

German Anglers

What are their needs?

How can we attract them?



facts & figures - ideas & perspectives
by Holger Bente

The following facts and figures are based on

- anglers survey from fishing-magazine Rute & Rolle from 7/2013
- GOOGLE-Keyword-research from spring 2014
- Traffic-analysis from my website fishmaps.de
- own experience with fishing nearly each region in Denmark for the last 25 years

**What am I talking about?
Who is a typical German angler fishing
in Denmark?**



Quite simple:
People
like me!

- male
- living in Northern Germany (federal states SH, MVP, NDS, HH, HB)
- preferred destinations: Scandinavia and Ireland
- over 30 years old
- has wife/partner and perhaps family

How many Anglers are there?

- According to a study from 2006 (The underestimated angler: Perspectives for recreational fishing in Germany, author: Robert Arlinghaus) we have around 5,5 Mio. Anglers in Germany
- Organized in clubs: ca. 800.000
- Estimation in line with lots of experts: 3 to 3,5 Mio. anglers in Germany

First questions:

How many of German anglers like Fishing in Denmark?

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How many of them travel to Denmark?

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How many plan to come to Denmark?

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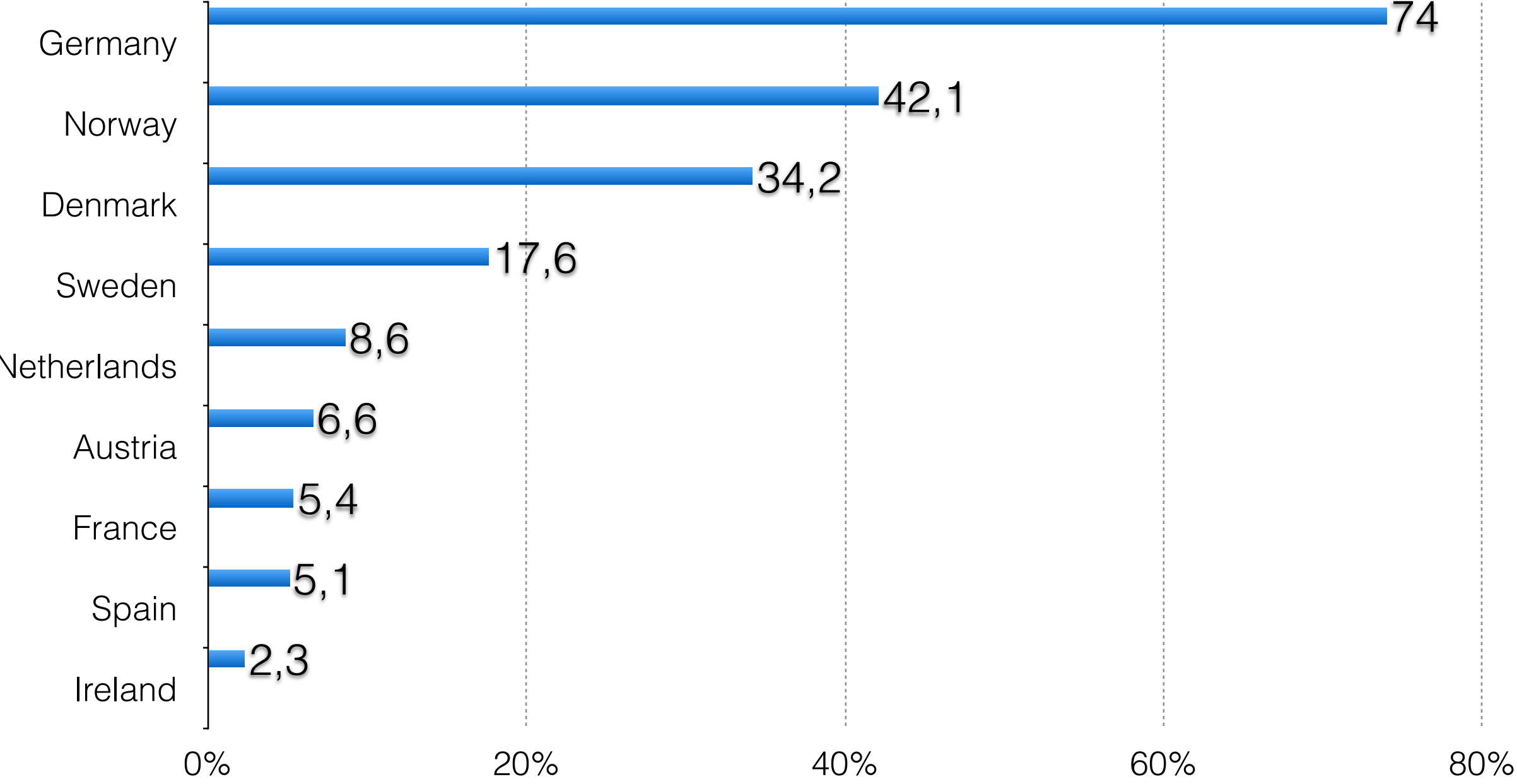
How many never considered traveling to Denmark, but might do, if they are attracted ...?

