Bring Surfing’s Olympic, Youthful, and Environmental Values to Your City

Surfing: A New Olympic Sport
**Dear Sport Cities,**

Have you thought about positioning your city as a leading global surf destination?

The International Surfing Association (ISA) global event series offers you the possibility to showcase your city’s lifestyle, culture, activities, and beautiful beaches to a global audience of millions through an ISA event.

Our surfing championships provide a wide range of opportunities to cities who wish to host a sport that strongly connects with youth, nature, and the Olympic spirit. With the World Surfing Games being our flagship event, we also crown world champions across a range of disciplines, such as junior surfing, StandUp Paddle, Longboard, and Para-Surfing, which could serve as a catalyst for change in your city, both in and out of the water.

This document has been created to let you know more about who we are, what we do, and, most importantly, the positive impacts that surfing can bring to your city. We’ll present our available events, case studies and testimonials from successful hosts, and information about how to make the possibility of hosting a world championship a reality.

Thank you for your interest in hosting an ISA event and joining us in our mission to make the world a better place through surfing. We are thrilled to experience the waves and warmth that your city has to offer and look forward to showcasing it to the world.

Yours in surfing,

Fernando Aguerre
President
INDUSTRY OF SURFING
OPPORTUNITY TO ENGAGE YOUNG PEOPLE GLOBALLY

35 MILLION
ESTIMATED SURFERS WORLDWIDE

$22 BILLION
ANNUAL REVENUE

SOURCE: SIMA, BOARDTRAC, SURFRIDER ASSOCIATION
ABOUT THE ISA

- Founded in 1964; recognized by the IOC as the Olympic Surfing World Governing Body
- Crowns World Champions for national teams (Surfing, StandUp Paddle, Longboard, Paddleboard, Para-Surfing, Bodyboard)
- Awards scholarships to U-18 surfers in need
- Makes the sport more accessible to surfers with physical challenges
- Creates the proper development pathway through instructor, judging and lifesaving certification courses
- Headquarters in La Jolla, California, USA
ABOUT THE ISA

CLICK ON IMAGE TO WATCH VIDEO
BENEFITS TO HOST CITIES

- Access Global Audience through International Media Attention
- Growth in Tourism Revenue from Visitor Spending
- Promote Country/Region as a Top Surf Destination
- Establish City as an International Tourism Destination
- Turnkey Event Activation with Minimal Community Impact
## MAJOR ECONOMIC IMPACT

**ISA EVENTS PRODUCE A MEASURABLE LOCAL, REGIONAL AND NATIONAL ECONOMIC IMPACT WHICH CONTINUES TO INCREASE WITH OLYMPIC INCLUSION**

### ATTENDANCE

<table>
<thead>
<tr>
<th></th>
<th>Athletes</th>
<th>Team Officials</th>
<th>Families</th>
<th>Staff</th>
<th>Fans</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>300</td>
<td>50</td>
<td>488</td>
<td>75</td>
<td>20,000+</td>
</tr>
<tr>
<td><strong>Length of Stay</strong></td>
<td>12 Days</td>
<td>12 Days</td>
<td>12 Days</td>
<td>15 - 17 Days</td>
<td>1 - 3 Days</td>
</tr>
</tbody>
</table>

### AVG DAILY EXPENSES

<table>
<thead>
<tr>
<th>Expense</th>
<th>Athletes, Officials, Families &amp; Staff</th>
<th>Fans / Spectators</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food</td>
<td>$60 per day (3 Meals/Day @ $20)</td>
<td>$40 per day (2 Meals/Day @ $20)</td>
</tr>
<tr>
<td>Transportation</td>
<td>$96 per day</td>
<td></td>
</tr>
<tr>
<td>Hotel Room</td>
<td>$180 per night</td>
<td>$96 per night</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>$100+ per day</td>
<td>$75 per day</td>
</tr>
</tbody>
</table>

### TOTAL SPENDING

<table>
<thead>
<tr>
<th></th>
<th>Food</th>
<th>Transportation</th>
<th>Hotel Room</th>
<th>Miscellaneous</th>
</tr>
</thead>
<tbody>
<tr>
<td>Athletes</td>
<td>$216,000.00</td>
<td>$57,600.00</td>
<td>$324,000.00</td>
<td>$360,000.00</td>
</tr>
<tr>
<td>Team Officials</td>
<td>$36,000.00</td>
<td>-</td>
<td>$108,000.00</td>
<td>$60,000.00</td>
</tr>
<tr>
<td>Families</td>
<td>$351,360.00</td>
<td>$80,640.00</td>
<td>$527,040.00</td>
<td>$585,600.00</td>
</tr>
<tr>
<td>Staff</td>
<td>$72,000.00</td>
<td>$16,896.00</td>
<td>$109,440.00</td>
<td>$127,500.00</td>
</tr>
<tr>
<td>Fans</td>
<td>$160,000.00</td>
<td>-</td>
<td>$384,000.00</td>
<td>$3,000,000.00 (2 days)</td>
</tr>
<tr>
<td><strong>Total Spending</strong></td>
<td>$835,360.00</td>
<td>$155,136.00</td>
<td>$1,452,480.00</td>
<td>$4,133,100.00</td>
</tr>
</tbody>
</table>

