



Innovation Sets Sail Across the Atlantic!

Throughout May 2025, FISATUR reached a key milestone with the conclusion of its national Pitch Events held in France, Spain, and Portugal. Across three inspiring sessions, on 5, 6, and 29 May, a total of 25 innovative projects were showcased by entrepreneurs working at the crossroads of fishing, aquaculture, tourism, and maritime heritage.

In each country, a panel of experts selected two standout initiatives that distinguished themselves through originality, sustainability, and strong potential for regional impact.

From immersive cruises in Brest and virtual reality ocean storytelling in Galicia, to fly fishing schools in Alto Minho and traditional boat restoration in Esposende, the chosen projects reflect the diversity and ingenuity shaping the future of blue tourism.

A heartfelt thank you goes to all participants in the FISATUR incubation programme for their vision, commitment, and trust in the process.

This newsletter highlights the winning initiatives and celebrates FISATUR's growing community, united in building a more inclusive and sustainable maritime economy across the Atlantic.



Spotlight on the French Pitch Event – 5 May 2025

The first event took place in France. It brought together a dynamic group of eight teams who had developed business proposals aligned with FISATUR's mission: to promote sustainable tourism rooted in fishing, aquaculture, and maritime heritage. The event offered a platform not only to showcase entrepreneurial talent but also to underline the role of tourism innovation in preserving coastal identity.

The French jury comprised professionals with wide-ranging experience in regional development, marine innovation, tourism education and business mentoring: Anne-Marie Corgne, Jérémy Guéguen, Nicolas Bernard and Sarah Gérard. Their diverse expertise enabled a rich and thoughtful evaluation of the projects presented.

Following a day of pitches and lively discussion, two projects stood out for their originality, feasibility, and alignment with the values promoted by FISATUR.

1st Prize: **LFPM – Le Febvre Prestations Maritimes** offers guided cruises in Brest Harbour led by local maritime professionals, combining storytelling, heritage, and environmental education.

2nd Prize: **Breizh Coquillages** delivers hands-on workshops and immersive visits on sustainable shellfish farming, promoting traditional aquaculture practices and ecological awareness.

The French pitch event showcased the breadth and creativity of the blue entrepreneurship ecosystem. Both winning projects highlight how tourism can serve as a powerful tool for valorising coastal territories, supporting continuity in traditional professions such as fishing, aquaculture, and maritime interpretation.

FISATUR congratulates and thanks all participants for their commitment, and looks forward to supporting the further development of these outstanding initiatives.



Spotlight on the Spanish Pitch Event – 6 May 2025

The FISATUR project continued its selection process in Spain with the national Pitch Event. This session took place in the Galician region, a territory where the connection between local identity, fishing traditions, and the sea remains deeply embedded in community life. Nine project teams, having completed the FISATUR incubation programme, gathered to present their final concepts to a panel of expert jurors.

The Spanish jury brought together diverse experience in fisheries management, sustainable tourism and entrepreneurship. It was composed of Laura Nieto, Alexandra Touza and Manuel Chorén. Their collective expertise ensured a robust and thoughtful evaluation, with particular emphasis on the projects' potential to benefit local communities and marine ecosystems.

The event highlighted the diversity of the blue economy, with two winning initiatives recognised for their innovation, sustainability, and cultural relevance.

1st Prize: **Pescaturismo Nuevo Migueleño** offers authentic fishing trips aboard a traditional vessel in the Rías Baixas, inviting visitors to experience daily life at sea through hands-on activities and storytelling.

2nd Prize: **13 Grados** is a Vigo-based non-profit that uses VR, ROVs, and underwater media to promote ocean conservation through immersive, educational marine experiences.

The Spanish pitch event reaffirmed the vitality and diversity of the blue tourism sector in Galicia and beyond. From traditional fishing excursions to cutting-edge marine storytelling, the projects demonstrated how the sea can serve as both a cultural anchor and a space for innovation.



Spotlight on the Portuguese Pitch Event – 29 May 2025

The final national pitch event of the FISATUR incubation programme took place in Portugal, concluding the selection process on a high note. Organised in the northern coastal city of Viana do Castelo, the event brought together eight innovative projects rooted in local traditions and designed to promote sustainable tourism linked to fishing, aquaculture, and maritime heritage. Like the previous sessions in France and Spain, the Portuguese pitch reflected the strength and creativity of entrepreneurs reimagining the future of coastal territories.

