



1. RIBAMONTÁN AL MAR: Cantabria

- 1.1. Ribamontán al Mar.
- 1.2. Beaches.
- 1.3. Cantabria: the beginning of surfing in Spain.

2. SURFING: more than a sport

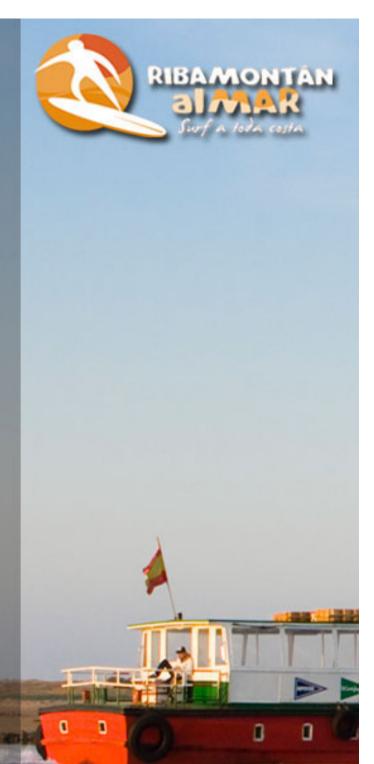
- 2.1. Surfing as sport.
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- 2.5. Surfing in Ribamontán al Mar.
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- 4.3. Economic data of surfing in Ribamontán al Mar.
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- away).
- Permanent population of 4,500 inhabitants. In summer 20,000 inhabitants.
- Connections: 15 km from Santander Airport and 100 km from Bilbao Airport.
- More than 12 km of beaches and coastline.
- It comprises 7 localities: Somo, Loredo, Langre, Galizano, Castanedo, Carriazo and Suesa.
- 4,000 accommodation places.





- 1963: Jesus Fiochi, the first Spanish surfer to ride a wave in El Sardinero.
- 1964: Juan Giribet manufactured the first ever surfboard documented in Spain.
- 1965: The first brand of surfboards in Spain: MB Surfboard, by Merodio and Beraza.
- 1973: "Casa Lola" in Loredo, the very first Spanish workshop to begin manufacturing surfboards.

1979: Xpeedin, the first surf shop to open its doors in Somo (Zalo Campa and Laura Revuelta).

- In the 80's, with the surf boom, many pioneers established their residence in Somo and Loredo, something that set the basis for the character and surf tradition that Ribamontan al Mar has today.



2. SURFING: More than a sport



- Duke Kahanamoku of Hawaii, father of modern surfing, exports it to California and Australia at the beginning of the 20th century.
- In the 1930s and 1940s a genuine surf culture begins to develop in California.
- First surfing manifestation in Europe took place in Cornwall (UK) in 1937 and Biarritz (France) in 1956. In 1963 Cantabria was the first Spanish region where surfing was practised.



- Surfing is associated to its own music, a way of dressing and some conduct codes, which make it a true lifestyle.
- Its young, fresh and dynamic appearance makes surfing a great advertising tool to firms like BMW, Channel, Pepsi or Coca-Cola.
- A growing number of public figures are being photographed with a surfboard under the arm. Actors, politicians, musicians...
- Current music and cinema are also permeated by the surf spirit on music videos and movies.

S I el recordado Patrick Swayze hizo leyenda como surfero molón en su película «Le llaman Bodhi», ahora Elle Macpherson, el otro «body», ree-

LALEYENDA DELAS

VIGILANTE DE LA PLAYA, SEX-SYMBOL... Y 10
VECES CO 2 EÓ 3 L M SUPTING IN THE MEDIA
KELLY S 2 E 3 NO SUPTING IN THE MEDIA



- Surfing provides impressive and spectacular images, which guarantee a great reception by the audience.
- The most important media starts to include surf news in its contents: Spanish newspapers like Marca, El Mundo, El País or ABC or Spanish TVs like TVE, La Sexta...

- M. Surfer Poll Asserts

2005, 2008 y 2010.



HOMENAJE A IRONS Y **UN FUTURO INCIERTO**





- In 2011 and for the very first time, the University of Cantabria introduces surfing in its summer courses: "Surfing: new emerging tourism industry".
- The Tourism Revitalization Plan of Ribamontán al Mar is included as a successful case in the Máster de Marketing de Empresas Turísticas (Master in Marketing of Tourism Companies) at the University of Cantabria.
- The Cantabrian Surfing Federation and the Directorate General of Sports of the Government of Cantabria create the surf instructor recognition, obligatory to exercise the profession.
- Considered as "a reference tourism model", the City Council of Ribamontán al Mar is invited to different forums, conferences and universities to present its project.



