

Trade Navigation Tour (TNT)

17–30 September 2025

A cross-border journey along the Atlantic coast to showcase innovation, connect communities, and promote blue entrepreneurship.

Sailing Route

Concarneau > Lorient > Quiberon > Viveiro > Vilagarcía de Arousa > Baiona > Viana do Castelo

Alongside the main route, the tour will feature additional local visits and inland stops, ensuring wider community participation and visibility for regional initiatives.

Le Guilvinec > Etel > Quiberon > Burela > San Cibrao > A Guarda > Caminha (Vila Praia de Âncora) > Esposende

Highlights

- Knowledge exchange: Business forums, seminars, and conferences.
- Local engagement: Public events, school workshops, and community activities.
- Innovation showcase: Start-ups, SMEs, B2B encounters and sustainable products/services.

Objectives

- Promote aquaculture and fisheries diversification into tourism to promote maritime heritage.
- Encourage regional cooperation across the Atlantic of France, Spain & Portugal.
- Support blue economy stakeholders.
- Raise awareness of sustainability & environmental protection.

FISATUR Project

The FISATUR project aims to promote economic growth in fishing regions by integrating tourism services with fishing, aquaculture and maritime heritage. Connecting fisheries and tourism for sustainable coastal growth.



AIM: Bridge the fishing and tourism sectors as a strategy for sustainability.



VISION: Create innovative Atlantic tourism products linked to fishing, aquaculture, and maritime heritage.



GOAL: Develop a fishing-seaside tourism model that promotes sustainable use of maritime resources.

FISATUR strengthens coastal economies by integrating tourism with maritime heritage and fisheries diversification.



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FUNDAMAR
Fundo para o Desenvolvimento do Mar

ICSEM
Instituto de Ciências do Mar

dim alto minho
Centro de Inovação e Transferência de Tecnologia

Technopole
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Instituto Politécnico
de Viana do Castelo

L'INSTITUT
agros
d'angers



Fisatur

ATLANTIC NETWORK OF FISHING
AND MARITIME TOURIST EXPERIENCES

PROGRAMME

FISATUR PROJECT – SEPTEMBER 2025

 **TRADE
NAVIGATION
TOUR**

We sail together!

Programme Wednesday 17th September

Le Guilvinec

Open Days and B2B exchange

11:50 - 12:00	Kick-Off of the Trade Navigation Tour (TNT)
12:00 - 12:30	Visit to the maritime photography festival 'Women and the Sea'
13:45 - 15:00	Guided Tour of Haliotika
15:15 - 16:15	Seaweed cooking demonstration by Scarlett le Corre
16:25 - 16:45	Observation of the unloading of fishing boats at the Port of Le Guilvinec
16:45 - 17:30	Presentations of 3 FISATUR projects from the incubation programme in the port of Le Guilvinec, onboard the boat Kersaux : Les Croisières Bigoudènes, PesKet and EstranOrdinaire

Programme Thursday 18th September

Concarneau

Regional workshops and forums

Regional Maritime Tourism Event : Setting course on maritime tourism, between representations/images and the user/visitor experience	
8:45 - 9:40	Welcome coffee, badge distribution and registration. Introduction
9:40 - 10:50	Different perspectives on maritime heritage: representations, uses and sensory tourist experiences
10:50 - 12:10	Round table: Between expectations and reality: how are visitors transforming maritime tourism?
12:10 - 12:45	From narrative to experience: keys to designing sensitive and memorable maritime tourism
<i>With the participation of Fisatur's incubation pitch winners from Spain, Portugal and France</i>	

Programme Friday 19th September

Lorient - Etel

B2B

09:00 - 12:00	Working Session with Regional Initiatives - Maison de la Mer, Petra Maritima & Observatoire du Plancton, focusing on Capacity Building and Skills Development.
14:00 - 16:00	Working Session with Local Initiatives - Maison Glaz & Chemin Détournés, focusing on Maritime Heritage, the Environment and Sustainable Tourism.
17:00 - 18:00	Discover Larmor Ostrea: An Oyster Producer Developing Tourism Activities

Programme Saturday 20th September

Quiberon

B2B

11:00 - 12:00	Visit to La Belle-Île cannery to learn about the marketing model for local products through heritage and territorial branding.
14:00 - 16:00	Guided visit of the city, harbour and different landmarks to explore examples of heritage promotion through tourism.

