Fishing Tourism in Venice: Developing PesCo's Business Operations and Marketing

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Abstract

This project supported PesCo, a Venetian startup company that aims to connect touring fishermen "guests" with local fishermen "hosts". The project team used data from government agencies, studies on fishing tourism, and economic reports to develop a set of recommendations for PesCo's operations and marketing. We developed a wide array of business development materials to support the guest experience and facilitate registration and planning by the hosts. We also developed a marketing strategy for PesCo which included marketing materials such as videos, pamphlets, and brochures to advertise the business through a variety of physical and digital advertising. We incorporated experiences into our results that combine fishing with cultural activities such as visits to landmarks and cooking lessons to attract a wider audience of potential guests. Our recommendations included group discounts, pilot programs, and social media advertising to support PesCo's development and success.

Executive Summary

Overtourism in Venice has **degraded the local ecosystem** and **replaced well-paying industrial jobs** with relatively low-income tourism jobs. To combat tourism's negative effects, institutions like SerenDPT **encourage more sustainable types of tourism** that emphasize recreational activities that improve the ways visitors interact with the host city and discourage emigration by boosting the economy. One of the companies supported by SerenDPT is PesCo, a Venetian startup founded to expand fishing tourism. **Fishing tourism** is a growing and sustainable industry split into two subgroups: **angling tourism and pescatourism**. Angling tourism involves recreational sports fishermen traveling to catch fish not native to their home waters. Pescatourism involves everyday tourists paying local fishermen to accompany them on their fishing trips in order to learn how the fishermen do their job.

PesCo is developing a multi-sided platform similar to AirBnB or Etsy that connects travelers, or "guests," interested in fishing and cultural excursions with local fishermen, "hosts," who possess knowledge and equipment. This project supports PesCo by contributing to their

1. Industry research
2. Business development
3. Marketing

Our background research revealed important information about multi-sided platforms and the fishing tourism industry. PesCo aims to create a new multi-sided platform that creates value for their clients on both sides by facilitating listings, registrations, communications and transactions between guests and hosts. Attracting enough users is critical to PesCo's early development. Therefore, our initial research focused in particular on determining the preferences of fishermen. Our objectives were to identify PesCo's market potential and target audience through investigation of recreational fishing tourism and multi-sided platforms in the US and Italy. We accomplished this by **compiling the results of existing studies** on fishing tourism and completing **field research**. The research revealed that **angler satisfaction** is determined by **environmental conservation efforts and high-quality catches** while

pescatourist satisfaction was connected to instruction on **techniques, catch and cook experiences, and cultural aspects of excursions** not necessarily related to fishing. We also uncovered in our research the degree to which fishing is understood as a communal activity and how fishermen often have other common interests—and we used these findings to guide our work.

This research outlined above was channeled by the project team into the development of materials and media to support PesCo's operations and marketing. We **created business development materials** for potential hosts and guests to use the platform, create profiles, and connect with one another. We developed **flowcharts for user journeys for hosts and guests** and, using our field research, **created documents** that assist their navigation of the business and the platform—and interact with one another respectfully and enjoyably. Finally, we **developed marketing materials and strategies** for PesCo to use in its advertising. While on field research excursions, we also **collected roughly 500 photographs and hours of video footage** that we compiled into a **business profile video** and a **brief advertisement** showcasing the communality and excitement of fishing tourism.
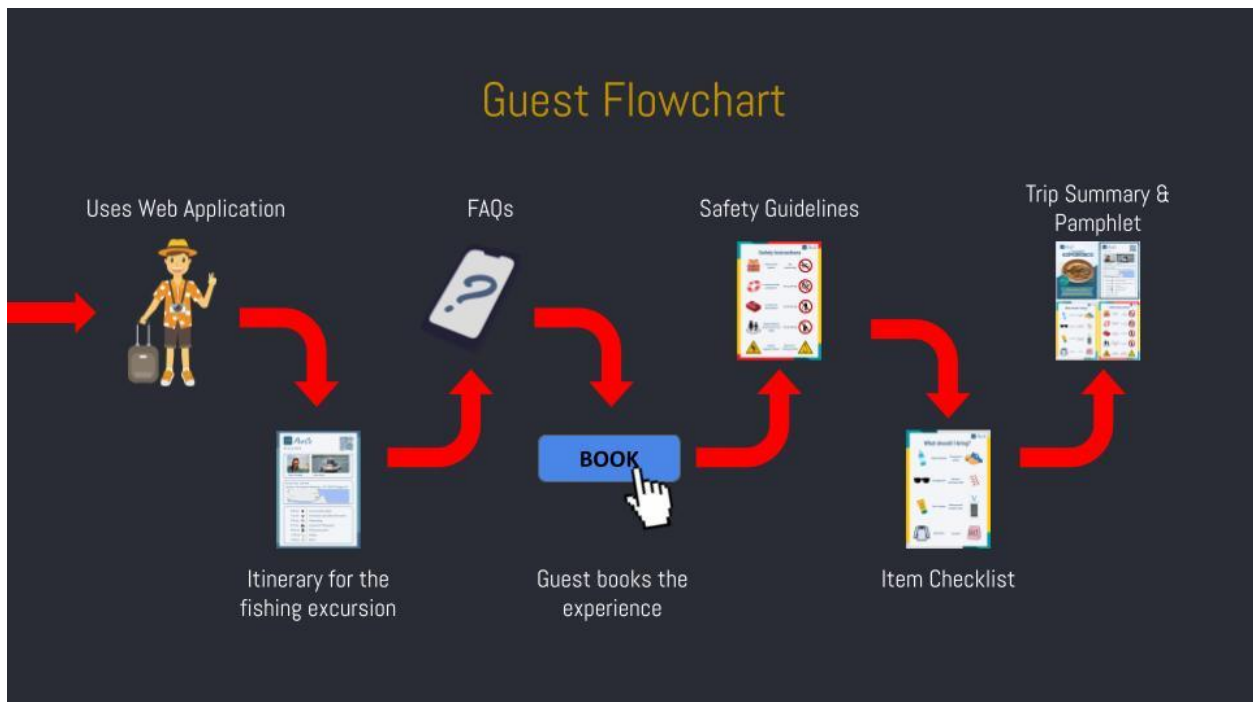

Angling Tourism and Pescatourism Venn Diagram.

Our user journey flowchart **comprised 4 documents for guests and 11 documents for hosts** to explain the company's rules and its expectations for participants on both sides.

For the host, the typical user journey is:
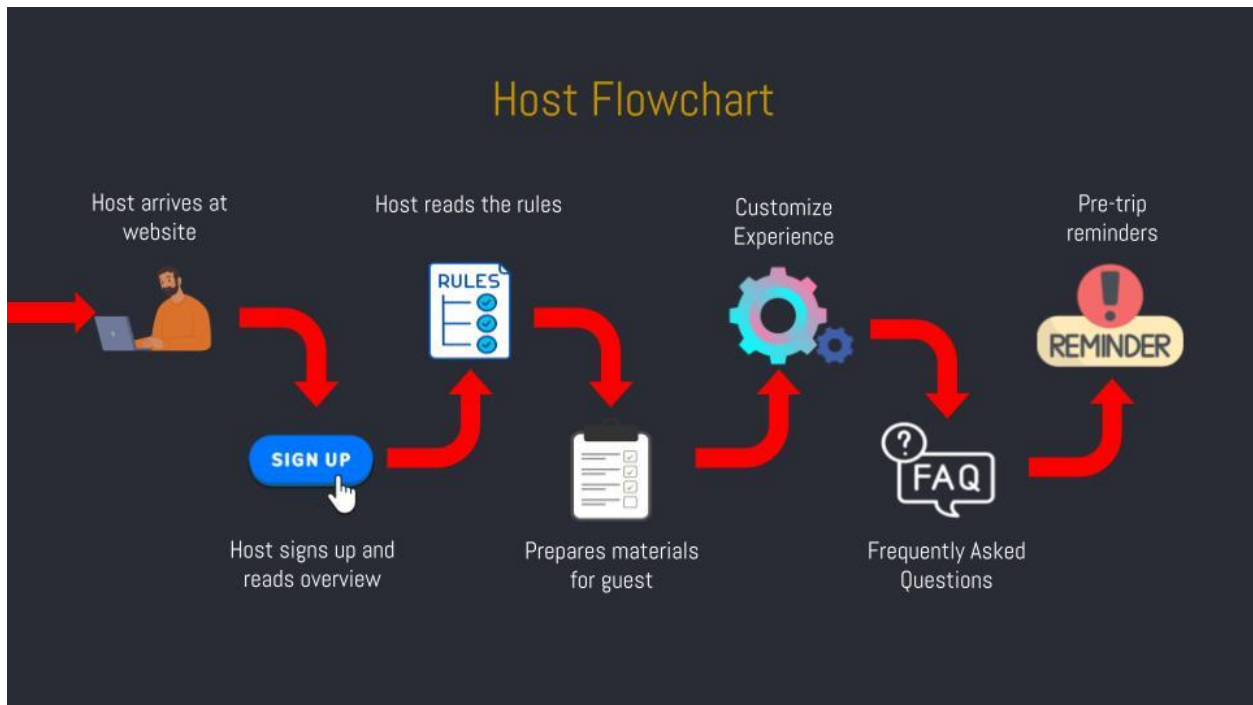
Simplified host user journey.

For the guest, the typical user journey is:

\ Simplified guest user journey.

Our last contribution was to marketing. We developed a selection of **print and digital advertisements** for PesCo to use while promoting their platform online and in-person. The physical advertisements are for **outdoor retail stores, train stations, and hotels** around Venice. The digital advertisements will be posted on **Facebook, Instagram, and YouTube**, with TikTok another potential platform in the future.

They include a one-minute advertisement for the platform using **scenic drone shots** to showcase **unique locations** and **action shots of fishing activities**. Captions appear on the video explaining the platform's key selling points. The second video is an **interview with the company's founders** that includes images from fishing trips completed by the project team and introduces the platform.

We expect our results will be of considerable **support to the growth of PesCo's business**. The research provides the **foundation for drawing tourists** to the platform. The business development materials ensure guests and hosts can use and trust the platform and have enjoyable experiences they can share by **word of mouth**. The advertisements we created should be useful in attracting tourists to the platform.

To build on our project, we recommend PesCo use both **pre-booking and post-booking surveys** to understand customers' thoughts on pricing and activities. To improve the user journey, PesCo should **translate the documents to Italian** for their customers and expand them to thoroughly include freshwater fishing. To improve marketing, we recommend using **more diverse groups** in future advertisements and increasing PesCo's searchability through **blogs** and encouragement of highly rated reviews on **Google**. Furthermore, to attract viewers to postings, we found that pictures and videos of large and hard-fighting fish should be included alongside informational infographics. To improve the business more generally, we believe that PesCo should create a system to **help tourist fishermen find fishing buddies**, instruct in fishing crafts like **fileting, rod building, fly tying, and lure whittling**, and use **group discounts** to encourage fishermen, who typically fish in groups of 2-5, to book. Our research in the United States showed that prompting customers to **purchase donations to conservation organizations** will increase the company's reputation.

Ultimately, PesCo and SerenDPT share a goal: improve Venice by growing fishing tourism. This project grew PesCo's understanding of their target audience and used that understanding to augment their business operations development and marketing. By supporting this company, we feel we have contributed to the growth of fishing tourism in Venice and hope PesCo will one day be a successful example of sustainable tourism and a successful Venice-based startup.

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Authorship

This report was written by Jared Morgan, Nico Alvarado, Chris Walczak, and Aarsh Zadaphiya. Jared wrote the abstract, introduction, executive summary, fishing background, methodology, results, and recommendations. Nico contributed the business section, methodology, and recommendations. Chris wrote the PesCo section, methodology, marketing results, and marketing recommendations. Aarsh Zadaphiya contributed to the cover page and physical advertisement recommendations.

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1. Introduction

Overtourism has wreaked havoc on communities and environments in major vacation destinations like Venice. It has degraded the local ecosystem and replaced well-paying industry jobs with seasonal tourism jobs. In Venice especially, short-term tourists strain the city's resources without contributing significantly to the economy. To combat tourism's negative effects, institutions like the European Commission have encouraged more sustainable types of tourism that emphasize recreational activities that improve the ways visitors interact with the host city, its residents, and its surrounding ecosystem. In Venice, SerenDPT aims to combat tourism's negative effects and increase the number of jobs in the city as a startup incubator.

One type of sustainable tourism is fishing tourism. One form of this, angling tourism, involves recreational sports fishermen traveling to catch exotic fish. These sports fishermen typically pay local fishermen for excursions in their boat that focus on the sharing of fishing knowledge like the location of spots with many or large fish. Another type of fishing tourism is pescatourism, which involves everyday tourists paying local fishermen to accompany them on their daily fishing trip to learn how the fishermen do their job. Pescatourism is a type of culture tourism, meaning the tourists are more interested in learning about fishing culture rather than catching fish. With both types of tourism, local and artisanal fishing is sustained by tourists, who can help to preserve the traditional fishing community. Furthermore, these types of fishing tourism encourage tourists to interact with locals, learn about the culture, extend stays in the city, and conserve the local environment.

PesCo, a Venetian peer-to-peer startup founded in 2022 and supported by SerenDPT, aims to incentivize these types of tourism by developing a web-based multi-sided platform that

connects tourists interested in fishing excursions with local fishermen. PesCo believes that many travelers are interested in fishing excursions, but lack local knowledge, techniques, and equipment to engage in these activities when traveling in Venice. At the same time, PesCo has identified many local fishermen who are willing to share this expertise and equipment to subsidize their hobby or preserve their traditional fishing trade. As a result, PesCo is developing a multi-sided platform primarily operating in peer-to-peer experiences, similar to AirBnB or Etsy, that connects travelers interested in fishing and cultural excursions with local fishermen possessing knowledge and equipment.

The objective of this project is to support PesCo in its mission to connect traveling fishermen and everyday tourists with local commercial fishermen or fishing charters by contributing to their industry research, business development materials, and marketing. This project involved research on fishing tourism and multi-sided platforms, to understand common business practices and opinions of potential PesCo customers. Furthermore, the project will conduct field research by personally participating in PesCo's fishing activities. The project team also developed an advertisement and developed business development materials to help hosts create enjoyable trips and help all users navigate the rules.

Ultimately, this project worked to assist PesCo in developing its business to connect local fishermen with travelers. By supporting PesCo, this team and SerenDPT help tourism in Venice towards a more sustainable fishing tourism that supports traditional fishing communities.

2. Background and Industry Research

2.1 PesCo

PesCo is a novel startup peer-to-peer networking company that aims to connect fishing tourists in Venice with Venetian fishermen[1]. They aim to increase awareness of fishing culture in Venice and allow Venetian fishermen to leverage their passion to create business opportunities.

