

Fishing Tourism in Norway



Where does Norway fit in the
Atlantic salmon and fly fishing
world?

Who and what is Norway competing
with?

The Salmon Fisherman's Journey

- To catch a fish...
- To catch more fish...
- To catch the most fish...
- Then to catch their biggest fish...
- This is where Norway's strength lies...but...



What is Norway competing with?

- Russia...
- Iceland...
- Scotland...
- Canada...

But increasingly...

- Other countries
- Other types of fly fishing
- Other types of fish
- A less patient and less traditional market not brought up on salmon and trout fishing...

Bolivian Dorado...



Russia's Strengths

Rivers with lots of fish – 20 – 50 fish/week to one fisherman is normal.

Rivers with big fish – 20lbs fish are common, 30lbs fish are regular and 40lbs fish possible.

Wilderness – HUGE beats with few people – sometimes 5kms beats with two people.

Lack of pressure – lots of space and few people, beats not fished while fisherman resting or eating.

Russia Weakness's

- Two day journey
- Visa required
- Helicopters often used
- Expensive through necessity/remoteness of rivers and camps
- Expensive and complex travel
- If the fishing is poor (very rare) there is nothing else to do.

Russia – lots of space



Russia - nobody else fishing...



Russia – lots of fish







Russia – good sized fish



Russia – single room, ensuite accommodation



Iceland's Strength's

- Usually lots of fish
- Very pretty rivers
- Very clear water therefore interesting fishing
- Very easy travel from Europe and USA
- Fishing regulated very well in terms of fishing hours, number of rods, catch stats
- Purpose built lodges, great food
- No nets, no fish farms and good C & R

Iceland's weakness's

- Expensive (but no more than Norway)
- Susceptible to low water years
- Susceptible to poor years as a result of cold springs or sea water temps
- Pricing on some rivers overly complex therefore not client or travel agent friendly
- Very short prime time season

Iceland – pretty rivers





Iceland – clear water



Iceland – lots of fish







Iceland – nice lodges



Iceland – good food





Scotland's Strength's

- Very beautiful rivers and landscape
- Traditional
- Great accommodation
- Plenty to do if the fishing is poor
- Easy travel
- Home of flyfishing
- Good mix of private and public water, everyone gets to fish

Scotland's Weakness's

- Lack of fish
- Too much netting
- Too slow to embrace C & R
- Impact of salmon farms
- Impact of farming and forestry
- Lack of government support
- Small beats

Canada's Strengths

- Some big fish – 2nd best shot at 40lbs fish
- Some rivers with lots of fish
- Beautiful rivers
- Wilderness fishing
- Clear water so interesting fishing
- Most reasonable pricing for salmon

Canada's Weakness's

- Lack of fish
- Netting still present
- Complex local relations
- Difficult to get to

Other Countries, Other species

- New generation of fly fishers not brought up on salmon fishing
- Less tolerance for no fish at great expense
- Drawn to more interesting places and species which offer more adventure
- Catching more fish for less money
- Fish take more willingly, fight harder, and are less weather, water and conservation reliant

Other species - milkfish



Other destinations - Argentina



Warm places – the Seychelles



Other types of fishing - bonefishing



Norway's strengths

- BIG fish – biggest asset
- Beautiful rivers
- Great people
- Relaxed attitude
- Easy to travel to and through
- Tradition and history

Norway's Greatest Asset...

- **Big fish!!!**

Norway – big fish!!



Norway's weakness's

- **Lack of fish...** reasonable expectation of 0 – 3 fish in a week is too few.
- Too much netting
- Too many salmon farms
- Too many people on the river
- Too long fishing hours
- River owners not working together
- Not enough C & R

What do to?

- Fish, fish and more fish!
- Reduce netting where it cannot be sustained
- Find solutions to salmon farming that allow wild fish to survive
- Manage rivers as one even if beats are run differently and reduce time on the river
- Create a harmonious structure of private and public beats

What an affluent client expects...

- Comfortable accommodations
- Fine Cuisine with fresh local ingredients
- Friendly host and lodge staff
- High caliber guides
- First class equipment (boats, motors, vehicles)
- Awareness of safety
- Conservation Ethic

Fine cuisine





Control the Controlables

Mother Nature can throw you problems:

- Bad weather
- Poor river conditions
- Lack of fish

That is when guests will look more closely at the lodge; when fishing is good, clients will be more forgiving of bad food or an uncomfortable bed.

Accommodations & Lodge

- Guests prefer single accommodations with en suite bathrooms
- A few larger rooms with big bed for couples
- Produce the best food – do not save money on food
- Multi-lingual host to welcome guest
- Well stocked bar & wines with meals
- Warm atmosphere- fireplace

Fine Lodges...



Good accommodation...







...even in the Bolivian jungle



Quality Guides

- Skilled anglers who can mentor/instruct guests if required
- Good conversationalist when fishing is slow
- Assist with tackle rigging and fly changes
- Take photos of guests catching fish & having fun
- Responsible boatmen
- How to cater to guests with poor mobility

Good guides...





Good chefs and staff...



Safety Plan

- CPR and first aid training for guides
- Fire safety (in lodge and on river)
- Flotation devices in the boat
- First aid kit in boats
- Disaster Plan – the “what ifs” rescue, evacuation, etc
- Contingency for broken motor

Conservation & Sound Management

- Rest the water – clients highly intolerant of fishing water that has just been fished – they want the water to be rested while they sleep or eat.
- Live release – it works
- Reduce netting in the mouth
- Control both banks
- Clients want to perceive that guides and local managers “buying into” this concept

Good fish handling...





Catch and release...





Sound Advice

- Don't "Nickel & Dime" people – make it as all-inclusive as possible- no one likes to be charged for every last beer
- First and last impressions count – don't miss these important opportunities (a transfer or the buffet spread that awaits their arrival)
- For the affluent client, their time is often more valuable than their money

Marketing...

- High quality photographs – both fishing and the lodge
- Accurate catch statistics
- Establish a relationship with an agent(s) you trust
- Understand your competition locally within Norway and within the context of the rest of the world

Great photographs...



Summary: Norway has so much potential!

- Stunning natural beauty
- Warm hospitable people
- Big fish

But without fish in the river, everything else irrelevant.

Happy people = return clients...