-

... attracted by what?

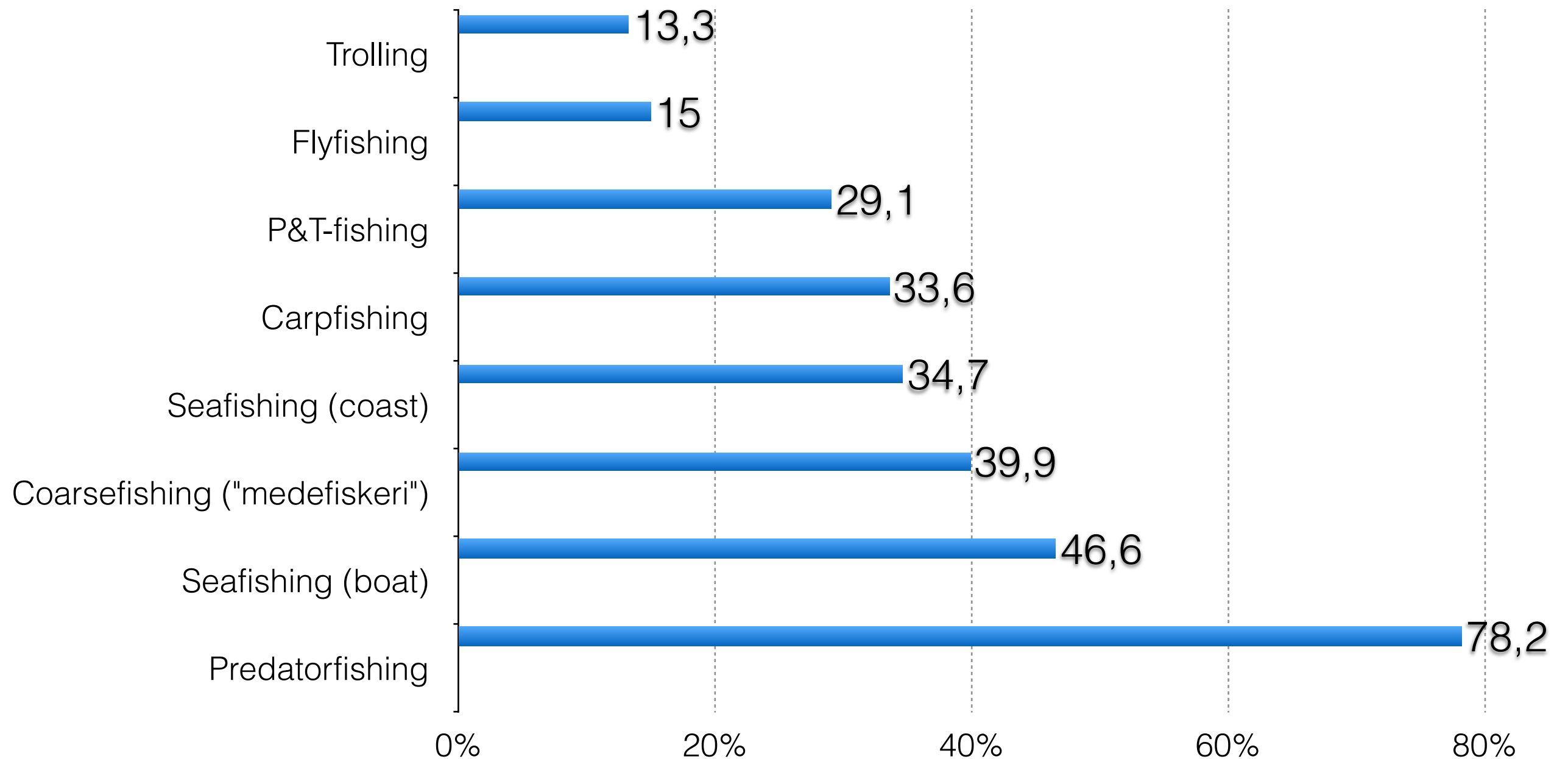
How many anglers prefer Denmark as their fishing-destination?

