



How to join the European Federation of Nautical **Tourism Destinations** (FEDETON)

November, 2012



**EUROPEAN FEDERATION
OF NAUTICAL TOURISM DESTINATIONS**

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INTRODUCTION

Created in 2009, the **European Federation of Nautical Tourism Destinations (FEDETON)** is an initiative of the French and Spanish networks of Nautical Destinations. Together they cover 20 regions, 300 municipalities and over 2,500 companies along the Mediterranean and Atlantic coasts, Channel, Northern Sea and overseas. The model for these networks aims at improving the competitiveness and sustainability of Tourism in marine and coastal destinations and responds to the challenge arising from the fragmentation of the tourism value chain.

The French and Spanish associations of Nautical Destinations –known as “France Station Nautique” and “Asociación Española de Estaciones Náuticas”- are formed by tourism destinations specializing in nautical tourism. Each network promotes the collaboration among stakeholders at destination level in order to realise their potential as nautical destinations, develop specialised products and services, and make them available to the public in general and particularly to actual and potential tourists.

The model is based upon:

- The strength of a network: tourism and nautical actors organised in a Public Private Partnership (PPP) in each destination.
- A commitment to quality standards indicating specialisation backed by a label managed by the national association.
- Fostering product bundling, diversification and innovation.



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- Promoting the provision of specialised services and corresponding infrastructures.
- Joint promotion to attract visitors motivated by the nautical offer.
- Economic impact: nautical and water sports tourism creates linkages with other sectors and significant economic impacts.

In an increasingly segmented and highly competitive tourism market, it is necessary to develop and market segmented and unique tourism products, and collaboration is a must.

At the French and Spanish national associations of nautical destinations we believe that co-opetition -collaborating to compete in better conditions-, is key for small and medium enterprises (SMEs) and for tourism destinations with similar objectives. However, it requires a shared vision, strong leadership, efforts to create and improve awareness among stakeholders and, above all, continuity. Our national and local networks fulfil that role in support of nautical tourism.

Quick facts

**Asociación Española de Estaciones
Náuticas**

Founded in 1998

23 Nautical destinations
63 municipalities in 8 regions
Over 1500 associated companies

France Station Nautique

Founded in 1986

33 Nautical destinations
175 municipalities in 11 regions
Over 1200 associated companies

As stated in the EU Blue Growth Strategy: “many coastal destinations suffer from a lack of vision due to the fragmentation of the sector and the inability of local administrations to provide strong medium and long-term leadership”;



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“fragmentation is an impediment to knowledge-sharing, disincentives innovation and mainly affects SMEs, restricting their access to the market” and “dispersion also poses significant problems in terms of environmental sustainability”.

The EU Blue Growth report on coastal tourism and yachting, points out that the main innovations required for a better performing tourism sector are product/process innovations. Expanding and strengthening the networks of nautical destinations can contribute to this end.

What are the objectives of the FEDETON ?

- Expanding the network of nautical destinations to other European countries.
- Fostering the quality of nautical destinations and services in EU countries.
- Promote best environmental practice amongst the nautical business sector and foster sustainable management of marine and coastal ecosystems through sound PPP.
- Setting up a European label for Best Nautical Destinations.
- Conducting joint promotion activities of nautical tourism.
- Fostering research and innovation with the aim to improving nautical activities and water sports.
- Improving the management of local and national networks as a mean to strengthen the value chain of nautical tourism and improving the competitiveness of specialised destinations.
- Representing the voice of nautical tourism in front of the EC and other forums of any nature whose decisions can influence nautical tourism, in particular supranational issues at European level.



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What are the main activities of the FEDETON?

- Fostering the exchange of experiences among nautical tourism destinations through the organisation of meetings and working sessions.
- Being proactive and submitting proposals to the European authorities responsible for or influencing nautical tourism in the EU.
- Organising and coordinating activities such as seminars or conferences, to discuss the problems and challenges faced by nautical tourism activities.
- Conceiving, preparing and executing all necessary activities to ensure proper training and professional updating of all associates.
- Submitting proposals to relevant organisations requesting support for projects aimed at developing nautical tourism, and executing the approved projects.

