

Grow Your Business in the Thriving Surf Park Industry





REAL ESTATE DEVELOPERS

Struggling to find **unique and profitable** commercial real estate opportunities?

REAL ESTATE OPERATORS

Want to **maximize profit**, operational efficiency, and enhance customer experience?

SERVICE & PRODUCT SUPPLIERS

Looking for a new and exciting market to **sell your solutions** to?



LET'S MAKE WAVES

The Global Surf Park Market is Projected to Reach an Impressive **\$3.1 Billion by 2025***

*The Economics of Surf Parks: A Deep Dive into the Business Model, May 2023



The surf industry as a whole is expected to reach **\$11.9BN by 2027***

Surf pool attractions are a key component of commercial real estate development, being integrated into master plans across the globe



Surf Parks are Growing Globally

15

"Dynamic Wave"
Surf Parks
Operating Today

30+

Concepts &
technologies in
Development

20+

"Standing Wave"
Facilities
Operating Today

200+

Surf park projects
in Development



Surfing is a top 10 fastest growing sport in the world, making its debut in the 2020 Olympics

The accessibility to surf spreading beyond the ocean is fueling unprecedented growth and demand



RIDE THE WAVE OF OPPORTUNITY

Increase your ROI when you invest in the development of surf pools & parks

"Similar to what we've seen in the ski industry, surf parks are benefiting from the creation of additional amenities such as restaurants, shops, and lodging facilities to provide an unforgettable experience to its visitors."

- Jeff Pensiero, Founder, Baldface Lodge



Photo courtesy of GoodSurf



Photo courtesy of Endless Surf



HEY, WE'RE



SURF PARK CENTRAL

Connect | Educate | Support

For the successful advancement of surf park developments
around the globe



HEY, WE'RE  SURF PARK CENTRAL

We provide experiences and data that bring the industry together

for developers, operators, investors, and the technology & product suppliers who, together, make out-of-ocean surfing possible.

*Ultimately this is all about bringing together a really tight knit community that's dispersed all around the world. **This has really become a central meeting point, a gathering point, for us all every year. A huge amount of value for us, our peers, and our customers.***

- Paul Chutter, CEO, Endless Surf

- Regional Meetups
- Surf Park Experiences
- Annual Surf Park Summit
- Committee Participation
- Surf Park Directory
- Digital Advertising & PR Packages
- Industry Data Reports & Whitepapers
- Speaking & Presentation Opportunities
- Event Sponsorship
- Corporate Partnerships



Discover how Surf Park Central can help you grow your business

CONNECT WITH SERIOUS INDUSTRY PROFESSIONALS

- Developers
- Investors
- Owners & Operators
- Designers
- Engineers
- Architects
- Wave Tech Manufacturers
- Ticketing Software
- Construction
- Retail
- Food & Beverage
- Ancillary Park Services
- Product Suppliers
- Industry Brands

HOW IT WORKS

Become a Surf Park Central Member

- Receive discount access to events
- Access members only content
- Network with industry leaders

Attend and Sponsor Our Events

- Collaborate with decision-makers from all corners of the industry
- Make connections and grow your business
- Establish thought leadership and be top-of-mind

Get our Industry Data Reports & Whitepapers

- Provides valuable and actionable market intelligence
- Helps you make informed decisions when it comes to developing, designing, marketing and operating surf parks



MEMBERSHIPS

Join our professional community for those serious about surf parks

- Access New Development Partners
- Win New Business In Surf-Anchored Real Estate Segment
- Build Brand Awareness
- Build Your Network (Around Innovation In Real Estate)

Your membership goes towards the development of multiple facets designed to tackle pressing issues that face operators, developers, and suppliers of surf parks around the world.

- Data Reports
- Expert Speakers & Interviews
- Member Directory
- Strategic Committees
- Publication Of Standards & Guidelines
- Shared Learnings
- More!



BECOME A MEMBER TODAY!

[Click here to learn more](#) →



EVENTS & SPONSORSHIPS

Participate to build your brand and connect with key players in the unique surf park space

UPCOMING REGIONAL EVENTS

Surf Park South America Summit

Sao Paulo Brazil (June X - June X, 24)



Surf Park Summit 2024

San Diego, CA | Sept 30 - Oct 2

The #1 event for real estate developers, investors, and operators in surf parks to network and make deals

BECOME A SPONSOR

Sponsorship, showcase, and company presentation packages available!

Contact us for details! →

“We’ve 110% made useful relationships at Surf Park Summit. It’s a new frontier. Summit helps build a strong foundation for how we guide the industry, how we guide clients, how we guide the end user forward.”

- Nick Neumann, CEO, Water Technology Inc.



EXCLUSIVE VALUABLE INSIGHTS

Gain access to the resources and data you'll need to build your business and succeed in the surf park space

REPORTING AND DATA PRODUCTS

- **2023-24 Consumer Trends Report**
- **Industry Deep Dive Series**
 - 3 Part Series
- **Insiders Video Database**
 - Surf Park Summit Archives Since 2013
 - One-on-one Expert Video Interviews
 - Beyond the Ocean Podcasts
- **More Coming in 2024!**



[Click here to Download a Free Preview of the 2023 Consumer Trends Report](#)





OUR MISSION

Educate, connect, and build a community to foster the sustainable growth and development of manufactured surf destinations around the world.

OVER A DECADE OF EXPERIENCE IN THE SURF PARK INDUSTRY

Launched in 2012 by John Luff and Dr. Jess Ponting, Surf Park Central strives to propel the growth of surf parks. Our first Surf Park Summit in 2013 sparked a movement, evolving from a small gathering to an industry with surf parks worldwide.

Positioned as the go-to hub for surf park news, we've amassed a network of 275,000+ followers and an INSIDERS® members group comprising investors, developers, surfers, and industry stakeholders.

LEADERSHIP TEAM



JOHN LUFF

CO-FOUNDER
BEACH STREET DEVELOPMENT &
OPERATIONS, FOUNDER



JESS PONTING, PhD

CO-FOUNDER
PROF OF SUSTAINABLE TOURISM, SDSU



CHRIS KLUESENER

OPERATING PARTNER



JESSICA MAHONEY

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Thank You!

Get in touch with us to learn more



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