

## Good Practice template

1. General information	
<b>Title of the practice</b>	
<b>Does this practice come from an Interreg Europe Project</b>	yes

In case 'yes' is selected, the following sections appear:

<b>Please select the project acronym</b>	-
--	---

<b>Specific objective</b>	<i>PESCATURISMO facilitates that professional fishermen complement their activity by embarking tourists on board and offering them a new exciting experience</i>	
<b>Main institution involved</b>	<i>PESCATURISMO S.L.</i>	
<b>Location of the practice</b>	Country	<i>Spain</i>
	NUTS 1	-
	NUTS 2	<i>BALEARIC ISLANDS ES53</i>
	NUTS 3	<i>Mallorca ES532</i>

2. Detailed description	
<b>Detailed information on the practice</b>	<p><i>PESCATURISMO is an initiative that in collaboration with the Fishermen's Guilds facilitates all kinds of seafaring excursions in traditional fishing boats. The activity started just a year ago with the aim the boost the economic diversification of local fishing communities. Currently, more than 300 different excursions of 40 fishermen are offered all year round from 20 fishing ports. Numerous Fishermen's Guilds from other Spanish regions like Valencia, Murcia, Catalonia and Galicia, have shown interest in joining in the project, attracted by its novelty.</i></p> <p><i>This GP, good example of blue economy, has won many awards in recognition to being an innovative, sustainable activity that helps achieving high-quality tourism. For the first time ever, it is possible for tourists to spend a day on a boat, go fishing, cook and eat on board the fish caught and learn the secrets of capturing squids, lobsters or the local variety of red prawns while learning also about the fishermen traditional way of life.</i></p> <p><i>The fishing excursions are carried out in boats ranging from 7 to 25m, and last approximately between 3 and 12 hours. Cost varies from 75€ per person per day to 355€ a group per day. Children under 12 have 50% discount. Trips can be booked online.</i></p>

	<p><i>This initiative puts in value the uniqueness of each type of fishing gear, the boats and the singularity of the landscape of the zone, offering exclusive experiences of "being sailor for one day" .</i></p> <p><b>Stakeholders</b> <i>tourists, resident population, fishermen, Fishermen's Guilds, regional public administration (DG Fishing + DG Tourism), Spain Maritime Authorities</i></p>								
<b>Resources needed</b>	<p>1- Local and operating expenses (6.000€ per year) 2- Maintenance and website improvement, Internet domains, etc. (2.000€ per year). 3- Brochures, advertising in Adworks, Facebook, (4.000€ per year)</p> <p>Total 2017 operating costs: 12.000€</p> <p><i>Fishermen receive 80% commission per excursion. Fishermen's Guild 5% and the remaining 15% goes to Pescaturismo.</i></p> <p>PERSONNEL INVOLVED: 4 Pescaturismo staff + 40 fishermen</p>								
<b>Timescale (start/end date)</b>	2017 - ongoing								
<b>Evidence of success (results achieved)</b>	<p><b>Evolution of the number of PESCATURISMO clients</b></p> <table border="1"> <thead> <tr> <th></th> <th>N. of clients</th> </tr> </thead> <tbody> <tr> <td>2017</td> <td>388</td> </tr> <tr> <td>2018</td> <td>752 (Jan - Oct)</td> </tr> <tr> <td></td> <td>48,40% increase</td> </tr> </tbody> </table> <p>Source: PESCATURISMO</p> <p><i>Majority of clients are German. The surveys done by PESCATURISMO reveal that 95% of the clients are highly satisfied with the experience which is qualified as "excellent", "lovely day", "it is amazing to catch the fish and eat it afterwards", "the sailor told us fish tips &amp; tricks", "we learnt a lot about the island"</i></p>		N. of clients	2017	388	2018	752 (Jan - Oct)		48,40% increase
	N. of clients								
2017	388								
2018	752 (Jan - Oct)								
	48,40% increase								
<b>Difficulties encountered/ lessons learned</b>	<p><i>Difficulty was at the beginning when launching the product, because a lot of permissions were necessary to undertake this tourist activity and there was a lot of bureaucracy and many public administrations involved at national and regional level (agriculture, fishing &amp; food, port &amp; maritime authorities, tourism, environment Ministries, etc).</i></p>								
<b>Potential for learning or transfer</b>	<p><i>The European institutions, the Spanish Government and the Balearic Islands regional Government are strongly committed to supporting this new activity because of its great attractiveness, its boost to quality tourism, and the social and economic welfare its provides to the local fishing communities. On the other hand, the activity is also supported by the main international environmental organizations for disseminating the conservation and respect for the marine environment.</i></p>								
<b>Further information</b>	<p><a href="http://www.pescaturismospain.com">www.pescaturismospain.com</a> / <a href="http://www.fishingtripmajorca.co.uk">www.fishingtripmajorca.co.uk</a> / <a href="http://www.fishingtripmenorca.co.uk">www.fishingtripmenorca.co.uk</a></p>								
<b>Contact details</b>									
<b>Name</b>	Helena Rubi and Pepe Martínez (TF. +34 622 347 389)								
<b>Organisation</b>	PESCATURISMO								
<b>Email</b>	<a href="mailto:info@pescaturismomallorca.com">info@pescaturismomallorca.com</a> / <a href="mailto:info@fishingtripmallorca.co.uk">info@fishingtripmallorca.co.uk</a>								



**Expert opinion**

[500 characters] ***Technical: to be filled in by the Policy Learning Platforms experts***