



**LIFE16-CCA IT 000011**

# **Commercial plan (International): (Photo) hunting**

**Appendix to the Action C7-3**



**DESERT ADAPT, LIFE16-CCA IT 000011**

**2022**



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**LIFE Project name:** DESERT ADAPT

**Data Project**

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**Data Beneficiary**

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*This commercial plan is one in a range of similar documents. List of commercial plans available:*

Spain	Italy	Portugal
<p>L5/L6*: <b>Aromatics, Jara</b> (all uses, including oil), <b>Honey</b>.</p> <p>L7: Nuts (<b>Pistachio</b>), <b>Turism</b> (Bulls &amp; cows)</p>	<p>L1: <b>Aromatics</b></p> <p>L2/11: <b>Honey + beekeeping</b> in general (selling/buying bee colonies &amp; queens), <b>Wild asperges, Pistachio</b></p> <p>L4: <b>Sumac</b> (<i>Rhus Coriaria</i>), <b>Prickly pear</b> (all products like Fibre, (frozen) juice, fruits etc).</p>	<p>L8: <b>Tourism</b>.</p> <p>L9: <b>Carob tree</b>. (maybe <b>Organic sheep meat</b>, first check on general market outlook before full study).</p> <p>L10: <b>Strawberry tree</b>. (Photo) <b>Hunting</b> (link with national hunting orgs, photo hunting options).</p>

\* L numbers are the landowners in Life Desert-Adapt project that sell these products.

## 1 Type of product or service

As long as there are humans around on earth there is hunting. In history hunting was an essential means to collect food. When the human specie became no longer a nomadic specie, but started to stay on one location, it became more and more reliant on other people to collect at least part of their food. Some people were growing cereals while others provided the meat with hunting. Together they had everything they needed. When more and more people started to inhabit our planet we needed more and more food. Much more than our planet could normally provide. People started to grow and keep cattle, for milk and meat production. Hunting itself was no long time-efficient enough, and provided not enough volume to feed all people. The human specie got used to the fact that cattle is grown in (often too small) areas and slaughtered for food. Hunting became either something for the fans, the rich with their own hunting grounds or poor people that still had only access to wild animals.

In recent decades hunting is still done by the fans, maybe some isolated native people groups in remote areas and professionals that need to control wildlife numbers and levels.

Hunting by 'fans' is not from this time anymore. It can never be the idea to shoot animals just because you like to kill them. After all in Europe we do not need the meat. There is a clear trend towards 'no-hunting' in the Northern European countries where the younger generations do simply no longer understand the wish to kill a wild animal. In the Netherlands there was even a strong movement that resulted in the fact that the King can (and will) no longer hunt in his own forests. There was a hundreds-year-old tradition which has now been stopped. In Southern European countries hunting is still common everywhere, but maybe also less and less for fun. Almost all landowners like to judge themselves as 'wild-life managers'. Many people still see this hunting as essential.

Nevertheless we can fully understand the social atmosphere around hunting: to be in nature with friends, have a drink and hot food in winter times. But for this there are alternatives in photo-hunting, nature photo safaris, nature photography etc. These events do breath the same atmosphere and it is still about 'hunting' and spotting wildlife. But in the end you make a picture and not pull the trigger. And maybe you are able to make the picture of a live time!

The discussions if the professionals really need to 'manage' wildlife is a long one and with strong opinions on both sides of the coin. Some people say that nature is nature, and thus need no management. Others say that, without management, levels of animals grow out of control. In fact both groups are correct, or wrong depending how you look at it.

### Hunting is not needed?

If animal numbers grow out of control we can also decide to do nothing, even when there are no top-predators in the area. In that case two things will happen. The first one is a steep increase in animals and a lot of complains from people having these animals destroying agricultural crops, field and gardens. That last part is ofcourse a human thing, its our own failure of protection these field and crops (and building/placing them there in the first place). And when we experience more road kills and traffic accidents we should build more wildlife overpasses and tunnels. After all we also build these unpassable roads. This is thus not a legitimate reason to hunt wildlife. In the end of such an increase-of-numbers cycle (4-5 years) there are so many of the same animals that either a disease breaks out and kills most of them or they starve by the lack of food. With some species almost no young ones will be born as a self-regulating birth control. Indeed nature controls itself. The best European example where all this is tested for decades is the *Oostvaardersplassen* in the Netherlands. This is a nature reserve and Ramsar wetland. It is a fenced area of 56 square kilometres where wild-life was reintroduced 1989. It was then practically closed from the outside and left without management by purpose of an experiment. It resulted, in the end (about 5 years ago), in a desert-like area with 5 thousand red & roe deers, konik ponies and heck cattle that



were starving because of a lack of food. On average 1000 animals were dying in the winter because of the lack of food. The dead animals were left in place as well. Tensions in the Dutch population brought the case to a court trial (the animal rights activists against the manager, which is the state) and the judge decided that thousands of animals had to be shot to avoid further suffering. [The story](#) is an interesting lesson for all of us.

