



*Soneva Surf*

*Launching June 2018*

# Mission

To offer the world's first **fully sustainable** and luxury surfing experience in **undiscovered** locations in the Maldives.



# What do we offer?

## Introduction to Surfing (Theory & Lagoon Lesson)

***\$100++ per guest      1 hour***

- For first timers
- Learn how waves are formed, ocean conditions, safety skills, paddle, catch a wave, stand up
- Prerequisite before going to actual wave

***For adults and children!***



# What do we offer?

## Baa/Noonu Atoll Surf Trip

***\$350++ per guest      3 hour***

- Surf secret spots in Baa and Noonu
- For beginner, intermediate, and advanced surfers
- Includes:
  - Usage of equipment, rash guards, waxes, sunscreen
  - Water, tea/coffee, fruit, cookies



# What do we offer?

## Surf Charters on Soneva in Aqua

***500++ per guest add on  
1 night***

- Surf secret spots in Baa and Noonu
- For beginner, intermediate, and advanced surfers
- Add on to current SIA packages





## *Soneva Surf Pre-Launch Accomplishments*

Starting from almost 0

## Required Items



Surfboards



Traction Pads



Fins



Leash



Surf Wax

*The basic items that are required for Soneva Surf. Each item came from different suppliers that create eco-friendly products*



Sunscreen



Rash guards



Body Board &  
Fins



Reef Booties



Wax Comb

# Partnerships & Collaborations



## Full BarTERS

### Rock-it Surf

- 16 surfboards
- 10 donated surfboards

### Revolve

- 272 leashes
- 25 donated leashes

## Kelly Slater Design Traction Pads

- 44 traction pads
- 2 donated traction pads

## Manda

- 3 cases
- Many donated samples

## Partial BarTERS

### Ocean Positive

- 238 rash guards and swim wear
- Surf Team, The Den, SIA uniform
- 25 donated rash guards

## Matunas

- 3 cases of wax
- 1 donated case of wax

## Firewire

- 17 surfboards
- 2 donated surfboards

## Bureo

- 50 fins
- 10 frisbees
- 5 donated fins

## Hot Buttered

- 6 body boards
- 2 donations

## Budget, Actuals & Savings

*Through negotiations, partnerships were formed between Soneva and the brands. In addition to cross-promotion agreements, costs were also saved.*

SFR & SJR Budget:	<b>\$26,668</b>	
Total Cash Usage:	<b>\$11,527</b>	<i>\$5,763.50 per resort</i>
Cash Savings:	<b>\$14,810</b>	
Utilization of Budget:	<b>42.76%</b>	

## SFR Pre-Launch Revenue

*Revenue earned before the launch of Soneva Surf* **\$9,385**

19 Soneva Surf repeaters

**5 month pay back for Soneva Fushi!**



# Coverage

NEWS MAGAZINES OFFERS VIDEO

## Luxury Resort Operator Soneva Launches Sustainable Surf Program

HOTEL & RESORT | MIA TAYLOR | MARCH 28, 2018

*Soneva's newly launched sustainable surf program will include using eco-friendly surfboards, leashes, fins rash guards, sunscreen and board wax. (Courtesy Soneva)*

Luxury resort operator Soneva is on a mission to show surfers their beloved sport can be pursued in a sustainable manner.

powered by taCONNECT

Okay, it's not exactly breaking news, but it is a rather unique hotel program at top destination. Luxury resort operator Soneva is planning to launch what it's calling the world's first fully sustainable surf program, Soneva Surf, in May 2018. With the launch planned on the first day of the Maldivian surfing season, which runs May through to October, the program aims to tap into the growing interest in the Maldives as a surfing destination.

Soneva Surf will be offered at both of Soneva's Maldives properties, Soneva Fushi in the Baa Atoll and Soneva Jani in the Noonu Atoll. Soneva in Aqua, the company's luxury charter yacht, will also offer a surfing charter within both atolls. So far, the Soneva team has identified 13 surfing spots in the Baa Atoll and 11 in the Noonu Atoll and hopes to uncover many more. Each of these locations is relatively unknown, meaning they are less traveled, less crowded and secret. Soneva says these secret surfing spots will only be revealed to resort guests who book the surfing package.

