



FishingTourism

...Fish the experience

Powered by

TOURISMED

**Fishing Tourism in the Mediterranean region
for sustainable development**

Branding & Promotion Plan

June 2018, Italy

Table of Contents

[1] The TOURISMED 'Project'	3
1.1. Interreg MED Programme 2014-2020.....	3
1.2. TOURISMED.....	4
1.3. Partners	4
[2] The product	7
2.1. About.....	7
2.2. Brand Vision	7
2.3. Core values	8
2.4. Target-groups	8
2.5. Market Overview	9
[3] Brand Strategy	10
3.1. Brand colors, fonts, design styles	10
3.2. Logo	11
3.3. Slogan	12
3.4. Documents' form (Layout & Format)	Error! Bookmark not defined.
[4] Promotion	13
4.1. Project website	13
4.2. Partners' website.....	13
4.3. Social Media	14
4.4. Broadcast	14
4.5. Personalised email marketing.....	15
4.6. Traditional Channels	15

[1] The TOURISMED 'Project'

1.1. Interreg MED Programme 2014-2020

TOURISMED Project is co-financed by the European Regional Development Fund. Partners from 13 countries are working together in the transnational European Cooperation Programme for the Mediterranean area, The Interreg MED Programme 2014-2020.

The main objective of the Interreg MED Programme is to promote sustainable growth in the Mediterranean area by fostering innovative concepts and practices and by supporting social integration through an integrated and territorially based cooperation approach.

The Cooperation Area

The Interreg MED Programme now consists of 57 regions divided among 10 EU Member States and 3 countries from the Instrument for Pre-Accession Assistance (IPA).



Interreg MED 2014-2020
COOPERATION AREA



1.2. TOURISMED

Fishing tourism can be considered as a practice able to improve the quality of life of fishermen, reduce the fishing effort and thus a better conservation of fish and marine resources, as well as a new entrepreneurial activity based on the preservation of local traditions and maritime natural heritage.

Fishing tourism could not only improve the fish chain, but also help to develop a tourism that is more respectful of the environment by making users more aware of the impact that human activities and fish production have on maritime resources. In addition, several GFCM (General Fisheries Commission for the Mediterranean) studies showed that coastal artisanal fisheries support better sustainability and biodiversity conservation: by using small boats, more selective gear, artisanal fisheries tend to be more efficient and usually have less impact on resources compared to many industrial fisheries.

TOURISMED "*Fishing Tourism in the Mediterranean region for sustainable development*" is a European Project co-financed by the Interreg MED Programme 2014-2020, aimed at progressing in the definition of a business model of fishing tourism, proving its validity through pilot experiences in coastal territories from Italy, Cyprus, Greece, Albania, France and Spain.

These areas face the common challenge of finding new solutions of the worrying depletion of marine resources, the decline of the artisanal fishing sector and negative impacts of tourism such as social dislocation, loss of cultural heritage and ecological degradation.

1.3. Partners

HALIEUS (www.halieus.it)

Italian NGO, funded in 2005 under the initiative of Legacoop, the oldest Italian Association of Cooperatives, and we promote the cooperative enterprises as tool for the economic, social and cultural development in developing countries. The support to artisanal fishery cooperatives is among our main area of work, and we worked for the diversification of the sector through several projects supported by the EU, especially in the Mediterranean.

PETRA PATRIMONIA CORSICA (www.petrapatrimonia-corse.com)

Petra Patrimonia Corsica is a business and employment cooperative specializing in supporting project leaders. It has a small, pro-Europeanism, multilingual, multicultural and youth staff

engaged to valorise local know-hows and competences as an innovative key for the future of our territory.

VALENCIAPORT (www.valenciaport.com)

Thanks to their strategic location and their dynamic area of influence, the Port of Valencia is a key player in Spain's foreign trade. The Port Authority of Valencia (PAV), which trades under the name of VALENCIAPORT, is the public body responsible for running and managing three state-owned ports along an 80km stretch of the Mediterranean coast in Eastern Spain: Valencia, Sagunto and Gandía.

