

Experiencing fishing and aquaculture



Pesca-tourism

An inter-municipal body has brought fishermen, shellfish farmers and tourist operators together in the Arcachon basin to valorise and promote fisheries and aquaculture activities and products as a package of new eco-tourism offers that are also being used to help brand the area's identity.

This project has placed local fisheries and aquaculture activities at the heart of a responsible tourism offer, affording the sector small complementary sources of income and recognition for the vital contribution it makes to the territory. Through a series of working groups between the fishing and shell-fishing committees and public administrations, the project has supported the development and launch of pesca-tourism activities. Actions also involve a quality charter for ensuring a coherent and quality offer for the whole area. This work was accompanied by the production and dissemination of promotional material with a common visual identity for the various pesca-tourism activities initiated. Direct support, including training, was also provided to fishermen and aquaculture producers to start accepting tourists on board their boats.

ARCACHON FLAG, FRANCE

RESULTS (AFTER 5 YEARS):

- > Quality charter developed for pesca-tourism
- > 11 fishermen and 14 oyster producers have diversified their activity into tourism
- > 1400 tourists undertook pesca-tourism from 2010 to 2013 and 1159 in 2014

SUCCESS FACTORS:

- > Close cooperation with fishermen and shellfish farmers
- > Effective use of marketing and communication tools

TOTAL PROJECT COST: €39 564

- > EFF Axis 4: €17 715
- > National co-financing: €3 970
- > Regional co-financing: €7069
- > Local public match-funding (SIBA) €10 809

Project promoter

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