Soneva Fushi, located in a UNESCO-protected Biosphere Reserve, has 57 private villas each with their own stretch of beach and butler service. Soneva Jani is the brand's newest offering with 24 water villas and one island villa, with additional island villas planned at a later stage.

"Surfing here is about the search and discovery of something that is secretive and pristine," said Sunny Yang, Soneva Surf's Manager. "This is something that is so rare to find in the world these days. What is incredible is that this is something that we have on our doorstep. Our mission is to show surfers that sustainable surfing can be achieved without sacrificing the quality of the experience."

Soneva Surf says it is pioneering sustainable surfing using eco-friendly surfboards, leashes, fins, rash guards, sunscreen and board wax. It encourages guests who are interested in surfing to leave their surfing equipment at home and use the eco-friendly brands that it has carefully selected and the same products will also be available for sale at the resorts.

As part of the program, Soneva also will be working with the local communities to help support the further growth and development of surfing across the Maldives in an effort to encourage the younger generation to understand the power and vulnerability of their ocean home. Soneva will work with its partners to help provide equipment, opportunities and training for

## SONEVA TO LAUNCH THE WORLD'S FIRST FULLY SUSTAINABLE SURFING PROGRAM

Posted by luxebeat | Adventure, Featured, Trending News, Videos | ★★★★★

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"Surfing here is about the search and discovery of something that is secretive and pristine. This is something that is so rare to find in the world these days. What is incredible is that this is something that we have on our doorstep," said Sunny

**TravelPulse.com**  
 "Luxury Resort Operator Soneva Launches Sustainable Surf Program" by Mia Taylor  
 Visitors per Month: 698,359  
 PR Value: \$34,917

**InsiderTravelReport.com**  
 "Soneva to Launch Fully Sustainable Maldives Surfing Program" By James Shillinglaw  
 Visitors per Month: 16,053  
 PR Value: \$480

**LuxeBeatMag.com**  
 "SONEVA TO LAUNCH THE WORLD'S FIRST FULLY SUSTAINABLE SURFING PROGRAM"  
 Visitors Per Month: 31,096  
 PR Value: \$1,863



# Coverage



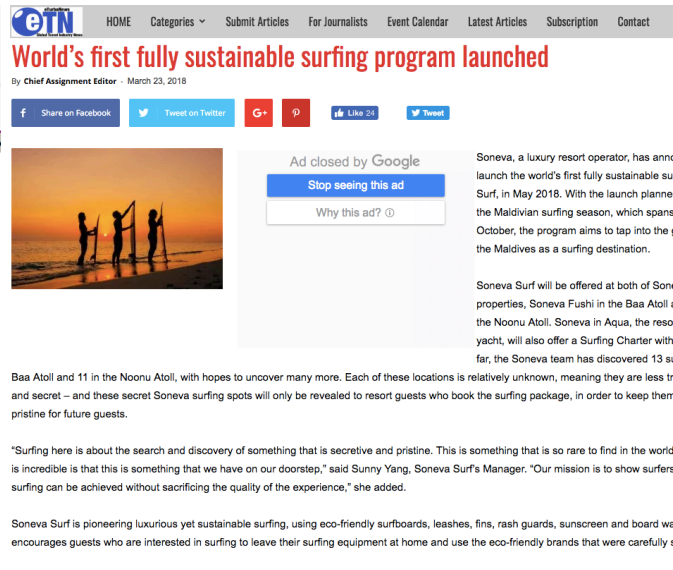
The screenshot shows the homepage of TravelandTourWorld.com. The main navigation bar includes links for Home, About Us, Archive, News, Interviews, Videos, Clients, Links, Blog, Events, Contact, and Downloads. The article title is "Soneva To Launch the World's First Fully Sustainable Surfing Program", published on Saturday, March 24, 2018. The article text describes Soneva's plan to launch the world's first fully sustainable surf program in May 2018, featuring eco-friendly surfboards, leashes, fins, rash guards, sunscreen, and board wax. It also mentions that the program aims to tap into the growing interest in the Maldives as a surfing destination.