Anglers Survey: Rute & Rolle 2013



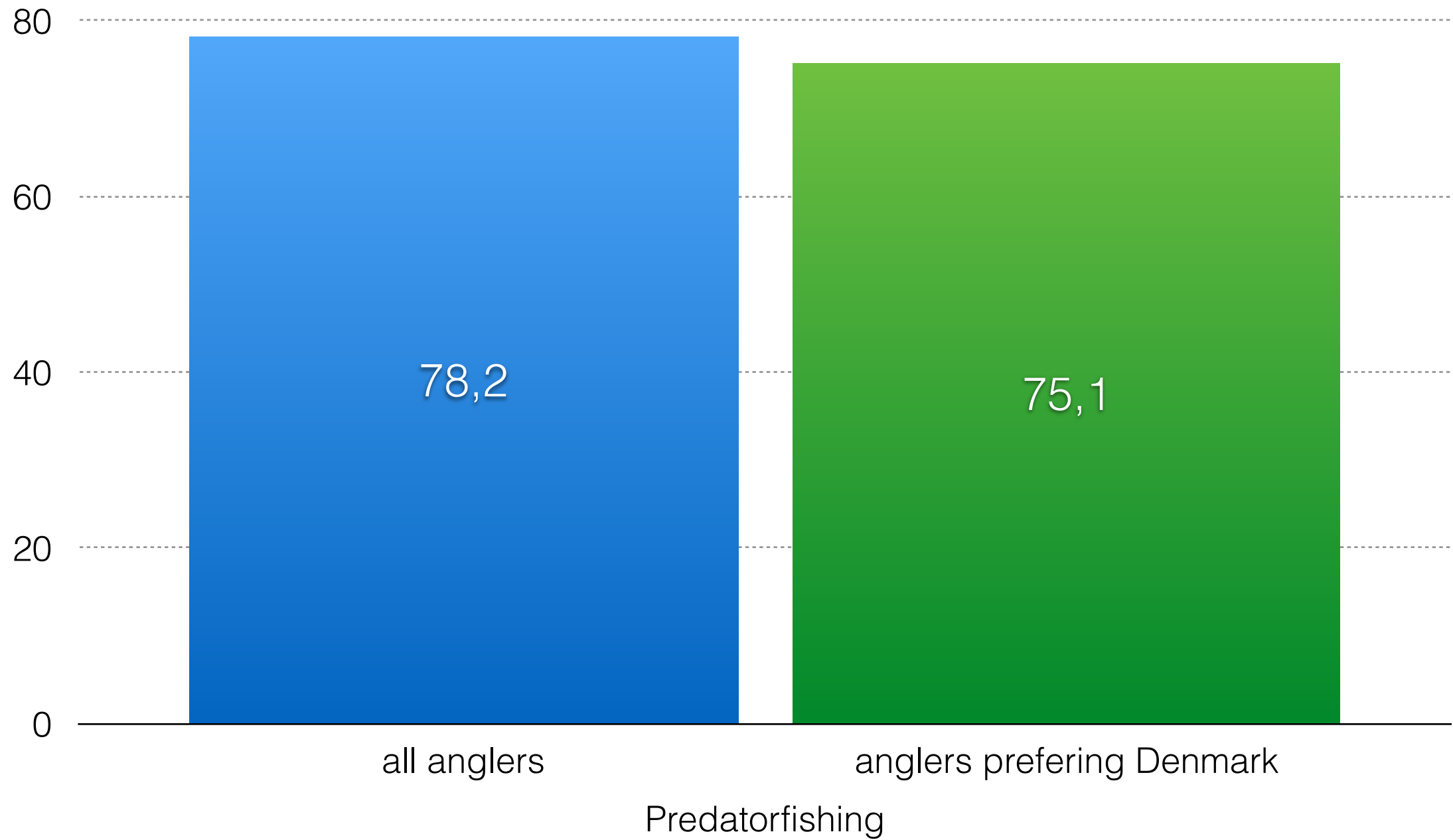
What are the main fishing-methods, German anglers are focused on?

