

SURFINGEUROPE project

SURFING THE ATLANTIC EUROPE

KOM EASME projects
Brussels, 10th June 2015

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Fomento de San Sebastián (FSS)



Co-funded by the
European Union



Donostiako Udala
Ayuntamiento de San Sebastián

donostiasustapena
fomento**sansebastián**

DESARROLLO ECONÓMICO DE SAN SEBASTIÁN
DONOSTIAKO GARAPEN EKONOMIKOA
SAN SEBASTIAN ECONOMIC DEVELOPMENT



THE CITY OF SAN SEBASTIAN



Donostiako Udala
Ayuntamiento de San Sebastián

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City of San Sebastian



INTRODUCTION:
DONOSTIA-SAN SEBASTIAN

3 million
visitors a year

CAPITAL OF
GIPUZKOA, IN
THE BASQUE
COUNTRY



186.409
habitantes



SURFINGEUROPE



01

INTRODUCTION:
DONOSTIA-SAN SEBASTIAN

SAN SEBASTIAN: INHERENTLY ATTRACTIVE CITY

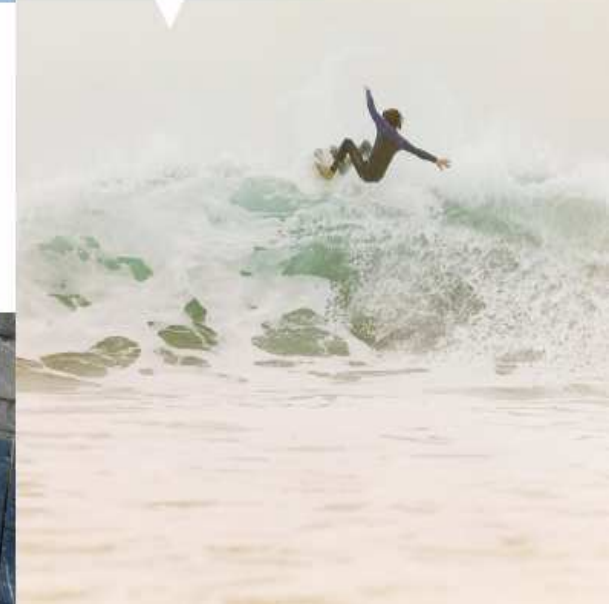


CULINARY
SKILLS

NATURAL
ENVIROMENT



QUALITY
OF LIFE



CINEMA AND
MUSICAL
FESTIVALS



SURFINGEUROPE

01

INTRODUCTION:
DONOSTIA-SAN SEBASTIAN

SAN SEBASTIAN:
EUROPEAN CAPITAL OF
CULTURE 2016



*Opportunity to link
creative industries with
innovation, to reflect
and to visualize our city
branding internationally



San Sebastian
International
Film Festival



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San Sebastián
is ...
gastronomy



3
restaurants
awarded
★★★
Michelin
Stars

Leading centre in



basque culinary center

Training, research, and
development in the different areas
of the Gastronomic Sciences

International congress

San Sebastián becomes the
capital for world cuisine

SAN SEBASTIAN
GASTRONOMIKA



Hostelery sector

At the forefront of world
gastronomy.





San Sebastián *is ... future*



186,409
inhabitants

Income per capita €36,327

GDP per capita €35,327

University education 31.6%



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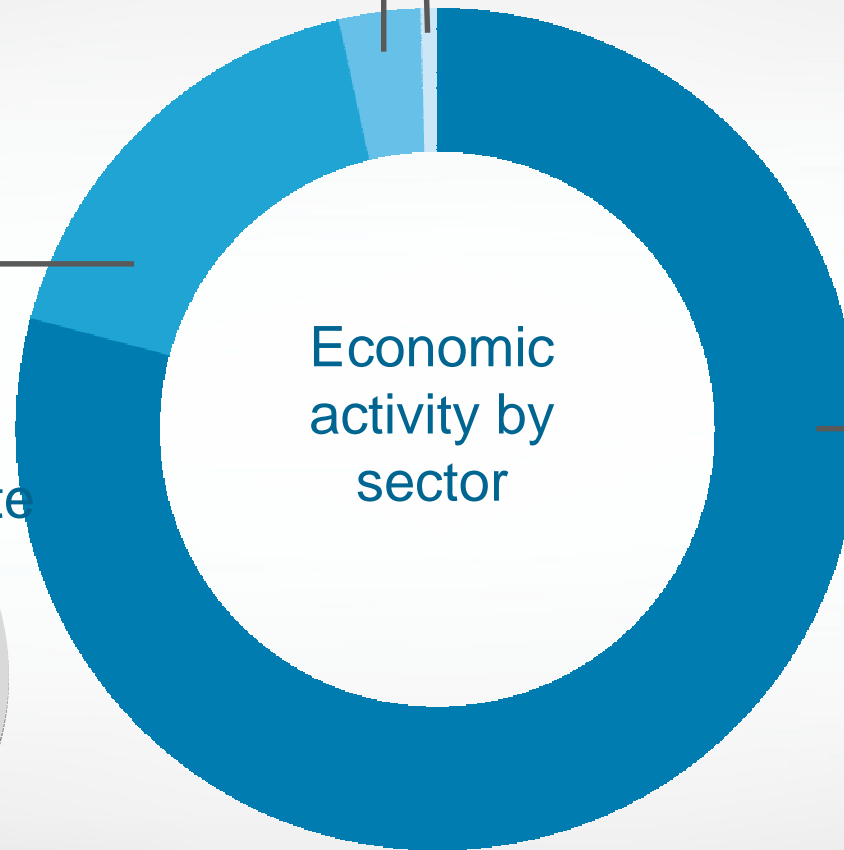
San Sebastián is ... productive

