90% are 7 day stays and for PNG around 85%; whereas the reverse applies in destinations such as Vanuatu, Samoa and Fiji.

Feedback from trade and operators indicated there is also a portion of clientele which will book family combination holidays that include fishing as a reason for choosing a destination in combination with other activities.

**Figure 5 | PICs Fishing trip length based on inbound**

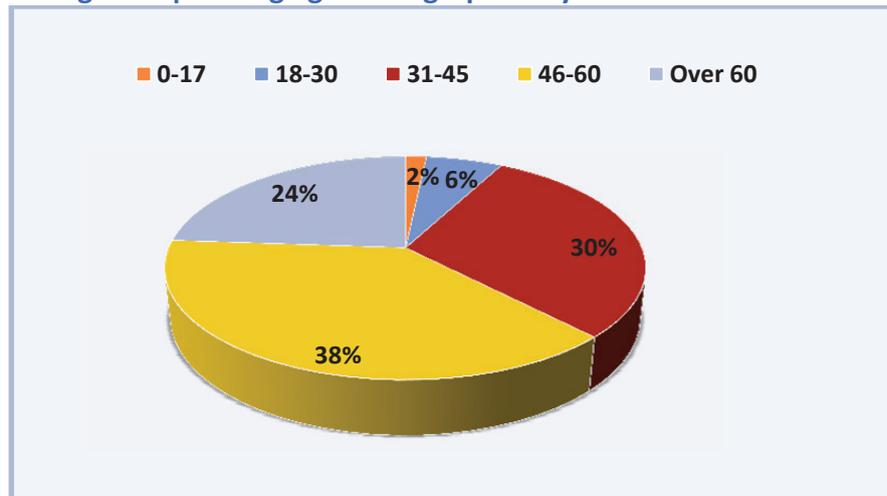


**WHAT AGE ARE FISHING TOURISTS?**

As we have noted, sports fishing Tourists who book their holiday for the purpose of fishing will spend on average US\$4,600 per person. This reflects a market that generally has a high disposable income and is less price sensitive. It also requires time to travel and in many source markets, especially North America and Europe, opportunities for leave are limited.

Figure 6 reflects this with the highest age demographic 46-60 years old being 44% of the market. Almost a quarter are over 60 years of age.

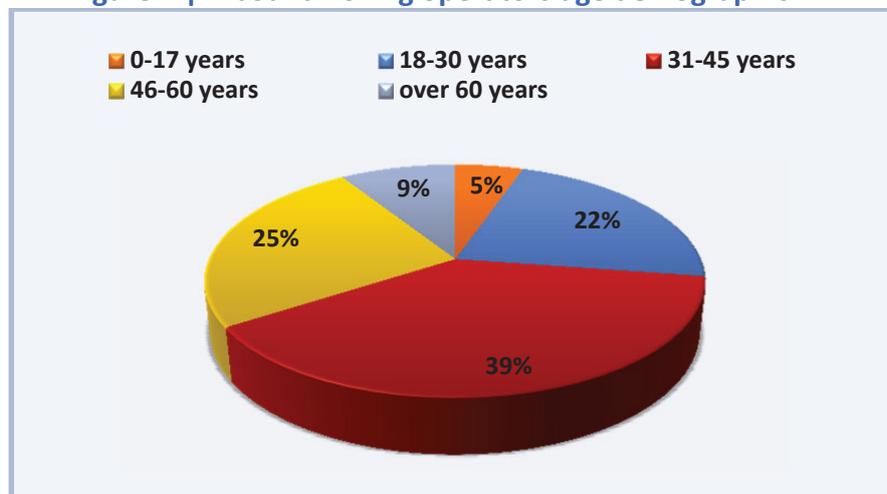
**Figure 6 | Fishing age demographics by source markets**



Data collected from in-county operators reflects a younger demographic with 39% being between 31 and 45 years old and only 25% aged between 46 and 60 years.

This represents a more price sensitive market only taking half day or full day fishing trips. It is interesting to note that for PNG and Kiribati, where more long stays are noted the age demographic is more in line with source market travel trade figures. Refer figure 7.

**Figure 7 | Inbound fishing operators age demographic**



## WHAT MATTERS TO FISHING TOURISTS?



Fishing specialist travel companies revealed the type of fishing and species of fish rank as the 2 most important drivers for sports fishing tourists who travel for the purpose of a fishing holiday.

Other important factors noted through feedback from this study include:

- **Knowledgeable and reliable guides and skippers.**

This is exceedingly important. With fishing being a seasonal activity, having local guides who know their fishing areas and the preeminent species, is a must. This can be critical to overall client satisfaction and more importantly powerful word of mouth recommendations for future business.

For game fishing operators within PICs this means having a ticketed captain ( which is also a requirement for insurance and registration). Hiring crew with experience at the jobs they are expected to do. An experienced deck hand is as important as an experienced skipper. It is important to maintain positive energy while on charter and regular communication with your clients. Along with a good catch, a happy, engaging crew will make all the difference to the fishing experience your anglers take home with them.

- **Service and accommodation infrastructure.**

For many this may not seem important in relation to the quality of the fishing. However there is a growing market globally for upmarket “turn-key” fishing lodges and these are beginning to emerge in the PICs as well, but the region is a long way behind areas such as Central America, Amazon, Caribbean and Indian Ocean. Having quality infrastructure, including communications, will attract clientele willing to spend more on their overall fishing experience.

- **Equipment.**

Offering and maintaining good quality equipment, including boats, is also important to attracting repeat business. Purchasing the best, proven brands on the market will pay dividends. With regular maintenance brands such as Shimano, Penn and Diawa should last 10 years or more. Equally as important is have back up trades and suppliers. Having a good relationship with your auxiliary trades and suppliers is a big help when equipment breaks. Where possible ensure you have systems in place to contact someone at a moment’s notice. If you need to ship in parts from overseas, ensure you have knowledge of international suppliers, shipping agents and international couriers.



