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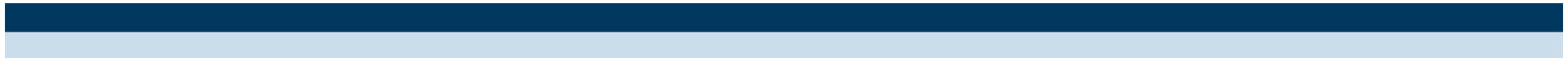
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1 The Philosophy

1.1 Trends

Board sports such as snowboarding, skateboarding, wakeboarding, and surfing have become widely popular in recent years. Paradoxically, surfing is also booming in the landlocked alpine regions of Central Europe. Possible explanations for this phenomenon include the following:

In Central Europe this trend clearly developed in the wake of the snowboarding craze. The movement patterns of surfing and snowboarding as well as the lifestyle associated with both sports are closely related. The snowboarding generation has obviously adopted an attitude of “surfing & easy living”. This is a generation with a whole new set of values. Free time, fun, sports and friends hold a firm place at the top of their list of priorities. This lifestyle is often based on a higher education in contrast with relatively low professional ambition. Workaholics are out, freelancing and flexible working hours are central preconditions for achieving a sense of professional gratification. These individuals do not only have plenty of time, they also have the necessary financial means to spend that time in an agreeable way. They are characterized by a good level of physical fitness, a cosmopolitan attitude with interest in travel, and know that the challenge of sports has become a platform of social interaction. These values lead directly to travel and sports. Discovering exotic countries in an individual way that promises a unique experience has practically become a must.

However, the increasing popularity of surfing adds to the problem of crowded spots, where non-locals or beginners have a hard time catching a wave. Pollution and environmental catastrophes, such as the sinking of the “Prestige” off the coast of northern Spain, additionally drive surfers from the continents to remote offshore destinations.

This situation provides an excellent market opportunity for us. Our yacht is a floating hotel that can anchor directly at otherwise inaccessible and therefore uncrowded spots and offers a unique surfing experience to our guests.

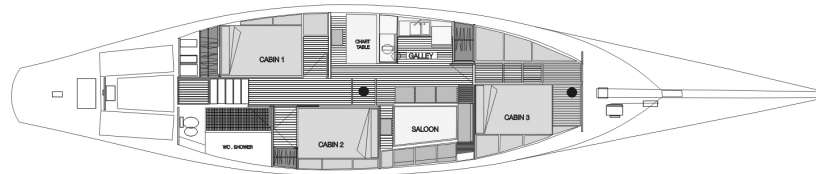
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1.2 The Yacht

Gaff Rigged Schooner - 71 Feet (21.5 Meter)



Saloon:



Galley:



Cabin 2:



Cabin 3:



The main criteria for choosing the boat will be the level of comfort and the amount space it has to offer. Particularly those guests who are not used to living in the confined space of a yacht should still be comfortable and have the feeling that there is enough room for privacy.

The yacht's draught of 1.25 m allows us to anchor very close to the beach and guarantees maximum flexibility for reaching surf breaks and diving spots.

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2. Business Fields

2.1 Surf Charter

2.1.1 Program

Surf 2 sail, sailing between continents, surfing in the remotest locations of this planet, the sailing boat as a means of transport and floating accommodation.

We follow the ancient trade routes and travel around the globe from surf spot to surf spot. The tour will start on Australia's east coast and lead across the South Indian Ocean to Indonesia. There is an already existing market for long haul passages of this type. They provide the ideal framework conditions for special courses on offshore sailing, astronavigation and skipper training that Paul Held is able to teach on the basis of many years of experience as skipper and five Atlantic crossings.

Indonesia is widely considered one of the world's best surfing locations and will be our destination for the first three seasons.

In the fourth season we will do a lot of sailing as we have to cover a distance of 15.000 nautical miles to the Caribbean. Stopovers will be made along the route at prime surf spots in Sri Lanka, the Maldives, South Africa, Cape Verde and the Canary Islands.

The surf spots of the Caribbean are generally not well known but of excellent quality. Top spots can be found along the coasts of Tobago, Barbados, Puerto Rico and on the Caribbean coast of Panama and Costa Rica, to mention only a few. We will spend two seasons in the Caribbean and then continue through the Panama Canal and along the countless spots from Costa Rica to Nicaragua.

The following years will be spent in the Pacific Ocean, the exact route is yet to be determined.

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2.1.2 Travel Agencies

Our market is definitely located in the German speaking area, i.e. Austria, Switzerland and Germany. In order to efficiently serve this large market we intend to cooperate with the following partners.

