



SEA TROUT FYN



Sea trout Fyn is divided into three areas, which are mutual in all of the 10 municipalities.



Common project "Seatrout Fyn" – it's beneficial for everybody!

"Seatrout Fyn is a interdisciplinary project, which all 10 municipalities on Fyn, Ærø and Langeland contributes to, and gains from. The project contributes to a versatile nature with more fish, an increase in tourism and several new, local jobs. And last but definitely not least; Healthy activities, increase in quality of life and sustainability.

The projects unique link between tourism development and environmental improvements is an asset to profiling Fyn and thereby Assens as a green island and a fascinating tourist destination.

World class fishing, That's positioned as one of Fyn's biggest off-season tourism products. Naturetourism creating jobs, financial return and naturally an increase in tax income.

To maintain the position as one of Europes leading destinations for sea trout fishermen, the project has to continue it's development in a common cooperation.

Through this, the sea trout's living conditions will improve, and the same goes for the local citizens recreational and commercial opportunities."

Louise Skøtt Christensen/Udvikling Assens (Assens Kommune)

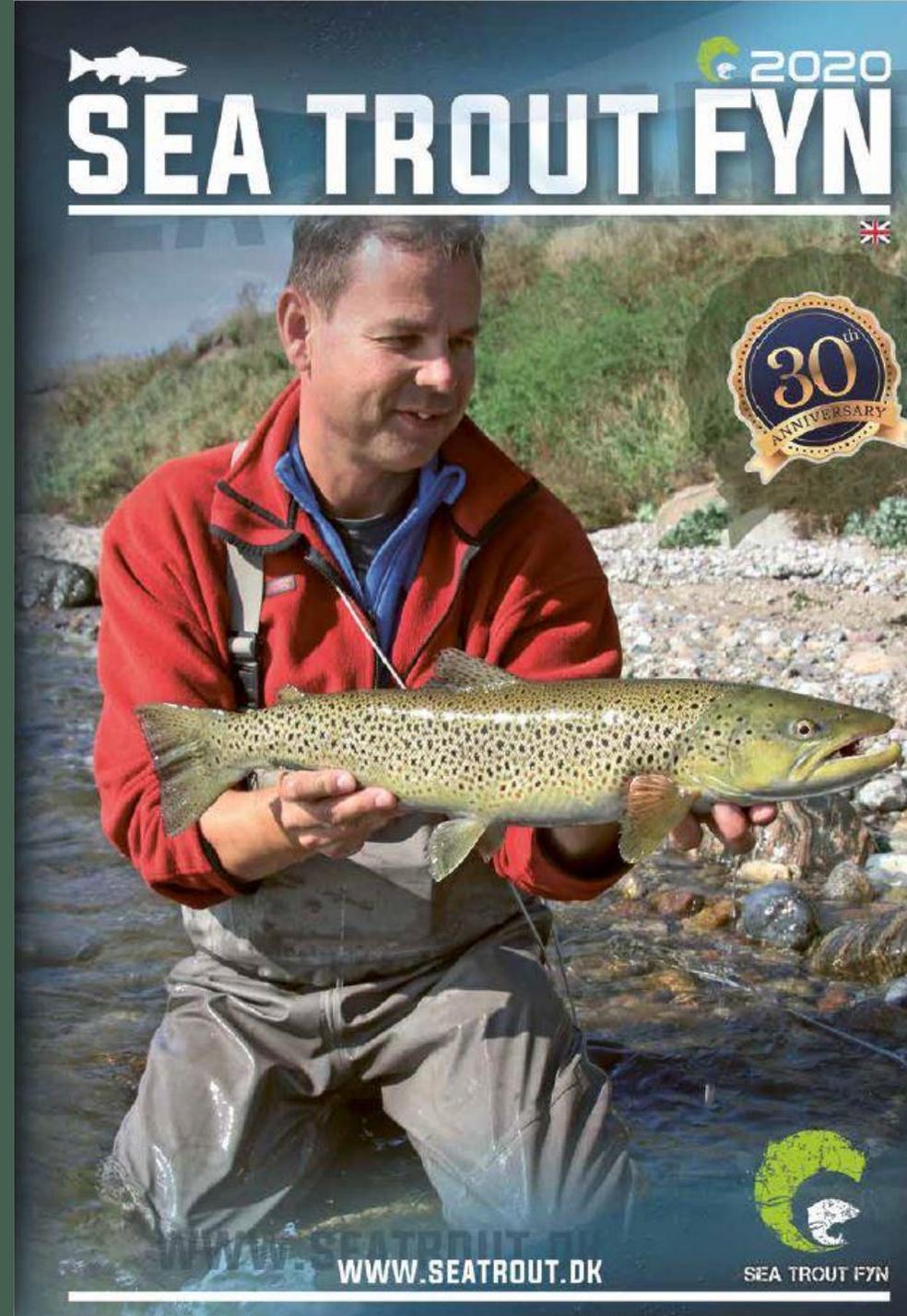
Key figures (2013)

- The Seatrout Fyn project creates around 55.000+ nights on Fyn, from sea trout fishermen alone.
- The Seatrout Fyn project creates 38 new full-time jobs.
- Seatrout Fyn generates a yearly turnover on Fyn on minimum 50-58 mio kr. (6,7 – 7,8 mio.€)



Sea trout Fyn Magazine

- One yearly magazine
- Primarily focused on sea trout fishing, but also on restoration and biology.
- 40-45 pages (6-8 articles)
- 25.-30.000 copies made in Danish, English and German
- The magazine is distributed in these countries: Norway, Sweden, Germany and Holland.



HAVØRRED-GUIDE

FYN, LANGELAND OG ÆRØ

117
FINE
FYNSKE
FISKEPLADSER

117 Fine Fishing Spots

- Guidebook with fishing spots on Fyn
- Made by Seatrout Fyn in Danish, English and German
- Sold to tackle shops, tourist agencies, book stores and so on
- Over 5.000 copies sold of the new edition
- A highly appraised tool on your hunt for sea trouts on Fyn

Obstructions and difficulties

- Cormorant, otter and seagulls
- Dead zones & algal blooms (oxygen depletion)
- Commercial fishing
- Fish farming & Aquaculture