»Santa Marina: world-class spot and temple for the big-wave riders.

»Langre and Galizano: the two rural treasures.

Curva or El Barco.



- 7,000 students at surf schools in 2016 => 5% more each year.
- The surf industry creates 141 direct jobs.
- Ribamontán al Mar has 18 surf schools, 7 surf houses, 8 surf stores and 2 surfboard workshops.
- 24% of the tourists coming to Ribamontán al Mar are attracted by surfing.
- 30% of the surf tourists hire services of a surf school.









TO KEEP IN MIND...

 More than 6,000 people visit annually the permanent exhibition about the "History of surfing in Cantabria", which is hosted in the centre.

- Location: beach of Somo. Opened on 7th July 2012.
- First reception centre for surfers in Spain.
- 450 m2: changing rooms, surfboard storage, tourist office, training room and museum.
- Headquarters of the Cantabrian Surfing Federation.
- Epicentre of the surfing activities of the municipality: competitions, meetings, presentations, exhibitions, camps, local surf team and meeting point for surfers.



- Location: beach of Somo. Opened on July 2011.
- The City Council of Ribamontán al Mar builds this facility in order to offer more leisure options to the "surfing tourists".
- 600 m2 surface for all levels: from beginners to expert skaters.
- Meeting point and place of entertainment for the surfing community and national model within the skater scene.
- Setting for the annual Skating Championship of Somo.



- Location: Somo-Suesa. Opened in August 2014.
- Stunning surroundings: 1 km from Somo, 2 km from Loredo, 22km from the Cabárceno Nature Park and 25 km from Santander (where the Brittany Ferries connect with Portsmouth and Plymouth).
- 66 caravan spaces (10 with electrical hook-up). Prices: 9€ (12 € with elect. hook-up).
- Other services: Wi-Fi, drinking water, grey and blackwater disposal, electricity, recreational area, bathrooms and outside showers. Peacefulness and security. Supermarket and petrol station 500m away.







- International Tourism Fairs: London, Berlin, Milan, Brussels, Paris, Lisbon.
- National fairs: Madrid, Barcelona, Valladolid, Bilbao, Zaragoza...
- Local guidebook: 8,000 copies a year in 5 languages.
- Promotional campaigns in ski resorts and street marketing actions in different Spanish cities.
- Media planning, merchandising and Fam Trips (press and blogger trips).
- Web, Newsletter and Social Networks: Twitter, Facebook and Youtube.







3. 3. European Union Project

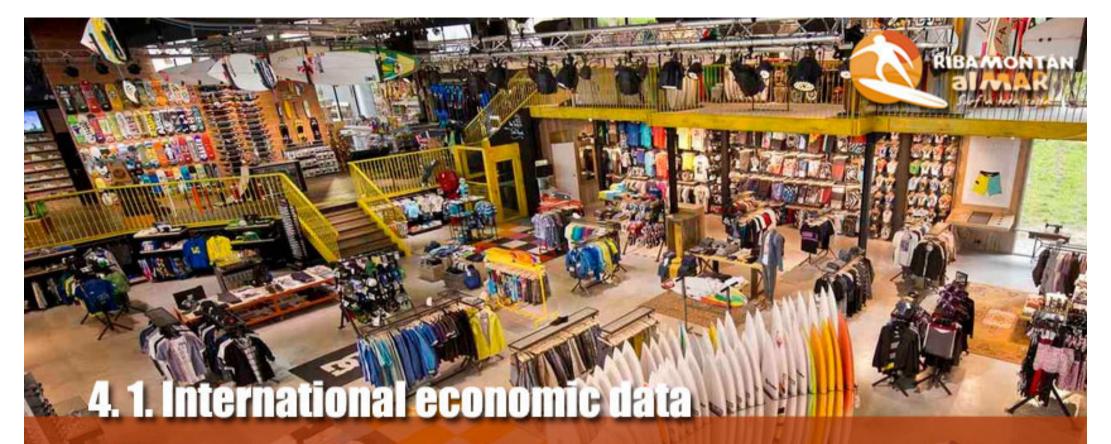
- Ribamontan al Mar participates in the programme funded by the European Union: Surfing Europe.
- The aim of Surfing Europe is to promote a surf tourism product providing visibility to its members and the product itself.