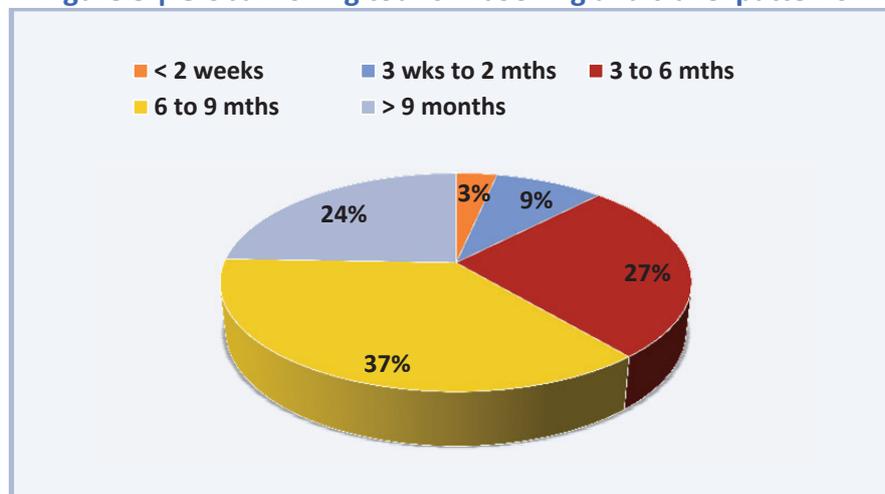
Samoa. Photo courtesy Troppo Fishing Charters

## 5.2. GLOBAL FISHING BOOKING & TRAVEL BEHAVIOUR

Key characteristics about international sports fishing tourists are as follows:

- They prefer to book well in advance to ensure their trip is confirmed, especially when the most desired locations have limited accommodation capacity. More than 60% book at least 6 months in advance.
- They prefer to travel during the peak fishing season. Like other water sports, prevailing conditions are key drivers to deciding when to travel and it is important fishing operators understand the seasonality of their market.

Figure 8 | Global fishing tourism booking and travel patterns



### 5.3. SOURCE MARKET SUMMARIES

#### **AUSTRALIA**

Australia is a major source market for tourism into most PICs. Sports fishing tourism is no exception. Approximately 49% of clients are Australians.

The domestic fishing tourism industry in Australia is world renowned and provides strong competition for PICs, although PICs remain popular with Australian sports fishing tourists due to convenient access and species available.

Booking patterns for Australia tend to be divided between those who will book later (half day and full day charters for example), around 40% inside 6 months. And 60% who will book more than 6 months in advance.

They will spend an average of US\$3,000 per person land arrangements for 7 day fishing trips. The most popular overseas fishing destinations are Kiritimati Island, PNG, Alaska, Amazon and Caribbean.

#### **NEW ZEALAND**

NZ is a major source market for tourism into most PICs. Sports fishing tourism is no exception. Around 21% of clients are New Zealanders.

The domestic fishing tourism industry in NZ (almost entirely fly-fishing) is world renowned and provides strong competition for some PICs, although PICs remain popular with New Zealand sports fishing tourists due to easy access, reasonable pricing and species available.

New Zealanders tend to book later with 20% inside 3 months and a further 50% booking 3-6 months in advance. This is reflective of more travel to neighbouring PICs, rather than longer haul specialist fishing locations.

They will spend an average of US\$1,800 per person land arrangements for 7 day fishing trips. The most popular overseas fishing destinations are Samoa, Vanuatu, Fiji and Tonga

#### **NORTH AMERICA**

North America, especially the USA is the largest sports fishing market in the world. The vast majority of American sports fishing tourists have a wide choice of popular nearby destinations such as the Caribbean, Alaska and Central America, and these areas see the vast majority of American anglers who travel overseas.

The key market for PICs is the fly fishing market and a small market of anglers who are seeking specific species of fish. It is estimated 14,000 American fly fishing tourists travel overseas each year and destinations with species and environments suited to fly fishing should target this high end specialist market. However there is strong competition for this niche market. Costa Rica, New Zealand, Chile and Argentina all rank high on fly fishing destination lists. There are also numerous domestic destinations with fresh water fly fishing.

North America sports fishing tourists travelling overseas booking further ahead than most other markets. 71% book more than 6 months in advance. This is driven primarily by limited accommodation in the most popular overseas fishing locations.

They will spend an average of US\$4,300 per person land arrangements for 7 day fishing trips. The most popular overseas fishing destinations are Caribbean (Bahamas), Central America (Mexico, Belize, Costa Rica, Guatemala and Panama), and South America (Amazon, Chile and Argentina). Most of these destinations feature luxury fishing lodges or live-aboard mother ships.

The main PICs visited are Kiribati (Kiritimati Island) where around 500 North American fishing tourists visit each year, contributing significantly of Kiribati's annual holiday visitor arrivals. PNG and French Polynesia see a small number of North American fishing tourists.

### **UK/EUROPE**

The UK and Europe represents a smaller market than North American and most travel overseas to the Mid-Atlantic islands. Again the key market for the Pacific region is fly fishing tourists. It is estimated around 8,000 fly fishing tourists travel overseas from the UK and Europe each year and represent a small, high end specialist market looking to test their skills in new destinations.

Around 60% of European sports fishing tourists travelling overseas book more than 6 months in advance. Like North America, this is driven primarily by limited accommodation in the most popular overseas fishing locations.

They will spend an average of US\$6,400 per person land arrangements for 7 day fishing trips. The most popular overseas fishing destinations are Atlantic Islands (Azores & Madeira), Central America (Mexico, Belize, and Costa Rica), South America (Amazon, Chile and Argentina) and Indian Ocean Islands (Seychelles, Mauritius, Reunion). Many of these destinations feature luxury fishing lodges or live-aboard mother ships.

