



**NORTH HUNT**  
SUSTAINABLE HUNTING TOURISM IN NORTHERN EUROPE

**BUSINESS OPPORTUNITY IN NORTHERN EUROPE**  
SOCIAL ° ECONOMIC ° ECOLOGICAL



## WP3.3 PROGRESS REPORT



Northern Periphery Programme  
2007-2013

Innovatively investing in Europe's Northern Periphery for a sustainable and prosperous future



European Union  
European Regional Development Fund



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## THE TASK FROM THE APPLICATION

For estimating the potential of the hunting tourism sector, there is a need to **produce some basic figures**. The information will support the decision making both on administrative and entrepreneurship levels and assist in creating the social acceptance.

- The existing information** related to the economical role of hunting tourism **will be collected together** in co-operation with national SME associations. The focus will be in two tourist types identified during the preparatory project: tourist buying "full package services" (typically foreign tourists or business customers) and independent tourists (buying mainly the hunting licence and some basic services like accommodation).



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## THE TASK FROM THE APPLICATION

- The **basic economic parameters will be defined** and national gaps and black spots in the existing information will be identified.
- The existing data **can be completed with small surveys** in selected pilot regions.
- **General, national and regional tourism statistics and studies will be used to complete the data** and e.g. to estimate the multiplicative effects and employment effect of tourism income.



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## THE TASK FROM THE APPLICATION

- The future realistic **growth potential** of hunting tourism **will be evaluated** in WP3, task 1 Based on this, the pilot calculations will be made for
  - a) current situation
  - b) 2 future scenarios based on the opinion of the sales organisations and general growth rates of nature tourism.
- **National reference groups will be engaged to the process to guarantee the best knowledge and accuracy of the results.** The information will be used in WP4 and WP5.



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## THE IMPLEMENTATION

- 1) Each country lists down the most important issues they see should be focused on
- 2) Describe the hunting tourism selling system in each country
- 3) Select a case from each country to illustrate the selected questions
  - \* region
  - \* the whole country
  - \* specific hunting activity
- 4) Literature review in in order to see what has been done already



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## THE IMPLEMENTATION

- 5) National small scale surveys to complement the existing information
  - 6) "case descriptions" of the economical potential of hunting tourism from each country
  - 7) Possible cross country comparisons, if joint interests found
- The report presenting the cases and comparisons (if possible)



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# 1) NATIONAL QUESTIONS

## DONE and listed down

FIN: The typical cost structure of hunting tourism company, economical values of different products and regional economical role of hunting tourism in selected case area

SWE: The aim is to analyze the current economical situation of hunting business and compare the results of previous results.

ICE: The focus is to research the economical influence of hunting tourism in two areas of Iceland. The one is Eyjafjörður-region (the uplands of Akureyri) and the other in the East Iceland, Fljótshérað-region.



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# 1) NATIONAL QUESTIONS

SCOTLAND: focusing both commercial hunting and estimating into which extent non-commercial sporting shooting expenditures should be considered in assessing economic impact. A second major question relates to the allocation of fixed cost expenditures associated with estate management.



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## 2) DESCRIPTION OF HOW HUNTING IS SOLD IN EACH COUNTRY

**DONE: FIN, SWE, ICE, SCOTLAND**

Aim is to help find out potential cross-country comparisons and help to understand the situation in each country

Will be downloaded to intranet



## 3) SELECT THE CASES FROM EACH COUNTRY

**DONE OR IN PROCESS**

FIN: One northern sub-region in addition some game species

SWE: national based on previous survey??

ICE: two areas of Iceland. The one is Eyjafjörður-region (the uplands of Akureyri) and the other in the East Iceland, Fljótsdalshérað-region.

SCOTLAND: ??



## 4) LITERATURE REVIEW

### IN PROCESS

FIN:

SWE:

ICE:

SCOTLAND:



## 5) NATIONAL SURVEYS

### IN PROCESS OR UNDER PLANNING

FIN: SME survey (post /web survey) and permit hunter survey (web survey + phone interviews) in Dec 2008-March 2009 concerning the hunting season 2008

SWE: The survey will be based on the previous national survey targeted to the hunting SMEs and the aim is to see whether there have been significant changes in the situation. Also the resources from other national project can be used. Therefore, the survey will not be started until late spring 2009.



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## 5) NATIONAL SURVEYS

### IN PROCESS OR UNDER PLANNING

ICE: a web based survey on a sample of hunters with "hunting cards" (n=approx 8000). The survey will be conducted concerning the hunting season 2009 and implemented during the autumn 2009

SCOTLAND: The survey/study will focus on the hunting season 2009 and will be conducted in August-September 2009



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## 5) NATIONAL SURVEYS

### COMMON INTEREST, POSSIBILITIES FOR CROSS-COUNTRY COMPARISONS:

- 1) All countries were interested in conducting some kind of survey for the hunters visiting the hunting areas (i.e. foreign and domestic hunting tourists) to see e.g. how much money they are spending and for what they are spending the money for → some common Qs created
- 1) In Fin and Swe there was interest to find out the cost structure of the hunting products (how the costs are divided between staff costs, sub-contracting, general costs etc) and how the production costs are divided between different parts of the hunting tourism package (accommodation, catering, guiding etc). This is interesting also from the Scottish point of view concerning sport shooting → some common Qs created



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## WHAT TO REPORT?

Aim: provide information to support the decision making process : Is hunting tourism a business worth while investing in money/development activities? In what frame conditions?

- Examples of the economical role / potential of hunting tourism in e.g. certain regions and frame conditions
- Future scenarios and economical potential in different kind of frame conditions
- "Comparable" information on the cost structure of the companies and spendings of hunting tourists

- What else?



## SUGGESTED SCHEDULE

- Literature review done and data collected in each country by the end of 2009
- Most of the analysing done by the end of 2009
- For next partnermeeting a reporting structure ready
- Task reported by latest on March 2010 (need to be able to utilise this e.g. in WP 4 and WP5 work!)