Figure 1: PesCo's website.
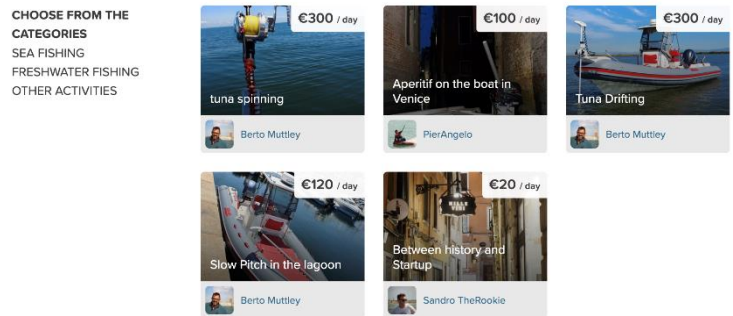
PesCo was selected as one of 10 startups in the MIT Design X Venice 2022 cohort to incubate and develop their business. PesCo is currently being incubated by SerenDPT with the goal of bringing more jobs to Venice and sustaining the fishing heritage. The company is also supported by UNESCO's Young Blue Minds program as part of the Decade of Ocean Science for Sustainable Development for their promotion of sustainable fishing practices through their platform.

2.1.1 PesCo's Platform

PesCo's business revolves around their free application, which offers easy connections between tourists and fishermen. The web app contains a map with location markers that show departure location of fishing excursions. It allows tourists to personalize their experience depending on what sort of fishing experience they are looking for. For example, a tourist may want to keep a low budget, or have a solo trip rather than a group experience. PesCo's revenue will be based on charging a percentage of the excursion

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[1] We recognize fisherman is a gendered term but any gender-neutral alternatives sound awkward. For the purposes of this report recognize fisherman to mean an angler of any gender.

from both the host and the guest. More revenue comes from the guest because they are more willing to pay.

PesCo's vision is that first, a user of the PesCo website will search for a specific excursion. The website allows for easy booking and communication with hosts to agree on the specifics of the trip. The host can offer instructions on how to fish, catch and cook experiences, and other activities. After the tour, the guest and host can rate each other based on the experience.

2.1.2 PesCo's Team

Many of the founders have a passion for fishing and have a strong appreciation for the local fishing culture. This makes communication between like-minded fishing enthusiasts seamless and easy and will create a great experience for everyone.

PesCo's team consists of a technical specialist, a fishing expert, and the company's founder. Sandro Zanon is the PesCo founder and designer. He is an entrepreneur with a passion for fishing and is enthusiastic about developing the PesCo brand. Zanon is also a member of an entrepreneurship club that holds various workshops for innovation and management. He regards himself as the PesCo visionary and a leader for the company. Alberto Carlo Castaldello is PesCo's fishing expert deeply connected to Venetian culture and the key to developing PesCo's operations regarding fishing regulations and operations. Giovanni Turri is the application development specialist. Turri specializes in proof-of-concept work, which involves making a viable prototype for a startup company to use and test.

2.1.3 PesCo's Business Model

PesCo's objective is the development and expansion of a new multi-sided platform. Multi-sided platforms "facilitate direct interactions between different types of customers" (Evans & Schmalensee, 2016). Multi-sided platforms ultimately create value for their customers by reducing frictions that exist between two or more sides of their platform. Multi-sided platforms also rely on indirect network effects: the impact of one type of participant on another type of participant's willingness to join a platform.

PesCo's goal is to simplify transactions between traveling fishermen looking for local expertise and local fishing charters looking for customers. They therefore rely on the indirect network effects between travelers and locals. Adding locals to the platform attracts travelers and the presence of travelers attracts more hosts. Notably, because multi-sided platforms facilitate direct interactions, trust is an important factor in their success.

Multi-sided platforms must overcome the ignition problem, or the major issue of attracting initial customers from both sides of the platform. If this platform can attract enough members from each side, they will eventually reach critical mass: the level of success where participant interaction is strong enough to attract others without external interference.

The platform will provide an Etsy or AirBnB experience where the customer can select from the boats and fishermen available in the area. Potential customers will see a variety of listings detailing the experiences provided by hosts. These experiences will be more personal, authentic, readily available, and trustworthy. Like AirBnB and Etsy, the internet has the ability to provide value to

Figure 2: Collaborative economy value chain.

customers by reducing the amount of friction when conducting transactions and searching for the ideal listing. In fact, economists David Evans and Richard Schmalensee remark "advances in technology from computer chips, the Internet, the web… and the Cloud, have resulted in a huge increase in power and reach of [indirect network] effects" (Evans & Schmalensee, 2016).

PesCo's business lies specifically within a subsection of multi-sided platforms called the "sharing economy" which incorporates "collaborative consumption made by the activities of sharing, exchanging, and rental of resources without owning the goods." (Lessig 2008, pp. 143 ff.). The sharing economy is a
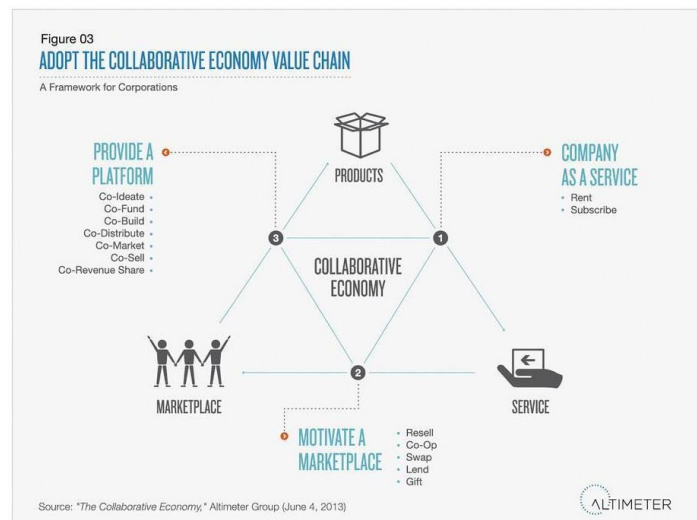
21st century phenomenon made possible by digital technologies and sparked by a preference for more convenient, flexible, affordable, and sustainable solutions. These services take already available resources and distribute them among people or groups interested in them using websites and apps like Airbnb to rent out rooms, Turo for car rentals, or Uber for taxi services. The sharing economy essentially signals a change away from the old notion of ownership and toward a more cooperative and community-focused strategy. This economic method will also generate more revenue to each individual who joins a peer-peer platform rather than needing to be hired by a larger company with wages.

By generating new business opportunities and improving access to products and services, the sharing economy has the potential to be advantageous for both consumers and suppliers. Platforms for the sharing economy give consumers more options, convenience, and better prices, as well as the chance to interact with like-minded people and groups. The sharing economy offers providers the opportunity to earn more revenue, sell unused assets, and take part in a more environmentally and socially conscious economic model. The success of the sharing economy has, however, created issues with legislation, worker rights, and data privacy, even though it has established a successful business model. In *Sharing economy: A review and agenda for future research*, Mingming Cheng writes:

Since the start of SE, tourism and hospitality have emerged as one of the pioneering sectors for its growth as SE allows for tourists and residents to share their homes, cars, four course meals, and expert local knowledge (e.g. locals being tour guides) (OECD, 2016, Sigala, 2015, Lyons and Wearing, 2015). A multitude of drivers have pushed sharing as one of the mainstream practices in many aspects of tourism and hospitality today. Visitors are in pursuit of better value for money.

PesCo aims to tap into this growing market through the use of an app similar to Uber and Airbnb to revolutionize fishing tourism.

As outlined below, there are existing fishing tour guides and other fishing businesses which incorporate a sharing economy business model. However, like other peer-to-peer or sharing businesses,

PesCo has an opportunity to change the way people access a service. In the United States, Boatsetter is a similar business that makes boats and boating sharing experiences available to those who would like them. If we use Boatsetter as a case study of how PesCo will do in the future, we see the lucrative aspect of this business model in *Boatsetter Furthers Expansion Of On-the-water Experiences With Launch Of Boatsetter Fishing*:

> Since the beta rollout in February [2019], Boatsetter Fishing has already contributed to record growth in Q1 with marketplace and fishing revenue created increasing by 140% and 300% respectively. The acquisition [of Fishing Guiding] further solidifies the company's position as the dominant player in the $50 billion global recreational boating industry and $410 million fishing charter market.

This provides some indication of PesCo's potential. If PesCo is able to obtain a hold on these portions of the market, they could be just as, if not more, successful than Boatsetter.

2.2 Fishing in Venice

The city of Venice was founded as a harbor for fishermen and salt producers. Even today, Venice has a thriving community of commercial and recreational fishermen. Fresh-caught fish are brought into Rialto daily. Locals can often be found fishing from the public transportation boat stops found across the city. Harnessing both commercial and recreational fishermen with their local expertise will be the key to activating one side of PesCo's market.

2.2.1 Fishing Industry

Recreational and commercial fishing are important to Venetian culture and industry. The city currently has 34,000 licensed fishermen with roughly 3,000 amateur fishermen and 31,000 professionals,

the majority of whom come from the southern basin and Chioggia. Among those surveyed in a 2009 study, 45% of those in the lagoon's fishing industry started their business after 1990. Venice's fishermen are also younger on average than other business owners because 73% of fishermen are younger than 50. Venetian fishing industry is largely made up of independent fishermen belonging to a co-op. These businesses are often passed from father to son, with many fishermen tracing their trade back centuries. In fact, 55% of all lagoon fishermen report learning their techniques from relatives and 65% of lagoon fishermen hope to hand their business to their son (Nunes et al., 2008).

There are various fishing activities undertaken by Venetian commercial fishermen in the lagoon. Clamming, for instance, has a 200-day fishing season, with each fisherman harvesting about 200kg of clams per day (Nunes et al., 2008). This type of fishing uses a mechanical, vibrating, or manual rake to dig clams out of mud flats. To catch the most common species of fish, fyke nets and gilles nets are used to funnel the fish into a hard-to-escape enclosure. Seine fishing, a type of net fishing from the Stone Age involving physically corralling the fish, is still utilized by 13% of Venetian fishermen. Moeche farming, a Venetian traditional trade involving harvesting molting crabs, is also a source of income for many commercial fishermen (P, 2019).

The most prominent fishing co-op in Venice is San Marco's co-op based out of Burano. This co-op started in 1989 and currently has 90 members dedicated to traditional Venetian fishing in the lagoon. Since 2010, they offered experiential fishing tourism to promote fishing culture and Burano's traditions. They currently offer tours from 4 separate fishermen of mussel farming, moeche harvesting, and net fishing and have established their fishery as a tourist infopoint (San Marco's Co-op, Pescatourism Burano).

2.2.2 Types of Recreational Fishing

There are also many types of non-commercial fish caught by anglers, and many different ways for those fish to be caught. The most common types of fishing are boat fishing and surfcasting. When fishing from a boat, methods such as trolling, float fishing, and bottom fishing can be employed to catch different

types of fish. Angler boats can also be used to leave the lagoon and fish in the Adriatic Sea. Spear fishing is another common activity, requiring a spear gun and a wetsuit. From docks and piers, it is not uncommon to find fishermen jigging, or bobbing a lure up and down, for squid. In freshwater, fly fishing is also a popular activity, which is typically used to catch game fish like trout (Fishing in Venice, 2020).

Each technique is likely to yield certain fish at certain times. Albacore tuna, amberjack, and mahi-mahi are often caught by trolling. Surfcasting and bottom-casting using live-bait is likely to yield dentex, sea bream, and pandora. Sea bass, red mullet, and tarpon can be found through float-fishing and jigging. Spearfishing is a great way to find red snapper and leerfish. Most techniques can yield most types of fish, although some catches may be more likely using certain methods. Each fish also has different times when they are easiest to catch. "Spring is a good time to target amberjack, bluefin tuna, and bonito. Amberjack, bluefin tuna, bluefish, grouper, and sharks are active in summer. Bluefin tuna, catfish, carp, spearfish, and swordfish get active in the fall." (Matechek, 2023). The type of fish caught is important for both operational and marketing purposes, as some fish will be in higher demand than others. The fish caught at certain times of the year will ultimately be used in advertising as PesCo has opted to use a storytelling "day in the life of a PesCo fisherman" approach for their advertisements.

2.3 Fishing Tourism and Promotion

2.3.1 Fishing Tourism Industry

Fishing tourism is a large industry currently globally valued at $78.5 billion and projected to grow to $254.9 billion in the next 10 years ("Fishing Tourism Market Outlook", 2022). This industry comprises two types of tourism: pescatourism and recreational fishing tourism. Pescatourism
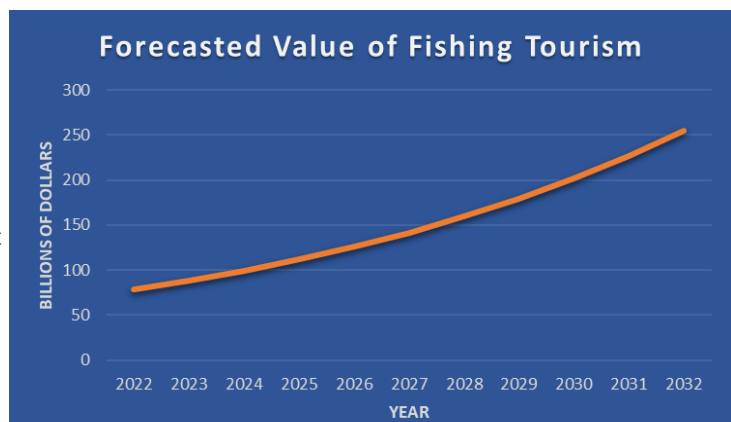
Figure 3: Fishing tourism market over 10 years.

Figure 4: Typical pescatourism excursion.

supplements the incomes of commercial fishermen by taking tourists out on the water and demonstrating the fishing lifestyle in an interactive manner. The main goal of pescatourism is to experience commercial and artisanal fishing while learning local culture. Pescatourism benefits the commercial fisherman and the tourists because "a day of pescatourism is able to generate a higher profit with just 20% of standard catches", or just enough catches to provide lunch for the people on the boat (Lai et al., 2016). Pescatourism is therefore a sustainable form of tourism because it preserves commercial fishing traditions, raises awareness of local culture, increases appreciation for natural resources, and reduces pressure on fish biomass where pescatourism is practiced.

With its long coastline, many islands, and tradition of fishing, Italy presents a significant opportunity for this industry. In Sicily, pescatourism is typically practiced from May through September and typically ranges from 20 to 100 euro per person. Pescatourism customers are generally highly satisfied, with 82% of participants in a post-tour survey assigning the maximum satisfaction score (Lai et al., 2016). Nonetheless, in Sardinia, pescatourism is only engaged with by 4% of tourists, meaning there is room for increased presence of this sustainable tourism.

