## **Discover Angling in Leitrim**

## **Angling Marketing Guide**

The guide to angling in County Leitrim was prepared by the Angling Working Group of Leitrim Recreation Forum. Leitrim Recreation Forum is a county wide partnership with stakeholders representing community organisations, recreational enthusiasts, recreational businesses, tourism development, policy and decision makers, local and statutory authority members in County Leitrim. Members include but are not limited to Leitrim County Council, Leitrim Development Company, Waterways Ireland, Inland Fisheries Ireland and Coillte.

The Angling Working Group comprises representatives from Leitrim Development Company, Leitrim County Council, Inland Fisheries Ireland, Ballinamore Angling, Rinn Shannon & District Angling Club, Drowes Salmon Fishery, Rossinver Fishery, Leitrim Tourism and accommodation providers. This group has prepared the text and design of an Angling Guide to County Leitrim to highlight the key angling waters, accommodation and support services as a basis for revitalizing the angling product and market in Leitrim.

The working group seeks to encourage the promotion and marketing of these attractions to visitors. It continues to identify locations where the angling infrastructure needs further investment in the county. In co-operation with neighbouring counties it also aims to attract quality Angling Competitions to generate more visiting anglers to the region.

The Angling Guide gives an overview of angling in County Leitrim and focuses on coarse angling, game angling, put and take fisheries and pike angling. It includes maps of the various lakes in the county and a description of the angling on offer including access, car parking, disabled fishing stands, etc.). It also includes a list of tackle and bait supplies along with boat hire and accommodation in the different areas of the county. The guide was designed by Leitrim Tourism and is available online, due to lack of funding it has not been printed.

The Recreation Forum and Angling Working Group were able to publish copies of the guide thanks to the award of €1,197 in December 2017. This project aligned directly with the National Strategy for Angling Development Objectives for Tourism Development and Marketing and Promotion. The guides can now be brought to angling shows and promoted to tourists/visitors. The 5000 units of the guide have been made available at various tourism offices and tourism providers could use it to promote angling in the county.