Why to specialise on nautical tourism?

Nowadays, in a highly competitive market environment and with a growing segmentation of demand, competition will particularly affect those tourism destinations that do not possess specific and unique selling points.

In this regard, nautical tourism is an opportunity for specialisation as well as a differentiation strategy for many mature coastal destinations. And, for many less developed tourism destinations situated by the sea, a river, or a lake, it also provides an opportunity for differentiation.

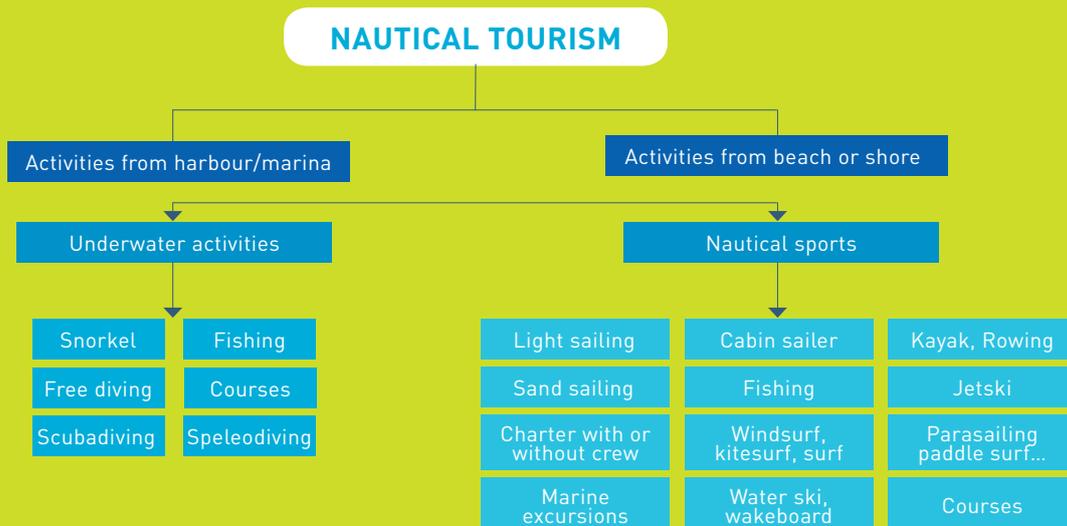
Those destinations which are already well positioned as nautical destinations can also join the FEDETON to exchange experiences with other European destinations and work together to increase market awareness about the offer of nautical tourism in Europe and to foster professionalism, quality improvement, best practice and innovation.



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What activities characterize nautical tourism?

Nautical tourism includes travel motivated by a variety of sport and leisure activities that take place in and around water bodies. The most representative are summarized in the next figure. Most of them are well-established sport disciplines, with their own federations and official championships. Some are even considered Olympic sports. However, this is a very dynamic sector and new water-based activities come up frequently. For example, kite-surf has grown to be considered Olympic sport for the first time in the Olympic Games of Rio, while paddle-surf is becoming very popular.





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Some nautical activities require marinas and significant infrastructures but it is also possible to promote an interesting offer of nautical tourism without large investments. Our model also insists on the idea that nautical destinations should valorise their uniqueness, particularly their Marine Cultural and Natural Heritage (artisan fishing, gastronomy, environmental values of marine biodiversity and coastal ecosystems, traditional transport and trade practices, transformation of sea products, maritime museums, lighthouses, among others) as a way to add differentiation and value to its tourism offer and preserve such Heritage for future generations.

Nautical tourism is for everybody: from sport fanatics to active tourists and local residents

Nautical destinations offer activities by the water, on the water, under the water; all year long, for all ages and levels of experience, to visitors and residents as well. Whether the motivation is leisure, discovery, learning a sport or competition, there is a nautical activity for everyone.