Anglers Survey: Rute & Rolle 2013



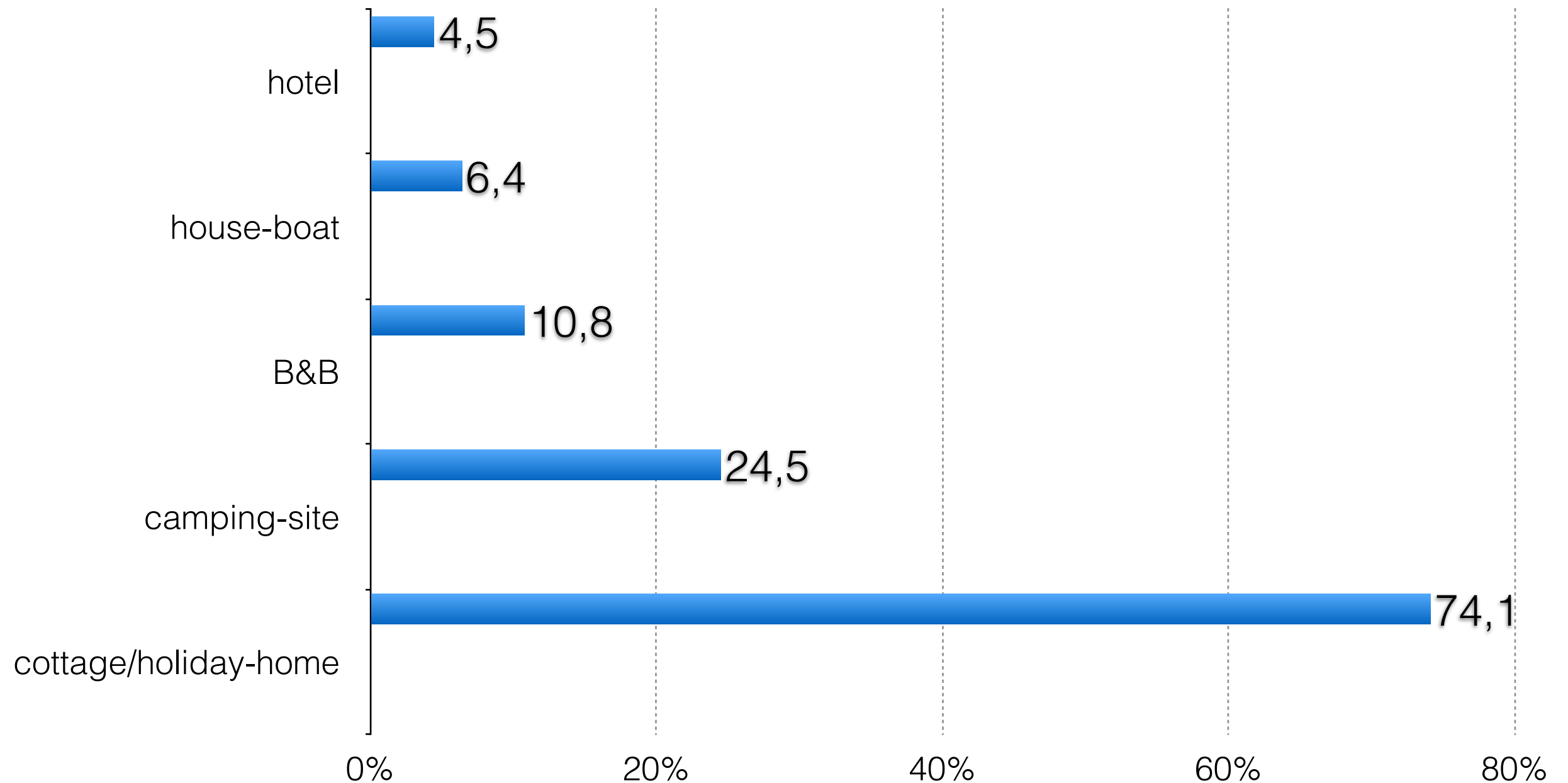
What are the main fishing-methods, German anglers are focused on?