Growth of pescatourism is dependent on customer satisfaction and word of mouth. A Sardinian survey found that pescatourists care the most about demonstration of fishing techniques, land excursions such as a visit to a fishing village, and traditional recipes used to prepare fish on-boat for lunch (Lai et al., 2016). In Greece, 82.5% of pescatourism fishing vessels consider eating on-board essential to the fishing experience (Tsafoutis & Metaxas, 2021). This sea-to-stomach fishing method also cuts down on food and packaging waste. Other non-fishing activities that can enhance satisfaction are client participation in boat preparation and maintenance to learn the shipbuilding heritage (Tsafoutis & Metaxas, 2021). In the
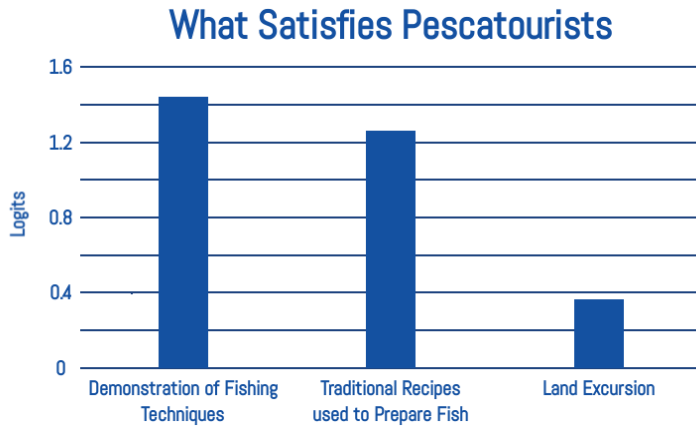
What Satisfies Pescatourists

Figure 5: Pescatourism satisfaction categories.

Galapagos, "Conservation and Culture" had a significant impact on bookings as well as satisfaction (Alencastro et al., 2023). Pescatourism ultimately serves as a new sustainable form of tourism, as it encourages longer stays, increases ecological awareness, supports local culture and trades, and is less wasteful than other forms of tourism such as cruises.

Angling tourism focuses on catching fish recreationally and comprises a slightly different group of people. It is a much larger industry than pescatourism,

Figure 6: Typical angling tourism excursion

and a less seasonal form of tourism than pescatourism, with angling tourists more willing to endure rougher winter weather to catch a trophy fish (Tsafoutis & Metaxas, 2021). In this case, "the fulfillment of catch-related expectations has a direct impact on the overall satisfaction of [fishing tourists]" (Yen et al., 2021). As such, customer satisfaction and intention to return relates to catch quality. Angling tourism, like pescatourism, has been
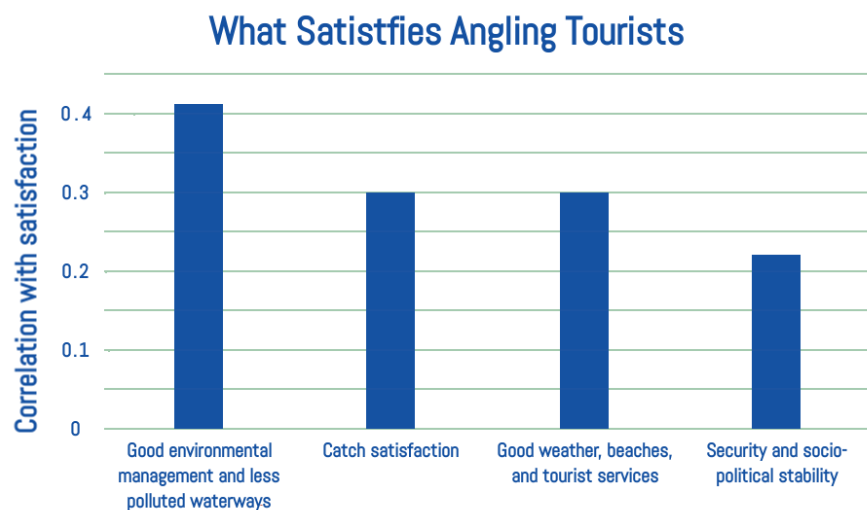
What Satistfies Angling Tourists

Figure 7: Angling tourist satisfaction categories when abroad.

linked with increased ecological awareness. Surveys of fishing tourists found "the perception of proper environmental management, mitigation efforts and the existence of programmes for conservation of marine biodiversity are dominant in explaining [fishing tourists'] overall satisfaction" (Yen et al, 2021). Unlike pescatourists, cultural activities do not impact tourist satisfaction, although angling tourists engage with the local culture closely (Yen et al., 2021). Angling tourism is therefore evidenced to be a year-long type of tourism that is strongly linked to catch success, be it size or amount, and awareness of sustainability efforts. The benefits of this increased awareness are visible. In Argentina, for instance, angling tourism has been responsible for converting a traditionally catch-and-kill shark fishing tournament into a catch-and-release tournament (Dellacasa & Braccini, 2016). Moreover, because fishing requires an "intimate and detailed" knowledge of how to catch game fish, anglers are likely to spend increased time on location, learn the culture, and spend money toward the local economy (Mordue, 2016).

Fishing, in the Mediterranean and globally, has increasingly come under pressure from increased urbanization, tourism, overfishing, and climate change. To hedge the artisanal fishing trades against these concerns, fishing tourism can be utilized to subsidize the existing fishing trades. Moreover, all types of fishing tourism increase ecological awareness and interact respectfully with the local community. The sustainable tourism and ecological awareness of fishing tourism appeal to SerenDPT's goals of preserving Venice's fishing heritage and repopulating Venice.

2.3.2 Recreational Fishing Demographics

Italian and American fishing populations provide important insights into the potential for peer-to-peer fishing. There are about 30 million licensed fishermen in the United States, who make up an industry totaling $750 million in 2020 (Statista Global Consumer Survey, 2020). Fishing enthusiasts in the United States and Italy are primarily male, comprising 63% of the U.S. fishing population and 78% of the Italian fishing population. Fishermen are evenly represented among all age groups, with only a small underrepresentation for young adults and teens (Statista Global Consumer Survey, 2022). However, boat

anglers tend to be older than shore fishermen and both are older than spear fishermen (Vitale et al., 2021). U.S. and Italian fishermen also tend to have higher-than-average annual household income (Statista Global Consumer Survey, 2020) (Statista Global Consumer Survey, 2022). They have a variety of reasons for engaging in their hobby. Beyond just catching fish, in the U.S. 57% of fishermen want to experience nature, 54% want to escape the demands of life, and 45% want to spend time with friends and family (Statista Global Consumer Survey, 2020). The biggest aspects of fishing excursions that ruin the experience for fishermen are pollution and litter, work obligations, such as needing to take phone calls, and non-fisherman interference through activities such as jet skiing (Duda, 2002). Fishing is a sizable market and the aspects of fishing that attract and repel fishermen can be used to draw fishermen to this service.

As a hobby, fishing is very communal, with 56% of first-time U.S. fishermen trying the sport because a friend or relative took them and 41% trying it to spend time with family. Most fishing trips are done in groups of 2–5 people. Moreover, when ex-anglers were

Figure 8: Common fishing memories.

asked what it would take for them to return to fishing, the majority said they would fish if they had someone to go with (Duda, 2002). Fishing is also largely inherited, with 86% of fishermen learning to fish before age 12, mainly from family members. Furthermore, 42% of fishermen typically fish with both

Figure 9: Current angler market segments.

adults and children and 78% of fishermen equate fishing with spending quality time with friends or family (*Take Me Fishing* et al.).

There are several types of fishing groups, or archetypes: avid adventurists, active social families, family-focused relaxers, leisure-time enjoyers, lukewarm occasionalists, and uncommitted (Recreational Boating and Fishing Foundation, 2019). Avid adventurists seek thrill and have a strong affinity toward fishing, but other sports compete for their time. Active social families enjoy being outdoors to experience exciting group activities. Family-focused relaxers prefer more laid-back activities to spend time with family and friends, but are less focused on the actual activity. Leisure-time enjoyers prefer relaxing when engaging in outdoor activities. Lukewarm occasionalists don't have a significant interest in fishing but will often accompany friends and family if invited. Finally, the uncommitted are uninterested in fishing and boating and therefore do not represent a significant demographic for marketing purposes. The marketing segments that show the most potential for growth are the avid adventurists, family-focused relaxers, and active social families. Each archetype has different reasons for engaging in fishing and different barriers to entry when considering fishing. By considering the market segments in terms of their archetypes and addressing their barriers to entry, PesCo can effectively market their services to distinct groups of fishermen rather than less effectively to everyone.

For direct marketing purposes, how fishermen interact with advertising is important to understand. In Italy, fishermen are more likely than the general population to see advertisements online. On social media, these fishermen are twice as likely to interact with companies than the general population (Statista Global Consumer Survey, 2022). The most common app fishermen share their catches through is WhatsApp followed by Instagram and Facebook. Moreover, fishermen with impressive catches or trophy fish were more likely to share their catches online (Vitalie et al., 2021). Fishermen are also more likely to engage with advertising through traditional media such as physical advertising, through mail, on the radio, and in newspapers and magazines (Statista Global Consumer Survey, 2022). The majority of U.S. fishermen derive their fishing
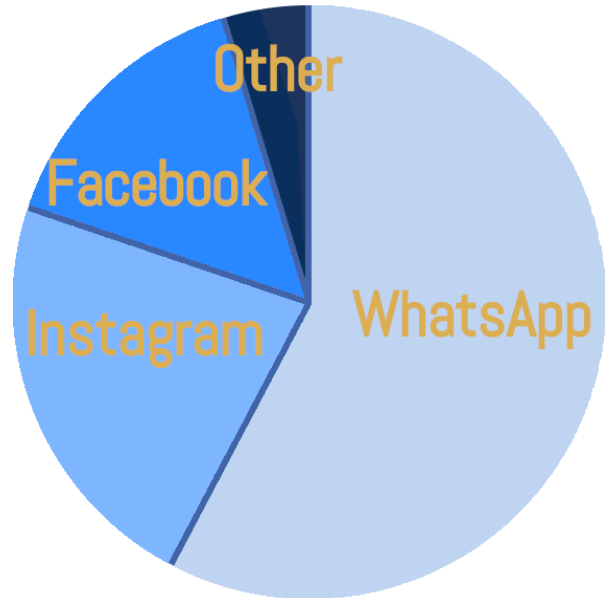
Figure 10: Catalonian catch sharing.

information from friends and family, with fishing websites, fishing guides, outdoor equipment websites, and retail stores being sourced roughly half as often as friends and family (Statista Global Consumer Survey, 2020). By utilizing commonly used online and traditional media, PesCo can ensure their audience will hear about their product.

Fishermen also have non-fishing interests that can be tied into fishing advertisements and experiences to gain their interest in fishing excursions. The top non-fishing hobbies of Italian fishermen include sports, traveling, technology, crafts, video games, cooking, vehicles, history, and gardening. Italian fishermen are more likely to consider themselves early adopters of new technology (Statista Global Consumer Survey, 2022). Ultimately, PesCo can effectively advertise to their target market by understanding the underlying causes behind fishermen interests.

PesCo can also learn from existing successful fishing excursion promotions. Current fishing promotions can be divided into online and offline promotions. Online promotions typically are done

through either Google ads, search engine optimization that boosts their website when users look up

fishing, online retailers, or social media advertisements. A major factor in search engine optimization for

these companies is reviews on Google and other platforms (Albert, 2021). Offline promotions are

typically more varied, with many companies advertising in outdoor stores, fishing magazines,

newspapers, and with branded freebies (Statista Global Consumer Survey, 2022). Branded freebies are

giveaways such as t-shirts or hats a charter may give to guests to increase their satisfaction and awareness

of their brand.

2.4 Advertising

In order to best advertise to PesCo's target audience, it is important to not only understand their

preferences but also general advertising theory. Good stories have 6 key aspects:

1. The protagonist performs actions to achieve goals.

2. The story informs the protagonist's thoughts.

3. The story informs of a change in the protagonist's life.

4. The story informs how events involving the protagonist take place.

5. The story has an inciting event and a resolution.

6. The story presents specific situations (Escalas, 1998).

These key aspects should be assembled such that the audience's emotions gradually rise

following the inciting incident, peak at the resolution, and have time to settle as the protagonist interprets

the preceding events.

3. Methodology

This project supported PesCo in their mission to connect traveling fishermen with local hosts by contributing to PesCo's product development and marketing. To aid PesCo's mission, the team:

1. Identified PesCo's market potential and target audience through investigation of recreational fishing tourism services and markets in the US and Italy.

2. Developed marketing materials and strategies for PesCo to use in its advertising.

3. Created business development materials for local and traveling fishermen to join the platform and create enjoyable experiences.

To accomplish these tasks and goals, the project team worked with PesCo in specific locations, time ranges, and types of fishing excursions. Because of the interactive nature of peer-to-peer platforms, it is easiest to use a single city as a launching point for PesCo.

This project involved research within a localized area to better understand PesCo's initial target market, and delve into the area's unique fishing culture. Therefore, this study was impacted by its geography, the types of fishing conducted, and the fish available to catch. PesCo intends to expand their scope beyond Venice but is using Venice as a case study due to its heavy tourism and existing fishing culture. This project's research ultimately applies to the *Centro Storico*, select islands in the lagoon, and the aquatic regions of the lagoon that are regularly fished. While this project experimented with and researched the fishing culture of Venice, it can assist later efforts at adaptation for other cities.

Figure 11: Aerial view of the Venetian Lagoon.

We conducted this project's research on-site between May 28th and July 15th. Many parts of the project required the use of a boat and consideration for how to create an ideal fishing excursion.

Excursions took place during the day either the early morning or late afternoon because fish tend to be less active during noon heat.

During the project's completion, we employed photography and videography to capture a typical user experience for the target market. We developed a user journey using a set of documents that detailed the steps and specific processes to standardize and regulate fishermen's activities and enable their excursions to achieve consistent and successful results. We also developed other business materials for potential clients to easily join the platform and understand the rules. The pursuit of these methods to accomplish the project objectives are outlined in the following sections.

3.1 Analyzing PesCo's Industry

Assessing PesCo's market potential was important to inform PesCo leadership of its industry, to develop their advertising campaign, and write the business development materials. The market analysis consisted of other multi-sided platforms and an investigation of the target market. Analysis of comparable companies involved the study of businesses with similar platforms and recognition of their major characteristics, what attracts customers to them, and how their model could be improved upon or adapted to fit PesCo's business strategy. These similar companies included fishing charters and peer-to-peer services such as FishingBooker and Boatsetter. The analysis of these companies partly involved coding for aspects such as:

1. Presentation of the main selling point.

2. Features demonstrated to be of high importance for their customers.

3. Technical qualities that improve the presentation of the advertisement.

The analysis also involved an investigation of the business models and the lessons the companies have learned through features added later in the company's lifespan. We conducted this investigation by reading reports on customer satisfaction and what the customers feel is lacking.

For PesCo's intended market, more specifically, we conducted target market analysis through research on fishing tourism. The research involved the review of existing studies on fishermen behavior such as the reason they fish, their preferences when they travel for fishing, what impacts a fishing tourist's decision to spend money, and their satisfaction with an excursion. We supplemented our background research with field research to develop an understanding of typical fishing excursions and important information for both guests and hosts.

This research included conducting online research of our own. By using social media with sortable posts, we were able to determine which posts got the most attention. We compiled the 50 most popular posts on the r/fishing subreddit, with 1.7 million members, and coded for common themes before finally tallying the frequency of each theme. The themes selected as categories were humorous posts, the poster's first fish, a large fish, a rare fish, many fish, children fishing, families fishing, and fishing with a boat.

Internet forums were also useful for our research into online fishing groups. Because forums are sorted by topic, the forums revealed which topics were most discussed among fishermen. By reading the forum posts, we also found recurring themes that informed our understanding of the population.

