

Anglers Welcome Workshop



Are you looking for ways to extend the tourist season. Then this event may be of interest to you. Aimed at frontline tourism operators keen to attract visiting Anglers.

For centuries anglers have been coming to Scotland to fish and no matter where you start in the country, there is something to interest each and every one.

Like all visitors, guests who enjoy fishing, like to be made to feel special. Equally important is the local knowledge of where to fish.

Key Objectives:

- Marketing your business to attract anglers.
- The facilities required by visiting anglers.
- Types of angling enquiries you may receive.
- Handy tips on how to make the angler's experience more rewarding – providing the WOW factor.

Previous participants comments include:

'Very informative on fishing as well as marketing'
'Really good insight to fishing in this area. Found networking with others who are already in the market very useful'
'Types of fishing and what guests are looking for most useful, also chance to join Anglers Welcome Scheme'

This event is part of a scheme to develop Angling Tourism throughout Scotland and is being supported by the Angling Tourism Development Group.

**The workshop complements
VisitScotland's Anglers Welcome Scheme and provides
additional support to Hospitality Assured.**



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Programme Outline

10.00 Coffee & registration

10.10 Welcome, & Introductions

Value of Angling Tourism

Angler's Welcome Scheme

Types of Fishing:

- **Sea Angling**
- **Coarse**
- **Game**

Flycasting Practical Exercise

Lunch

Who is Your Customer?

- **Angling niche market**
- **Target marketing**
- **Meeting & exceeding expectations**

Promoting Your Business:

- **Attracting customers**
- **Assisting your guests**
- **Encouraging repeat business**

Fishing for Facts

Working Together

16.30 Close

**For further information telephone: 01292 673742 or 673751.
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