Anglers Survey: Rute & Rolle 2013



Which kind of accomodation prefer German anglers?

Anglers Survey: Rute & Rolle 2013



What does attract anglers in terms of fish and fishing?

More fish!



e.g. herring in Hvide Sande, flatfish around Langeland and Lolland

What does attract anglers in terms of fish and fishing?

Bigger fish!



e.g. seatrout on Bornholm, Møn or Stevns Klint / cod ("torsk") in Langelandsbelt

What does attract anglers in terms of fish and fishing?

Different fish!



any fish for someone from southern Germany – even a hornfisk – can be quite exotic and new

How to attract anglers?



Rule No. 1: You can't target anglers in general!

There are very different groups of anglers:

- 1. different methods (e.g. flyfishing – spinfishing)
- 2. different target-species (e.g. carpanglers – salmonanglers)
- 3. different fishing-water preferations (e.g. seafishing – P&T-fishing)

What makes it even more complicated:

There are different intentions for holiday with a fishing rod in Denmark!

Roughly said:

Fishing comes first vs. Family comes first

Denmarks advantage:

Denmark offers fishing for both groups!

Let's have a look at the different groups of anglers and what makes them happy ...



Sea anglers (boat and beach)

Target species: cod, flatfish



- need harbour or slipway nearby (if boat anglers)
- keep bigger numbers of their catch: freezer needed
- fishcleaning-place very helpful
- often come in groups
- if stormy weather, good to have fishing alternatives nearby (e.g. P&T-lake)

Sea anglers (boat and beach)

Target species: cod, flatfish

in Germany well known Danish fishing-regions:

Langeland

Yellow Reef (Thyborøn and Hanstholm) and White Reef
(Hvide Sande)

Hvide Sande Harbour

Lillebelt

Regions with potential:

Storebelt

Northern Sjælland (e.g. Oddsherred)

Øresund

Lolland

Bornholm

Djursland

Freshwater anglers

Target species: (Pike, Perch, Zander, Carp, Eel)



- do not keep many of their catch
- charterboats for predator anglers very helpful
- in most cases need a separate license and need to know, where to get it

Freshwater anglers

Target species: (Pike, Perch, Zander, Carp, Eel)

in Germany well known Danish fishing-regions:

Skanderborg lakes

Gudenåen

Regions with Potential:

Brackish water around Møn/Southern Sjælland

Randers Fjord

Big lakes on Sjælland

Lakes in Northern Jylland (e.g.

Flyfishers Freshwater

Target species: Salmon, Seatrout, Browntrout



- do not keep many of their catch
- in most cases need a separate license and need to know, where to get it
- need space to dry their wading-trousers and -jackets

Flyfishers Freshwater

Target species: Salmon, Seatrout, Browntrout

in Germany well known Danish fishing-regions:

Skjern Å

Southern Jyllands rivers

Regions with Potential:

Storåen

Gudenåen

Seatrout anglers (coast)

Target species: seatrout, occasional mullet, garfish, cod



- do not keep many of their catch
- need space to dry their wading-trousers and -jackets
- need alternatives fishing-spots, if the wind is too strong (islands are perfect!)

Seatrout anglers (coast)

Target species: seatrout, occasional mullet, garfish, cod

in Germany well known Danish fishing-regions:

Fyn

Southern Jylland / Als

Bornholm

Regions with potential:

Møn, Falster, Lolland

Limfjord

Mariager Fjord

Djursland

Western and Northern Sjælland

P&T-Anglers

Target species: trout



- keep bigger numbers of their catch: freezer needed
- fishcleaning-place very helpful
- often weekend-trips or family-holidays

P&T-Anglers

Target species: trout

in Germany well known Danish fishing regions:
westcoast (Blavand to Søndervig)
southern Jylland

Regions with potential:
nearly each region except smaller islands
(Samsø, Ærø etc.)