The evaluation panel comprised professionals with extensive experience in tourism development, heritage preservation, entrepreneurship, and fisheries. The jury included Amélia Afonso, Carla Melo, Francisco Portela Rosa and Rui Azevedo.

Together, they assessed the projects for their innovation, feasibility, alignment with local needs, and potential for sustainable impact.

1st Prize: **Alto Minho Fly Fishing School** introduces Portugal's first catch-and-release fly fishing school, combining eco-tourism with environmental education in the rivers of the Minho region.

2nd Prize: **Preservation of Maritime Heritage in Esposende** restores traditional boats and engages the community through educational workshops and museum-led heritage activities.

The Portuguese pitch event closed a truly inspiring cycle of national selections within the FISATUR project. From immersive fly fishing experiences in the Minho to the digital revitalisation of Esposende's nautical legacy, the winning projects highlight the diversity and richness of Portugal's coastal culture and its potential for responsible tourism development.

FRENCH INCUBATED PROJECTS

PROJECT	DESCRIPTION
Les Croisières Bigoudènes	Guided maritime cruises focusing on the natural heritage/raising awareness about the environment.
Atelier découverte de la conchyliculture	Immersive experience/workshop to discover shellfish farming.
Waka.bzh	Gastronomical and cultural immersive activities focusing on seaweed and seafood traditions in the breton and japanese cultures.
Balades en mer commentées en rade de Brest	Maritime cruises in the Brest harbour with a focus on maritime heritage, fisheries and biodiversity.
Médiation du plancton	Creating a plankton's visitors site and workshops in collaboration with scientific investigators.
Atelier de production de Garum antique à Douarnenez	Joining the sardine touristic route with a new product : traditional Garum fish sauce that uses fermented sardines.
PesKet	Immersive experience to discover sustainable fisheries practices.
Estran Ordinaire	Guided walking tours of the local foreshore, focusing on biodiversity and seaweed.
Paysages Invisibles	Create an application to visualize/educate on the underwater coastal landscape and maritime heritage for visitors walking on the coastal paths.



SPANISH INCUBATED PROJECTS

PROJECT	DESCRIPTION
Pescaturismo Nuevo Migueleño	Sustainable fishing tourism that combines artisanal fishing with tours of Galicia's coastal landscapes.
North Wind-Sailing for Science	Conservation of natural heritage through the dissemination of marine science, combining education and on-board experiences.
AMARTURMAR	Maritime tourism that promotes seafaring culture and tradition through tourist and educational activities in the San Simón bay.
AmarCarril	Maritime tourism focused on the preservation of the history and tradition of shellfishing on the coast of Carril.
Redeiras Atalaia	Crafts linked to the preservation of the traditional craft of making and repairing nets, complemented by seafaring tourism activities.
Experiencias Nacamar	Hotel located in a former shell craft shop, which connects visitors to the seafaring culture through unique experiences.
CULTURMAR	Promote maritime and river heritage through the preservation of traditional boats, the dissemination of maritime culture and the promotion of maritime trades.
SALMOIRA	Gastronomic routes that explore the tradition of preserving recipes in brine, combining Galician culture, territory and gastronomy.
O verán do 36	Hotel inspired by the maritime culture of the 1930s that connects visitors with the history and traditions of Galicia through routes, events and activities.
13 GRADOS	Dissemination of marine science through innovative technologies, educational workshops and projects that connect the public with the marine environment.