We used this background and internet research to create business development materials and an advertising strategy.

3.2 Developing Business Materials

We used the market research to develop a guidebook of best practices for host fishermen to receive guidance on the best way to provide their guests with a satisfying experience and to protect the company's image from fishing guides who would otherwise not act within the company's acceptable policies. To accomplish this, we applied research on the acceptable host policies of other peer-to-peer companies in order to improve user experiences for PesCo guests. We also reviewed controversies surrounding notable peer-to-peer companies to understand how PesCo can avoid similar problems. We

used background research on fishermen needs to further enable a host to satisfy guests. Through these efforts, the team developed a cohesive set of practices for the host fishermen to engage in and avoid. Beyond the guidebook, we developed a user journey for guests and hosts using the platform. This journey enables information to be presented to the user in a staggered manner that increases the likelihood the documents are read. The journey included safety documents that increase trust in the platform and attract customers due to an increased level of professionalism.

The success of a multi-sided platform often relies on how it interacts with the market's ecosystem of other businesses. As such, the project team also reviewed and considered the establishment of partnerships with other industries and entities that can benefit from a relationship with PesCo. Private chefs and AIGUPP, the Italian association that certifies fishing guides, had the most potential. Private chefs were investigated as potential partners because they are more able to travel to a guest's place of residence for the catch-and-cook experience. AIGUPP's certification is an important factor in developing a high-trust community. By partnering with AIGUPP, PesCo would be able to certify its employees and grant them high-trust status while AIGUPP would get more customers for their courses.

Businesses in each industry were contacted through email with follow up discussions organized with PesCo leadership if the businesses showed interest.

3.3 Developing Marketing Material and Strategy

Figure 12: A member of the team using a 360 camera to capture footage.

PesCo needed an advertisement for the early stages of the company's development. Using the aforementioned market research, we developed an advertising storyline using photos and videos collected by the project team to expand PesCo's branding. We developed an advertisement

storyboard using insights from field research, studies on fishermen needs, and reviews of existing peer-to-peer and fishing advertisements.

To illustrate the experiences being developed by PesCo and its hosts, we used a drone to take aerial footage of the lagoon's natural beauty and capture the excitement of taking a boat on the water. We also used handheld, 360 degree, and GoPro cameras to take footage of members of the project team

Figure 13: A member of the team using a drone to capture footage.

engaging in a variety of fishing techniques such as bottom fishing and top-water fishing. Using Final Cut Pro and assets from Motion Array, we compiled this footage into two videos for PesCo to use in future advertisements. Moreover, photographs were used to create print advertising.

4. Results

Over the course of this project, the team's research on PesCo's business model and target audience ultimately led to the creation of targeted advertising tools and a set of business development materials to assist the successful launch of PesCo's platform. Through studies on fishing tourism and field research, our team identified community, unique natural locations, gastronomy, and catch satisfaction as key factors in attracting customers and leading to fishing experience satisfaction. We designed the advertisements accordingly. The user journey was developed to educate and encourage hosts on how to create optimal experiences for their guests based on those same factors, and to guide guests through the registration process.

4.1 Operations and Marketing Research

To bring guests to the platform and facilitate their experience, we conducted research into the recreational fishing demographic and matchmaker platforms as reported in sections 2.1.3 and 2.2.2. We recognized that information applicable to PesCo's industry and business model can be split into two categories: operations and marketing. Operations includes our research on matchmaking for fishing buddies, conservation donations, and fishing crafts. Marketing research relates to our recommendations for pricing, posting on social media, and targeting specific subgroups outlined in section 2.2.2 and found in the Recreational Boating and Fishing Foundation's market segmentation study.

On the side of operations, our field research determined that fishing charters are usually small-scale excursions run by a single person as both captain and crew. Meanwhile, most fishing charters offer a variety of techniques, locations, and times for diverse excursions that can each require different equipment. Therefore, a host may need to either create multiple listings on the platform or the platform should be designed for a host to list multiple techniques and options under their profile, some of which may only be available during certain times of the year. We updated our guidelines according to our experience on a fishing excursion, including recommending guests to bring a towel and use the bathroom before departing.

During our online background research, we found that a significant opportunity exists for PesCo to develop a system to help tourist fishermen find fishing buddies through PesCo's platform. Because fishing is often communal, a lack of fishing partners can limit the success of fishing tourism in a given area. Our research into fishing communities online revealed interest in the concept.

Our research also found that, in the United States, it is common practice for outdoor retailers to offer customers the opportunity to purchase a donation to wildlife conservation organizations at checkout. This donation opportunity allows guests to feel they are contributing along with the company in conservation efforts, something important to many fishermen. The ability to donate typically improves

customer satisfaction and could enhance PesCo's reputation as a company that supports the environment and the longevity of fishing as both tourism and a traditional way of life.

In addition, we discovered that offering additional experiences complementary to fishing excursions can be valuable to a business like PesCo. PesCo's current operation offers a catch and cook option for guests on their platform. This option appeals to the common fishing co-hobby of cooking and the pescatourist's interest in gastronomy. We tried to offer some support to this activity by reaching out to local restaurants on behalf of PesCo, but these efforts were not successful. Our research on internet forums outlined in section 3.1 revealed the opportunity for PesCo to expand their offerings to fishermen's other interests, especially crafts like rod building, fly tying, and wooden lure whittling. These extra offerings can also help touring fishermen to feel satisfied even if their catch was not satisfactory.

On the marketing side, the background research revealed that the communal nature of fishing, catching large fish, and emphasis on unique natural locations are appealing to potential guests. An emphasis on group outings through the offer of group discounts, referral discounts, or pricing schemes with a high base cost and low cost for adding extra participants may help to grow the platform by creating incentives for excursions undertaken with friends, something most fishermen already want to do.

Furthermore, from our review of the r/fishing subreddit we found that the most recurring theme in the top 50 posts involved a fish that was particularly large for its species, with 21 of the 50 posts featuring a large fish. Following a large fish, humorous posts and posts featuring families or children were also very likely to become popular.
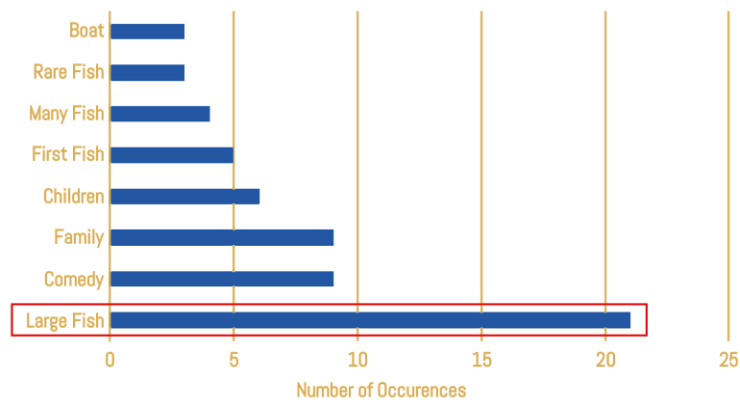
Figure 14: Features in most liked Reddit fishing posts.

Regarding market segmentation in section 2.2.2, we agree with the Recreational Fishing and Boating Foundation that avid outdoorsmen, active social families, and family-focused relaxers are the

market segments with the largest opportunity for growth and therefore the best to advertise to. From that report, we also found that social media and print should be effective advertising vehicles for PesCo. For social media, Facebook is by far the best resource for reaching potential guests followed by Instagram
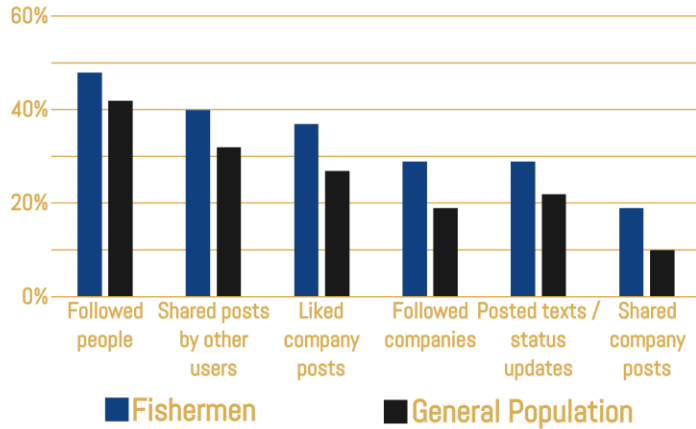
Figure 15: How fishermen interact with businesses on social media

Figure 16: Fishermen's most used social media platforms.

and then Pinterest and Twitter. Additionally, over half of these three market segments listed above watch YouTube daily (Recreational Boating and Fishing Foundation, 2019). For print advertising, newspapers and magazines are used by 25% of fishermen. They are a viable way to access the most dedicated segments of the market because they are cost-effective and far more targeted towards fishermen than mainstream TV and radio.

Ultimately, we recommend PesCo use Facebook, Instagram, and Youtube as the main platforms for advertisement, with magazine, newspaper, and physical avenues like

Figure 17: Sources of information for fishermen.

posters and brochures supplementing that. For all of these, PesCo should primarily post content that reflects the research outlined above regarding content featuring large fish, humor, and families. To begin to post on these platforms, PesCo needed a collection of images and videos that could be turned into social media posts, videos, and physical advertisements—some of which the project team developed and which are discussed in section 4.3 below.

4.2 Business Development Materials

During the preliminary phases of this project, we expected that marketing and advertising would make up the vast majority of our work. However, after meeting with Sandro Zanon, we discovered that the early stage of its development required research on PesCo's target audiences and operations, our interactions with the sponsor, and our participation in fishing excursions. The preliminary research was used to develop a vast set of 15 business development materials to be used on PesCo's website and delivered to hosts and guests to explain the company's rules and its expectations for participants on both sides. To organize the materials for PesCo, and its hosts and guests, the team created flow charts based on different stages of their interactions with the company, including registration, booking, and post-booking guidelines and reminders. Documents were then linked to flowcharts for guests and hosts. At each stage of the user journey, the user was presented
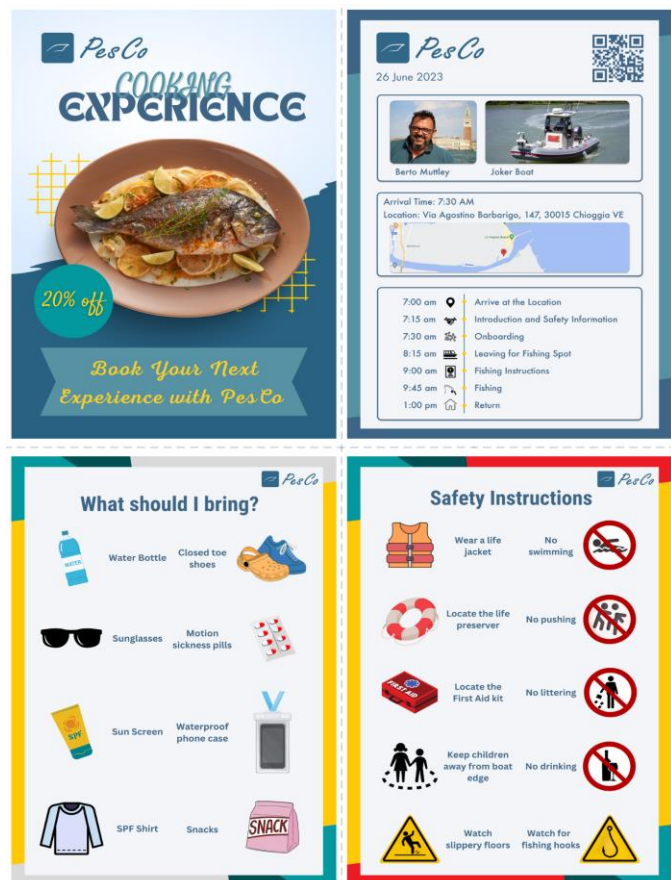
Figure 18: 4-fold guest reminder and itinerary document.

with information to guide them along the process, whether they were purchasing, listing, or conducting the fishing trip.
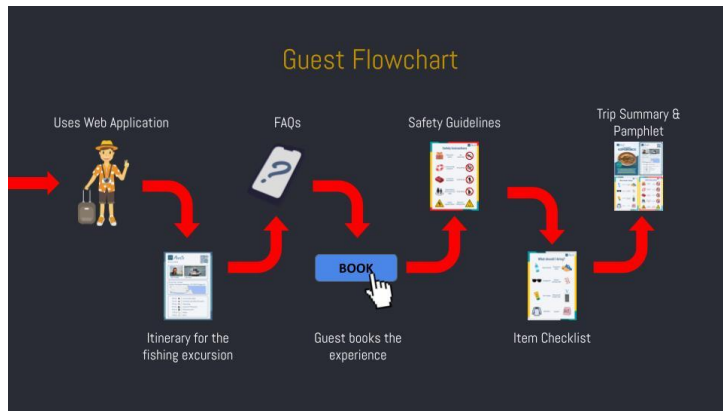
Figure 20: Simplified guest flow chart.

For guests, there were 4 stages and documents created, with simple instructions to help them navigate the platform, keep them safe, and ensure they are prepared for the excursion. Our documents are designed such that when our processes and documents are incorporated into PesCo's business operations, upon arrival at the website, guests would be presented with a brief overview of the platform and how to book. The guest could then either register with the platform and book the excursion, contact potential hosts directly, or read the frequently asked questions. While the guest rules would always be available, they would be presented especially after a booking. The rules outline how guests should prepare for the trip and conduct themselves safely while respecting the needs of the host. Finally, the team designed a brief set of reminders for the guests to be sent via text or email shortly before the trip's start.
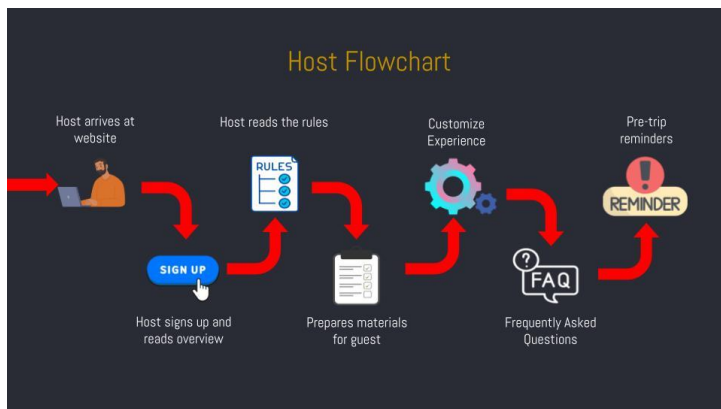
Figure 19: Simplified host flow chart.

For hosts, the instructions were more complex and included 11 documents that diverged based on whether the host identifies their excursion as angling tourism or pescatourism, whether the experience would be catch and cook, and whether the excursion would be conducted in saltwater or freshwater. The hosts would be presented with an overview document similar to the guests' upon arrival at the host's side of the website. After the overview, the website would give hosts the option to read frequently asked questions or register with the platform. After registering with the

platform, the host would be required to read and demonstrate understanding of PesCo's rules for the standardization of experiences and quality control. These rules dealt with safety, listing accuracy, legal concerns, punctual arrival, and reasonably quick communication. Moreover, they outlined rules of conduct and potential punishments for rule breakers to encourage proper excursion etiquette.