The main PIC is Kiribati (Kiritimati Island) where around 100 UK/Europe fishing tourists visit each year. PNG, Cook Islands and French Polynesia see a small number of UK/Europe fishing tourists.

### **ASIA**

The Asian market is currently very small for outbound fishing tourism.

The market size is estimated to be quite substantial for regional and domestic fishing, especially using poppas and jigs. Game fishing in Malaysia for sailfish is popular with Asian sports fishing anglers.

Research found most fishing tourism in the Chinese market is currently limited to domestic recreational fishing.

A small number of Chinese and Japanese anglers have taken half day and full day fishing trips in Vanuatu, Fiji, Samoa and FSM. Most of these have been sourced via hotels and resorts. A couple of operators in PNG have had small numbers Japanese anglers on trips longer than 7 days.

Singapore, with an active sports fishing fraternity, has the potential to be developed as a source market, especially for PNG with 5 weekly direct flights, but this would require further market research.

## 6 FORECASTED TRAVEL TRENDS

In this section we discuss:

- Global travel trends
- Fishing tourism trends
- What's driving travel trends and what the next trends may be

### 6.1. GLOBAL TRAVEL TRENDS

Each year major travel exposition company, Messe Berlin, operators of ITB Berlin and Singapore, conduct a study (through IPK Consulting) and host a forum on the trends in tourism. UNWTO and London based WTM conduct similar research and forums.

According to IPK's 2014 World Travel Monitor forum <sup>3</sup>global tourism grew by 4.5% in the first 8 months of 2014 and is set to maintain similar growth in 2015 and beyond. UNWTO forecasts growth for over 3.3% per annum for the next 15 years, with arrivals in emerging destinations growing at twice the rate (4.4%) of those in advanced economies (2.2%) <sup>4</sup>.

Other trends noted by these organisations include:

- **People will take shorter trips**  
The changing working environment means more frequent trips for less duration. This is being reflected in the growth of short-haul tourism.
- **People will spend more on travel**  
Being time poor they are looking for specific experiences and relaxation and will pay for it. Spending on travel has grown 6% per annum since 2013<sup>5</sup>.
- **More individual holiday experiences**  
In line with our research, there is an increasing drop off in fly-and-flop tourists, with more looking to include more experiences.
- **Matching pricing and value for money with image and dream**  
Whilst price remains a motivator, value for money that is seen to be matching the image and dream will generally take precedence.
- **Technology continues to exert influence over behaviour**  
According to World Travel Monitor <sup>®</sup>, in 2014 70% of holiday makers globally booked their travel via the internet, representing a 7% annual increase. The report also indicates travel agent bookings are stabilising at 24% of holidays booked.
- **South America, Asia and USA economy driving global travel growth**  
The emerging source markets of South America (Chile, Argentina and Brazil) and Asia (namely China and India) currently provide negligible fishing tourists for PICs, however they are amongst the leading economic growth nations in the world and outbound travel continues to rise ahead of global rates. A resurgent USA economy is also driving global travel growth.

<sup>3</sup> Forum hosted by IPK Consulting in Italy, October 2014.

<sup>4</sup> UNWTO Tourism Highlights, 2014 Edition

<sup>5</sup> World Travel Monitor, IPK Consulting, 2014



*Lake Murray Lodge, PNG. Photo courtesy Trans Niugini Tours*

## 6.2. FISHING TOURISM MARKET TRENDS

### **Conservation in sports fishing is the over-riding trend.**

Fishing techniques are focussing on the revival of fish, controlling breeding stock and preserving species.

Examples include in Australia where game fishing records no longer require weighing a fish, only measurement and a photo. This allows the fish to be returned to its natural environment.

PICs examples can also be found where it was common in sports fishing to catch and keep fish. Now tag and release is becoming a more favourable policy for operators. This is especially true in freshwater, coastal, estuary and lagoon fishing where traditional fishing occurs in tandem with sports fishing.

Many game and sports fishing associations globally are working with government organisations in the management of MPAs. The Queensland Barrier Reef is an example of this where tourism plays an important economic role, whilst protection of the marine environment is paramount to the survival of the reef and other marine life that form part of the reef's ecosystem.

Other trends include:

- Like all sectors of tourism the internet is playing an evolutionary role in changing how information is disseminated. In sports fishing this has seen an explosion in fishing forums and other social media.

- Sports fishers are constantly looking for new horizons. This has seen growth in the small luxury fishing lodge sector, where sports fishers will travel some distance to reach a location where the right species and type of fishing can be found. Destinations such as Cuba, Venezuela, Belize, Seychelles and Mongolia are becoming increasingly popular as new high end fishing destinations.
- Technology with fishing equipment is continually evolving and tag and release methods changing concurrently with changes in technology.

### 6.3. WHAT IS DRIVING TRAVEL TRENDS?

#### **Increase in Global Recreational Fishing Licences**

In 2011 there were an estimated 40 million recreational fishing licences. According to the RBFF-ASA fishing licence index sales in 2012 grew 5%<sup>6</sup>. This follows 8% growth the previous year. Whilst only around 10% are avid anglers who are likely to become fishing tourists, positive growth will encourage more fishing tourists.

#### **Access to More Remote Areas**

It is becoming easier to get to more remote areas which is driving demand.

#### **Social Media**

Being able to put your fishing experiences photos up on applications such as Instagram and other photo sharing sites is broadening awareness.

### 6.4. WHAT'S NEXT IN TRAVEL TRENDS?

#### **Personalised Luxury Fishing Travel**

Globally more and more tourism providers are meeting the increased personal demands of travellers, especially in segments such sports fishing. Examples include:

Small fishing lodges offering uncompromising experiences. This is especially the case in destinations such as the Amazon ( e.g. Agua Boa Lodge) and Seychelles (e.g. Desroches Island) where anglers can not only indulge in world class fishing, but combine this with the fineries of very personalised service.

