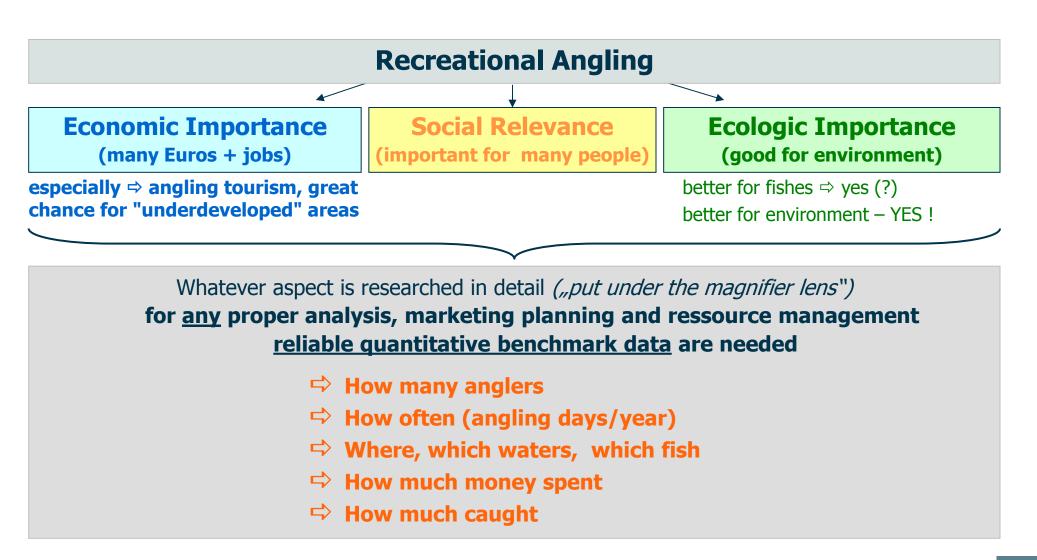


# RECFISH Social, economical and environmental importance of recreational angling Angling and Tourism Coastal Areas

Barcelona, 14th May 2007 Jan Kappel, EAA



## **RECFISH – General Research Objectives**





## **RECFISH – General Research Design**

### **PAN-EUROPEAN REPRESENTATIVE ANGLER SURVEY**

### The "backbone" ⇒ really large-scale, truly representative survey

- covering 25 28 (30) countries
- proven "best practice" methodology
- sample size between 2.000 4.000 interviews per country
- about 90.000 interviews in total

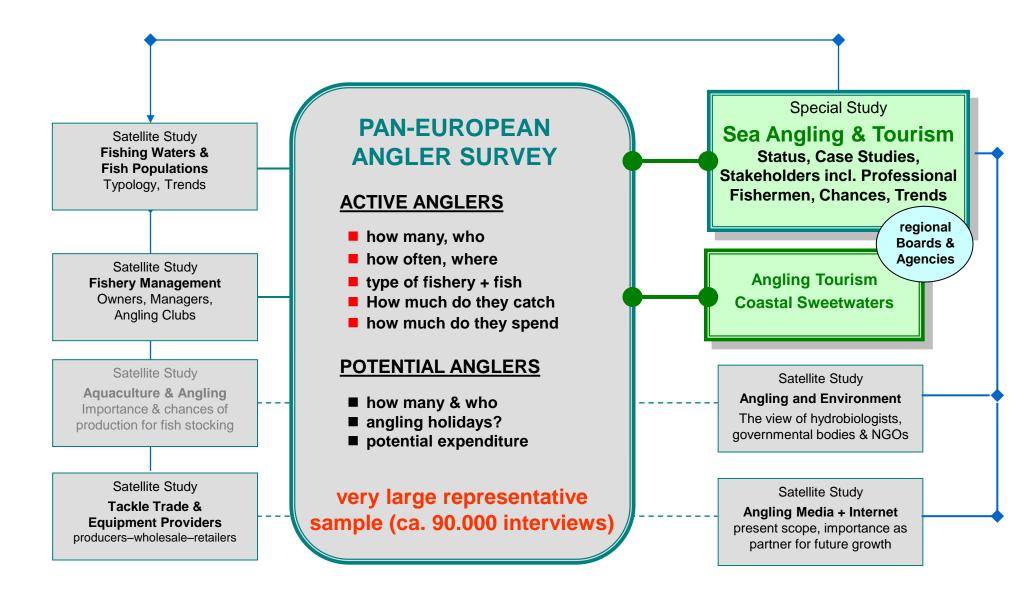
Large sample + key questions ⇒ reliable data on size & structure of target groups