Following the rules were a set of recommendations for hosts based on research conducted earlier in the project that outlined how to best foster guest satisfaction. For example, they recommended the hosts take the guests to beautiful locations and avoid areas crowded with other boaters. General recommendations were followed by more specific recommendations for either pescatourism or angling tourism, encouraging excitement for angling tourism and cultural exposure for pescatourism. The guide then provided a set of rules surrounding food safety for catch and cook excursions and a separate set of rules surrounding fish survival for catch and release fishing. Catch and cook guidelines were designed to work through TakeAChef – a local chef peer to peer company– whose representatives informed us it would be acceptable for PesCo hosts to contact private chefs through their platform to cook fish after an excursion.

Finally, the team developed materials that provide the hosts with licensing information for freshwater or saltwater fishing. We also created a visual list of reminders and an itinerary to be sent to hosts the night before a scheduled fishing excursion. Across all documents, friendliness and group discount pricing are highly recommended to appeal to the communal nature of fishing.

Copies of all 15 of the business development documents created by the team are available in the appendices A-P.

4.3 Marketing Strategy and Materials

The team took inspiration from the market research to capture and curate photos and videos that should be appealing to fishermen. These were used to create video and print advertisements for PesCo, including a one-minute promotional ad and a longer interview-style video that introduces viewers to the business. The short video, found in Appendix R, featured unique fishing locations, the excitement of

Figure 22: Scenic photograph taken for the future advertisements.

Figure 21: Fishing photograph taken for future advertisements.

riding on a high-speed boat, footage of a tour guide explaining techniques to a guest, and images of caught fish. In between, we included scenic shots of Venice, the Venetian lagoon, and the mountains to the north of Venice to appeal to traveling fishermen. The video featured high-tempo, upbeat music to further convey excitement. For the second video, we prepared a script of questions for PesCo's co-founders Sandro Zanon and Alberto Castaldello. While recording, we asked how PesCo was created, how it works, and why they were passionate about PesCo and fishing. To make the video more interesting, we added different kinds of footage over the interview. Using our equipment that we had, we put in drone footage of Venice and the fishing trip, a clip of using their website, and more footage from the boat. The footage was implemented in a relevant manner to relate to what Sandro Zanon was saying during the interview. Subtitles were included to ensure English-speaking viewers can understand the video.

The team also created print advertisements using photographs taken during excursions. These included foldable handouts and brochures. The remaining photographs were archived for later use on PesCo's website, print advertising, and social media campaigns.

Additional efforts to augment PesCo's marketing involved outreach to engage with other industries and institutions. After reaching out to
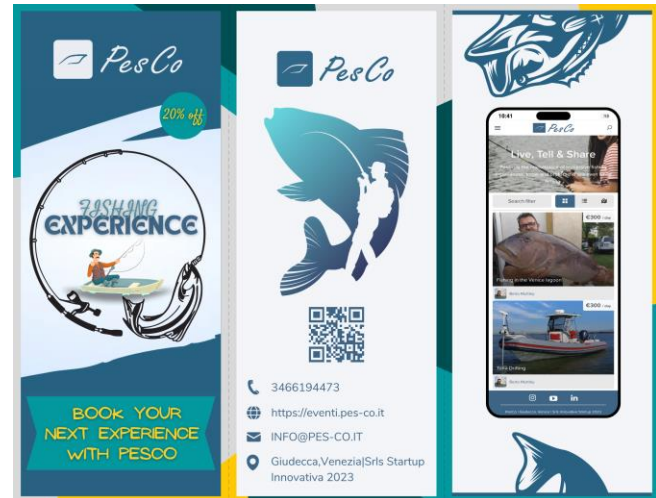
Figure 23: Brochure advertisement.

a variety of hotels, restaurants, fishermen, and AIGUPP, we received sparse but pertinent responses. The most important was from AIGUPP, who spoke with our sponsor, Sandro Zanon, about the potential for a partnership to use their infrastructure as a conduit for insuring PesCo's fishing guides and having already certified AIGUPP fishermen join PesCo's platform. Partnerships with the hospitality industry would be important for attracting customers and improving PesCo's professional reputation. Because there is still a significant opportunity to expand on this project group's work and for PesCo to advance the development of a successful platform, below are some recommendations for PesCo that should support the company's efforts to attract guests and otherwise expand their business.

5. Recommendations

This project assisted PesCo's preliminary research, marketing, and operations. Nonetheless, the project team has a number of following recommendations for the further development of this company by PesCo.

5.1 Market Research Recommendations

We were not able to interview fishing tourists for their opinions on their excursion preferences, how they might use the platform, and pricing. We recommend the company conduct surveys of touring fishermen to determine excursion, platform design, and pricing preferences in the future. We recommend PesCo do this by conducting post-excursion interviews with groups traveling with their hosts. Interest surveys should also be conducted on willing visitors at Piazzale Roma, Ferrovia, and St. Mark's Square because they will be representative of a typical tourist. Moreover, because PesCo plans to expand beyond Venice, these surveys should be conducted at any future locations.

In the previous section, we recommended PesCo engage touring fishermen by offering demonstrations of fishing crafts. Although there is certainly a market for this among fishermen, it is unclear if touring fishermen would be interested in these lessons abroad rather than at home. Therefore, we recommend PesCo explore interest in these activities among touring fishermen specifically to confirm their applicability for travelers.

5.2 Business Development Recommendations

The project team created a very thorough user journey for the platform. We recommend PesCo uses this journey when developing their website to ensure all documents are easily understood and presented in the order outlined. The documents are, however, largely focused on saltwater fishing so if

PesCo targets freshwater fishing in their platform, we recommend a redesign of the documents to be more inclusive of fishing excursions, including those without boats.

The documents were created in English, but most Italian fishermen primarily or exclusively speak Italian. Because of this, we recommend the documents be translated into Italian to be easily understood by the majority of PesCo's hosts and many of its guests. Translating the four guest documents into French, German, Spanish, Chinese, and other languages commonly used by tourists in Venice should be beneficial.

Beyond improving the documents provided, our industry research informed our recommendations for business operations more generally. Firstly, the issue of not catching fish remains unsolved. As a guest, when out on an excursion, it is always possible to return empty-handed after a trip. We recommend introducing the idea to customers that they may return without having caught a fish prior to the excursion. Lowering the expectation of catching fish while maintaining a similar level of excitement and anticipation will help guests have an overall positive impression during and after the excursion. If the planned trip is a catch and cook excursion, we recommend always having a backup option for food if the amount caught is insufficient to provide enough for the entire group. A simple solution such as cooking fish that have been caught earlier or taking the group out to a restaurant could be sufficient to maintain the quality of the experience. Other activities unrelated to fishing such as visiting a fishing village or fish market may help guests feel satisfied even if they catch no fish.

We also recommend PesCo develop a pilot program to get insight from real customers on their operations, platform design, and excursions. The pilot program involves taking willing participants unrelated to the company on fishing trips at no or reduced cost in exchange for their feedback. These outings should be conducted with people representing various demographics and fishing experience levels. Afterward, the company should require the completion of a survey or interview to understand the customers' wants and needs for future excursions. The results should then be used to improve operations and marketing, and address customer concerns.

Through gathering feedback from other companies, we are able to make some preliminary suggestions for PesCo that would have arisen due to these surveys. One common request after the use of other fishing platforms was a way to communicate with other guests before and after an excursion. Fishing is often communal; a lack of fishing partners can limit the success of fishing tourism in a given area. Our research into fishing communities online revealed interest in the concept of a service that connects two guest fishermen. One Reddit user remarked, and 35 agreed, that "we should pair the dads on here with the younger people who need a fishing dad." Using PesCo's matchmaking platform to connect guests with guests instead of just guests with hosts has the opportunity to grow the platform and recreational fishing in Venice.

In order for a start-up such as PesCo to succeed, they must gain knowledge about investors and how businesses prosper. Multi-sided platforms need investors to develop and grow the platform. The popularity of these platforms in the 21st century means many investors are willing to invest in the business model, but those same investors also have many companies to choose from. To demonstrate competency to investors, economists David Evans and Richard Schmalensee identified six key questions all startup matchmakers should be able to answer:

1. What's the friction, how big is it, and who benefits from solving it?

2. Does the platform design reduce this friction, balance the interests of participants on all sides, and do it better than other entrants?

3. How hard is the ignition problem, and does the entrepreneur have a solid plan for achieving critical mass?

4. Do the prices necessary for ignition and growth enable the platform to make money?

5. How is the matchmaker going to work with others in the broader ecosystem, does it face related risks, and has it dealt with them?

6. Is the entrepreneur ready to modify her design and ignition strategy quickly in response to market reaction?

PesCo's ability to answer these six key questions will affect their appearance to potential investors and provides an opportunity to become a highly appealing business. We recommend PesCo

deeply consider these questions and develop answers to them for any presentations or events where they plan to attract investors.

5.3 Marketing Strategy and Materials Recommendations

The videos and photos taken by the project team lacked some key features to appeal to certain demographics. For example, the video presented a group of young men fishing rather than PesCo's largest target demographic of families. This team therefore recommends that PesCo take photographs and videos of families on fishing excursions to better capture their attention, possibly during the pilot program mentioned above. Moreover, this group featured in the video did not include any women. Because women comprise a large segment of both the U.S. and Italian fishing markets, this team recommends PesCo include women in future photographs and videos to be featured on their website and social media. Furthermore, father and son dynamics are particularly prevalent in existing fishing relationships, although other parent-child dynamics should not be discouraged.

Our advertisement was targeted with both pescatourist and angling tourist interests in mind, but mostly consisted of sport fishing activities. We recommend that PesCo develop another advertisement in the future to appeal to pescatourism more clearly, including videos of add-on features like catch and cook. We recommend that future advertisements include fishermen's other interests, listed in section 4.1, to enhance the appeal of PesCo excursions.

For physical advertisements, we recommend PesCo advertise in outdoor retailers, sporting goods stores, and tackle shops with printouts of the flyers and pamphlets we have designed. Sporting goods stores and tackle shops reach a targeted audience interested in adventure sports whereas a tackle shop would reach fishing enthusiasts directly.

Our research ultimately suggests Instagram and Facebook as the primary avenues for promotion on social media for the platform. On these platforms, posts should be made frequently with the intention of either informing users or going viral. Furthermore, these platforms have built-in advertising software

that can be used to promote to users directly. These ads are targeted towards a certain demographic using user data. Before putting ads on Facebook or Instagram, PesCo should learn the platform's ad management software. The shorter action video we created is a good option for Instagram or Facebook as a quick introduction to the company. The longer video would be a better option for Youtube because it is slower and not as exciting. Any advertisement from PesCo should link back to the website.

This project group also recognizes there are platforms, such as TikTok, not currently used by the majority of fishermen, that may still be useful to reach a younger demographic and should therefore be considered by PesCo in the future. Platforms like Instagram *Reels* and TikTok have a different advertising format, however. They have a vertical structure and ads built into the platform, where users quickly scroll through short videos that are precisely targeted towards a user's interests. Occasionally, a user will be prompted with a vertically formatted advertisement. These advertisements must be eye-catching because many users scroll away from ads quickly. When making a PesCo advertisement for Instagram and TikTok, it should be filmed in 1080 x 1920 resolution and follow common practices of their ads.

Besides videos and advertisements catching customers' attention, our preliminary research revealed companies like Fishing Booker boost their searchability by writing blog posts about fishing. These blog posts would be short fishing guides about techniques, locations, or personal stories, and not precisely related to PesCo, so that the company can post them on their website to boost its likelihood of being shown on Google's front page. We recommend these blog posts are written by PesCo itself and that a blog feature be added to the website for hosts to use and boost their listings individually. Our team did not develop blog posts about fishing, but another project team could.

PesCo's searchability would also be improved through Google Reviews. When a search is made for a specific type of business or activity within a certain area, Google will list places with higher reviews first. A simple Google search of the company should display PesCo's information, location, and a collection of Google ratings from customers. To increase searchability, PesCo should develop their Google Maps profile and encourage customers to visit their profile and leave a review.

These reviews could also be used to develop a customer testimonials page on the website to increase the company's reputation. This could be accomplished through embedding quotes and photos of real customer experiences within the site in order to demonstrate that others enjoyed their experience.

In order for PesCo to be able to use customer testimonials, they must first identify feasible and effective collection methods. Our team recommends the use of pre-excursion surveys on the website prior to booking and in-person post-excursion surveys to better understand the customer experience. These surveys should ask very simple questions such as:

1. How did you find out about PesCo?
2. How did PesCo's platform affect your experience?
3. What would improve your experience?
4. Would you recommend the PesCo experience to a friend?

These questions alongside a rating system measuring various experience categories will give useful information to individual hosts and PesCo as a whole.

A common way for fishing charters to promote their business is with branded freebies. These are typically shirts or hats that display the company's logo that guests appreciate. They also give guests an opportunity to talk about their experience with others. Our team recommends PesCo develop branded freebies for hosts to give to guests at the end of their excursion as part of their marketing.

5.4 Partnership Recommendations

The San Marco's co-op is hosted out of Burano and has developed pescatourism experiences to further monetize their commercial fishing activities. Our project team was unable to get in contact with the co-op, but we identified it and other fishing co-ops in the Rialto market as a great source of hosts for pescatourism. With some pescatourist operations already run by fishermen from this co-op, contacting the co-op's leadership and working with them to promote PesCo and pescatourism activity in general could attract tourists to the platform. Furthermore, because moeche crab farming is so specific to the Venetian

Lagoon, we recommend finding moechantes to demonstrate their crab harvesting, something that should appeal to pescatourists as it allows them to engage with Venice's unique cultural history.

Moreover, although we were able to interact with TakeAChef and determine that the platform allows private chefs to work with fishing charters, we still recommend locating private chefs and restaurants to work with PesCo hosts. Restaurants choosing to partner with PesCo can offer a service to PesCo customers allowing them to bring a fish caught on a fishing excursion to the restaurant for cooking. In return, these restaurants would be promoted to PesCo customers on their platform and at the end of fishing excursions.

Beyond restaurants, hotels are a viable opportunity for partnerships. Hotels choosing to partner with PesCo can promote the PesCo platform to its guests and in return will be promoted by PesCo on their platform. Additionally, these locations can become pickup locations to provide direct transport to and from a PesCo fishing excursion.

Ultimately, we expect PesCo and future groups working with the company to build from this project and further assist the company's growth by conducting additional research on fishing tourism, expanding the scope and dynamism of the marketing materials, developing multilingual guidelines for a wider array of fishing experiences, creating a pilot program, conducting surveys, increasing the number of Google reviews available to the public, connecting with more local fishermen, and partnering with chefs and restaurants.

6. Conclusions

Our investigations into fishing tourism around the world were extremely valuable to the development of a thorough set of business materials and marketing outputs for PesCo's current needs. This should assist PesCo as it moves into the next phase of development. In particular, PesCo will be able to design a website to present digestible information to guests and hosts. Moreover, PesCo now has documents that can ensure all hosts and guests are informed how best to behave and interact with one another. We hope that our advertisements will be attractive to both angling tourists and pescatourists and will serve to draw both audiences toward the platform.

