

**Call:** COS-TSUST-2014-3-15

**Title of the project:** Surfing the Atlantic Area

**Acronym:** SURFINGEUROPE

**Project duration and starting date:** 18 months - 01/06/2015

### **Short description of project**

- The main objective of this project is to define and promote a sustainable transnational surf tourism product called SURFINGEUROPE, providing a wide visibility of the product itself and its market uptake. The product will cover five countries, establishing Europe as surfing route: Viana do Castelo (Portugal), Ribamontan al Mar (Cantabria, Spain), San Sebastian (Basque Country, Spain), region of Brittany (France), Bundoran (Ireland) and the regions of South West England, Wales and the Channel Islands (United Kingdom)

Nowadays, there is an increasing demand for nature tourism in Europe. Surf has the potential to become one of the most attractive tourist choices within this trend since the European Atlantic coast has an impressive offer of surf beaches, with waves during the whole year, and some of them are considered to be among the best surf beaches from all over the world. Nowadays, the different locations in Europe are carrying out individual actions, at local and regional level, for developing the surf tourism, but very few actions have been considered at transnational level under the umbrella of a route. It is necessary to consider the European surf as an ecosystem for the European Atlantic Coast and taking advantage of the surf philosophy based on the movement and the very good communication facilities that Europe offers.

- In order to achieve this result the main objectives and activities of the project are as follows:

#### 1. Creation of a Transnational Surf Tourism Product Club: SURFINGEUROPE Product Club

The main objective of this activity will be to create a “transnational surf tourism product club” as a tool for the Atlantic Europe surf route promotion and development, attracting new surf tourist visitors to this coast and providing new market opportunities for entities such as surf schools, surf clubs, tour operators, travel agencies, accommodations, etc. according to the public organisations policies.

#### 2. To develop a Surf Tourism Transnational Product.

This product will be composed of different surf tourism packages along several destinations of the Atlantic Europe. To this aim, the SURFINGEUROPE Product Club will work to define the transnational Surfcamp, Surfari and Eventroute packages.

SURFINGEUROPE Product Club members will work jointly to develop sustainable tourism packages along the European Atlantic coast. In this activity the tourism package will be extended to the target destinations located in the Atlantic Europe and the offer will be presented as a route.

#### 3. Product promotion

The main objective is to attract more surf tourists to promote the SURFINGEUROPE product introducing it to the surfers and to the tour operators that will guarantee its commercialisation.

This activity will also execute the following specific objectives:

- To develop a web page for the product promotion.
- To design a common image for product promotion.
- To design a product marketing plan.
- To organise workshops with tour operators for product commercialisation.
- To develop a wave catalogue of the target destinations.
- To organise a sport event.

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