## TravelandTourWorld.com

“Soneva To Launch the **World's First** Fully Sustainable Surfing Program”

Visitors Per Month: 560,294

PR Value: \$5,602



The screenshot shows the homepage of ETurboNews.com. The main navigation bar includes links for HOME, Categories, Submit Articles, For Journalists, Event Calendar, Latest Articles, Subscription, and Contact. The article title is "World's first fully sustainable surfing program launched", by Chief Assignment Editor, dated March 23, 2018. The article text describes Soneva's plan to launch the world's first fully sustainable surf program in May 2018, featuring eco-friendly surfboards, leashes, fins, rash guards, sunscreen, and board wax. It also mentions that the program aims to tap into the growing interest in the Maldives as a surfing destination.

## ETurboNews.com

“**World's first** fully sustainable surfing program launched” By Chief Assignment Editor

Visitors Per Month: 143,901

PR Value: \$14,390

## Coverage

Middle East

# ETB

Travel M

M V H O T E L S  
TRAVEL GUIDE


Navigate to...

[ETB Travel News](#) > [Africa](#) > [Sustainable surfing program](#)

**Soneva to launch the sustainable surfing program**

March 27, 2018

Australia, Europe, India, New Zealand, What's On



Soneva to launch the sustainable surfing program



### The World's First Fully Sustainable Surf Program - Soneva Surf



Apr 9, 2018

Soneva, a luxury operator of resorts in the Maldives, has announced plans to launch the world's first sustainable surf program named Soneva Surf.



#### Trending Topics

[Soneva Fushi](#) [Maalhos](#) [Eydhafushi](#)  
[Baa](#)

### Surf's up in the Maldives! Soneva launches the world's first fully sustainable surfing programme

Posted on March 19, 2018

By Eydhafushi Times [News](#)

*13 secret surfing spots discovered in the Baa Atoll alone*



## SONEVA LAUNCHES WORLD'S FIRST FULLY SUSTAINABLE SURFING PROGRAMME

[@LDIVES](#) / MARCH 25, 2018

SHARE:

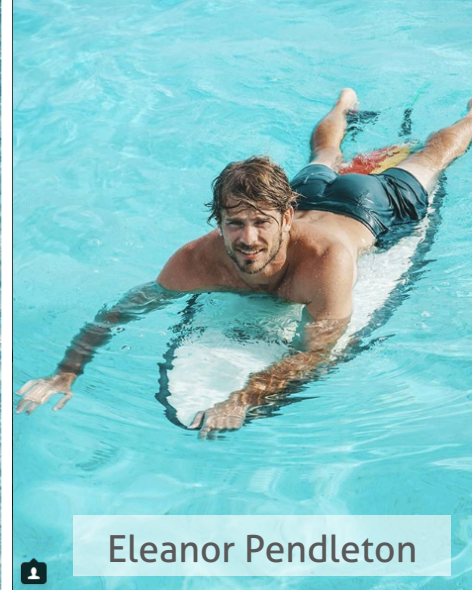




## Media and Influencer Visits



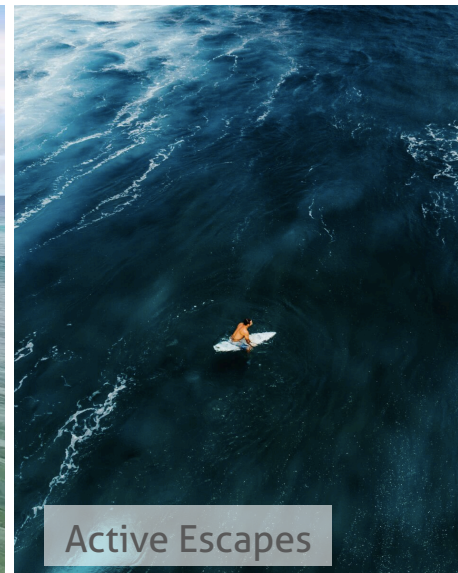
Salty Luxe



Eleanor Pendleton



Bucket Vision



Active Escapes





# Community

*For our first year, we are focusing on supporting 5 local islands with communities of young surfers*