We truly believe PesCo and our contributions to the platform have the opportunity to improve Venice by directing tourism away from short-term highly localized tourism toward a more sustainable fishing tourism that disperses visitors throughout the city and beyond Saint Mark's Square. Our research suggests that fishing tourists will be more considerate of the local culture and contribute more to the local economy than Venice's current tourists. The fishing tourism industry is growing rapidly and PesCo has few Italian competitors, so we believe there is significant opportunity for PesCo to recruit hosts and attract guests in Venice and the surrounding areas such as Jesolo and Chioggia. PesCo already has potential to enlist a sizable number of hosts through their current network. Their next steps should be focused on developing the website and attracting guests to the platform.

Ultimately, PesCo aims to connect fishermen and the general public with local hosts to share equipment and local knowledge. SerenDPT's goal is to preserve the Historical Center of Venice as a living city by increasing jobs to prevent emigration. We believe both goals can be accomplished through PesCo's success. This success has been jump-started by our contributions to their marketing and operations. Ideally, our research, development of business operations, marketing materials, and recommendations for the company will ultimately result in the growth of PesCo and jobs in Venice.

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Appendices

Appendix A: Flowchart for Guest User Experience

Customer arrives at website

Pre-booking overview

FAQs

Booking

Post-booking rules for trip

Pre-trip reminders
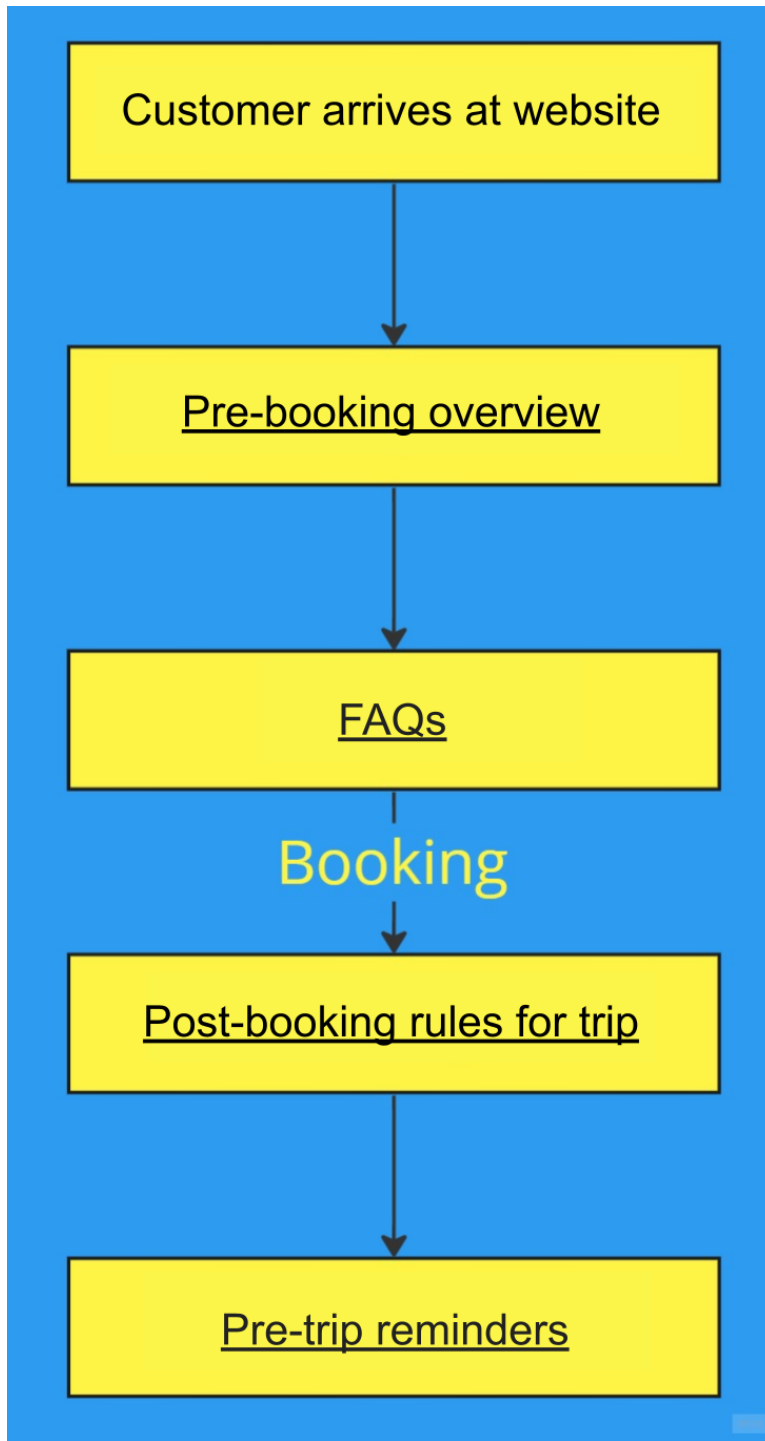
Appendix B: Flowchart for Host User Experience
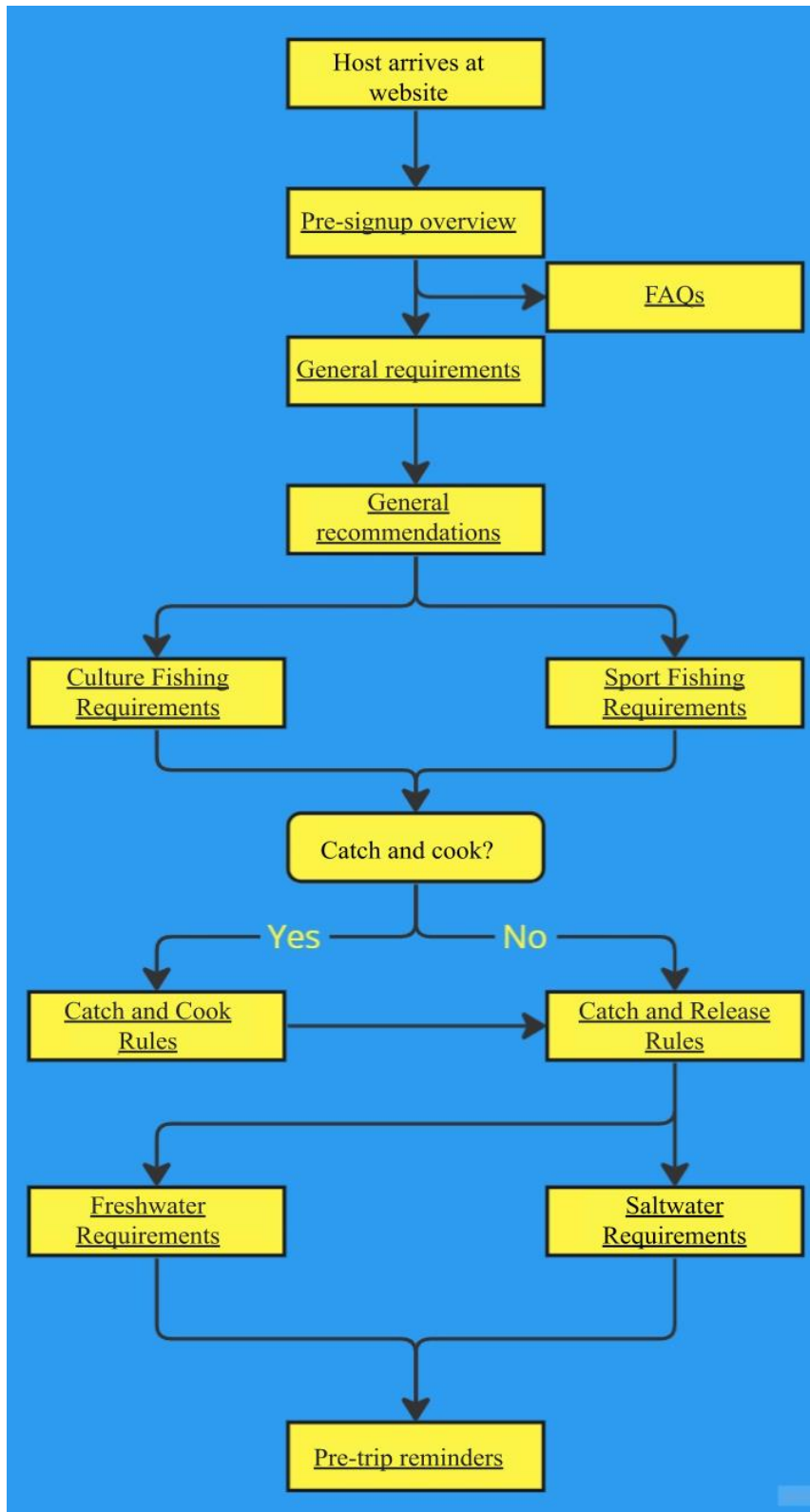
Appendix C: Guest Overview

Guest Overview

Before you book:

- **Introduce yourself:** Share your bio in your profile and verify your identity. Local fishermen appreciate getting to know their guests and may be more inclined to accept your fishing excursion request.

- **Ensure compatibility:** Review photos, host rules, and reviews to ensure that the fishing charter and guide style align with your preferences.

- **Get in touch:** Feel free to contact the host if you have any questions or requests for your trip.

Before your fishing trip:

- **Communicate with your host:** Clearly communicate your expectations and any requests to the host.

- **Provide notice:** If you anticipate being late for the trip, kindly inform the host in advance.

- **Watch the weather:** The host will cancel the trip in the event of unsafe weather conditions. In such an event, PesCo will provide a full refund.

During your fishing trip:

- **Honor commitments:** Abide by the arrival time and adhere to the guidelines set by the host and crew.

- **Show respect:** Be considerate of fellow guests and crew members. Be respectful and friendly towards the host and other guests.

- **Embrace local experiences:** Explore the fishing locations and support local businesses. Don't hesitate to ask the host about their recommended spots.

- **Seek permission:** Obtain the host's approval before inviting additional guests onboard the boat.

- **Stay connected:** If you have any questions or concerns during the trip, feel free to ask the host.

After your fishing trip:

- **Leave a review:** Always provide an honest review for your fishing charter host. They will have the opportunity to do the same for you.

- **Be constructive:** Provide feedback to the host, highlighting what you appreciated and areas that could be improved. Feel free to express praise if you had an exceptional experience!

- **Share Your Experience:** Be sure to share pictures and videos of your trip with @pescoit on Instagram.

Appendix D: Guest FAQs

Frequently Asked Questions:

1. How does PesCo differ from charter boats?

PesCo is a platform that connects travelers with fishing guides. PesCo is unique because it offers the ability to find customized experiences that suit your specific needs.

Boat Specifics:

1. Are there restroom facilities available onboard?

Restroom facilities are often unavailable onboard the boats. It's best to discuss this personally with your host before starting the trip.

2. How big are PesCo boats?

Host boats vary in size. The exact dimensions and specifications are provided on the individual listings. Boats are typically 15-50 feet long.

3. How many people can PesCo boats hold?

Host boats typically have a capacity of 3-5 people, with larger boats seating up to 10.

Fishing Gear

1. What do I need to bring?

Refer to our [pre-departure checklist](#) for reminders on what to bring.

2. Are fishing equipment and bait provided, or do I need to bring my own?

Fishing equipment and bait are provided.

3. Can I bring my own fishing gear if I prefer?

Yes, you are welcome to bring your own fishing gear if you prefer. While we provide all the necessary fishing equipment and bait, we understand that some anglers may prefer their gear.

4. Can I rent additional equipment or gear if needed?

All gear will be provided by the host. If you need specialized gear you should discuss this with your host or bring your own gear.

5. Are there any additional fees for fuel, bait, or other extras?

No, these are included in the booking price. You will not pay extra for common fishing expenses.

Food and Beverage

1. Are food or beverages provided during the trip, or should I bring my own?

Food and beverages are often not provided during the trip. We recommend bringing your own snacks and drinks to ensure you have refreshments throughout the fishing trip.

2. Can I bring my own food or beverages onboard?

Yes, you are typically allowed to bring your own food and beverages onboard.

Requirements

1. Do I need a fishing license?

In most cases, acquiring a licensing will be dealt with by the host. Your host will inform you of licensing specifics.

2. Are there any age restrictions for participants?

There are no age restrictions for participants. All ages are welcome to join our fishing trips.

3. Do I need prior fishing experience?

No, you do not need prior fishing experience. Our trips are designed to accommodate individuals of all skill levels, including beginners. The crew or guides are experienced and knowledgeable, and they can provide instructions, guidance, and assistance throughout the fishing trip.

4. Are there any rules I need to be aware of?

Yes, we have some general health and safety guidelines in place for your reference. You can find detailed information about these guidelines here. Additionally, defer to the host regarding any additional rules for their particular experience.

5. Are there any additional activities available during the trip?

During the fishing trip, our main focus is on providing an exceptional fishing experience. Ask your host if they offer any additional activities.

Safety

1.   What happens in case of inclement weather or rough sea conditions?

If the weather conditions are deemed unsafe for the fishing trip, the trip will be rescheduled or canceled at the host's discretion.

In such a situation, we will make every effort to notify you in advance and provide alternative options, such as rescheduling or offering a full refund.

In the event of inclement weather at sea, the host will return you to the departure location and you will be issued a partial refund.

2.   What are the safety measures in place on the boat?

- Boats are well-maintained and regularly inspected to ensure they meet safety standards.

- Experienced and trained crew members who are knowledgeable about emergency procedures and first aid.

- Life jackets and other personal flotation devices available for all passengers.

- Safety briefings at the beginning of the trip, highlighting important safety information and emergency protocols.

- Compliance with local maritime regulations and guidelines.

Your safety is our top priority, and we strive to create a secure environment throughout your fishing experience.

Excursion details

1.   How long will this trip be?

The duration of fishing trips can vary depending on the booking chosen. The most common trips are half-day trips, full-day trips, and even multi-day excursions. The duration will be displayed clearly on the listing. Trips are typically 4 to 8 hours.

2.   How far from the shore will we travel?

The distance from the shore will depend on the targeted species, and the type of trip, and the host's knowledge of the location.

3. **Can I request a specific fishing location or customize the itinerary?**

If you cannot find a specific location through our search features, you can certainly inquire with an existing host about requesting a specific fishing location or customizing the itinerary.

4. **What type of fish will be caught during the trip?**

The target fish will be described on the listing and in more depth during the boating experience.

5. **Are PesCo trips limited to the Venetian Lagoon?**

No, PesCo trips are allowed to go to both the Venetian Lagoon and the Adriatic Sea.

Boat Rules

1. **Can I bring non-fishing guests along to enjoy the boat ride?**

Yes, however they will count for payment purposes.

2. **Can I keep the fish I catch, or is it catch-and-release only?**

The decision to keep or release the fish is entirely yours, with the exception of legal restrictions.