Sudden Rush & Tobi's Travel Solution

Chris Engelsmann's Sudden Rush will be our "big" partner for Switzerland and Germany. He is a major operator and well established on both markets with surfing and snowboarding packages.

Tobi's Travel Solution is the Austrian branch of Sudden Rush. The owner, Tobi Eder, has excellent contacts to Austria's snowboarding and surfing scene and is well prepared for his client's extravagant demand. He will be responsible for organizing flights to the remotest destinations for our customers.

Blue Juice Surf Camps

Tobias Ebner has been operating surf camps in cooperation with the Tiroler Landesreisebüro for the past six years. During the first three years the camps were held in France and the following three years in Portugal. Regular customers and their recommendations by word of mouth ensure booked out camps throughout the entire season. Our Surfing & Sailing program will be offered together with his existing programs and is bound to benefit from his reputation and attract his customers.

Chill and Surf Camps

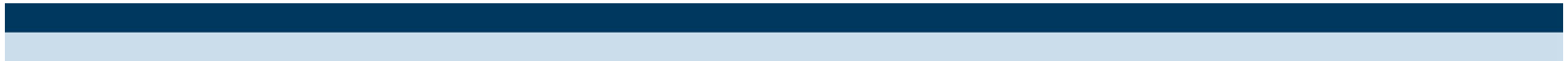
This project was initiated by Phillip, who has been successfully running camps on the Atlantic coast of France and Portugal, as well as on the Pacific coast of Costa Rica for the past six years.

Check In

Check In is another local travel agency that will also handle bookings. We can expect a similar degree of personal dedication in marketing our exclusive sail and surf trips from Check In.

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2.2 Sponsoring

2.2.1 Media Work

Thomas Brunner, professional snowboarder since 1993, has excellent contacts to sponsors, TV and magazines. Paul Held, specifically experienced in this field as former managing director of SAAC (Snowboard Avalanche Awareness Camps), will be responsible for the acquisition of customers, organizing and carrying out the camps as well as for public relations and marketing.

We guarantee our partners and sponsors professional media work for our project. Cooperation with the media, particularly with magazines, ensure good exposure and advertising opportunities. A large scale cooperation with B&D publishing (magazines: Surfers, Snowboarder, Skateboard, Skiing, Powderhausen, Mountainbikerider, Blonde, Freedom BMX, Motox) will provide the opportunity to reach customers from various target groups.

We will place a special focus on advertising through television, using our existing contacts and experience with television and video production companies. Live reports, travel reports and special features will provide maximum return on investments for our sponsors.

The Internet platforms of our own website and those of our linked partners will help establish the project in the surfing scene.

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2.2.2 Networking

Our sail 2 surf project intends to be a hub and platform that unites the various forms of surfing.

Producers of surfing equipment have the opportunity to get their products tested by end consumers. The consumers can in turn inform themselves on the latest innovations available on the market.

Professional surfers can teach newcomers the proper use of the hardware. This testing provides valuable feedback for sponsors on the acceptance of their products.

Close cooperation with our media partners ensures maximum exposure of products and provides the media with authentic and trendy issues.

Partners and sponsors from other branches will also benefit from networking. Logos and products can be exposed in an authentic and credible context.

All our partners are welcome to use the backdrop of sail 2 surf for their own productions.

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2.2.3 Advertising & Logo Placement

Our partner's logos will be integrated in our own PR campaign.

Poster and Flyer

Contents	Information on sail 2 surf, logos of Partners and sponsors
Number of Copies	100.000 flyers, 2000 posters
Distribution	In skate-, snowboard-, surf- and lifestyle shops in the entire German speaking area. On related events such as skate and snowboard contests, Air & Style, parties. Inserted in magazines and brochures.

Homepage

www.sail2surf.com will be our most important platform for information and booking. All resources will be used to ensure an optimum position for the website on the Internet. Links to various multipliers, clever programming and ranking in search engines shall make the homepage stand out from the flood of information available on the net.

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2.3 Media Platform

As mentioned before under „networking“ our sail 2 surf project also provides an attractive backdrop for reports and stories in printed media as well as for TV and video productions. Series and individual episodes of series can be filmed on our yacht.

Furthermore, our partners and sponsors can use our boat as a location for filmed advertisements and for the production of surf videos.

Freelance photographers and journalists are invited to do research on travel reports and to shoot photographs. Professional surfers as well as young talents shall be integrated in the project and will obtain effective media exposure together with their sponsors.

TV stations and sponsors are encouraged to offer a surf trip as a prize for competitions. Such a prize is not only attractive to the winner but also provides an effective advertising opportunity for the sponsor through live and follow up reports.