UNIVERSITY OF PIRAEUS RESEARCH CENTRE (www.unipi.gr)

They are the Department of Maritime Studies of the Piraeus University located in Greece. They love studying Marine Protected Areas, harbors, ports, marinas both from an environmental and a touristic perspective. Environmental monitoring of atmospheric and marine pollution, waste management plans, action plans for the sustainable development of coastal zones intrigue them the most. But what is more interesting is working with people!

DELFI PARTNERS & COMPANY (www.delfipartners.com)

Delfi Partners & Company is an advisory, workout and transaction management partnership based in Nicosia, Cyprus. As a Team, in DP they always enjoy working collaboratively. They have been involved in the design of the national tourism strategy of Cyprus and are frequently involved in strategic governmental projects. They operate in Cyprus, Greece, Lebanon and the UK.

PRISM (www.associazioneprism.eu)

A qualified development agent, able to intercept and to thrive in the territory the development policies promoted by transnational bodies. In this framework it acts both directly and in cooperation with public and private organizations, and it encourages the dissemination of good practices and transfer of know-how. PRISM promotes competencies and skills for entrepreneurship and innovation of young people, providing them with a valuable edge for their expression at European and international level.

DÛRRES MUNICIPALITY (www.durres.gov.al)

Nowadays, Durrës Municipality has its own overall vision: strengthening local economic development through utilization of natural, economic, social and human resources. The vision is reflected into the Territorial Strategy (2015-2030). Durrës Municipality is directly involved into the concrete action and projects, by implementing the recent local territorial strategically plan in order to enhance sustainable local economic development and tourism, to promote and conserve cultural heritage, to increase the local employment rate and to improve the citizen's quality of live.

PROMIMPRESA (www.promimpresa.it)

A smart, dynamic and flexible company, present in the area for almost 15 years. They deal with training, business consulting, European planning, personnel research and selection, release of linguistic and IT certifications.

PROJECT PARTNERS



[2] The product *FishingTourism*

2.1. About

FishingTourism is based on sustainable principles for fishing that are compatible with the type of marine ecosystem in the area and includes the followings:

1. The Culture of the territories promoting the fishing tourism activities;
2. The traditional fish products and traditional fishing;
3. Fishing tourism itineraries, that will be tested in the participant partners' countries;
4. Hotels and restaurants that would like to join in the process of the tourism offer.

FishingTourism will also help fishermen and fishery communities to increase and diversify their sources of income thus not relying only on fishery activities which are facing a critical phase in terms of income levels and job rates.

Last but not least, fishermen and fishery associations members involved in the implementation of the model will set up consortia that adopt and sustain the created fishing tourism products at regional level. The creation of organised and coordinated structures across the concerned MED regions will strengthen and rationalise actions and initiatives.

2.2. Brand Vision

The results expected to be achieved until year regarding *FishingTourism* are:

- **Milestone 1:** To train over 90 fishermen in the management of a sustainable sea-based business;
- **Milestone 2:** To link 6 tourism itineraries to the maritime traditional heritage and valorization of local seafood products;
- **Milestone 3:** To create an integrated fishing-tourism business model, linking sustainable fishing, local natural resources and traditional products;
- **Milestone 4:** To adopt the integrated business model 6 regional fishing tourism consortia.

2.3. Core values

- **FishingTourism** is oriented to achieve **good practices in fishing** and in consequence, an increase of the environmental consciousness of fishermen and tourists as well.
- At socio-cultural level, **FishingTourism** **capitalises the heritage and tradition** that artisanal fishing and its history and techniques represent in the area.
- **FishingTourism** can be considered as a practice able to **improve the quality of life of fishermen**, reduce the fishing effort and thus a better conservation of fish and marine resources, as well as a new entrepreneurial activity based on the preservation of local traditions and maritime natural heritage.