#### **Finding Destinations that are Not Yet on the Map**

The avid sports fishing tourist is looking for somewhere new. There is demand for fishing destinations that are not yet on the map. Many may not be possible to reach today, but planning to reach them in the future is key to growing your fishing tourism market.

<sup>6</sup> New Sportsfishing Data and Industry Trends, 2013.

[http://asafishing.org/uploads/SportfishingSummit-Southwick\\_Associates\\_Sportfishing\\_Data\\_10\\_2013.pdf](http://asafishing.org/uploads/SportfishingSummit-Southwick_Associates_Sportfishing_Data_10_2013.pdf)

## 7 DISTRIBUTION CHANNELS & RECOMMENDATIONS

In this section we discuss:

- Distribution channels
- Source market distribution and trends
- Distribution recommendations for operators

### 7.1. DISTRIBUTION CHANNELS

There is no set definition of distribution channels in tourism. Most definitions centre on how a tourism product is made available to the customer and this aligns strongly with how the product is marketed.

Prior to the advent of the Internet, if you didn't sell through a distributor such as a hotel tour desk, wholesaler or fishing travel company, selling directly to the customer was limited to repeat clients, newspaper or magazine advertisements or through word of mouth. For the fishing tourism operators these traditional forms of distribution remain very important. But the internet has changed distribution substantially.

Operators in PICs fishing tourism industry have begun to use the internet for distribution. The main forms of distribution currently being utilised by fishing operators are

1. Local agents and hotel tour desks (usually via flyers or brochures)
2. Direct telephone or email enquiries
3. Direct enquiries via own website
4. Overseas travel companies

More traditional channels such as overseas travel companies are being less relied upon, as direct online distribution takes on greater importance.



Samoa. Photo courtesy Troppo Fishing Charters

**7.2. SOURCE MARKET DISTRIBUTION AND TRENDS**

In key source markets for fishing tourism referrals (word of mouth) and social media are the strongest forms of distributing in information about fishing destinations. People sharing experiences online has become increasingly important and there are many forums online that discuss all manner of fishing subjects. Whilst TV fishing shows and expos are still commonplace they are becoming less relied upon for distributing fishing tourism product.

With the fishing travel trade only representing 17% of bookings generated for PICs, it is crucial operators are able to use a range of distribution channels.

Table 1 highlights the major forms of distribution and promotion being utilised in key source markets by the Fishing travel trade. Own website, client referrals and digital media (namely via their database) are the main forms distribution. More traditional forms of promotion such as Radio, Mass print and TV are being used much less and retail trade.

**Table 1 | Fishing Travel Trade Distribution**

ChannelMarket	AUS	NZ	Nth America	UK/Europe	Combined
Own Website	1	1	1	2	1
Client Referrals	2	4	2	1	2
Digital Media	3	2	3	4	3
Specialist Print	5	3	5	6	4
Social Media	4	6	4	5	5
Referral Websites	6	7	7	9	6
Trade or Consumer Shows	7	9	6	3	7
Preferred Retail Trade	9	5	8	8	8
General Retail Trade	10	8	9	10	9
TV Advertising	8	10	10	11	10
Mass Print	11	11	11	7	11
Radio Advertising	12	12	12	12	12

Source: Survey responses from 10 source market fishing specialist travel agents promoting PICs

### 7.3. DISTRIBUTION RECOMMENDATIONS FOR OPERATORS

The following steps are recommended as guidelines for fishing tourism operators looking to improve distribution:

#### **Website**

- Invest in a clean and functional website.
- Content, photography and videos should be at a minimum broadband quality for consumers to research and for operators in your source markets to confidently add links to South Pacific operators.
- Share your web content with your key partners.
- Have a content management solution that is able to track where the web-referrals came from and reward your source market partners.
- Ensure the content on your website is accurate and kept up to date.
- Have an option for people to sign up to a newsletter. This helps you build a database keep people updated with your product.
- Include agents in your source markets on your contact page – gives added comfort to clients that there is someone in their country or region that can contact.

#### **Digital Media**

- Maintain your database and send out regular (monthly or even quarterly is usually enough) electronic newsletters (EDMs). These can be simple one page updates.
- You can build a digital database most easily just by collecting cards or getting email contacts from your clients as well as the sign up form on your website.

#### **Social Media and Referrals**

- Ensure that current and past guests have the opportunity to voice their praise and concerns with you. This helps generate free awareness. Set up a Facebook page and sign-up to Instagram (helps get those great catches and fishing trips up the web as soon as possible). These are 2 social media tools, but others are evolving all the time. Share your fishing stories with your social media network.

#### **Build a network**

- Having a friendly relationship with other operators and local anglers is essential. Encourage the sharing of information and never get too precious about what you are catching or jealous about someone catching more than you.
- Join your local fishing club and or game fishing association (if there is not one you may wish to establish one in your area). This helps create opportunities for spending more time with your clients and getting the word out about your fishing destination.

## 8 MARKETING CHANNELS AND RECOMMENDATIONS

In this section we discuss:

- Marketing channels
- Source market marketing and trends
- Marketing recommendations for operators

### 8.1. MARKETING CHANNELS

Marketing channels and distribution are used in an inter-twined fashion in most tourism circles. Given this, the focus of this section is to look at the nature and characteristics of various forms of media in marketing and selling fishing tourism.

As with distribution it is important to choose marketing channels that provide a return on investment, whilst at the same time build awareness of your sports fishing operation.

Fishing tourism operators currently use the following marketing channels to promote their businesses:

- 1) Client Referrals (word of mouth)
- 2) Internet (own website through online searches)
- 3) Local agents and hotel tour desks
- 4) Social media
- 5) Other website referrals and links (NTOs)

The most powerful marketing tool for fishing tourism operators remains client referrals and word of mouth. This has always been the most effective form of marketing for niche tourism businesses in PICs such as fishing operators.

