

## Our Mission

Coastal angling tourism provides a unique development chance for the South Baltic Region, even outside the holiday season. It is a new touristic trend and offers a diversification of coastal tourism with promising market opportunities. Especially for less developed coastal regions this new trend can have great implications for regional development and the creation of new jobs. So far, however, angling tourism is an underdeveloped economic opportunity and a niche market in the South Baltic; it still widely relies on very local initiatives and angler-to-angler communication.

The mission of CATCH is to promote recreational angling through better information, target-oriented marketing and close cooperation between tourist offices, communes, angling associations and professional fishermen.

## Our Objectives

- Promoting coastal angling tourism in the South Baltic Region
- Providing tools for coastal communities to raise the potential of sustainable angling tourism
- Creating inspiring best practices with a role model character for other coastal communities
- Fostering exchange and cooperation between angling tourism stakeholders
- Establishing a coastal angling information and knowledge platform targeting locals and tourists



European  
Regional  
Development  
Fund



European  
Regional  
Development  
Fund

### Lead partner

University of Rostock  
Institute for Marketing and Service Research  
Ulmenstr. 69, 18051 Rostock, Germany

Katharina E. Poser  
Tel: +49 381 498 4385, Fax: +49 381 498 4378  
E-mail: [katharina.poser@uni-rostock.de](mailto:katharina.poser@uni-rostock.de)  
[www.wiwi.uni-rostock.de/bwl/marketing](http://www.wiwi.uni-rostock.de/bwl/marketing)

Universität  
Rostock



Traditio et Innovatio

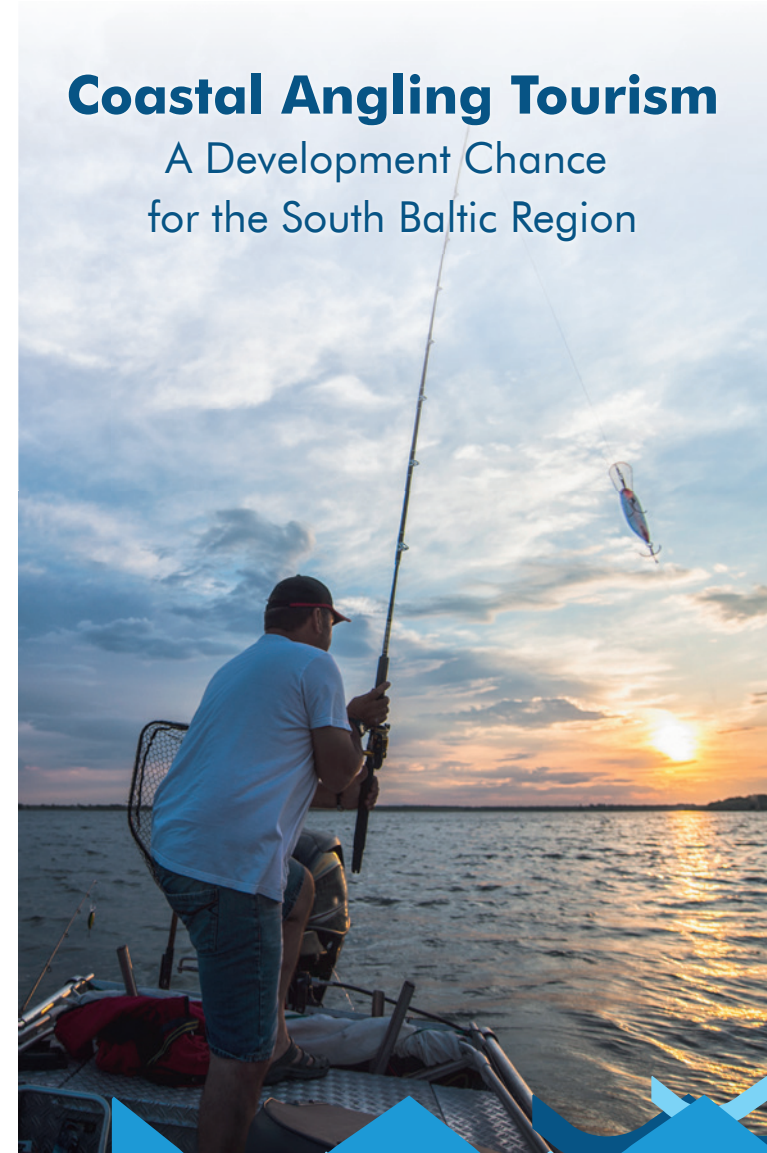
### External Project Management

REM Consult Lang + Partner  
Hamburg, Germany  
Mareike Hannes  
[hannes@rem-consult.eu](mailto:hannes@rem-consult.eu)

Project duration: 7/2016-06/2019

[www.catch-southbaltic.eu](http://www.catch-southbaltic.eu)

## Coastal Angling Tourism A Development Chance for the South Baltic Region





## Project Partners

- 1 University of Rostock, Germany  
[www.wiwi.uni-rostock.de/bwl/marketing](http://www.wiwi.uni-rostock.de/bwl/marketing)
- 2 The Coastal Union Germany e.V., Germany  
[www.eucc-d.de](http://www.eucc-d.de)
- 3 Green Federation "GAJA", Poland  
[www.gajanet.pl](http://www.gajanet.pl)
- 4 Nida Culture and Tourism Information, Centre "Agila", Lithuania  
[www.visitneringa.com](http://www.visitneringa.com)
- 5 Klaipeda University, Lithuania  
[www.ku.lt](http://www.ku.lt)
- 6 Municipality of Vordingborg, Denmark  
[www.vordingborg.dk](http://www.vordingborg.dk)

Universität  
Rostock



KLAIPĖDA  
UNIVERSITY



## Our Case Areas

Within CATCH four different regional stakeholder networks will be developed in Denmark, Germany, Lithuania and Poland. Their main intention is to empower local angling tourism stakeholders to develop and strengthen interfaces to other industries and tourism sectors, which could generate spillover effects and further synergies.

The **Pike Factory (Denmark)** follows a sustainable dual approach – developing angling tourism in the brackish waters of Southern Zealand and at the same time creating new spawning grounds for pikes living there. Besides, the project sets a focus on education and information; in particular as part of the "Fishing Zealand" initiative.

Coastal angling tourism in **Peenemünde (Germany)** has a sizeable development potential for sustainable

angling holidays. Located on the **Island of Usedom, Peenemünde** is home to herring, garfish and pikeperch and has interesting offers for all kinds of anglers.

**Klaipėda region (Lithuania)** is characterized by diverse natural conditions ranging from freshwater lagoons and river deltas to the actual sea. Due to its wide array of different fish species and possible angling techniques Klaipėda has something to offer for tourists of all ages.

The **Szczecin Shoreland (Poland)** offers well-known and attractive angling sites. Among the most important fish species are perch and pikeperch (Szczecin Lagoon) and cod (Pomeranian Bay). Yet, these species also require particular attention as to fish stock protection.