2.4. Target-groups

Target groups	Description	Target value
General public	Tourists and customers of fishing tourism services, general audience.	150.000 Population
Interest groups including NGOs	People working in the fishing sector. Fishermen, fishing cooperatives, fishing associations members interested in sustainable tourism activities	300 Population
Regional public authority	Local and regional public authorities, public bodies, regional departments for tourism development, maritime affairs and environment.	60 Organisations
Enterprise, except SME	Organisations working in the field of tourism. Tourism operators, travel companies, NGOs and enterprises working in the field of sustainable tourism.	120 organisations
Other	Partners beneficiaries of the project	12 organisations

2.5. Market Overview

Fishing Tourism or '*Pesca Turismo*' is a tourism activity carried out aboard fishing vessels by professionals from the sector, through monetary compensation, aimed at featuring and disseminating their work in the marine environment, but where the tourists on board cannot take part in fishing operations.

It is still not consistently defined across Europe, but there is still only an "emerging" legal and regulatory framework. Fishermen have the opportunity to increase their core business activity, resulting in an increase in their income.

The EU fisheries sector faces challenges and constraints derived from excess of investment, cost increases, reduction of resources, lack of preservation of fish stock, and loss of market share to imports; resulting in a decrease in the number of fishermen at 4% to 5% annually.

This economic aspect was taken into consideration in the European Fisheries Fund (EFF) which was used in the past period 2007-2013 through the network FARNET, with the Flags (Fisheries Local Action Groups) putting in place local strategies for improving economic fisheries activities.

Diversification of fishing communities in the EU into tourism activities has been successfully achieved in various coastal and marine areas. Fishing tourism, also referred to as pesca-tourism, and other marine and coastal activities related to the "blue economy" provide new sources of income to local families and communities. Investment in infrastructure, including the fishing vessels for fishing tourism as well as related hospitality and harbour upgrades, in capacity building, in differentiating the services offer, and in pro-active marketing and promotional campaigns are some of the key factors in these successful diversification efforts.

FishingTourism can cover a large amount of activities, including recreational fishing, excursions in professional fishing vessels; learning about fishing activity and fishing gear; game fishing; discovering the marine environment and its biodiversity.

FishingTourism:

- Offers relaxing time in the outdoors at the waterside;
- Creates social links (family members, friends);
- Offers experiencing at a natural setting with diverse spawning habitats, fish refuges, and shoreline structure;
- Offers an environment that is hardly disturbed by humans.



FishingTourism

Branding & Promotion Plan

[3] Brand Strategy

3.1. Brand colors, fonts, design styles

Main colours	#246084 #79c3e6
Fonts used	Fonts that will be used for: 1) official letterhead of <i>FishingTourism</i> 2) <i>FishingTourism</i> reports 3) documents for informing the public about <i>FishingTourism</i> (brochures etc.) are <ul style="list-style-type: none">• Verdana Regular• Verdana Bold
Alternative fonts	<ul style="list-style-type: none">• Calibri Regular• Calibri Bold• Tahoma Regular• Tahoma Bold



FishingTourism

Branding & Promotion Plan

3.2. Logo

Color	
Negative	
Black and white	
Grey scale	



FishingTourism **Branding & Promotion Plan**

3.3. Slogan

FishingTourism 's slogan can exert great power over the final customers because it gives meaning to the whole project and apply to their everyday lives.

The slogan chosen is: ***"FishingTourism: Fish the experience!"***

[4] Promotion

For promotion, we follow the mainstream thinking about high-end services. There are three main components of promotion:

1. Getting recognised and quoted as innovators. Our public relations intend to position us as the innovators for information and events regarding ***FishingTourism***. We need to be quoted in ***Fishing Tourism*** and in ***Fishing in Mediterranean***.
2. Word of mouth and reference sites.
3. The Internet. We need to dominate the Internet, search terms, placement in searchers, etc. The use of the internet is essential in providing information and access to ***FishingTourism***.