The second thing that might happen is a more serious one. When the ecosystem is not in balance because of some species are with too many the complete ecosystem becomes even more unbalanced. Such animals, for example, eating all the young trees or certain plants. These can not grow up and together with these trees & plants their reliant insects, bees and insects will also starve. And because of that birds will not find food, small rodents are without seeds etc. In other words; when we like to create true nature from an unbalanced ecosystem it might never happen if we (human specie) keep on unbalancing it.

### **Hunting is needed?**

Without top-predators and a unbalanced ecosystem (created and caused by hundreds of years of man-made changes and management) there is no true nature or wilderness. In fact, true wilderness can only be found in very small areas. Check the [European Wilderness Society](#) to find our more (or support them, which is even better). As long as true nature is not in place it is maybe not a good idea to have 'no management' at all. Management, like controlling the number of wild animals, but also control diseases etc, might be needed when things get out of control. Because there is a real danger that the ecosystem becomes even more un-balanced instead of growing towards true nature.

If this un-avoidable management is done by true professionals, shooting these animals with the least amount of stress and panic amongst the remaining animals we should agree to that. These are often the same professionals that agree to stop hunting at all, when it is no longer needed.

### **Wolfs**

With the re-population by the Wolf this whole discussion need to be re-balanced. The Wolf itself is one of the most efficient re-wilders, re-balancers and nature managers available. [The story](#) of Yellowstone natural park in the US is an interesting one to read in this because it learns us a lot.

### **Why a commercial plan about (photo) hunting?**

It is important to explain the current views and trends with regards to hunting, but also the alternatives likes photo hunting.



**Within these limits (see above) we can identify the following types of (photo) hunting**

- 1) **Photo hunting.** You have your own forest or nature area (or use somebodies' else) and you organize photo hunting excursions, gatherings, competitions, 2-day tours etc.
- 2) **Necessary management hunting.** You have your own forest or nature area, or you 'manage' somebody else his area. This is about real wildlife management, and shooting animals will only take place when there are no longer any other solutions. See above. The focus is on real sustainable and professional (no-impact) hunting.



## 2 Potential uses of the product or service, and prices.

### International market

Type of use	Explain what it means
<b>Photo hunting.</b>	<p>Photo hunting is growing in popularity, also caused by the modern phones with camera. More and more people are exploring nature and are making pictures. But most people do not know when, how and where to look. That's where you come in. You should offer photo hunting activities.</p> <p>Photo hunting is not limited to boundaries. People like to travel for nice holidays in which the travel itself is already an adventure or part of the holiday. You can attract both people from out of the country as well as people from the nearby village.</p> <p>The difference is made by your own marketing and what you can offer. If you promote your farm or municipality on <a href="http://www.booking.com">www.booking.com</a> you will receive international visitors if your farm, and the facilities around, are attractive enough. If you prefer to keep things local you could promote your business only with the regional tourist information office.</p> <p>If there is enough to see in and around your lands then there is a good option for Photo hunting. Certainly when you are good is communication and like to talk, teach and explain things to groups of people. With this activity your farm or municipality becomes well known for its well organized and high quality photo hunting excursions. Think about an annual program where there is a photo hunting excursion almost every week, but each time with a different theme. Think about the following inspiring themes are ideas:</p> <ul style="list-style-type: none"> <li>• Larger wildlife theme. With a guide try to find and spot the animals (like regular hunting) then take that unique picture. At the end of day, with the drinks and soup, compare the best pictures on a large screen. The best picture of the day wins a serious price.</li> <li>• Birdlife theme.</li> <li>• Butterflied theme.</li> <li>• Insects theme.</li> <li>• Landscape theme.</li> <li>• Mushroom theme.</li> <li>• Spring flowers theme.</li> <li>• Cultural theme (old barns, ruins, buildings, bridges etc).</li> <li>• Weather theme (sunrise, sunset, moon, stars, clouds, rain).</li> <li>• Children package (learn to take pictures in nature).</li> <li>• Photography course (from an expert).</li> <li>• Packages of 2 days (offers the opportunity to do something at sunset, sunrise or at night).</li> </ul> <p><b>Opportunities.</b> For an average guided hike you can ask 10-15 Euro. If you can organise a group of 20 people every weekend this can become interesting. You can have a different 'topic' each weekend and a website to publish the schedule. If you offer a complete day with lunch and evening 'hunting' social gathering this can become much more expensive.</p>