**Total: $6,576,076.00**

*Sources: Wasserman Media Group
*Estimates created for Oceanside, California, host city of the 2015 ISA World Junior Surfing Championship
ANNUAL EVENTS:
ISA WORLD SURFING GAMES

TOKYO 2020 OLYMPIC QUALIFIER -- FUTURE OLYMPIANS WILL BE COMPETING
240+ OF WORLD’S TOP SURFERS
55+ COUNTRIES
ANNUAL EVENTS:

VISSLA ISA WORLD JUNIOR SURFING CHAMPIONSHIP

WORLD’S BEST 18 AND UNDER SURFERS
STEPPING STONE FOR SURFING’S YOUTH TO LAUNCH CAREERS
(STEPH GILMORE, GABRIEL MEDINA, FILIPE TOLEDO, ETC.)

350+ OF WORLD’S MOST PROMISING YOUNG SURFERS FROM 40+ NATIONS
HOST BENEFITS FROM 50% SHARE OF TITLE SPONSOR REVENUE
Combines the disciplines of SUP Surfing, SUP Racing, and Paddleboard Racing in an action-packed team environment

275+ athletes from 40+ nations partake

Explosive growth: The event has nearly tripled in participation since its inception in 2012
• The 2017 ISA World Surfing Games were hosted in Biarritz where a record-breaking 245 surfers from 47 countries participated.
• 8,626 hotel nights were generated by the event, an 8% increase compared to the same period the prior year.
• 200,000 visitors attended the 8-day event, a 79% increase in tourists from the week prior.
• 85 Million views via 6 total hours on national France TV
• Excellent media value: USD $8,081,580 media ROI; 600k live webcast views; 1,055 relevant articles; 8,838 social media posts with 5.1M fan interactions
Panama, Costa Rica & Nicaragua
Case Studies

Tourism
- Pre 2009, Surfing did not register in the country’s Tourism Revenue
- After 3 years of hosting ISA World Championships, in 2012, surfing accounted for 15% of the country’s Tourism Revenue
- Tourism represents 10% of the total country’s GDP

According to Costa Rica’s Institute of Tourism, 2,428,000 million tourists visited the country in 2013
- 10% or 242,800 visited for surfing.
- Average spend per surfer - $1,400
- Total Spend - $340,000,000

2015 was Nicaragua’s fourth year hosting an ISA World Championship
- Figures from the Central Bank of Nicaragua:
- Surfing now registers as the #1 source for Travel Tourism for the country
2019 ISA Global Events *

- **5.1 Million** Live Webcast Views
- Average Live View Duration of **18+ Minutes**
- **8 Million** Social Media Interactions During Event Windows
- Post Event TV Programs Broadcast to **132+ Territories**.
- **5,435** Relevant Online Articles

*Includes only 3 of the 4 events from 2019*
"The 2017 ISA World Surfing Games in Biarritz was a huge success, with hundreds of thousands of spectators and record participation."

Jean-Luc Arassus, President of the French Surfing Federation

"We are proud to have the (ISA World Surfing Games) here in our city. It is a fantastic opportunity to promote Biarritz and the Basque Country."

Michel Veunac, Mayor of Biarritz (pictured above)
“The 2009 ISA World Surfing Games marked a before and after in the history of Costa Rican surfing. The realization and success of the 2016 edition further catapulted the promotion of the sport, as well as creating a great touristic and commercial impact for the coastal areas of our country in months where tourism is typically very low, like August. Of course, this is a period of fabulous waves in the Central Pacific and a great opportunity to promote surf tourism.”

Randall Chaves, President of Costa Rican Surfing Federation
The 2017 ISA World SUP and Paddleboard Championship was a game changer for us in Denmark. A record-breaking 286 SUP and Paddleboard athletes from 42 nations reached every corner of the world. The event once and for all cemented Denmark as a surfing nation.

Finn Jorsal, President of Friends of Cold Hawaii
CURRENT OPPORTUNITIES

2021 ISA World Surfing Games
2020/2021 ISA World Junior Surfing Championship
2020/2021 ISA World SUP and Paddleboard Championship
2020/2021 ISA World Longboard Surfing Championship
2020/2021 ISA World Adaptive Surfing Championship
2020/2021 ISA World Masters Surfing Championship
1) Contact the ISA with interest in hosting an ISA event.

2) Review the ISA’s ‘Invitation to Host’ document for the specific event.

3) Propose a date and location to host your next ISA event.
JOIN US ON THE WAVE
TO TOKYO 2020

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