4.1. Product's website

Proper content promotion begins at home. The product's website (i.e. www.fishntour.eu) is updated on a regular basis and provides a short description of the project in English, including its aims and results.

A fully functioning and responsive website is developed, which it will enable perspective users to:

- Learn about traditional fishing;
- Seek information on ***FishingTourism***;
- Get informed about the activities that will be organised regarding ***FishingTourism*** on a regular basis;
- Find businesses (hotels and/or restaurants) that are part of the ***FishingTourism***.
- Learn about and find traditional fish products.

Furthermore, in the website the social medias' sharing buttons will have prominent position.

4.2. TOURISMED Partners' website

All TOURISMED project's partners should publish on their institutional website a short description for the ***FishingTourism***. The description should be proportionate to the level of support, including its aims.

Partners should also include the ***FishingTourism*** logo and set it in a visible place and complying with publicity rules herein detailed.



4.3. Social Media

Social media is a powerful way for businesses and organisation (like consortiums) of all sizes to reach prospects and final users.

Social media shares not only generate traffic for our site, but they also increase our credibility and spread our brand awareness.

A **Facebook page** (.....) will be created for the ***FishingTourism***, where all the news and events regarding the ***FishingTourism*** will be published regularly. This page is targeted in Mediterranean area and has targeted sharing enabled.

What we expect from the Facebook page are:

- The stakeholders to be informed about the activities of ***FishingTourism***;
- To increase the ***FishingTourism*** website's traffic;
- To build conversions;
- To create a brand identity for ***FishingTourism*** and positive brand association;
- To raise ***FishingTourism*** awareness;
- To improve communication and interaction with key audiences.
- To promote the mouth-to-mouth publicity

It will also be created an Instagram profile (.....) for ***FishingTourism***, where we could share all the videos and images from ***FishingTourism***. Videos from ***FishingTourism's*** events and presentations in various events will be created and shared.

4.4. Broadcast

The best way to display ***FishingTourism***'s human side to our target groups is to show the teams behind the project. Social Media Lives is a very good opportunity for the ***FishingTourism*** development and promotion in the online world, since it is also free and easy to use.

In order to ensure that our video strategy is in place before, during and after the broadcast, we do the followings:

- Promote before the broadcast;
- Prepare by limiting distractions;

- Make formatting decisions;
- Offer context constantly, using lines such as “Hey, if you’re just joining us, welcome to our broadcast. We’re currently talking about [topic...] and we’ve just covered [previous topic...].”;
- Ask for new questions and comments to generate additional engagement;
- Always analyse the results, how many people reached, how many unique viewers and so on.

4.5. Personalised email marketing

Email marketing has the benefit of increasing the target groups’ attention while also delivering shares and links right to ***FishingTourism***.

- We design e-newsletters to promote recent posts to our website or showcase our latest news and events.
- We include interactive content, such as images or videos, to make the emails stand out and warm up subscribers to future emails.
- GDPR principles will be respected accordingly

4.6. Traditional Channels

Traditional channels that are included in the ***FishingTourism*** communication and dissemination plan. These are:

- **Newspapers, magazines, journals**
We wish to advertise ***FishingTourism*** via local and/or national newspapers, hobby & touristic magazines in each TOURISMED partner’s country.
- **Radio & television**
Radio and television are also suitable means of promoting and advertising ***FishingTourism***. We could put in our campaign a series of advertising spots.
- **Offline and printed advertisements**
- We will create, print and distribute a series of promotional brochures, posters leaflets and/or booklets.
- **Face-to-face**
Face-to-face engagement creates a personal connection and builds trust between us and our target audience.



FishingTourism **Branding & Promotion Plan**

4.7. *FishingTourism* Network

Hotels and restaurants that would join in the process of the tourism offer, they will create the *FishingTourism* Network. A sticker will be created to denote the *FishingTourism* network identity. All members of the network will have the obligation to have it in a prominent position in their site.