The internet is of course changing this. Having a website and along with social media and other web referrals are becoming major channels that no fishing tourism business should ignore.

## 8.2. SOURCE MARKET MARKETING AND TRENDS

Promoting fishing tourism overseas can be challenging. The market size is difficult to determine and knowing which marketing channel will be effective for the type of fishing you have on offer can be a mind field for PICs fishing tourism operators.

### **Magazines**

Recreational and sports fishing magazines have long dominated as a marketing channel to convey all things fishing. The saying “a picture is worth a thousand words” rings true with most specialist print magazines. In many source markets these magazines still play an important role with digital offerings that include applications, online versions and a host of other tools for the avid angler. Fishing travel media are passionate anglers themselves and can be great ambassadors for your fishing business.

### **Television (namely Fishing Shows)**

Television has also been an important marketing channel, however with so many shows, especially in the USA it is important operators be selective in choosing which show to work with. However operators should be mindful of where the show is being distributed, and when and where it is being shown. There can often be a long period of time between the shoot and going to air on TV.

### **Digital and Social Media**

Internet and smart device technology has fundamentally changed marketing from being a single content one-way communication piece to a two way, multiple content platforms. With user generated content and video uploads, the popularity of digital media and social media cannot be underestimated. An Instagram picture uploaded to Facebook and will go around the world in seconds can instantly be an extremely effective marketing tool.

### **Database marketing**

Using a database to reach clients is a very cost effective medium. Many source market fishing travel agents use this medium above all other digital media. It has become a major tool for promoting new products, reporting on recent trips and keeping in touch with clients.

Because they are reaching a targeted audience, open and read rates are often at over 50%, which is extremely high for database marketing.

### ***Marketing to fishing clubs***

On the face of it a fishing club in source market seems an obvious way to get to a group of potential clients. Sending an email or buying an ad in their newsletter probably won't reach the right audience. Just like your own club, they are social places where local anglers meet and mingle. Contact needs to be personal and well researched. A sales trip that includes a planned presentation to a pre-arranged audience will have far more chance of succeeding.

### 8.3. MARKETING RECOMMENDATIONS TO OPERATORS

The following steps are recommended as guidelines for fishing tourism operators looking to improve their marketing:

#### **Website**

- Review it to make sure content is responsive – auto adapts to computers, laptops, mobile devices. Make sure your source market partners are linked up.

#### **Let People Connect**

- If you have a fishing lodge or a mother ship look at offering free Wi Fi or Hotspots. This will enable anglers to use the devices to send pictures to their friends of the experience they are having fishing with you.

#### **Social Media**

- Invest in a social media respondent/executive (this may be you or one of your crew). Social media investment does not need to be complicated expensive campaigns. Having a well-trained person, can be extremely effective in communicating with existing and potential customers, referring them to key partners in their source markets and encouraging greater social sharing. Be responsive when people connect via social media, this keeps them engaged and interested.

#### **Specialist Media**

- If you are going to host a fishing magazine or TV show, make sure you pre negotiate when the exposure will take place. You want to ensure it matches up as much as possible with your fishing season, booking patterns and there is minimal drag time so you stay current. Wrong timing could mean the exercise has been a waste of time.
- Ensure you have a direct call to action or overseas partner included with the story.

#### **Giveaways**

- If you are asked to do a free trip as part of a promotion, do some research first. It's an old trick but still a trap for many. Ask your NTO or overseas partners to check people out who contact you promising the world in return for a free day's fishing.

#### **Digital Media**

- Work with your top booking agents in key source market and consider joint/co-op investment in digital campaigns.
- Consider simple advertising like AdWords to drive visits to your website. Such mediums can be very targeted and effective and are easy to opt in and opt out of.
- Work with overseas partners to be included in their database marketing. This can work by simply keeping them updated on product putting a special into the market.

#### **Manage Your Pricing**

- Price can be a great marketing tool in itself. Fishing tourism is generally a very seasonal business. Know when your peak season is and price your product more highly during this period. This will allow more flexible pricing in low season that can be used to stimulate demand. This will also help push demand for your peak season by messaging anglers the best time to visit.

## 9 TRAVEL TRADE IN SOURCE MARKETS

In this section we:

- Discuss working with the travel trade
- Provide a list of some key source market fishing travel trade.

Distributing and marketing your product are crucial to the success of any tourism business. Whilst many SME tourism operators in PICs find the cost of working with overseas travel trade an expensive option, with the right pricing model and alliances, there can be real benefits.

Whilst direct selling via your website and doing your own digital marketing may generate a volume of sales, working with the overseas trade (even if on a selected basis) give tourism operators access to distribution and marketing channels that may otherwise be missed or unattainable. For example many overseas fishing travel trade, have access to significant databases and other forms of promotion that a single operator could not afford to access.

For the fishing tourism market you will nearly always be working with someone who is also an avid angler and knows fishing tourism well. In many cases these agencies have a regular repeat client base and can generally assist you develop and market your business.

Pricing structure plays an important role in working with the trade. Tourism operators should price their product for the international market accordingly, to ensure they are not left feeling short changed. Operators can usually expect commission levels of between 15% and 25% to be payable if they intend working directly with overseas trade and you need to consider this when pricing your product.

The following list is a sample of fishing travel companies in source markets. The lists are by no means exhaustive and there are other travel trade not listed here. We recommend tourism operators work with their National Tourism Office(NTO) and NTO overseas marketing representatives to obtain up to date and more specific information about overseas travel companies they may wish to work with in source markets.



