

## Connecting Shoreline to Online

**R**ecreational fishing has been declining for several years, and this trend continues to cause several small businesses to close their doors. On Long Island, reduced sportfishing participation has detrimental effects on coastal economies, and this impact is exacerbated under the economic recession when combined with new fisheries management policies such as the introduction of a new saltwater fishing license. Under the present economic climate, charter fishing businesses must be willing to adopt new strategies if they hope to remain competitive and survive these challenging times.

In 2008 New York Sea Grant (NYSG) initiated a program to educate charter fishing businesses about collaborative marketing. As part of the program, new avenues were developed to connect “at risk” businesses with established tourism-oriented ventures, as a way to attract an entirely new group of anglers and preserve the sportfishing heritage that is associated with Long Island.

NYSG worked with several charter fishing businesses to advance the collective interest in collaborative marketing one step further, by coordinating a new marketing partnership with Travelocity®.

NYSG extended direct assistance to charter fishing operators and Travelocity® to develop an agreement to include sportfishing as an outdoor activity being marketed to travelers across the globe. Participants in the pilot program completed the application package and were introduced to basic marketing strategies being used in the international travel industry.



*Small charter boat businesses who market their service with Travelocity® can connect with the global travel industry.  
Photo: Lin-Mar Travel Associates, Inc.;  
Travelocity® gnome used with permission*

Under this agreement, recreational fishing became listed on the website of an internationally-acclaimed internet travel portal for the first time. Participating vessels can each sell up to eight tickets for each trip and travelers who visit Long Island are now able to purchase fishing trips for head boats and private charters that operate from three ports: Sheepshead Bay, Freeport and Captree.

Anglers can also purchase tickets for seasonal trips such as whale watching and deep sea fishing in the Atlantic Ocean.

Via this program, Long Island is being promoted as a major fishing destination to travelers across the globe.

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**This project meets the performance measures of Sea Grant’s Sustainable Coastal Development focus area.**

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