3. **Is alcohol allowed on the boat?**

The tolerance of alcohol on a boat is completely up to the discretion of each host. A captain is absolutely prohibited from consuming alcohol or other substances. However, depending upon the type of excursion, alcohol may be incorporated or simply allowed.

4. **Are there any fish I cannot catch?**

There may be some regulations regarding the size and type of fish you can catch or keep based on the location. The host will be knowledgeable about the fishing regulations and will guide you accordingly.

5. **How many fish can I keep?**

There may be regulations regarding the amount of fish you can keep based on the location. Hosts are knowledgeable about the fishing regulations in the area and will guide you accordingly.

6. **Can I bring my pet on the fishing trip?**

Unfortunately, pets are not permitted on the fishing trip.

Cancellations and Pricing

1. **What is the cancellation policy in case I need to reschedule or cancel my booking?**

Cancellation policies are determined by the host. Be sure to carefully read your host's cancellation policy before booking.

2. **Are there any discounts available for group bookings or repeat customers?**

While we recommend hosts offer discounts for group bookings, Pesco does not currently offer specific discounts for group bookings or repeat customers. Feel free to inquire with the host about discounts and pricing.

Appendix E: Guest Health and Safety

Guest Health and Safety

1. **Understand the boat's safety measures:** When boarding the boat, guests must be able to locate personal floatation devices. Ensure you know the location of the nearest floatation device at all times.

2. **Follow instructions from the crew:** Guests should carefully listen to and follow the instructions given by the crew members regarding safety procedures, equipment usage, and emergency protocols. The crew is experienced and knowledgeable about the boat and fishing activities, ensuring everyone's safety.

3. **Respect fishing equipment and boat:** Treat all fishing equipment, including rods, reels, lines, and bait, with care and respect. Any damage caused by negligence or misuse may incur additional charges. Avoid damaging any part of the boat, and use designated areas for storage and movement.

4. **Stay within designated areas:** For the safety of all guests, it is important to remain within the designated fishing areas and follow any boundaries set by the crew. Avoid excessively leaning over the sides of the boat or engaging in any behavior that could pose a risk.

5. **Be cautious when casting lines:** When casting fishing lines, be mindful of other guests and crew members on the boat. Maintain a safe distance and avoid casting lines in a way that could potentially harm or entangle others.

6. **No swimming:** Unless specifically permitted by the host, such as when spearfishing, do not enter the water under any circumstances.

7. **Handle fish with care:** Guests should handle fish carefully and follow the crew's instructions on how to safely release or keep the fish. Never touch or handle any marine creatures that may be dangerous or protected by law.

8. **Clean up after yourself:** Guests are responsible for their own belongings and should keep the boat free from tripping hazards throughout the trip. Dispose of any trash or waste in designated areas on the boat or as instructed by the crew.

9. **Follow safety guidelines in case of emergencies:** Familiarize yourself with the boat's emergency procedures, including location and proper use of safety equipment, such as fire extinguishers and life rafts. In case of an emergency, remain calm and follow the crew's instructions.

10. **Avoid spot burning:** A fisherman's fishing spot is his livelihood, so avoid sharing images that disclose the exact location you are fishing from.

11. **Bring proper equipment:** The host will provide most of the equipment necessary to fish. Despite this, guests are responsible for their own sunglasses, sun protection, an extra water bottle, and appropriate attire. Sunscreen or an SPF shirt are recommended sun protection.

Children Safety :

12. **Supervise children at all times:** Parents or guardians must closely supervise children throughout the fishing trip. Children should not be left unattended or allowed to wander alone on the boat.

13. **Provide appropriate life jackets for children:** Ensure that children have properly fitting and age-appropriate life jackets or PFDs. The jackets should be worn by children whenever they are on the boat or near the water.

14. **Educate children about water safety:** Explain basic water safety rules to children, such as not running on the boat, staying away from the edges, and not leaning over excessively. Teach them about the potential hazards and how to respond in case of an emergency.

15. **Restrict access to certain areas:** Identify areas on the boat that are off-limits for children due to potential dangers or safety concerns. Communicate these restricted areas clearly and make sure children understand the boundaries.

16. **Demonstrate safe fishing practices:** Instruct children on how to handle fishing equipment safely and responsibly. Teach them how to cast lines without endangering themselves or others and how to handle fish properly to prevent injury.

17. **Communicate emergency procedures to children:** Explain emergency protocols to children in an age-appropriate manner. Teach them how to alert the crew or adults in case of an emergency and what actions to take in different situations.

Sea Sickness:

18. **Take preventative measures:** Individuals prone to seasickness should take necessary precautions before the fishing trip. This may include taking motion sickness medication or using natural remedies like ginger or acupressure bands. It's important to consult with a healthcare professional to determine the most suitable options.

19. **Choose a comfortable location on the boat:** Those susceptible to seasickness should select a spot on the boat that minimizes the effects of motion. The lower deck or near the center of the boat tends to have less movement and can help reduce discomfort. Additionally, being in an open-air or well-ventilated area can also help alleviate symptoms.

20. **Alert the captain to your seasickness:** The captain will provide you with a plan B in the event you need to vomit from motion sickness. Tell the captain early if you believe your seasickness may ruin your trip.

Always remember in case of an <u>emergency</u>, call 112 or 911 on a cell phone to reach emergency personnel.

Appendix F: Guest Reminders

Guest Pre-Departure Checklist

Before you embark on your trip at [time/date], PesCo has some reminders to share with you to keep you safe and having fun.

Essentials: Make sure you have all these items with you before your activity begins.

☐ Sunglasses
☐ Sunblock or SPF shirt
☐ Waterproof bag
☐ Water bottle
☐ Closed-toe shoes
☐ Towel
☐ Bug spray
☐ Go to the bathroom before departing

Reminders: Keep these in mind when you embark on a fishing tour

For more information about your excursion or what else to bring, contact the host before you embark. Contact information should be provided by the tour guide when the tour is purchased

Always remember in case of an <u>emergency</u>, call 112 on a cell phone to reach emergency personnel. 911 will also work.

Follow the rules of the host at all times during the trip, if rules are broken the host can decide to end the tour early.

Please leave a review of the excursion and share your catch with @pescoit on Instagram. It greatly helps the hosts and PesCo.

Appendix G: Host Overview

Host Overview

Before you list:

- **Introduce yourself:** Share your bio in your profile and verify your identity. Guests may be more likely to book if you share more information. Be sure to include your boat information, target fish, price, type of fishing, and fishing location.

Before the fishing trip:

- **Be punctual:** Arriving on time for the trip means arriving at the boat early. Ensure that you are at the dock with plenty of time for preparations.

- **Watch the weather:** It is your responsibility to cancel the trip in the event of unsafe weather conditions. In such an event notify PesCo so we can provide a full refund.

During the fishing trip:

- **Show respect:** Be respectful and professional towards guests. Being friendly with guests is important for an enjoyable trip, but remember to remain professional and not cross any boundaries.

- **Stay connected:** If you have any questions or concerns during the trip, feel free to ask the host.

- **Maintain safety guidelines:** Follow all of PesCo's safety [guidelines](#) while conducting fishing trips on the platform.

After the fishing trip:

- **Leave a review:** Always provide an honest review for your guest. They will have the opportunity to do the same for you.

Appendix H: Host FAQs

Host Frequently Asked Questions

1. **Why should I put my boat on the PesCo website?**

   - PesCo is a great way to advertise your business. PesCo provides a centralized place for tourists to find fishing excursions and allows for customization of your listing. By listing well and getting good reviews, you can become the first result for fishing in Venice.

2. **How long does the registration process take?**

   - The registration process takes around 2 days. The information provided must be confirmed and the guideline comprehension test must be completed with a passing score.

3. **Do I need to register my boat with the platform?**

   - Yes. During the signup process, some information about the boat used in the excursion will be required.

4. **How can I obtain insurance for my workers and visitors on the boat?**

   - When you sign up with PesCo, you will be connected through AIGUPP to obtain insurance for each individual host. You will have options for a basic coverage or a more in depth coverage. This insurance should protect you from liability and lower your costs if an issue did arise.

5. **How much does PesCo charge hosts for each excursion?**

   - PesCo will charge a convenience fee to both the host and the guest. The host will be charged roughly 2-5% of the listing price and the guest will be charged roughly 8-10%.

6. **Is my boat fit to be a PesCo approved boat?**

   - During the signup process, your boat will be approved or declined. These are determined by the boat's safety and size.

7. **How much should I charge per person per excursion?**

   - The price per person of the excursions is completely dependent on the experience you are offering and your expenses. A lower end experience could range from €50-€100 per person with a €150-€250 base price. More expensive experiences

could range anywhere from €150-€300 per person with as much as a €500 base price. The price of an experience is completely up to your discretion. Refer to the website for pricing of similar excursions.

8. **How do I get paid for being a host?**

   - The guest will submit a payment to PesCo that will be released upon successful completion of a trip. You will receive the majority of the cost of the excursion.

9. **What happens if a client cancels or changes a booking?**

   - The cancellation policy is ultimately your decision. Keep in mind your policy may influence a client's choice to book with you.

10. **What happens if there is bad weather and an excursion must be canceled?**

    - If there is bad weather, all reservations must be canceled or rescheduled. These reservations that must be altered due to weather will be fully refundable for all clients.

11. **What answers should I have prepared for clients?**

Your clients will likely have questions prior to the trip. Please prepare answers to the following questions your clients may have:

1. What type of fish will be caught during the trip?

2. Is this safe?

3. How many people can this boat hold?

4. What do I need to bring?

5. How long will this trip be?

6. Do I need a fishing license?

7. How far from the shore will we travel?

8. How big is the boat?

9. Is this trip family friendly?

These could help start conversions with clients and make a better overall experience for each person attending the boat excursion.

Appendix I: Rules for Hosts

Ground Rules for Hosts

Prioritize a High Quality Listing and Experience

To optimize listing performance, hosts should prioritize maintaining a favorable overall rating and minimize negative ratings. Hosts should attempt to consistently have the best experience for their clients. No matter how a customer conducts themselves during the fishing experience, hosts must try their best to maintain professionalism and kindness. A good experience will receive good reviews and vice versa.

Adherence to Reservations

If a reservation is accepted by a host, the reservation should be honored and committed to.

Cancellations:

Cancellations are not acceptable unless there is a valid reason to do so. In the case of a necessary cancellation, hosts should make every effort to provide advance notice and reach out to PesCo for assistance, if necessary. It is important for hosts to prioritize minimizing unnecessary cancellations and ensure timely communication to maintain a positive experience.

Weather:

Trips should always be canceled due to unsafe weather or unsafe conditions on the water. High winds, rough water, and thunderstorms all qualify as unsafe conditions and trips may be canceled with no penalty.

Clear Instructions Pertaining to Reservations:

Hosts should provide their guests with the ability to readily access the arrival instructions on the day of the fishing excursion.

Communication

Communication must be timely. Hosts should be easily accessible to address guest inquiries or any unforeseen problems that may arise prior to and during fishing excursions. The acceptable response time may vary based on the nature of the guest's inquiry

A week before the excursion:

The host must be in contact with the guest prior to the excursion. If the excursion is more than a week out, a response time of at most three days is acceptable.

The week of the excursion:

If the excursion is taking place within seven days of a message, a response time of at most 24 hours is acceptable.

The day of the excursion:

The day of the excursion communication should be especially timely. Hosts are expected to respond to guests' inquiries within the hour.

Behave professionally:

While friendliness is welcome, PesCo expects all its hosts to act in a professional manner towards guests. This means following host behavioral recommendations as closely as possible.

Basic Boat Rules and Regulations:

We expect each and every host to follow the international and regional boating laws as well as using common sense in all scenarios. Besides these laws, PesCo holds a set of basic rules for each guided excursion:

1. No drugs or alcohol are permitted at any time during an excursion.

2. Boats should be free of health hazards (weapons not related to the current fishing excursion, equipment in precarious locations on the boat, tripping hazards, etc.)

3. There must be enough personal floatation devices on board and readily accessible for each and every passenger.

4. All boats are required to have a fire extinguisher on board.

5. Avoid risky weather conditions.

6. A first aid kit must be available on all boats at any point in time.

7. No guest shall be permitted to enter the water during the duration of the excursion unless the activity requires it, such as when spearfishing. Hosts will be responsible for guests they permit to enter the water.

8. Hosts should be attentive to their guests at all times.

9. Guests should not be unsupervised while learning fishing techniques.

10. The boat must be cleaned prior to each fishing charter.

11. Boats should be organized prior to departure.

12. Do not litter into the ocean.

13. Always be friendly and well mannered

Holding Hosts to these Ground Rules

PesCo is committed to enforcing these ground rules. When a ground rule violation is reported, PesCo will attempt to contact the host to understand the situation.

How does PesCo enforce these ground rules:

To prevent the violation of these ground rules we ensure that the host is cognisant of each and every rule. This will be accomplished by the incorporation of a preliminary test to determine the knowledge of the PesCo bylaws during the sign up process. These ground rules will need to be reviewed semi-frequently through reminders using the app.

What happens if a host violates a ground rule:

Penal actions may include a certification of understanding PesCo's rules and issuing warnings. When repeated or severe violations of these ground rules are reported, hosts or their listings may be suspended or removed from the platform. For severe violations, PesCo may also take other actions, such as canceling an upcoming excursion, refunding a guest from a host's payout, and requiring hosts to provide proof that they have addressed issues before they can resume fishing through PesCo's platform.

Listing Information and Accuracy

Listing Photos:

All photos of the boat and excursion must be accurate. Photos must show as much of the boat as possible while displaying most, if not all, of the locations the experience incorporates. There must be photos of the crew involved so each client is aware who will be directing their fishing excursion.

Listing Location:

The departure location shown to clients as a part of the listing page must be accurate. Any mention of location such as planned visited areas as a part of the experience or the departure and arrival locations must be close to exact. The location of fishing must be described in detail as well (within the Venetian lagoons or further into the Adriatic Sea). There should never be an occurrence of a client being unaware of where they are and where they are going.

Listing Information:

All information pertaining to the boat and the experience must be accurate. This listing must state the length of the boat, the duration of the excursion, names of the crew members, model of the boat, name of the boat, boat capacity, amenities available on the boat, target species, and exact departure location. The type of fishing excursion must be clear to clients (commercial or cultural). Listing must reflect the real-life experience as best as possible.

Obey all Laws

All PesCo fishermen must obey all maritime laws set by the country of origin as well as international law.

Here are some helpful links that outline the laws surrounding fishing:

1. https://maritime.college/Boating-Rules.php - General Rules

2. https://www.safe-skipper.com/boating-rules-road-international-colregs/ - General Rules

3. https://www.angloinfo.com/how-to/italy/lifestyle/sports-leisure/sailing - Italian Laws

4. https://www.brussaisboat.it/en/pleasure-craft/navigation-rules.html - Venetian Laws

5. Official Venetian Laws

Appendix J: Recommendations for Host

Handling an Unsatisfied Guest

There are always cases where the client may be unhappy. Conflict with guests may bring down your rating and make it harder to get more tours. Following these recommendations will help both you and the guest resolve conflict.