*Niue. Photo courtesy SPTO / David Kirkland*

Company	Website	Current Pacific Destinations	Remarks
<b>AUSTRALIA</b>			
Angling Adventures	<a href="http://www.anglingadventures.com.au">www.anglingadventures.com.au</a>	Kiribati (Kiritimati) , PNG, Vanuatu, Samoa, Fiji	
Fishabout	<a href="http://www.fishabout.com.au">www.fishabout.com.au</a>	Most South Pacific	
Fishing Getaways	<a href="http://www.fishinggetaways.com.au">www.fishinggetaways.com.au</a>	Most South Pacific	
Go Tours	<a href="http://www.gotours.com.au">www.gotours.com.au</a>	Solomon Islands	
<b>NEW ZEALAND</b>			
Dive Fish Snow	<a href="http://www.divefishsnow.co.nz">www.divefishsnow.co.nz</a>	Solomon Islands, Samoa, Tonga, Niue, Vanuatu, Fiji	
<b>UNITED STATES</b>			
Frontiers International	<a href="http://www.frontierstravel.com">www.frontierstravel.com</a>	Kiribati (Kiritimati), PNG	
Fishabout	<a href="http://www.fishabout.com">www.fishabout.com</a>	Kiribati (Kiritimati)	
Sweetwater Travel	<a href="http://www.sweetwatertravel.com">www.sweetwatertravel.com</a>	Kiribati (Kiritimati), French Polynesia	Fly fishing specialist
The Fly Shop	<a href="http://www.theflyshop.com">www.theflyshop.com</a>	Kiribati (Kiritimati)	Fly fishing specialist
Yellow Dog Fly Fishing	<a href="http://www.yellowdogflyfishing.com">www.yellowdogflyfishing.com</a>	Kiribati (Kiritimati)	Fly fishing specialist
<b>EUROPE</b>			
<b>UNITED KINGDOM</b>			
Aardvark McLeod	<a href="http://www.aardvarkmcleod.com">www.aardvarkmcleod.com</a>	Kiribati (Kiritimati), Cook Islands	Fly fishing specialist
Sportquest Holidays	<a href="http://www.sportquestholidays.com">www.sportquestholidays.com</a>	Kiribati (Kiritimati)	
<b>DENMARK</b>			
Strobel Travel	<a href="http://www.strobel.dk">www.strobel.dk</a>		
<b>FRANCE</b>			
Safari World Image	<a href="http://www.safariworldimage.com">www.safariworldimage.com</a>		
<b>NETHERLANDS</b>			
P & S Visreizen	<a href="http://www.psvisreizen.nl">www.psvisreizen.nl</a>		
<b>ITALY</b>			
Viaggi Di Pesca	<a href="http://www.viaggi-pesca.it">www.viaggi-pesca.it</a>		



Kiribati. Photo courtesy Kiribati National Tourism Office.

## 10 INDUSTRY BODIES, RESOURCES & ASSOCIATIONS

Fishing is a global sport and there are numerous organisations and associations that focus on fishing. In this section we provide a list of bodies and organisations that may assist SPTO fishing tourism operators access new markets, engage with potential industry partners and communicate more effectively with potential clients.

### 10.1. GLOBAL AND REGIONAL BODIES

#### **United Nations World Tourism Organization (UNWTO)**

United Nations body that is charged with a number of high-level global tourism responsibilities, one of which is the disbursement of knowledge. This includes a wide range of online resources, free and paid, that include many studies, updates and statistics that may assist wedding and honeymoon tourism operators with an update to date ongoing understanding of trends and changes and in global tourism.

Website: [www.unwto.org](http://www.unwto.org)

#### **Pacific Islands Trade and Invest (PT&I)**

An arm of the Pacific Islands Forum, Pacific Islands Trade and Invest is a regional export, trade and tourism promotion body that provides practical assistance to promote Pacific islands Tourism Businesses.

Offices are located in New Zealand, Australia, Japan, China, Switzerland and Fiji.

Website: [www.pacifictradeinvest.com](http://www.pacifictradeinvest.com)

#### **International Game Fishing Association (IGFA)**

Based in Florida USA, the International Game Fish Association is a not-for-profit organisation committed to the conservation of game fish and the promotion of responsible, ethical angling practices through science, education, rulemaking and record keeping.

By following the international rules of big game and sport fishing set by the IGFA you may one day be able to claim a record for a particular species caught by one of your anglers. Website: [www.igfa.org](http://www.igfa.org)

### 10.2. FISHING ASSOCIATIONS IN KEY SOURCE MARKETS

#### **AUSTRALIA**

##### **Game Fishing Association Australia (GFAA)**

Based in Hobart, Tasmania and with affiliates in all Australian states, the GFAA is affiliated with the IGFA and plays an active part in the leadership of the sport of game fishing. [www.gfaa.asn.au](http://www.gfaa.asn.au)

#### **NEW ZEALAND**

##### **New Zealand Sport Fishing Council (NZSFC)**

The NZSFC, is a not for profit organisation. A key role is to advocate for responsible and sustainable management of the marine environment. [www.nzsportfishing.co.nz](http://www.nzsportfishing.co.nz)

## **NORTH AMERICA**

### **American Sports Fishing Association (ASA)**

Advocating for more fish, more anglers and more business. Established in 1933 the association has evolved from representing the interests of just tackle manufacturers to championing the entire sport fishing community. [www.asafishing.org](http://www.asafishing.org)

### **International Federation of Fly Fishers (IFFF)**

The Federation of Fly Fishers is an international non-profit organization dedicated to the betterment of the sport of fly fishing through Conservation, Restoration and Education. [www.fedflyfishers.org](http://www.fedflyfishers.org)

## **UK/EUROPE**

### **European Federation of Sea Anglers (EFSA)**

The objectives of the Federation are to promote the sport of sea angling and maintain the list of European Sea Fish Records, and to keep a watching brief on all commercial fishing activities in European waters. [www.efsa.co.uk](http://www.efsa.co.uk)