PORTUGUESE INCUBATED PROJECTS

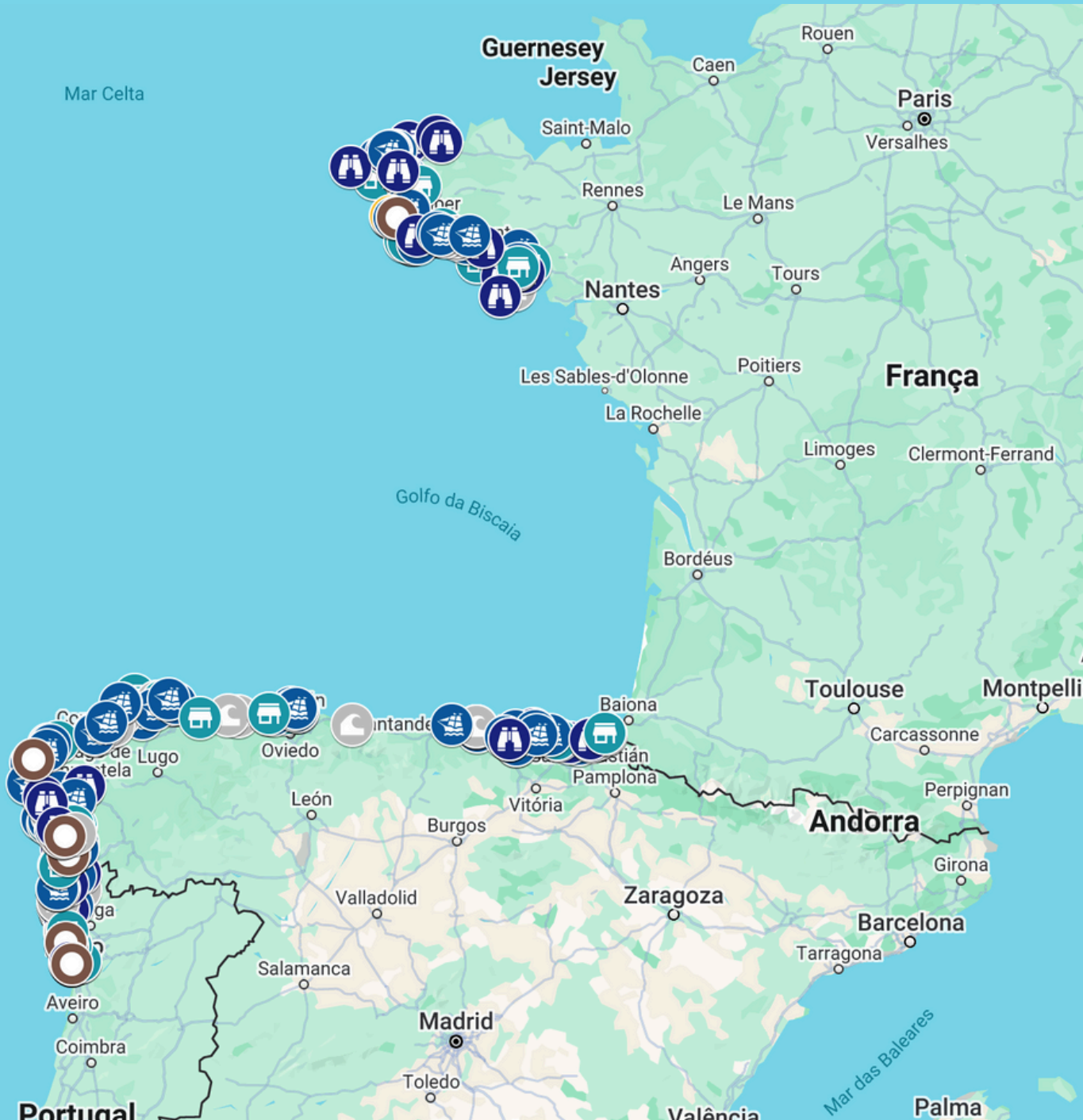
PROJECT	DESCRIPTION
Trails & Tides	Creation of thematic guided tours (e.g., related to cod fishing) and sustainable maritime experiences (seaweed harvesting, traditional boat building, fishing net work, etc.)
Minho Tem Mar	Introducing tourists to the activities carried out along our Minho coast, both river and sea.
Marina fluvial em Caminha	Develop a river marina in Caminha that integrates traditional nautical knowledge with maritime tourism.
Oficina do Mar	Preserving and promoting maritime cultural heritage through hands-on workshops, traditional boat construction, and outdoor activities, fostering a dynamic and sustainable tourism experience.
Preservação do Património Marítimo	Documenting maritime heritage through traditional boat-building techniques, a miniature boat school, and sharing knowledge of maritime history and sailing.
Guardiões do Atlântico Português	Documenting and preserving Portuguese fishing traditions, creating sustainable tourist routes, and offering interactive workshops, while promoting environmental conservation and cultural heritage.
Escola de Pesca à Pluma	Establishing a Fly Fishing School to promote sustainable fishing practices and educate the public about local ecosystems and environmental benefits in the Minho region.
Caminho Marítimo de Santiago em Portugal	Structure and promote the "Maritime Camino de Santiago in Portugal" as a nautical and spiritual tourism product, integrating the sailing experience with the ancient terrestrial routes to Santiago.