## **Baa Atoll**

- Goidhoo

## **Noonu Atoll**

- Kudafari
- Lhohi
- Manadhoo

## **Addu City**





# Community



*The first step was to meet and connect with the surfing community. To listen and understand their challenges in order to support them in a way that would be the most impactful.*



# Community



## Top 3 Areas to Support

1. Equipment
2. Women
3. Accessibility & Progression

# Community

*After speaking to all our suppliers, they agreed to donate the following for the first year:*

## **Equipment Donations**

- 12 surfboards
- 25 rash guards
- 5 fins
- 75 wax on next orders
- Sunscreen samples





# Host Surfing Lessons

*Sharing the new surfing experiences with our Hosts*





## SFR Surf Shack Progress





## SJR Surf Shack Progress



# SFR Budget Summary

9. BUDGET - SUMMARY	January	February	March	April	May	June	July	August	September	October	November	December	Year
Gross Revenue						6,000	8,250	10,500	10,000	9,250	7,750	11,500	63,250
Cost of Sales	0	0	0	0	0	0	0	0	0	0	0	0	0
Gross Profit	0	0	0	0	0	6,000	8,250	10,500	10,000	9,250	7,750	11,500	63,250
<b>Payroll &amp; Related Expenses</b>													
Total Salaries & Wages						892	892	892	892	892	892	892	6,244
Additional manning costs					0	0	0	0	0	0	0	0	0
Total Payroll & Related expenses	0	0	0	0	0	892	892	892	892	892	892	892	6,244
<b>Operating Expenses</b>													
Direct Operating Expenses*						75	75	75	75	75	75	75	525
Allocated Expenses*						392	392	392	392	392	392	392	2,743
Total Operating Expenses	0	0	0	0	0	467	467	467	467	467	467	467	3,268
Gross Operating Income	0	0	0	0	0	4,641	6,891	9,141	8,641	7,891	6,391	10,141	53,738

## Experiences

Lagoon Lessons: \$100 ++/person

Surf Trips \$350++/person

House Reef Surf \$250++/person

## Costs

Speedboat 1.10 x 60 min. = \$38.28/trip

Water, Fruit, Cookies = \$6.50/trip

## Performance Measures

MEASURE	DESCRIPTION	FREQUENCY
Surf Bookings	Number of surf bookings & repeater surf bookings (taking into account low/peak seasons for both resort and surfing)	Quarterly
SIA Surf Charters	Number of surf charter bookings on SIA	Quarterly
Community Engagement	Number of community events held, items contributed to community.	Bi-Annualy
Media Trips	Number of influencer visits	Quarterly
Product Sales	Sunscreen, Surf Wax, Rashguards, Leashes	Quarterly

# To be continued...

## **Marketing**

- Launch
  - Digital
  - Resort
  - SALT – History of surfing in the Maldives film
- Influencers
- Professional Surfers
- Social Media Content

## **Soneva Surf Products**

Products that can potentially be made in-house:

- Wax Comb
- Surf Fin
- Hand Planes
- Surfboards

## **Community**

- Increase women surfers
- Inter-island surfing competitions
- Resort visits for local community

## **Local Island Surf Stories**

- Short films

## **Green Surf Seminar/SLOWLIFE SYMPOSIUM**

- Invite pro surfers who are also advocates for sustainability

## **History of Surfing in the Maldives Film**

- To be released during launch

## **Surf Shack SFR/SJR**

- Will be completed mid- June



Thank you!