### **European Fly Fishing Association (EFFA)**

The European Fly Fishing Association was founded in 2006 with the aim to concentrate the interests of fly fishers in Europe and make the manyfold areas of fly fishing accessible to them. The EFFA counts members from more than 20 countries. [www.ffa.info/en](http://www.ffa.info/en)

## **ASIA**

### **Japan Game Fish Association (JGFA)**

JGFA is an international organization promoting and operating under the international fishing rules established by the International Game Fishing Association (IGFA). <https://www.jgfa.or.jp/e/index.html>

### **All India Game Fishing Association (AIGFA)**

A non-profit-making, charitable organization with the sole intention to promote "Sport Fishing" and to protect the fast depleting stock of sport fish by active participation of angler community in protecting the environment of water bodies it resides. [www.aigfa.org](http://www.aigfa.org)

### **Sport Fishing Association of Singapore (SFAS)**

Is the formal organisation for the voice of Singapore Anglers. [www.sfas.net](http://www.sfas.net)

## **10.3. PACIFIC ISLANDS COUNTRIES GAME FISHING ASSOCIATIONS**

### **Samoa International Game Fishing Association (SIGFA)**

Is very active in promoting game fishing as a sport and contributes significantly towards sports tourism in Samoa through its' main Fishing tournament the "SIGFA International". [www.sigfa.ws](http://www.sigfa.ws)

### **Pago Pago Game Fishing Association (PPGFA)**

The Pago Pago Game Fishing Association was founded in 2003 by a group recreational anglers with a competitive spirit and a desire to hold semi-organized competitions. The association runs around ten tournaments per year. [www.ppgfa.com](http://www.ppgfa.com)

### **International Game Fishing Club, Fiji (IGFCF)**

**Port Vila Game Fishing Club (PVGFC)**

Aims are the betterment and advancement of Salt Water Game Fishing in Vanuatu; to act in and support any person or body concerned in the Protection, Tag and Release, and Conservation of Salt water Fish and of Sport Fishing Grounds. [www.pvgfc.com](http://www.pvgfc.com)

**Tonga International Game Fish Association (TIGFA)**

TIGFA is the governing body for sports fishing in Tonga. Anglers who visit Tonga can join TIGFA for a three week period giving them the opportunity to record their catches and in the event of a record fish have their catch ratified.

**Vava'u Sport Fishing Club**

The VSFC is an affiliate to TIGFA and a member of (IGFA). [www.vavausportfishingclub.com](http://www.vavausportfishingclub.com)

**Cook Islands Game Fishing Club (CIGFC)****Game Fishing Association of PNG (GFA PNG)**

The GFA of PNG has a small but key role in fishing in PNG. They look after National Fishing Records, oversee the National Game Fishing Titles, ensure all fish under IGFA rules, and provide support to affiliated clubs. They also represent PNG anglers and fishing clubs in contact with other fishing organisations and the various Government departments. [www.gfa.com.pg](http://www.gfa.com.pg)

## 10.4. OTHER RESOURCES

Networking forms an important part in developing tourism business and there are a number of online and other resources wedding and honeymoon tourism operators can easily access. The following are a sample of online resources.

**LinkedIn**

There are many common interest groups and networks on LinkedIn that enable people to follow trends and developments in special interest areas such as sports fishing.

Website: [www.linkedin.com](http://www.linkedin.com)

**Trip Advisor**

Not only does Trip Advisor provide feedback on hotels, it also includes people's feedback across a broad range of travel experiences, including fishing destinations. Thus providing insights into what people are saying about the services of providers around the globe.

Website: [www.tripadvisor.com](http://www.tripadvisor.com)

**Other Social Media**

Almost every form of social media have forums and special interest groups about fishing and these can be very useful tools in networking with others and most importantly interacting with clients.

## 11 SPECIALISED MEDIA & PROMOTIONAL TOOLS

This section lists a number of key media and promotional tools for PICs fishing tourism operators.

### 11.1. AUSTRALIA

#### SPECIALIST MAGAZINES

**Fly Life.** Published quarterly. Also sold in select outlets in South Africa, Canada, Malaysia, Singapore, Hong Kong and the USA. Digital versions are available through App Stores, which reaches an even broader readership globally. [www.flylife.com.au](http://www.flylife.com.au)

**Modern Fishing.** 13 issues per year, is Australia's premium fishing magazine covering every type of recreational fishing. In addition to stories of where and when to fish, the magazine reviews relevant equipment, including boats. Ranked number on Facebook. [www.modernfishing.com.au](http://www.modernfishing.com.au)

**Blue Water Boats & Sports fishing.** BlueWater magazine is dedicated to essential cutting-edge wisdom on offshore game fishing, boats and equipment. [www.bluewatermag.com.au](http://www.bluewatermag.com.au)

**Club Marine.** With a readership of 90,000, Club Marine is Australia's premier marine lifestyle magazine. [www.clubmarine.com.au](http://www.clubmarine.com.au)

#### TELEVISION

**iFish.** ifish is a fishing show hosted by Paul Worsteling. It airs on both Network Ten and digital multi-channel One. Top rated show on Facebook. [www.ifishtv.com.au](http://www.ifishtv.com.au)

**McGlashan Media.** Produce Big Fish Small Boats and Strikezone. Also have a website with a range of fishing blogs, vlogs and other features. Top fishing writer on Facebook. [www.almglahsan.com](http://www.almglahsan.com)

**Escape with ET:** Hosted by former footy legend and fishing fanatic Andrew Ettingshausen, Escape with ET brings the latest in Fishing, Camping, Boating & 4WD