## This solid quantitative overview provides a starting base for Special Satellite Studies

### which deal with specific themes and aspects in detail

As quantitative data are known from the overall study, Satellite Studies need only medium sample sizes, but will use extensive and very detailed "qualitative" questionnaires

## **RECFISH – General Research Design**





## **European Angler Survey - Basic Questionnaire & Satellite Studies**

Satellite Study

Fishing Waters & Fish Populations Typology, Trends

Satellite Study Fishery Management Owners, Managers, Angling Clubs

Satellite Study

Aquaculture & Angling Importance & chances of production for fish stocking

#### Satellite Study

Tackle Trade & Equipment Providers producers–wholesale–retailers

### PAN-EUROPEAN ANGLER SURVEY

#### **ACTIVE ANGLERS**

- how many
- **who** (sociodemographic profile)
- how often (angling days)
- **where** (home regions, holiday countries)

#### which type of fishery + species of fish

	sea	coasts	rivers	lakes	ponds
"game"					
"coarse"					

#### how much do they spend

equipment fees & & & & & & & & & & & & & & & & & &		boats & rental	other items
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#### indicators for growth potential

- · general willingness to pay more
- · presently unexploited interest in angling holidays
- interest in upgraded services (courses, guides)

#### **POTENTIAL ANGLERS**

past anglers + interested starters

- how many & who (sociodemography)
- interest in angling holidays (countries / regions, sea – rivers – lakes)
- potential expenditure levels

Satellite Study

Sea Angling & Tourism Status, Case Studies, Chances Stakeholders, Trends

Satellite Study Angling Tourism in Coastal Inland Waters Status, Stakeholders, Trends

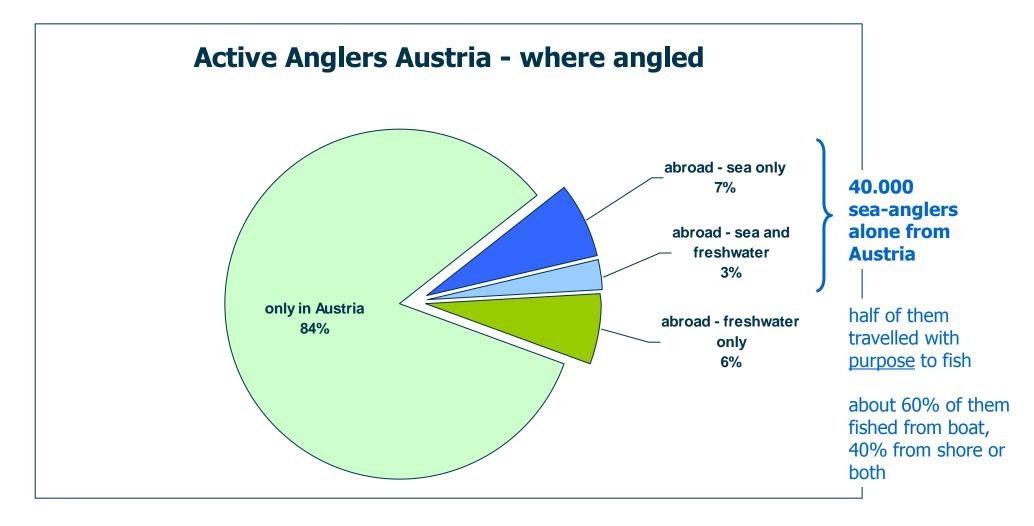
Satellite Study Angling and Environment The view of hydrobiologists, governmental bodies & NGOs