Do you want to promote your initiative on our map?

JOIN THE ATLANTIC NETWORK!

Together we can make a difference.



Trade Navigation Tour: Sailing for Innovation and Entrepreneurship (17–30 September 2025)

With the incubation and pitch phases now complete, FISATUR's next major milestone is the Trade Navigation Tour, taking place from 17 to 30 September 2025. This cross-border journey will connect coastal territories across France, Spain, and Portugal, providing a platform to showcase winning projects and reinforce cooperation in blue entrepreneurship and sustainable tourism.

Through this action, we seek to achieve the following results:

- Co-design the roadmap for a dynamic networking and entrepreneurship itinerary with the Atlantic Network Advisory Board (business forum, seminars, conferences, product/services presentations, and fisheries heritage literacy events).
- Trigger emulation processes by showing concrete examples of the benefits of attracting tourists to local areas and sharing traditions and products, as well as connecting to pre-existing tourist flows.
- Increase awareness and engagement of coastal stakeholders, including public authorities and tourism offices, regarding fisheries diversification activities and environmental protection.
- Promote activities related to the blue economy SMEs/start-ups and other stakeholders.
- Promote a regional cooperation framework on fishing tourism promotion initiatives at the local level in different countries.
- Increase social acceptance of fisheries diversification and the benefits derived from it.
- Identify and promote innovation projects among partners.

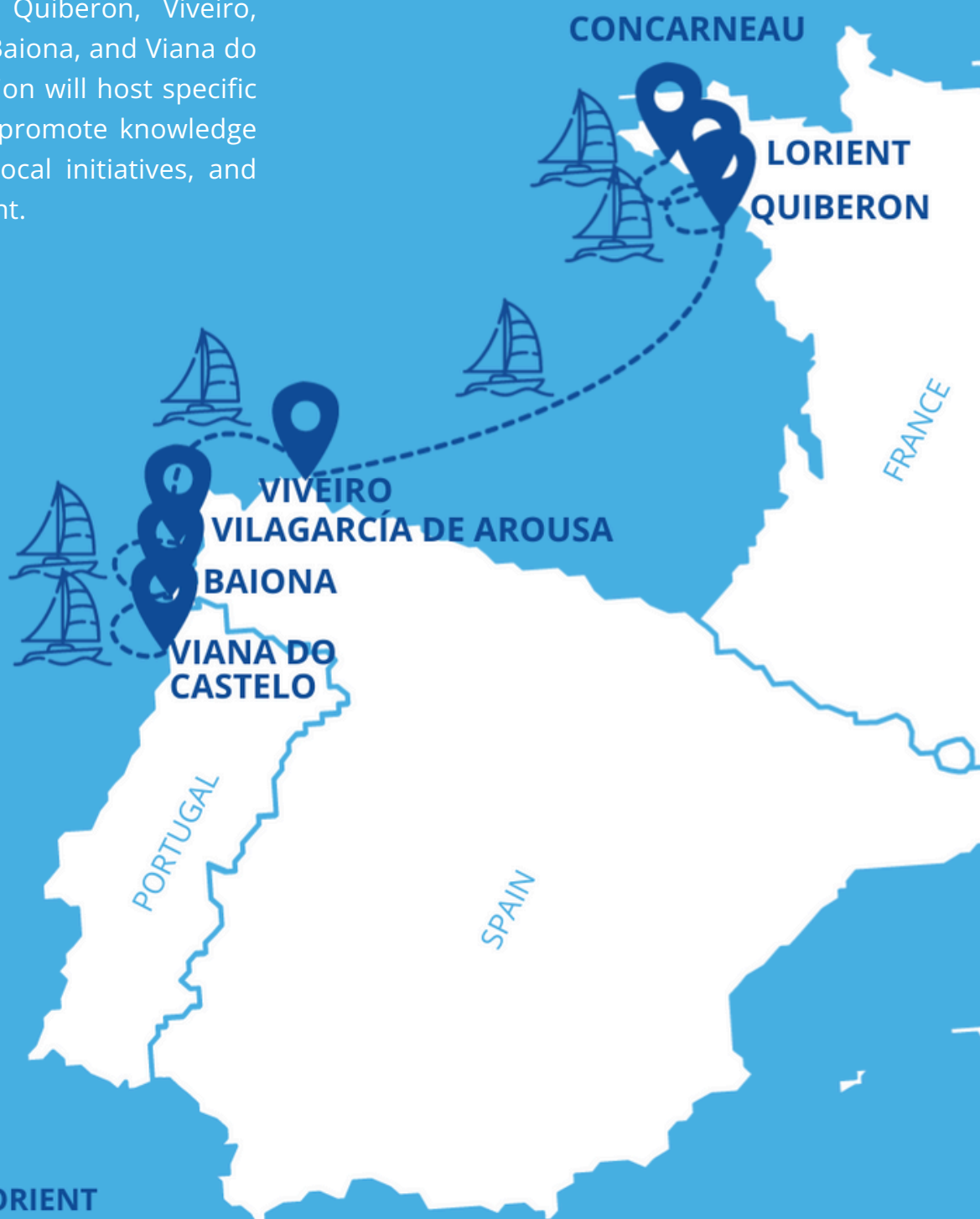
At each stop, a variety of activities will be organised to showcase the project and its objectives, including:

