

NRESI RESEARCH COLLOQUIUM SERIES

FRIDAY

Jan. 25, 2008

3:30 - 4:30 pm

**LECTURE
THEATRE**

7-150

LIGHT
REFRESHMENTS
SERVED AT 3:20 PM



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Development & Implementation of a Ten Year Market Development Plan for Sport Fishing in BC

Participation in sport fishing is in a long-term decline across BC. This negative trend has prompted a variety of provincial organizations to come together and develop a marketing plan with the goal of boosting participation by 30% over the next ten years. These organizations include government ministries, tourism associations and industry representatives. Through a Steering Committee of partners and led by the Freshwater Fisheries Society of BC, the plan will start rolling out this year. At a local level, a task force has been set up to implement the plan, and will be working with partners in 2008 to improve signage and develop a locally accessible fishery at Ferguson Lake.