3.3%
Industry
648 establishments

0.5%
Agriculture
101 establishments

10.7%
Construction
2,107 establishments

85.4%
Services
16,760 establishments



Economic activity by sector

Unemployment rate

12.3%

Within similar parameters
to EU forecasts for 2014
(12.6%)

02

FOMENTO SAN SEBASTIAN'S STRATEGY



1. KNOWLEDGE CITY- INNOVATION HUB



2. DONOSTIA SPECIALIZED CITY



3. DONOSTIA SMART CITY STRATEGY / CITY LAB



Social Innovation

A GROWING SECTOR

35 M surfers

50 M 2020

+ 100
countries



22.000 M \$

240.000 surfers



480 M €

72.000 visitors



x3
2009-2010

Boosted by the Tourism

ECONOMIC VALUE OF THE SURF SECTOR IN SAN SEBASTIAN

18.300 SURFERS
(2014)
7840 (2011)
(Locals + tourists)

7,9 M €
Expenditures
△ 60% 2014-2011

101
Employments

5,7 M Added
Value

+

Direct impact in the industry

13,7 M Turnover

5,9M Added
Value

216
persons



2011

2014

30 members

50% sector

61 agents

65 % del sector



4 Universities

3 Research Centres

9 Institutions

45 companies

76% cluster

- Travel Agencies: 3
- Specialized hostels: 3
- Schools: 8
- Events and Communications: 7
- Factories: 9
- Ingeniering: 2
- Audiovisual: 1
- Shops: 11
- Consultancy: 1

CLUSTER partnerships/Value Chain

WSCN: World Surf Cities Network



Arica



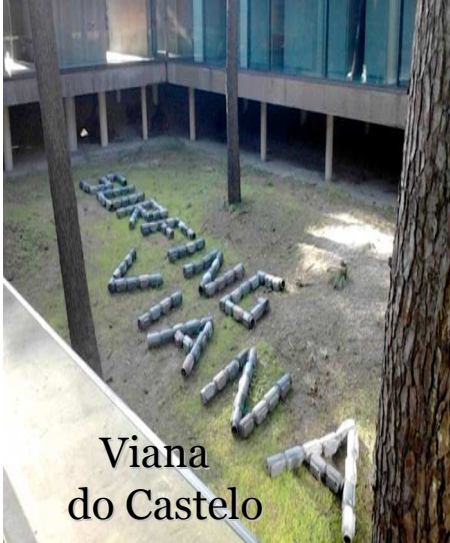
Ericeira



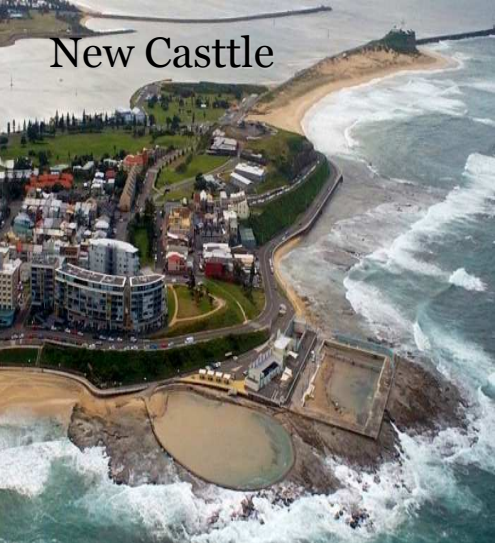
Durban



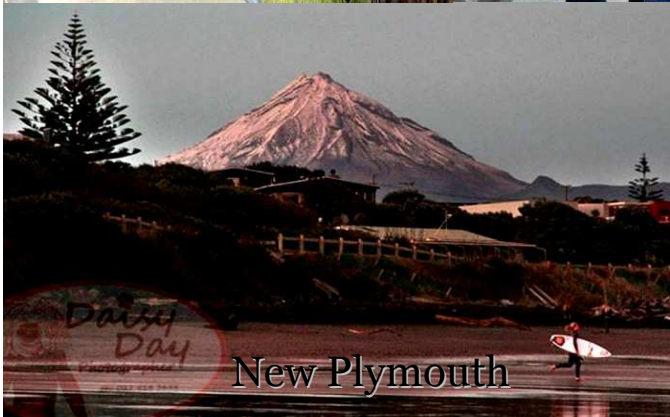
Donostia



Viana do Castelo



New Castle



New Plymouth



Goald Coast



Santos



Increasing demand for nature tourism in Europe: Surf has the potential to become one of the most attractive choices withing this trend.