Anglers with partner or family any fishing method or target species



- "easy-fishing": P&T, breakwaters and harbours
- possibility for childrens activities nearby
- shopping-facilities
- sandy beaches for bathing

Anglers with partner or family

any fishing method or target species

in Germany well known Danish fishing regions:
westcoast (Blavand to Thorsminde)
westcoast around Lønstrup and Løkken
Bornholm

Regions with potential:
Møn, Falster
Djursland
Western and Northern Sjælland

Rule No. 2:
Know your competitors (other countries and regions) and - most important - your advantages!

Comparable fishing-destinations:
Germany / Norway / Sweden / Netherlands

Comparable Regions in Germany:
Mecklenburg-Vorpommern (island of Rügen) /
Schleswig-Holstein / Niedersachsen

Advantages for Fishing in Denmark:

1. hard facts

- over 7.300 kilometers coastline (seafishing!)
- no exam for getting a license
- no exam needed for fishing a P&T-lake (very confusing regulations in the different federal states in Germany!)
- licenses very easy online available
- no license for driving a boat
- closed season for predators very short (pike 1.4. until 1.5./15.5.)
- lots of P&T-lakes
- easy accessability by car (e.g. taking the dog on holiday) and short distance from Germany
- at the coast more space to fish (german coast often very crowded)

Advantages for Fishing in Denmark:



- being in a different country → holiday-feeling
- scandinavian attitude: beautiful sceneries, cosy houses, sandy beaches (Northern Sea) and beautiful bays and fjords (Baltic Sea or Kattegat)
- lots of Danish talk or understand German language

Disadvantages for Fishing in Denmark:

- nearly no Holiday-homes directly at lakes or rivers (e.g. like in Sweden)
- less and smaller seafish than in Norway (except seatrout and salmon)
- except on Langeland not many charterboats
- in main-season expensive holiday-homes
- higher cost of living than in Germany

Examples for three competing regions in Denmark and Germany

Pikefishing - know your advantages!

	Rügen (Germany)	Mön/Sjaelland (Denmark)
accessability by car	+++	+
fishing-license	+	+++
fish-population	++	+++
fish-size	+++	+++
charterboats	+++	+
guides	+++	+
fishing-experience	++	+++

Seafishing (boat) - know your advantages!

	Fehmarn (Germany)	Langeland (Denmark)
accessability by car	+++	+
fishing-license	+	+++
fishing-population	++	+++
fish-size	+	+++
charterboats	++	+++
distance from harbour to fishing-spot	++	+++

Seatrout-fishing - know your advantages!

	Fehmarn (Germany)	Fyn (Denmark)
accessability by car	+++	++
fishing-license	+	+++
fishing-population	++	+++
fish-size	++	++
fishing-info (print)	+++	+++
fishing-info (online)	+++	+++
marketing	+	+++

Rule No. 3: You have to speak the anglers language to attract them!



This does not mean you have to be an angler, but it's definitely a big advantage, if information you give, e.g. on your website, is correct in terms of fishing. Use the knowledge of the locals (guide, tackle-shop etc.)!

Rule No. 3: You have to speak the anglers language to attract them!



German anglers react very positive, if they recognize, they are welcome. In Germany angling has never been a very trendy or cool hobby. The image of anglers has more been like an introverted outsider. Though this changed a bit last years nearly each angler reacts quite thankful, if he sees signs, that show him, that he's welcome.

Strategy for attracting anglers

Initial questions, when an angler starts to plan his fishing-trip or holiday:

"Where can I practise my favourite fishing-method and/or where are my favourite fish-species?"

Your situation:

You have more or less exactly, what the specific target-group wants!

Problem:

How does the angler find you and your offers?

Strategy for attracting anglers

Basic assumption:

Most anglers (especially when they travel with partner or family) don't focus on a specific fishing-spot. They focus on a specific region!

Logical solution:

Support and promote your region!

Strategy for attracting anglers

A regional marketing-strategy is much more powerful than several different marketing-activities from single companies/parties:

- more knowledge in marketing
- more money for marketing (e.g. for taking part in VisitDenmark-Promotions)
- more possibilities to present the complex activities and attractions of a whole region
- cooperation with other companies (sharing of knowledge) which also get advantage from increasing fishing-tourism
- easier ways to present regional attractions via online- and print-media

**Now you know what you're fishing for, have the
right bait and know the tactics ...**



**... time to talk!
Feel free too ask any questions!**