#### TRADE FAIRS & EXPOS

Show/Expo	Location	Date	Website
<b>Brisbane Tinnie and Tackle Show</b>	Manly Harbour, Brisbane, QLD	March	<a href="http://www.tinnieandtackle.com.au">www.tinnieandtackle.com.au</a>
<b>Melbourne Boat Show</b>	Melbourne Exhibition Centre, VIC	June	<a href="http://www.biavic.com.au">www.biavic.com.au</a>
<b>Sydney International Boat Show</b>	Cockle Bay Marina, Darling Harbour	July - August	<a href="http://www.sydneyboatshow.com.au">www.sydneyboatshow.com.au</a>
<b>Brisbane Boat Show</b>	RNA Showgrounds, Brisbane, QLD	September	<a href="http://www.brisbaneboatshow.com.au">www.brisbaneboatshow.com.au</a>

## 11.2. NEW ZEALAND

### SPECIALIST MAGAZINES

**New Zealand Fishing News.** Published monthly, NZ Fishing News covers all angling disciplines across the New Zealand and beyond. [www.nzfishingnews.co.nz](http://www.nzfishingnews.co.nz)

### TELEVISION

**The Fishing Show.** Hosted by Matt Watson. It airs on TV3 – Saturdays. Most popular NZ fishing show on Facebook [www.thefishingshow.co.nz](http://www.thefishingshow.co.nz)

**Tradezone Gone Fishin'.** Graeme Sinclair hosts this original NZ fishing show and travels extensively. TV3 - Saturdays. [www.gonefishin.co.nz](http://www.gonefishin.co.nz)

### TRADE FAIRS & EXPOS

Show/Expo	Location	Date	Website
The Hutchwilco New Zealand Boat Show	ASB Showgrounds, Auckland	May	<a href="http://www.boatshow.co.nz">www.boatshow.co.nz</a>



Marshall Islands. Photo courtesy SPTO / David Kirkland

### 11.3. NORTH AMERICA

#### SPECIALIST MAGAZINES

**Sport Fishing.** Over 100,000 readers and published 9 times a year, is written for the passionate angler who wants information on the latest techniques, the hottest locations and the newest equipment. [www.sportfishingmag.com](http://www.sportfishingmag.com)

**Saltwater Sportsman.** Over 120,000 readers and published 10 times a year designed for serious recreational salt water fishermen who demand the most accurate and detailed information available on inshore and offshore fishing, fisheries management and conservation [www.saltwatersportsman.com](http://www.saltwatersportsman.com)

**Marlin Mag.** Leading game fishing magazine. [www.marlinmag.com](http://www.marlinmag.com)

**American Angler.** A circulation of 35,000 hard-core fly fishermen seeking to master the sport fishing world's most sophisticated angling techniques. [www.americanangler.com](http://www.americanangler.com)

#### TELEVISION

A wide selection can be seen at the world's top ranked fishing network - World Fishing Network: [www.worldfishingnetwork.com/tv/fishing-shows](http://www.worldfishingnetwork.com/tv/fishing-shows)

#### TRADE FAIRS & EXPOS

Show/Expo	Location	Date	Website
International Boat Shows	Florida	Vary	<a href="http://www.showmanagement.com">www.showmanagement.com</a>
The Fred Hall Shows	Long Beach & San Diego, USA	March	<a href="http://www.fredhall.com">www.fredhall.com</a>
I Cast fishing and tackle show	Location varies	July	<a href="http://www.icastfishing.org">www.icastfishing.org</a>
Fly Fishing Shows	Somerset, New Jersey & Denver, Colorado	January	<a href="http://www.flyfishingshow.com">www.flyfishingshow.com</a>

## 11.4. UK /EUROPE

### SPECIALIST MAGAZINES

**Sea Fishing Magazine.** New independently-published, monthly magazine. Tips, reviews and news from within the trade, plus regular travel features to celebrated fishing destinations.

[www.seafishingmagazine.com](http://www.seafishingmagazine.com)

**Le Magazine Voyages De Peche.** Leading French fishing magazine. [www.voyagesdepeche.com](http://www.voyagesdepeche.com)

**Fiske Journalen.** Norway's premier fishing magazine. [fiskejournalen.se/](http://fiskejournalen.se/)

### TELEVISION

**Extreme Fishing with Robson Green.** UK fishing show on Channel 5

[www.channel5.com/shows/extreme-fishing-with-robson-green](http://www.channel5.com/shows/extreme-fishing-with-robson-green)

### TRADE FAIRS AND EXPOS

Show/Expo	Location	Date	Website
CLA Game Fair	Staffordshire, UK	July/August	<a href="http://www.gamefair.co.uk">www.gamefair.co.uk</a>
The Big One - UK's Biggest Tackle Show	Farnborough, UK	March	<a href="http://www.fishfacepromotions.co.uk">www.fishfacepromotions.co.uk</a>
EWF (European Fly Fishing)	Munich, Germany	March/April	<a href="http://www.erlebnisswelt-fliegenfischen.de/en">http://www.erlebnisswelt-fliegenfischen.de/en</a>
Visma 2015 – Ahoy Rotterdam	Rotterdam, Netherlands	March	<a href="http://www.visma.nl/en/">http://www.visma.nl/en/</a>
Salon De La Peche Sportive 2015	Paris, France	Varies	<a href="http://www.salondelapeche.com">www.salondelapeche.com</a>
Paris Fly Fishing Show	Paris, France	February	<a href="http://www.parisflyfishingshow.com">www.parisflyfishingshow.com</a>

## 11.5. ASIA

### SPECIALIST MAGAZINES

**The Asian Angler:** Asia's first digital angling lifestyle magazine. Malay & English

Website: [www.theasianangler.com](http://www.theasianangler.com)

Show/Expo	Location	Date	Website
China Fish (Sports Fishing Equipment Expo)	Beijing, China	March	
JAPAN FISHING FESTIVAL	Yokohama, Japan	February	
Kofish	Seoul, South Korea	March	



South Pacific Tourism  
ORGANISATION



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Building Programme

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ISBN 978-982-9807-87-8



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