Historically, surfers followed a **European surf route following the european Atlantic coast: Surfers like movement.**



Lack of tourism offers taking advantage of the strength provided by a joint transnational product at European level.



The Atlantic Europe has **waves nearly 365 days** of the year



PROJECT OBJECTIVE

To define and promote a **sustainable transnational surf tourism product** called **SURFINGEUROPE**.

SURFING ROUTE IN 5 COUNTRIES

KEY POINTS

- **EU call:** COS-TSUST-2014-3-15
- **Title of the project:** Surfing the Atlantic Area
- **Acronym:** SURFINGEUROPE
- **Project duration:** 18 months (01/06/2015 to 30/11/2016)
- **Partnership:** 8 partners from 5 countries

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PROJECT CONSORTIUM

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www.**discover**
bundoran.com

SPECIFIC OBJECTIVES

- To **increase circulation of surf tourists** along European Atlantic coast (increase of 10 % of surf tourists in each destination)
- To **shape the current European surf offer in a sustainable way:**
 - Increase of the number of employees in 5%
 - Development of enterprises in tourism sector, benefiting local economies and contributing to the preservation of the beaches:
 - 500.000 € /per year billed by the SURFINGEUROPE Packages.
 - 5.000.000 €/per year in the 5 location participating in the project produced thanks to SURFINGEUROPE in tourism facilities not directly related to the SURFINGEUROPE Packages.
 - In global an increase of the surf business volume in 20%.

SPECIFIC OBJECTIVES

- To **value beaches and waves as resources** for their economic, social and natural value.
- To position the **European Atlantic coast** among the **leader and pioneer** places for surfing worldwide.
- To assure the **transnational tourist surf product market uptake**.
- To assure organization, competitiveness and product quality by constituting a collaboration tool between public and private partners involved the surf tourism in Europe.
- To guarantee the sustainability of the SURFINGEUROPE product in terms of environmental, economic, social, technical, cultural and time issues.

WORKPLAN

**WP1 Project
Management**
FSS

**WP2 Creation of a transnational surf tourism product
club: SURFINGEUROPE Product Club**
ITXASLEHOR

WP3 Product development
BRITTANY

**WP4
Product
promotion**
VIANA

WP2. Creation of the SURFINGEUROPE product club

Task	Partners
2.1. Club Manual definition	<p>ITXASLEHOR, ALL PARTNERS</p> <p><u>Deliverable:</u> Club Manual</p>
2.2 Divulagation of the club. Adhesion of members to the SURFINGEUROPE Product Club	<p>ITXASLEHOR, FSS, VIANA, BRITTANY, RIBAMONTAN, SURFINGGB, BUNDORAN</p> <p><u>Deliverable:</u> Club Members report</p>
2.3 Club management	<p>FSS ALL PARTNERS</p> <p><u>Deliverable:</u> Club Management report</p>

Task	Partners
3.1 Assessment and definition of the sustainable aspects of the product	<p>BRITTANY, ALL PARTNERS</p> <p><u>Deliverable:</u> Sustainability assessment and definition</p>
3.2: Assessment of the resources for the creation of the tourism product	<p>ITXASLEHOR, ALL PARTNERS</p> <p><u>Deliverable:</u> Report resources assessment in each destination</p>
3.3 Product development Workshop “ .	<p>ITXASLEHOR ALL PARTNERS</p> <p><u>Deliverable:</u> Surfari, Surfcamp, Eventroute</p>
3.4 Product management follow-up	<p>FSS, “Mini-Club” Managers</p> <p><u>Deliverable:</u> Report follow-up</p>

Task	Partners
4.1 Development of a Web Page	VIANA, ALL PARTNERS <u>Deliverable:</u> Web Portal
4.2 Design of the product marketing plan	NERE, ALL PARTNERS <u>Deliverable:</u> Marketing plan
4.3 Workshops with tour operators	BRITTANY ALL PARTNERS <u>Deliverable:</u> Report conclusion
4.4 Wave cataloguing	RIBAMONTAN, <u>Deliverable:</u> Wave Catalogue
4.5 Promotion in European Conferences and events	FSS <u>Deliverable:</u> Presentación for the event
4.6 Annual Sport Event (rotatory place)	FSS, ALL PARTNERS

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**Thank you
very much!**

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