	<p><b>Points of attention.</b> Make sure to think about your target groups and what to offer. Families with small children ask for a different (children program) approach as true nature lovers. Combine this with a café or small terrace to earn something extra. Maybe ask some experts to help you with some topics.</p>
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*Real photo hunting is almost the same as the regular hunting.*

### Used literature:

[Nature TTL](#) - community for nature photographers on the net! Hundreds of tutorials, for free.

[Josh Kirchner. Enhancing your hunting photography game in the field](#). Interesting article.

[The European market potential for nature and ecotourism](#), CBI. (crucial report about ecotourism trends in general).

Sustainable Travel: [What do Consumers want?](#) General about current demands, to take into account.

[Tourism Theories. Photography and Tourism](#). Interesting articles about a growing sector.

[CIRET](#) - International Centre for Research and Study of Tourism, with the 'school of tourism' in 16 classes..



### 3 Target customers, markets and competitors

#### International market

##### Market types

<b>Name of solution, product or service</b>	<b>Best target customers for each product:</b> Explain your preferred target groups; consumers, retailers (shops), distributors, other landowners, wholesales, catering industry	<b>Best target market for each product:</b> Local, regional, national, international.	<b>Include basic information about the competitors.</b> How big are they? Where are they located?
<b>Photo hunting.</b>	<p><b>Tourists as direct customers</b> As explained in the introduction to this document tourists are not limited by boundaries. In this case your target group could be visitors from any country in the EU, as long as they are interested in photo hunting. That is your target group.</p> <p><b>Travel agencies.</b> There is also an option to work with travel agencies (who charge you a fee for their services). Nevertheless we do not advise this because nowadays its very easy to promote yourself on social media platforms like booking.com.</p>	<p><b>There is no limit here.</b> In theory you could say that 'photo hunting throughout one-day excursions should not be pointed at customers from out of the country.....but why not if they happen to be on holiday nearby anyway? If there are some rural hotels or holiday resorts nearby its perfectly possible that you promote your services there. In exchange you will promote the hotel off course.</p>	<p><b>There are not yet many competitors in Europe.</b> But tourism is all about the travel, adventure and local experience. It is this complete package that convince tourist to go somewhere. If the complete package is attractive enough they will select you as a place to visit.</p> <p>It means you should not worry about competition but tell your own story in your own location. And offer this in a professional way.</p>

#### Used literature:

[Nature based economies](#). Rewilding Europe

[Global Ecotourism Network](#).

The [International Ecotourism Society](#).

## 4 Market forecast

There are several reasons for the rise of interest in photo hunting ecotourism, or sustainable, green, soft or responsible tourism. According to [Booking.com](https://www.booking.com) tourists report:

- being impressed by natural sights during their own travels (60%);
- noticing a visible impact of tourism at the destinations they have visited (54%);
- seeing the positive effect that sustainable tourism can have on locals (47%);
- seeing the unsustainable effects of tourism in their home country (42%);
- feeling guilty about the impact their vacation has had on the environment (32%).

[Responsible Travel](#) reports that travellers are increasingly seeking opportunities to reconnect with nature, other people, and seeking their own individual meaning, which may be caused by an increasingly digitally connected, work-centric, and material world.

