

Guided tours by carp experts



Carp Tourism

The Aischgrund Carp Region in Germany used Axis 4 to bring together around 1 000 carp producers in a concerted effort to develop and promote carp tourism in the area. An info point was set up, packages of activities organised and 50 “carp guides” were trained.

Germany’s Karpfenland Aischgrund Region has a rich tradition of carp fish farming. About a thousand pond farmers grow the well-known Aischgrund carp using traditional methods in more than 7 000 ponds spread throughout the region. In January 2013, a local mayor and chairman of the regional association “Karpfenland Aischgrund E.V.” developed the idea to establish a tourist office to promote carp tourism. “Karpfenland Travel” was set up and local carp farmers were specially trained to accompany tourists on guided walks through the long belts of ponds, on bus excursions and on visits to the local carp museum.

These activities are offered alongside broader tourism activities such as bicycle tours and city sightseeing tours. Promotional material was also produced, including brochures, a multi-lingual website, a Facebook page and a Youtube channel, helping carp tourism to become one of the key tourism elements in the region. Many carp farmers have now diversified and increased their income as carp guides.

AISCHGRÜNDER KARPFEN FLAG, GERMANY

RESULTS (AFTER 4 MONTHS):

- > Info point set up to promote carp tourism (creating 2 full-time jobs)
- > 50 carp guides trained, including carp farmers
- > Increased carp tourism in the area and consumer awareness of the “Aischgründer Carp” as a registered PGI trademark
- > Increased revenue in the restaurants with the quality label “Aischgründer Carp Kitchen”.

SUCCESS FACTORS:

- > Good knowledge of tourism potential of the area in the FLAG
- > The two info point employees are tourism and marketing experts
- > Being authentic: Carp farmers were trained as tourist guides
- > Local media support for the project

TOTAL PROJECT COST: €205 020

- > EFF Axis 4: €82 008
- > National / Regional co-financing: €82 008
- > Other/ Private: €41 004

Project promoter

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