

Billabong World Surfing Games Costa Rica

Monday, 09 March 2009

Costa Rica will host the most important surfing event in the world. 80 million people around the globe will observe the action of the best surfers of the world live in four languages. The World Championship, sponsored by Billabong will be held in Playa Hermosa, Jaco from July 31 to August 9, 2009.

The Billabong World Surfing Games (WSG) is in charged of the International Surfing Association (ISA). It is waiting to hold the most participated championship in the history with the participation of 40 countries. This is the most important achievement that the Costa Rican Surfing Federation (FSC) has accomplished in an organized level and thanks to the members of the institution when nominated Costa Rica for the 2009 championship, headed by Jose Ureña.

Among the favorite nominees we found Brazil and South Africa, such as other nations that hoped to offer the most distinguish surf event in the world. The reason to give the seat for 2009 emphasizes the organization that the FSC has shown its labor over the years especially since 2003. Costa Rica has attended all the world surf commitments with complete teams.

The geographic location of the country will help the teams of America to attend for the first time to a worldwide championship. Besides, this ratifies Costa Rica as one of the most wanted destinations to surf around the globe. Another gift given by the ISA to Costa Rica is that the event will start just a week after the US Open finishes in California. This tournament gathers hundreds of the best world surfers who will travel to Costa Rica to get together with their national teams.

To be the seat of the Open is the best thing that could ever happen to a country when talking about surfing, and as a touristic promotion because of the millions of people around the world who will pay attention to the competition. Taking the advantage to promote the country during the championship will be very important to all surfers in the worlds to know more about what Costa Rica has to offer being one of the best 10 surfing destinations around the globe," affirmed Jose Ureña, president of the FSC.

Actually, the surfing tourism that visits Costa Rica represents 20% annually. According to the Costa Rican Tourism Institute (ICT) data, almost 200,000 surfers from other countries visited the country in 2007. For this new appointment, ISA and Billabong, which will have all rights reserved for the free internet transmission in four different languages; estimate 80 million cyber-surfers during the eight days of competition.

On its own side, Billabong has confirmed the communication and promotion on a global level as it does with its two biggest annual events in Hawaii and Tahiti. Playa Hermosa in Jaco, in front of the Terrazas del Pacifico Hotel, is the exact given point to hold the championship in one of the best months of the year for the tidal.

ISA and the Surf Federation are waiting for 30 or 40 countries to participate. Between selected athletes, federation members and the staff, there's an approximately of 500 people, besides thousands of local and outside visitors who will take Jaco as the point to stay, taking the advantage of the potential in hotel, facilities and services that will receive more than one million dollars.

The ceremony to confirm Costa Rica as the seat of this event will be announced in the World Open in Portugal in October, where the national team will go with all the members to continue the evolution.

During the last open in Huntington Beach, California, the national team placed Costa Rica in the Top 10 (Place 8), besides its performance in the Tag Team Open hold in the Championship, Costa Rica was fourth among the eight powerful countries.

The inauguration will be composed by a colorful parade of the participant nations through the main avenue in Jaco to go to the ceremony of the "sands of the world". This is the act when all countries share put the sand from all the main beaches in the planet, follow by the acts in charge of the personalities from the central and local government.

Finally the Party of the Nations programmed for the last day of the competition in Jaco. Avenue Pastor Dias will be closed for the big event and celebrations with the new champions of the world. Bands live, DJ's and fireworks will cover Jaco Beach. The local government of Jaco will launch a big campaign to reload "Jaco Tierra de Aventuras y Ciudad del Surf" (Jaco Adventure Land and Surf City).

The local government in Jaco together with the Commerce Chamber and Pro-culture and Development Association are working in the launch of Jaco as a favorite surf and adventure destination. "Jaco Adventure Land and Surf City" will be the slogan that pretends a radical change in Jaco City added to the private and governmental strong investments by reinforcing the security and welfare of the national and international tourist.

One of the main attractions will be the creation of a boulevard for pedestrians and cyclists. It will go from one extreme of Jaco Beach to the other point. Another will be the official inauguration of the Municipal Park of Jaco located in Pastor Dias Avenue (main street in Jaco).

Governmental entities from Jaco have stated that this championship will be the opportunity to launch the promotion of "Jaco Adventure Land and Surf City" here in Costa Rica and outside the country, too. This will be done thanks to media influence of 40 visitor countries that will stay here during a week in July and August.

If you want to visit Costa Rica for the Surf trip of your life, ask for a Free Quote!