#### Satellite Study

Angling Media + Internet present scope, importance as partner for future growth



## **Example from Austria: 6 % active anglers = 410.000**



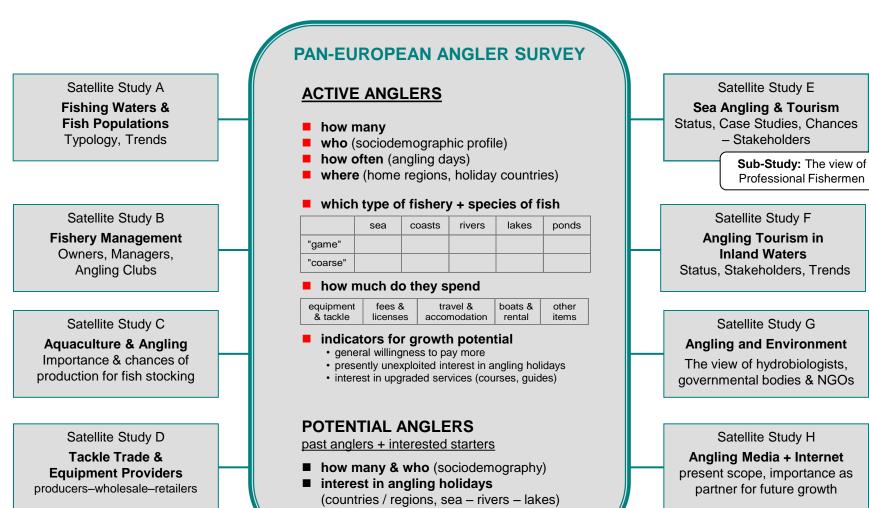
Source: Representative Angling Survey 2000 - based on starting sample of 5.492 (same methodology as proposed for RECFISH)



**Example from Austria: When anglers plan their holiday ...** 

Question: When you plan a holiday and look through information material about a region - do you look for information, whether and which possibilities there are for angling?

### **RECFISH – General Research Design**



potential expenditure levels



## Why does EAA propose such a large scale study

### If the EU does it , there must be no compromise regarding scope

- it must be truly pan-European (25 countries +)
- must provide <u>reliable benchmark</u> data for decision makers in EU, countries, regions
- fully <u>representative and comparable</u>

### If the EU does it , there must be no compromise on quality

- we must be as good as Australian and US-studies
- we plan to do it better (Europe deserves it)

### If the EU does it , it should become a high-quality "methodological model"

- solid systematic framework for more detailed national/regional studies
- setting a standard of "methodological excellence" for future research (also in other areas, e. g. "recreational activities & sustainable use of nature")



## **RECFISH – Optional Satellite Studies**

## **REPRESENTATIVE ANGLER SURVEY**

The "backbone" of RECFISH ⇒ large-scale, truly representative survey

## SATELLITE STUDIES

The Angler Survey will be complemented by a series of Satellite Studies.

- Fishing Waters & Fish Populations
- Fishery Management
- Aquaculture & Angling
- Tackle Trade & Equipment Providers
- Sea Angling & Tourism (including Sub-Study: "The view of professional fishermen")
- Angling Tourism in Inland Fishery Waters
- Angling and Environment (hydro-biologists, governmental conservationists & NGOs)
- Angling Media (incl. Internet) present scope & importance for future growth

Satellite Studies are meant as the "fully flexible" part of the project, where partners / nations can cover aspects of their specific interest



## **RECFISH – General Objectives**

### Socio-Economic Survey of Recreational Fishing in Europe (RECFISH) Prepared by: European Anglers' Alliance, EAA: Brussels

- Aim : ..... to establish the scope and significance of recreational fishing in the European Union and relevant neighbouring countries (e. g. Norway)
- Thematic Area
  - a) The project ... shall provide non-existing proper data of the recreational fishing sector in Europe in numbers of fishermen – identified and subdivided into sea fishermen, freshwater fishermen, the mix of the two groups and the total of fishermen.
  - b) The project shall ... measure in euros the recreational fishing sector volume
  - c) The project shall prove and reveal European recreational fishing as a highly important sector of the European economy (as already proven in other countries like USA and Japan):
    - a huge sustainable industry with an impressive growth potential
    - which counts estimated 25 million recreational fishermen
    - which provides the European economic activity of estimated 25 billion euros
    - which provides hundreds of thousands of jobs in mostly rural areas
    - which is able to offer attractive alternative employment to many of the commercial fishermen to be made redundant by the EU CFP reform.