 *Activity open to general public

Programme Wednesday 24th September

Viveiro - San Cibrao - Burela

B2B

08:00 - 10:00	Visit the fish auction market in Celeiro, one of the most important in northern Spain
11:30 - 14:00	Guided tour with ACD MAR: Wood and the Sea in the Life of its People, including visits to the Fra Shipyards, a traditional Ribeira shipyard, and the Provincial Maritime Museum
17:00 - 18:15	Visit to the Tuna Fishing Boat Museum Reina del Carmen, an initiative promoted by the Burela City Council to preserve and promote seafaring culture
18:15 - 19:15	Visit to the Association of Retired and Related Fishermen 'A Moncloa', with a demonstration of the traditional trolling fishing technique

Programme Friday 26th September

Vilagarcía de Arousa

Workshops in primary and secondary schools

11:00 - 14:00	Shellfish harvesting workshop in collaboration with the AMARCARRIL Shellfish Gatherers' Association, involving students from CEIP Plurilingüe Rosalía de Castro School.
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Programme Saturday 27th September

Baiona - A Guarda

Regional workshops and forums and Open days

Regional Maritime Tourism Event : Seafaring Baiona	
10:00 - 10:15	Opening ceremony of the event led by representatives of Baiona Town Council and the FISATUR project.
10:15 - 11:00	Round table: "Salt Stories in Baiona - Maritime Memory and Identity".
11:00 - 11:45	Round table: Entrepreneurship: local initiatives in Baiona and the FISATUR project
11:00 - 12:30	Model exhibition from the competition "The Sea in Our Hands"
12:30-13:00	Award ceremony for the "O Mar nas Mans" competition
13:00 - 15:00	Showcooking 'Forgotten flavours' by Salmoira
ACTIVITIES	
10:00 - 18:00	Photographic exhibition 'A vida Submariña', 13 Grados
11:00 - 14:00	Immersive experience 'O mar 360º', 13 Grados
12:30 - 17:30	Marine science tourism workshop with North Wind
13:15 - 18:00	Guided tour of Baiona's maritime heritage
17:00 - 19:00	Guided tour of the facilities and craft workshops by the Atalaia Net Makers Association.

Programme Monday 29th September

Viana do Castelo

Regional workshops and forums and Open days

Regional Maritime Tourism Event : Maritime Tourism and Fishing Communities: Future Perspective	
10:00 - 10:15	Opening and Institutional Welcome
10:15 - 10:45	FISATUR Project Conclusions Presentation
10:45 - 11:00	Coffe break
11:00 - 12:15	Panel: "Sustainable Integration between Fishing and Maritime Tourism"
12:15 - 12:30	Audience questions and interventions
14:30 - 16:00	Guided tour of the historic centre of Viana do Castelo, exploring key heritage sites and the history of its fishing community, traditions, trades, and ties to the sea

Programme Tuesday 30th September

Caminha - Esposende - Viana do Castelo

B2B exchange

11:30 - 13:00	Observing and learning about the region's typical customs
15:40 - 16:40	Guided visit to the Esposende Maritime Museum
16:40 - 18:00	Activity dedicated to sargassum, taking advantage of the presence of a museum in the municipality specialized in this topic

TRADE NAVIGATION TOUR



ROUTES:
 CONCARNEAU > LORIENT
 LORIENT > QUIBERON (PORT HALIGUEN)
 QUIBERON > VIVEIRO
 VIVEIRO > VILAGARCÍA DE AROUSA
 VILAGARCÍA DE AROUSA > BAIONA
 BAIONA > VIANA DO CASTELO