
Costa Rica will be the venue of the Surf World Championship

The tournament will be held about the middle of 2009 with surfers from at least 40 nations
The beach that has been chosen is Playa Hermosa, in Jacó. The estimated income is \$ 1 million
Costa Rica was chosen this Friday to be the venue and the organizer of the Surf World Competition Open category (major) for the next year, as it has been confirmed by the International Surf Association (ISA).

Costa Rica has won over nations such as Brazil and South Africa, two surf planetary powers.

The tournament that will be held in Playa Hermosa, Jacó, was named Billabong World Surfing Games Costa Rica 2009, whose sponsor brand will contribute with a budget of \$ 2 million to set up the logistics required for such a major event.

The waters of Hermosa were chosen by ISA due to constant swell and proximity (4 km) to the center of Jacó, a city that relies on the required infrastructure development to lodge such a great amount of people.

Being the venue of Open World Championship is the best that a country can experience surf and tourist promotion, considering millions of people world wide that are interested in the competition", said José Ureña, President of the Costa Rican Surf Federation.

His words reflect the truth: ISA estimates that in each World Championship, at least 80 million people follow the live broadcasts on Internet. This will surely increase the good reputation of Costa Rica as far as surfing is concerned.

With this tournament, Costa Rica could experience a growth in "surfer tourism" on both Costa Rican coastlines.

Data from the Costa Rican Tourism Board point out that, during 2007, almost 200.000 surfers came to visit the country from abroad.

This number represents almost 20% of total tourism in Costa Rica, a percentage that could increase after the Championship next year.

The tournament will allow surfers worldwide to know better the beauties of Costa Rica as one of the 10 best surf destinations in the world", stated Ureña.