Most studies on nautical tourism focus on the infrastructure available (mainly number of marinas and moorings) and there are few published data about the potential demand for nautical tourism. However, the following figures give an idea of the growing importance of the market segments interested in water sports:

- *According to the European Underwater Federation (EUF) and the Recreational Scuba Training Council (RSTC), there are 3.5 million of scuba divers in Europe, and 800 thousand European divers each year make one trip with 10 night-out spending more than 1.4 billion Euros annually.*
- *10 million people in the world travel each year to surfing destinations and 500 thousand more people practice this sport every year (Global Surfers Surf Atlas).*



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- A study on nautical tourism conducted by the Spanish Tourism Board estimated that the potential demand for key nautical sports in the main source European Markets is over 18 million people.

The key commitments of nautical destinations associated to the FEDETON

The key quality commitments for associated destinations shared by “France Station Nautique” and the “Asociación Española de Estaciones Náuticas”, that have been adopted by the FEDETON are:

1. A diverse nautical offer
2. A local public-private partnership
3. A point of specialised information at the destination
4. Specialised information, clear and up-to-date
5. Specialised services and infrastructures
6. Diverse activity programs around nautical sports and themes
7. Joint promotion and commercialisation
8. Quality improvement
9. Respect for the environment and sustainable use of natural resources
10. Commitment to the sustainable development of local, coastal communities

Who can join the FEDETON?

In addition to the two **founding members**, “France Station Nautique” and “Asociación Española de Estaciones Náuticas”, the European Federation of Nautical Tourism Destinations accepts three types of members:

1. Member by right

Only National Associations of Nautical Destinations of EC countries can become *Member by right* of the FEDETON.



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National Associations of Nautical Destinations wishing to join the FEDETON must:

- Be legally registered according to their national laws and regulations.
- Have standards and requirements for the associated destinations fulfilling the basic requirements and covering the 9 commitments established by the FEDETON.

Once a National Association of Nautical Destinations has joined the FEDETON, nautical destinations wishing to join should do it through its national association.

The FEDETON only accepts one National Association of Nautical Destinations per country.

2. Associate Members

Nautical destinations from countries where there is no National Association that are interested in joining the FEDETON, can do so as Associate Members.

Any tourism destination from any EC country that fulfils the basic requirements established by the FEDETON and described in this document is eligible to join. Over time, these Associate Members should strive to get together with other nautical destinations in their respective countries to set up a National Association of Nautical Destinations.

Those Destinations interested in joining as Associate Members should contact the FEDETON directly.



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3. Partner

Organisations, public and private, related to nautical tourism (such as technology providers, technological centres, specialised media, associations of suppliers of specialised goods and services, consultants, etc.) interested in the exchange of knowledge and experiences at the European level and willing to collaborate to foster the development of quality and sustainable nautical tourism.

Those interested in joining as Contributing Members should contact the FEDETON directly.

What are the requirements for a nautical destination to join the FEDETON?

The minimum requirements for a tourism destination to join the FEDETON either as member of a National Association of Nautical Destinations or as an Associate Member are the following:

- A territory offering excellent natural conditions for the practice of nautical activities and water sports.
 - A nautical destination can be located by the sea, by a lake, along a river or a canal.
 - It can be formed by a single municipality or include several municipalities that join efforts to promote nautical tourism. In that case, they must share geographical conditions –continuity along the coast, around a lake or a bay, even a small island can be considered a single nautical destination–.

- There should be already a critical mass of nautical and tourism services in place.



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- The municipal or regional strategic plan or marketing plan for tourism must consider nautical tourism among the priority product/markets.
- The candidacy must be supported by the local administration, a consortium of municipalities or other type of association of the local governments involved.
- It must demonstrate that it complies with the 10 commitments approved by the FEDETON.

The Candidacy Dossier for National Associations of Nautical Destinations

National Associations of Nautical Destinations interested in joining the FEDETON must submit a Candidacy Dossier.

The Candidacy Dossier should be addressed to the attention of the President of the FEDETON and submitted by mail to the office of the FEDETON in Paris (it is shared with "France Station Nautique"). Please provide two printed copies of the whole Dossier as well as digital support including all documents and graphic materials.