1. **Listen**

   When a guest is unhappy about something, make sure to listen to what they have to say. Avoid getting confrontational and defensive. Treat the guest with respect even if they are being mildly unreasonable. Additionally, repeating what they tell you can show the guest you listened well.

2. **Apologize**

   When you make a mistake, apologizing and owning up that mistake will go a long way to improve relations with the guest.

3. **Present a solution**

   To resolve the conflict, always present a solution or make a compromise. If your solution still makes the guest unhappy, ask them for a better solution. Calmly discuss with them to find a compromise if neither solution works.

4. **Use Feedback**

   The customer may negatively affect your rating as a tour guide, but ask for feedback when the tour concludes so that you can improve the quality of the tour in the future.

Host Recommendations

1. **Clarify expectations**

   Before starting on the excursion, it's important to discuss with your guests to clarify what they want to get out of the trip. Fishing for tarpon may be great for one group, but too much for a group looking to relax. Similarly, a group expecting to release fish after catching them may be upset when they are thrown in a cooler.

2. **Take guests to exotic and naturally beautiful locations.**

   Much of the joy of fishing comes from immersing oneself in nature. Traveling fishermen want to experience the Venetian lagoon, not the underside of a bridge. Avoid areas that could be considered ugly, even if there may be fish present.

3. **Avoid crowded or perilous locations.**

   Jet Skis, loud motor boats, and traffic also distract from nature. Choppy waters increase the likelihood of seasickness. PesCo recommends avoiding overly choppy water and crowded locations for the enjoyment of the guest.

4. **Provide discounts for families or groups**

   Fishing is a very communal activity. By pricing with a high base expense and low cost for adding guests, or by offering discounts for guests, you can appeal to customers looking for fun with friends and family.

5. **Provide an itinerary for guests prior to the excursion**

   Surprises are fun, but not the best for vacations. A brief breakdown of where you plan on visiting and what you plan on fishing there is welcome.

6. **Maintain a High Level of Ratings**

   Ratings impact search ranking on PesCo's website so fishing guides should keep these recommendations in mind to maintain a higher rating. The better reviews you receive, the more likely you will be to be booked for an excursion.

Keeping Guests Satisfied

Hosts will be meeting many kinds of people. The next set of recommendations will help you understand how to make guests happy and more likely to be satisfied by the experience. As you perform more excursions, this will become easier through real life application and practice.

1. **Tell a Story**

   To make the excursion more interesting, speak about a personal fishing experience that you had with the guest. Because you are giving a tour, the guest will be expecting more than just a fishing lesson. For example, talk about your biggest catch or why a certain fish is your favorite to eat. Stories do not have to be restricted to just fishing, depending on the guest and their interests.

2. **Take Interest in the Guest**

   Showing interest in the guest will make them feel valuable. It will also be easier to talk when you take interest in a guest. Ask them questions about where they are from and what interests them about fishing, or any other topics you would like them to talk about.

3. **Use Humor**

   Many people enjoy laughing, and being funny as a tour guide will create more enjoyment for the guest. Many guests will prefer a funny tour guide over a serious one.

4. **Be Overprepared**

   Although a small gesture, always bring extra sunblock, tissue paper, sunglasses, or any other item a guest might need. The guest is expected to be prepared before a fishing excursion, but they will still often forget items. Having spare items at your disposal will greatly ease the anxieties of guests.

5. **Be Flexible**

   Being flexible is extremely important to satisfying a guest. There may be cases where the guest communicates something they are dissatisfied with during a tour. When this happens, it is best to be patient and adjust the experience accordingly. However, a guest should not overstep their authority over the tour. The next section will be about handling unsatisfied guests.

Appendix K: Recommendations for Pescatourism

Cultural Fishing Requirements and Recommendations

Congratulations, you have designated your excursion as a cultural fishing excursion. Culture fishing tourism attracts a very different audience than sport fishing tourism, so it's important to understand your audience and how to meet their needs. Your guests are more interested in learning about traditional fishing history and culture rather than catching fish. As such, PesCo has developed a brief list of recommendations for this type of fishing.

1. **Allow guests to participate in most of the activities**

   For many non-fishermen, participating in a commercial fishermen's daily work is a large appeal. PesCo recommends allowing guests to participate in the activities whenever possible.

2. **Share traditional recipes**

   Eating fish is an important aspect of cultural fishing for many tourists. By sharing or preparing traditional recipes, especially while on the boat, tourists are more likely to feel satisfied with their excursion.

3. **Share the history behind techniques**

   Cultural fishing tourists want to learn about the traditional activities of commercial fishermen. Sharing personal anecdotes and history about the techniques is encouraged.

4. **Go on a brief land excursions**

   Cultural fishing tourists are also interested in activities that are unrelated to fishing. Taking a brief trip to a fishing village or fishing market can improve the experience for many tourists. Some tourists are even interested in watching and participating in the preparation of the boat for water.

Appendix L: Recommendations for Angling Tourism

Sport Fishing Requirements and Recommendations

Congratulations, you have designated your excursion as a sport fishing excursion. Sport fishing tourism attracts a very different audience than culture fishing tourism so it's important to understand your audience and how to meet their needs. Your guests are more interested in catching large or unique trophy fish. As such, PesCo has developed a brief list of recommendations for this type of fishing.

1. **Explanation of fishing practices**

   Not all guests have the same level of expertise while fishing. As such, PesCo highly recommends gauging each fisherman's experience and explaining the techniques you will be using accordingly. Techniques that should be discussed are how to set the hook, how to make the bait or lure attractive to the fish, and how to cast effectively using that rod.

2. **Clarify your target fish**

   Some guests may be interested in a specific type of fish such as tarpon or albacore tuna. Others may simply want to catch many fish as a fun way to spend an afternoon. It's important to confirm the target fish with your client and prepare your equipment accordingly.

3. **Clarify if the trip is "catch and cook"**

   While many fishermen want to eat the fish they catch, many tourists are unable to transport and store the fish. You should make sure you understand which species your guest intends to keep and how many. For more information see our [catch and cook guidelines.](#)

4. **Be mindful of safety**

   Sport fishing puts sharp hooks in the hands of potentially inexperienced anglers. Be proactive about the safety of yourself and your guests by keeping equipment secure and watching for unsafe behaviors.

Appendix M: Catch and Cook Guidelines

Catch and Cook Guidelines

If your client has selected a "catch and cook" experience, you now have some options to prepare
.

1. **Contact a private chef**
    If you personally know a private chef, you may arrange to meet with them after the excursion. Otherwise, you should use [TakeAChef](#) shortly after receiving the notice of your booking.
2. **Prepare the food at your house**
    Provided that your house is on the coast, you may take your client to your house and prepare the fish there. When preparing the fish you should observe all food safety guidelines and be mindful of cross-contamination.
3. **Ask about allergies**
    Make sure to specify any allergies your guest might have and relay that to the private chef if necessary. Otherwise, avoid adding any ingredients the guests are allergic to.

The "catch and cook" experience imposes extra rules on the excursion surrounding the harvesting of fish.

1. **Place harvested fish on ice immediately**
    To prevent foodborne illnesses, PesCo requires that fish caught should be placed on ice immediately.
2. **Quickly and humanely kill harvested fish**
    For the sake of the fish, the approval of the client, and the quality of the meat, fish harvested by PesCo-affiliated fishermen should be disposed of quickly either by brain spiking or gilling.
3. **Avoid food waste**
    You should prevent food waste by specifying how many fish the client intends to keep before starting the excursion. A typical tourist excursion should not require more than 2 fish per person.

Appendix N: Catch and Release Guidelines

Catch and Release Guidelines

Whether the guest has selected to keep some fish or release them all, at some point you will have to release a fish you do not want or cannot legally keep. It is important to release fish safely to keep the sport of fishing alive. PesCo has developed recommendations to give released fish the best chance of survival after their release.

1. **Minimize the fish's time out of the water**
   The duration of time a fish is out of water impacts survival rate. Avoid holding the fish above water for longer than a picture.
2. **Leave fish in the water when possible**
   If no picture is needed, try to dehook and release the fish while in the water.
3. **Avoid removing the mucus layer**
   The fish's mucus layer protects it from disease and parasites. Handle the fish with wet hands to keep the layer intact. Do not handle the fish with a towel.
4. **Avoid dropping fish**
   Dropping fish can damage their mucus layer and internal organs. Hold fish above water and near the ground when possible.
5. **Avoid holding fish by the mouth**
   Holding fish vertically by the mouth can damage their organs and break their jaw. Always hold fish horizontally and supported with two hands.
6. **Avoid lifting fish out of the water by the hook**
   Lifting fish by the line with the hook embedded can damage internal organs.
7. **Remove the hook with pliers**
   Carefully remove the hook using pliers or hook removers. Do not attempt to shake the hook out of the fish. This can damage the fish's internal organs.
8. **Familiarize yourself with [through-the-gills hook removal](#)**
9. **Familiarize yourself with [treating](#) [barotrauma](#)**
10. **Release fish headfirst into water**
    Slowly releasing fish headfirst into the water resuscitates them by allowing water to run over their gills.
11. **Retrieve fish quickly**
    Avoid long fights with the fish when possible. Long fights can exhaust the fish and make it difficult to fight infection and predators. Use heavier tackle when possible.
12. **Avoid manhandling fish**
    Squeezing fish or handling them around the eyes and gills can damage organs and decrease chance of survival.
13. **Know your species**
    Some species of fish are more delicate than others. Understand what fish you may catch and how to best increase their chance of survival.

Remember, even with proper catch and release guidelines 10% of fish die shortly after release. Follow these guidelines to maximize the chance of fish living and breeding for the future.

Appendix O: Freshwater and Saltwater Licensing

Freshwater Fishing Guidelines

Licensing

Licensing is very important for operating legally as a freshwater fishing guide. Follow the steps provided here to get non-Italian clients licensed or visit this website for Italian clients.

Requirements

Review laws related to freshwater fishing. Resources can be found at the websites below.
https://www.pescasportivainveneto.it/it/cosa-sapere.html
Consiglio Veneto

Saltwater Fishing Guidelines

Licensing

Luckily, saltwater fishing does not require a license, but it's still important you register your own and your client's fishing activity with the Ministry of Agricultural and Forestry Policies. To register, follow instructions found here.

Requirements

Obey all laws surrounding harvesting of saltwater species. A brief overview can be found here but you should consult the exact laws when there is any confusion.

Appendix P: Host Reminders

Host Reminders

Before you embark on your trip at [time/date], PesCo has some reminders to share with you to keep you and your guest(s) safe.

Essentials: Make sure you have all these items with you before your activity begins.

- ☐ Polarized sunglasses
- ☐ Sunblock or SPF shirt
- ☐ Waterproof bag
- ☐ Water bottle
- ☐ Closed-toe shoes
- ☐ Flotation Devices for all people on board
- ☐ First Aid Kit
- ☐ Captain's and Boating Licenses (if applicable)
- ☐ Radio
- ☐ Camera
- ☐ Fishing Equipment - Rods, bait, dehooking tools

Reminders: Keep these in mind when you embark on a fishing tour

Always remember in case of an emergency, call 112 on a cell phone to reach emergency personnel. 911 will also work.

You have the right to end the tour early if conditions become unsafe for you and the guest(s).

Ensure your vessel is clean and organized to prevent injury, infection, or upsetting the guests.

Remind the guest to leave a review of the experience after it concludes.

Photograph the experience as much as possible to capture the PesCo fishing experience you are providing.

Always monitor your guests and be friendly towards them.

Appendix Q: Obtaining a Freshwater Fishing License for Non-Citizens

Step 16: Check your email for the receipt certifying Italian freshwater fishing for 90 days. Here is how it should look

How to obtain an Italian Freshwater Fishing License:

To purchase an Italian fishing license, you must make a payment to the Veneto regional authority through [MyPay](#).

Step 1: Users must enable all cookies on the MyPay website by clicking on the blue underlined "click here" link at the bottom of the "Altre tipologie di pagamento" selection.
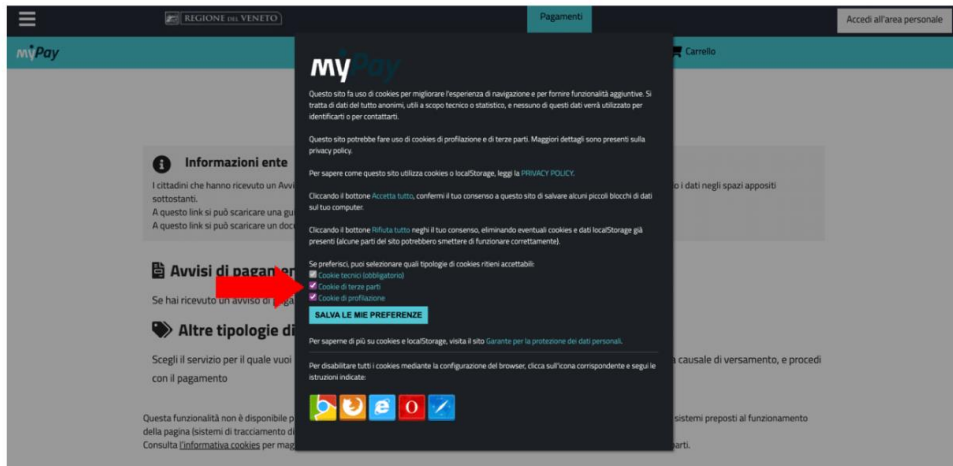
Step 2: Under the Ente section user should enter "Regione del Veneto"

Step 3: Under the Tipologia di pagamento section user should enter "Licenza pesca dilettantistico-sportiva per straniero (validità di tre mesi)"
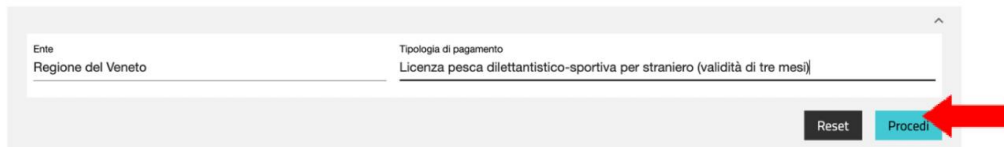
Step 4: Click the blue Procedi button to proceed.

Step 5: In the following selection the user should input their personal information (full name, date of birth, location of birth, city of residence, province of residence).

Step 6: Select (I do not have a Tax Code) "Non ho codice fiscale".

Step 7: Click (Add to cart) "Vai al carrello".

Step 8: The user should then proceed to the cart at the top of the page.

Step 9: Under this section the user should again personal information like name, surname and email address.

Step 10: Check your email for the (verification code) and enter it at "Codice verifica", then click (forward) "Avanti".

Step 11: Click (Proceed with online payment) "Procedi con il pagamento online."

Step 12: Click on (Log in with your email) "Entra con la tua email".

Step 13: Enter your email and click (Continue) "Continua."

Step 14: Select a Payment method using either credit card or other methods of payment and select Paypal. Credit cards are not guaranteed to be processed so Paypal is the safer option of the two.

Step 15: When you are finished paying, you will be taken to this page.

Appendix R: Videos

1 Minute Advertisement: https://youtu.be/olMZy0AJKsA

3 Minute Interview: https://youtu.be/vUDSHkGtNz8