### International market

Market forecast			
Name of solution, product or service	Describe the current market conditions. For example the forecasted growth or for example a regulation with direct influence on the market. Small/medium/big markets.	Demand. What do you expect? What information is it based on?	Price development. What do you expect? What information is it based on?
Photo hunting.	<b>The current market for photo hunting is growing fast</b> (certainly after the stand still in travel & holidays during Covid). Figures are impossible to say but in general the market is growing. We also see a growth in small companies offering such services. These are often not landowners, but photographers. And in this there also lays an opportunity!	<b>The demand will continue to grow</b> in the years to come as there is a clear trend with young people to travel to rural places (or cultural important) instead of mass tourism to traditional places. An young people make pictures of everything and like to learn how to make them better.	<b>There are no standard prices.</b> The market is just starting thus you can set your own price.  Sales prices are not easy to give as they all depend on what is offered and what services are included. In general it is a good sales tool to include as many services as possible. Some of them are very easy to organize. The more services and facilities the higher the price.



### Used literature:

[Climate, Community and Choice: Booking.com](#) Reveals the Trends Shaping Sustainable Travel in 2022.  
[Sustainable Tourism: From Trend to Transformative Movement](#). Virtuoso.



## 5 Your opportunities & threats, and how to sell it.

### International market

Your potential advantages and threats by selling this			
Name of solution, product or service	Explain opportunities by targeting this product or service.	Advise what the best ways are to sell this product or service (the marketing mix). Think about added-values, packaging, web-shops or not etc	What are the current threats to the market?
<b>Photo hunting.</b>	<b>There are opportunities</b> because there is demand in the market.	<p><b>Direct sales.</b> You best promote yourself and your services directly. Options available:</p> <ol style="list-style-type: none"> <li>1) Online like booking.com (see below)</li> <li>2) Local/regional / national Tourist information offices.</li> <li>3) Local hotels/ resorts.</li> <li>4) Website municipality / province when possible.</li> <li>5) Products for your farm shop → cooperate with all farm shops in the area.</li> <li>6) Your very professional website with loads of pictures and YouTube video material.</li> <li>7) Facebook for the latest news about your farm.</li> <li>8) Build your network of customers. Send them regular newsletters or raise WhatsApp group for weekly info. People do not mind to stay informed.</li> <li>9) Hunting associations. You can try these, but the question is how many of the traditional hunters will become interested in photo hunting.</li> </ol>	<p><b>The only threat is related to yourself.</b></p> <p><b>Organize</b> things professionally. Make sure any <b>first impression</b> (either when visiting your farm, or you writing a polite email after a complain) is the most important part. <b>Stay positive</b> and communicate 100%.</p> <p><b>Communication</b> is often where things go wrong.</p>

### Used literature:

[The European market potential for nature and ecotourism](#), CBI. (crucial report).

## 6 Potential customers.

List the potential customers for each products. List at least 5 potential customers for each product or service.

### International market

Customers			
Name of solution, product or service	Name and location	website	Why?
<p><b>Photo hunting.</b> As stated before you can either do your own marketing or do this throughout a specialised travel agency. Some small travel agencies are even specialised in photography travels.</p> <p>Below you will find a mix of inspiring examples, travel agencies etc. Explore this first and then decide how you want to design your own (photo) hunting activities.</p>			
	International	<a href="http://www.booking.com">www.booking.com</a>	Leading platform for selling night at B&B, tiny houses etc. Here you can sell your complete travel as well.
	International	<a href="https://www.trivago.com">https://www.trivago.com</a>	Similar
	PT	<a href="http://Pictours Portugal">Pictours Portugal</a> .	Culture and landscape, but also nature (PT).
	PT	<a href="http://Daniel Santos">Daniel Santos</a> .	The Ultimate Wildlife Photography Workshop and tours (PT).
	PT	<a href="http://Paulo Silva">Paulo Silva</a> .	Portugal Photography Workshops & Tours (PT).
	Swiss	<a href="http://Salva Fauna">Salva Fauna</a> .	Ethical Wildlife Tours in Portugal (Swiss).
	Germany	<a href="http://Natucate. Nature Travel Portugal">Natucate. Nature Travel Portugal</a> :	Côa Valley Luxury Adventure Tour (Germany)
	PT	<a href="http://Experience Portugal. Travel agency">Experience Portugal. Travel agency</a> .	Travel agency, but working with local guides and accomodations. (PT)
	PT	<a href="http://Epic Portugal">Epic Portugal</a> .	Photo tours and courses. (PT)
	Australia	<a href="http://Wildlife &amp; Landscape Photography Tours">Wildlife &amp; Landscape Photography Tours</a> .	Australia and international (but with nice ideas etc).
	UK	<a href="http://Paul Reiffer expeditions">Paul Reiffer expeditions</a>	Paul Reiffer expeditions and courses. UK.