The Candidacy Dossier submitted by National Associations of Nautical Destinations should include:

1. A letter of interest

The letter should be addressed to the President to the FEDETON and signed by the President of the corresponding National Association. It has to confirm its commitment to paying the required joining fees and its interest in becoming an FEDETON member, as well as the efforts it will be undertaking to foster compliance by its Member destinations of the 9 FEDETON commitments, and of the Manifest of Sustainable Nautical Tourism.



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2. Appointment of a Liaison Person

Usually it will be the Head of the National Association. He/she will be responsible for the preparation and submission of the Candidacy Dossier. This person will be the official liaison for the FEDETON once the National Association becomes a member of the European Federation.

3. Presentation of the Organisation and Legal documents:

Brief description:

- Founding date and founding members
- Type of organisation
- Objectives and activities
- Governing bodies and its officers
- Budget and sources of funding.

Include a copy of all relevant documents:

- Constitutive agreement or Charter
- Regulations for acceptance of new members and requirements
- Most recent financial statements
- Annual Report of previous year

4. Presentation of Member Destinations:

- List and map of destinations belonging to the National Association of Nautical Destinations.
- A brief description of each of them highlighting the strong points as a nautical destination.
- An explanation of how the tourism plans for the country and/or destinations include nautical tourism as a strategic priority.



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5. A document describing the compliance with the 10 commitments of the FEDETON

It should be an executive document explaining the way the National Association and its members comply with the 10 commitments (see point 4 of the description of the Candidacy Dossier for FEDETON's Associate Destinations, below).

The Candidacy Dossier for Associate Destinations

Nautical destinations situated in countries where there is no National Association of Nautical Destinations can make a direct request to join the FEDETON but they have to demonstrate that they fulfil the minimum requirements established by the FEDETON for nautical destinations, and that they accept and are taking action in the implementation of the 10 commitments.

In this case, the Candidacy Dossier should include:

1. Letter of interest

A letter signed by the Mayor or the equivalent local authority. In case of a consortium/association of municipalities, the letter should be signed by the President of the consortium/association. It should confirm its commitment to paying the required joining fees and its interest in becoming an FEDETON member, as well as to foster compliance with the 9 commitments and with the Manifest of Sustainable Nautical Tourism.

Include letters of endorsement signed by representatives of the organisations of nautical activities as well as other partners associated to the project (i.e. associations of tourism companies).

2. Appointment of a liaison person

He/she will be officially designed by the Mayor or President of the



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Consortium of municipalities to submit the candidacy dossier and conduct all the necessary activities until the FEDETON approves the admission. He/she will be the official liaison with the FEDETON once the destination becomes member of the European Federation.

3. A general presentation of the destination

Please provide an executive document including:

- Map and situation, geographic scope, location of nautical infrastructures and facilities.
- Key natural resources and normal weather conditions supporting nautical activities.
- History and tradition related to nautical activities and sea/aquatic culture.
- Statistical data on the local population and tourism visitors. Include a summary of the results of visitor surveys when available.
- Brief presentation of tourism accommodations available and other tourism services in place.
- List of key sports, cultural and leisure facilities available.
- List of relevant events taking place regularly.
- Demonstrate that tourism plans for the municipality, region and/or country include nautical tourism as a strategic priority.

4. An document describing the way the nautical destination complies with the 10 commitments of the FEDETON

Diverse nautical offer

To become a specialised nautical tourism destination it is necessary to offer several nautical sports along the year (in cold climates, on the season in which weather conditions permit these activities).

Describe the nautical activities and services available:

- List and brief description of nautical sports and facilities in place



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and services provided to the public: federations, schools, specialised companies, etc. Indicate periods of operation.

- List scheduled nautical sports events: type of event (professional, amateur, or other), number of participants, number of staff and spectators, etc.
- Include information and promotional documents.

A local Public-Private Partnership to promote nautical tourism:

Explain how the local actors from both the public and private sectors (nautical and tourist companies) are organised and work together to develop and market nautical tourism products. If a formal PPP is in place, please provide the legal documents and governing bodies. Otherwise provide proof that a working group or commission is in place, its functions and responsibilities, and a summary of the activities undertaken regularly.