- 40 million surfers worldwide and 4 million in Europe => 1 more each year.
- World market for sliding sports (surfing, snowboarding and skating generates 7.6 trillion euros => 19% of the sports market.
- Europe represents 32% of the world market => 2 trillion euros.
- Spain receives 75 million tourists per year => 10.5 million (14%) are attracted by sports.
- The spending of sports tourists in Spain is 12,000 million euros.
- The industry around surfing is based on three key axes: travels, equipment and clothing.
- San Sebastián (14 million euros), Ribamontán al Mar (4.1 million euros) and Mundaka (3 million euros) are some of the most important Spanish surfing destinations.



- Tourism generates 14.5 million euros a year in Ribamontán al Mar.
- Tourism creates 709 jobs => 551 direct jobs and 158 indirect jobs.
- The municipality receives 58,000 tourists a year.
- Average expenditure per tourist/day => 63 euros.
- Average stay => 4.5 days.
- Total average expenditure => 285 euros per tourist and stay.
- Impact of Ryanair on the municipality (2016) => 1.1 million euros.
- Geographical origin of the tourists => national: 82% | foreign: 18%.
- "Deseasonalizing": extending the tourist season to 4 months.

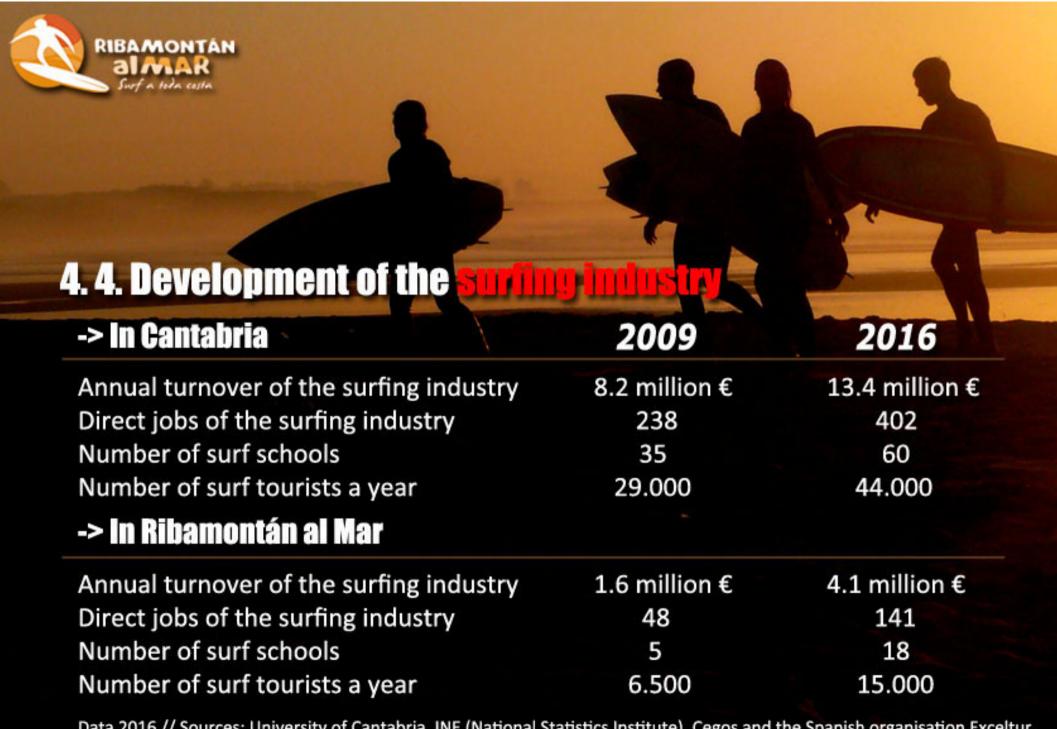
Data 2016 // Sources: University of Cantabria, INE (National Statistics Institute), Cegos and the Spanish organisation Exceltur.





- Surfing generates 4.1 million euros annually in Ribamontán al Mar.
- Surfing creates 141 direct jobs.
- 24% of tourism is attracted by surfing => 15,000 tourists.
- Somo and Loredo are two of the most popular surfing destinations of Spain => 300 days of waves a year.
- 7.000 students at surf schools in 2016 => 5% more each year.
- 30% of the surf tourists hire services of a surf school.
- International Ryanair passengers come to Santander => 4% of them travel with a surfboard.
- Surf schools in Ribamontán al Mar => 5 schools in 2009 and 18 schools in 2016.
- 7 surf houses, 8 surf stores and 2 surfboard workshops.

Data 2016 // Sources: University of Cantabria, INE (National Statistics Institute), Cegos and the Spanish organisation Exceltur.



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