



isasurf

a better world through surfing

**BRING SURFING'S OLYMPIC, YOUTHFUL,
AND ENVIRONMENTAL VALUES
TO YOUR CITY/REGION AND DRIVE
REAL ECONOMIC IMPACT**

SURFING: A NEW OLYMPIC SPORT



THE NEWEST, COOLEST OLYMPIC SPORT

Fernando Aguerre, International Surfing Association President

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

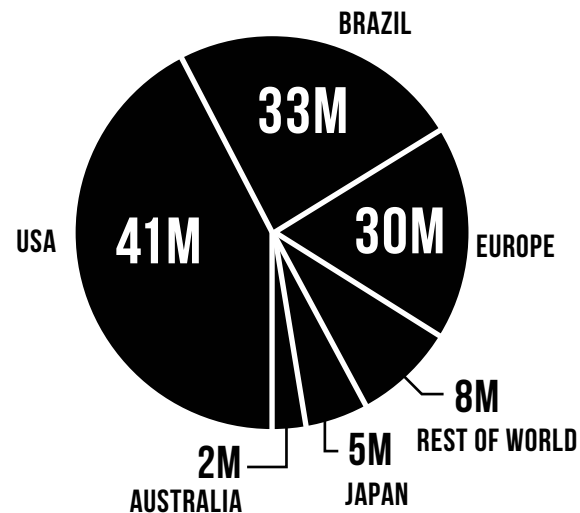
35 MILLION

ESTIMATED SURFERS WORLDWIDE     

\$22 BILLION
ANNUAL REVENUE

SOURCE: SIMA, BOARDTRAC, SURFRIDER ASSOCIATION

120 MILLION
WORLDWIDE SURFING FAN BASE





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/REGION

- **ACCESS GLOBAL AUDIENCE THROUGH INTERNATIONAL MEDIA ATTENTION**
- **GROWTH IN TOURISM REVENUE FROM VISITOR SPENDING**
- **PROMOTE CITY/COUNTRY/REGION AS A TOP SURFING DESTINATION**
- **ESTABLISH CITY/REGION 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	LENGTH OF STAY
Athletes	300	12 Days
Team Officials	50	12 Days
Families	488	12 Days
Staff	75	15 - 17 Days
Fans	20,000+	1 - 3 Days

AVG DAILY EXPENSES	ATHLETES, OFFICIALS, FAMILIES & STAFF	FANS/SPECTATORS
Food	\$60 per day (3 Meals/Day @ \$20)	\$40 per day (2 Meals/Day @ \$20)
Transportation	\$96 per day	-
Hotel Room	\$180 per night	\$96 per night
Miscellaneous	\$100+ per day	\$75 per day

TOTAL SPENDING	FOOD	TRANSPORTATION	HOTEL ROOM	MISCELLANEOUS
Athletes	\$216,000.00	\$57,600.00	\$324,000.00	\$360,000.00
Team Officials	\$36,000.00	-	\$108,000.00	\$60,000.00
Families	\$351,360.00	\$80,640.00	\$527,040.00	\$585,600.00
Staff	\$72,000.00	\$16,896.00	\$109,440.00	\$127,500.00
Fans	\$160,000.00	-	\$384,000.00	\$3,000,000.00 (2 days)
	\$835,360.00	\$155,136.00	\$1,452,480.00	\$4,133,100.00

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



FUTURE OLYMPIANS AND TOP PROS COMPETING
250+ OF WORLD'S TOP SURFERS
50+ 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

ANNUAL EVENTS: ISA WORLD SUP AND PADDLEBOARD CHAMPIONSHIP



OPPORTUNITY TO COMBINE SUP SURFING AND SUP RACING
OR TO DO SUP RACING WORLD CHAMPIONSHIP ONLY

275+ ATHLETES FROM 40+ NATIONS PARTAKE

EXPLOSIVE GROWTH: THE EVENT HAS NEARLY TRIPLED IN PARTICIPATION SINCE ITS INCEPTION IN 2012

WORLDWIDE MEDIA REACH



2019 ISA GLOBAL EVENTS

- **5.6 MILLION** GLOBAL LIVE WEBCAST VIEWS
- AVERAGE LIVE VIEW DURATION OF **18+ MINUTES**
- POST EVENT TV PROGRAMS **BROADCAST TO 134+ TERRITORIES.**
- **2,300** RELEVANT ONLINE ARTICLES



COMMERCIAL RIGHTS

ISA SHARES COMMERCIAL MARKETING RIGHTS WITH HOST ORGANIZERS

OPPORTUNITY FOR HOST ORGANIZATION TO SELL TITLE SPONSOR (REVENUE SHARE)

FLEXIBILITY ON CATEGORIES & RIGHTS

ISA RETAINS ALL GLOBAL MEDIA RIGHTS

A large crowd of people is gathered on a beach, many holding flags, during a surfing event. The scene is vibrant with people in swimwear and various national flags like the Canadian and Uruguayan flags. In the background, the ocean waves are breaking, and a surfer is visible carrying a surfboard. The overall atmosphere is festive and crowded.

BENEFITS OF HOSTING AN ISA EVENT

BIARRITZ, FRANCE CASE STUDY

- 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



PANAMÁ

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



COSTA RICA

Tourism

- 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**



NICARAGUA

Tourism

- 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



“Tokyo 2020 is delighted with the success of the 2019 ISA World Surfing Games in Miyazaki this week. The event, held in this very popular surf destination in Japan, offered a glimpse of how spectacular Olympic Surfing will be.”

Tokyo 2020 Sports Director Koji Murofushi



“With Olympic inclusion, surfing is growing and gaining in popularity around the world, so I recognize the importance of bringing the [World Surfing Games] to the Miyazaki Prefecture.”

Governor of Miyazaki Prefecture Shunji Kono



“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

2022 ISA World Surfing Games

2023-2024 VISSLA ISA World Junior Surfing Championship

2021-2022 World Stand Up & Paddleboard Championship

2022 World Longboard Surfing Championship

2022 World Para Surfing Championship

2022 World Masters Surfing Championship



NEXT STEPS

A large, diverse crowd of people is gathered at what appears to be a surfing competition. In the foreground, a male surfer wearing a red long-sleeved jersey with 'AIRFRANCE' and 'VISA' logos is celebrating, holding a red flag aloft with his right arm and a surfboard under his left arm. The surfboard has 'VISSLA' and 'VANS' logos. The crowd consists of people of various ages and backgrounds, many wearing summer attire like tank tops, shorts, and hats. The scene is bright and sunny, suggesting an outdoor beach setting.

- 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.**
- 4) COMPLETE ISA QUESTIONNAIRE & SUBMIT PROPOSAL**



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**JOIN US ON THE WAVE
TO OLYMPIC SURFING**

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