A point of specialised information at the destination

Inform about the location of the information point and how it is advertised. Also, specify whether its staff is professionally trained to offer information about nautical tourism. Please note that the information point can be located at the official tourism office. Explain through what other channels the appropriate information is provided to the public (telephone, e-mail, etc).

Specialised information, clear and up-to-date

Explain how the collection and updating of information about the offer of nautical tourism is organised. List any documents specifically conceived to inform about the offer of nautical tourism services and activities.

Specialised services and infrastructure

Provide a list and a brief description of existing nautical infrastructures



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and facilities (include marinas, ports, and support services). Indicate periods of operation.

Diverse activity program around nautical sports and themes

Describe the type of events related to water sports and the sea culture conceived and organised by the PPP to attract visitors (i.e. non-official competitions, fish and seafood based gastronomy festivals). If available, include data about number of companies/local stakeholders participating, number of visitors, budget, etc.

Joint promotion and commercialisation

Describe the plan to promote nautical tourism and explain how it is financed.

- Provide a list and description of all materials used to promote nautical tourism (brochures, guides, website, among others). Please include copies of printed materials.
- Explain if the PPP has developed specific nautical tourism products and how they are marketed.
- Explain if the official website of the tourism destination offers comprehensive information about the offer of nautical tourism or if there is a specific website.
- Explain the use of other online channels, in particular social networks.

Quality improvement

Explain the activities undertaken to ensure quality nautical services as well as the efforts by other tourism services such as accommodations to respond to specific requirements of the different segments of nautical tourism. Explain if there are manuals and/or other tools in place defining quality standards and supporting their implementation. Indicate if the PPP manages or supports any label or quality system and if it conducts training for the partners. Explain how feedback from



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visitors and nautical sports practitioners is encouraged, and how are complaints handled.

Respect for the environment

There must be a public policy in place to work towards the protection and sustainable use of marine biodiversity and coastal ecosystems. The local authorities should sign the Manifest for Sustainable Nautical Tourism developed by the FEDETON (see Annex).

- Briefly describe the environmental policies in place having to do with the protection of the coastline and marine ecosystems (municipal and other).
- Highlight the existence of natural protected areas and the regulations for the practice of nautical sports.
- Mention any environmental quality system in place, Blue Flags awarded to beaches, etc.
- Endorsement of the Manifest for Sustainable Nautical Tourism signed by the Mayor of the municipality or the President of the consortium.

Commitment to the sustainable development of local, coastal communities

Explain how nautical activities may contribute to create wealth and jobs for local communities, including capacity building opportunities for professional development in the nautical sector. Explain how nautical activities are used to promote healthy habits amongst the youth and to raise environmental awareness amongst the citizens and visitors of the destination.



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Candidacy of contributing members

Organisations, public or private, related to nautical sports and nautical tourism interested in joining the FEDETON should address a letter signed by its president or legal representative. It should include a description of the organisation, its objectives and activities, the reasons for applying to the FEDETON, and an explanation of the contribution it can make to the development of nautical sports and nautical tourism in Europe. It should also mention its commitment to paying the required joining fees and its interest in becoming an FEDETON member.

Submission and approval of candidacies

We encourage interested parties to contact the FEDETON before starting the preparation of the Dossier of Candidacy in order to get all the relevant information.

The Dossiers of Candidacy can be sent to the office of the FEDETON anytime.

European Federation of Nautical Tourism Destinations

17, rue Henri Bocquillon
75015 PARIS (France)

The Dossiers will be assessed by the Board of the FEDETON who will approve the acceptance of new members. Clarifications or additional actions may be requested before the decision is final.



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For further information

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Annex: Fees to join and be part of the FEDETON

ENTRANCE FEE : Year 2017

- **Member by right** : 250 €
National Association of Nautical Destinations
- **Associate Member** : 250 €
Nautical Destination
- **Partner** : 250 €
Organisations related to nautical sports and tourism

To be paid before the 31st of December of the year of acceptance of the candidacy.

MEMBERSHIP FEE : Year 2017

Member by right, Associate Member, Partner : 500€

Date of payment: Before the 30th of July of the corresponding year.



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