- Public and business events to strengthen community and stakeholder engagement.
- Talks and workshops in schools to inspire younger generations and enhance awareness of maritime heritage and blue entrepreneurship.

This collaborative action will activate local ecosystems, promote stakeholder engagement, and strengthen the Atlantic Network, laying the foundations for long-term impact in maritime innovation.

Trade Navigation Tour (TNT)

The route will include stops in Concarneau, Lorient, Quiberon, Viveiro, Vilagarcía de Arousa, Baiona, and Viana do Castelo. Each destination will host specific activities designed to promote knowledge sharing, visibility for local initiatives, and community involvement.



ROUTES:

CONCARNEAU > LORIENT

LORIENT > QUIBERON (PORT HALIGUEN)

QUIBERON > VIVEIRO

VIVEIRO > VILAGARCÍA DE AROUSA

VILAGARCÍA DE AROUSA > BAIONA

BAIONA > VIANA DO CASTELO

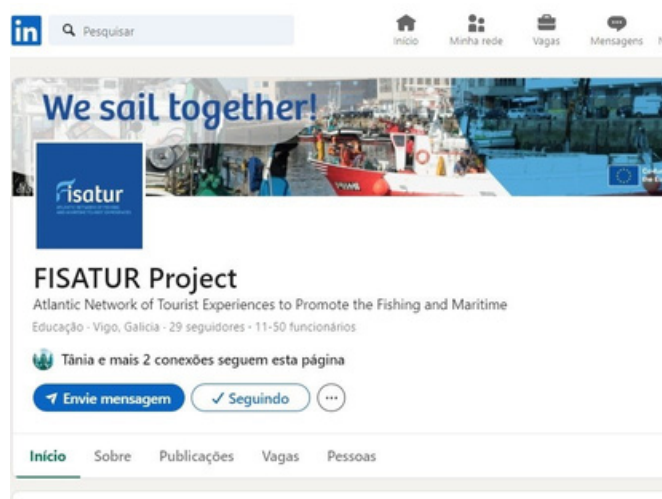
Alongside these, additional local visits and land-based activities, including further bus stops, will also take place throughout the tour.

Stay Connected with the Trade Navigation Tour (TNT)

Details about the stops, public events and networking opportunities along the TNT will be announced soon on FISATUR's social networks.

During the tour, we'll be sharing updates, photos, and behind-the-scenes highlights from each stop. Make sure to follow us and stay connected with every step of this exciting journey towards innovation, cooperation, and sustainable maritime tourism.

Follow us on social media



FISATUR AGENDA

SEPTEMBER

17th - Start of the Trade Navigation Tour (TNT), France

30th - End of the Trade Navigation Tour (TNT), Portugal

