



*BSB* **WVS**







**Welcome to  
BSB Waves:**

**A stunning destination that incentivises  
sport and healthy lifestyles, and brings  
people together through incredible  
shared experiences**







**1. Wave Pool:** upto 1,000 waves and 100 surfers per hour

**2. Skate Park:** Designed for global events, e.g. X Games, SLS

**3. Other Sports:** Beach volleyball, beach tennis, rock climbing, scuba diving, free diving, slackline

**4. Beach:** Over 200m of beach front

**5. Club House:** 3 restaurants, bar, shop, gym, kids softplay, private event space, live music venue

**6. Boutique Hotel:** 22 luxury pool-side rooms

**7. Spa:** luxury massages and treatments

**8. Design Hostel:** 24-rooms doubles/ dorms

















GLOBAL  
WAVE  
PARKS

GLOBAL  
WAVE  
PARKS









# ***A BEACH IN THE CAPITAL***

- **The only permanent beach in Brasilia**
- **With a beautiful view of the water, waves and sunset**
- **8 beach volleyball and beach tennis courts**
- **Pool area without waves for children**
- **Kiosks and bar** selling açai, juices, snacks and drinks
- Some of the **best restaurants in the capital** (sushi, pizza, gourmet burgers and more) with **tables on the beach**
- **Life guards** at all times
- **Pool-side VIP lounges, on the beach**, with f&b service





# ***A PARK DESIGNED FOR SPORT***

- **Skate and BMX park** with bowl, street course and half-pipe
- **Beach volleyball**
- **Beach tennis**
- **Rock climbing**
- **Diving tank** for scuba or free-diving
- **Slackline**
- **Gym, cross-fit, yoga & fitness centre**
- All sports facilities are designed to be suitable for **beginners through to elite athletes**
- All sports facilities are designed to host **national and international competitions** (x Games, Street League of Skateboarding etc)





# ***VARIED LEISURE OPTIONS FOR THE WHOLE FAMILY***

- **Children's outdoor play park**
- **Softplay** to leave children in supervised fun
- **Beach** with a **wave-less pool for children**
- **Activities for children** of all ages, including lessons in all sports and holiday programs
- **Varied dining options:** sushi, pizza, burger, contemporary, ice cream, coffee shop, kiosks with fruit juices, and açaí, pool-side lounges in the sand





## ...AND FOR 18-30's

- **Beach bar** close to the hotel, beach volleyball and beach tennis courts, **with bands and DJ's**
- **Bar e burger bar at the skate park, with bands and DJ's**
- **Pool-side lounges** with F&B service
- Varied **dining options with a beach, waves and sunset view**
- **Rooftop live music venue** for 2.5k people
- Skate park can be transformed into a **plaza** to host **concerts for upto 22k people**
- **Multibrand sports shop**, with the best national and international boards, clothes and equipment to buy or rent





# ***SPEND THE NIGHT IN PARADISE***

## BOUTIQUE HOTEL & SPA

Luxury and private pool-side rooms, with a private balcony pool, overlooking the waves. A luxury spa for a relaxing post-surf massage and other treatments.

## DESIGN HOSTEL

Dorms and double rooms at a cheaper price point for digital nomads, back-packers and the younger crowd who want to enjoy the park.



# ENVIRONMENTAL **SUSTAINABILITY**

**SOLAR ENERGY**

**WATER CAPTURE,  
TREATMENT AND  
EFFICIENCY**

**SUSTAINABLE CONSTRUCTION**

**ZERO-WASTE**



SOCIAL

# SUSTAINABILITY



SPORTS FOR SENIOR  
CITIZENS



APPRENTICESHIPS FOR  
LOCAL YOUTH



SURF THERAPY FOR  
SPECIAL NEEDS



PARTNERSHIPS  
WITH NGO'S



TALENT  
IDENTIFICATION AND  
DEVELOPMENT  
CENTRE



SPORTS FOR LOW  
INCOME COMMUNITIES

**G** GLOBAL  
WAVE  
PARKS



# THE MASTERPLAN



Diving tank  
Bar  
Restaurants  
Indoor supervised softplay  
Ice cream parlour  
Coffee shop  
Gym  
Sports shop  
Changing rooms and showers  
Event space  
Live music venue



# Why Brasília?

**SIGNIFICANT POPULATION:**  
4.3m total  
210k Class A  
22k Class A surfers

**BRAZIL'S HIGHEST  
GDP PER CAPITA:**  
Brasilia GDP/capita: R\$80k  
Brazil GDP/capita: R\$32k

Brazil | 32

Brasília | 80

**TROPICAL CLIMATE:**  
Average temperature between 18.9 - 22.3°C



**ONE OF LARGEST AND FASTEST  
GROWING ENTERTAINMENT  
MARKETS IN BRAZIL:**

Carnival 2015 drew 370k people  
Carnival 2019 drew 2 million

**WELCOMING OF NEW EXPERIENCES:**  
New and unique event formats  
tested in Brasilia, e.g. Na Praia, Funn  
Festival

**ORGANISED, SAFE AND EASY TO  
TRANSIT: Maximum 20 min to park**

EIXO MONUMENTAL: 15MIN

PALÁCIO PLANALTO: 18MIN

LAGO SUL: 20MIN

AIRPORT & BSB WVS





# Brasília has no beach and no waves, compounding lack of health and connection

## Global populations are unhealthy and distant

- **Obesity and inactivity are global problems**
  - 39% of adults worldwide<sup>1</sup> and 19% in Brasília<sup>2</sup> are obese or overweight
  - 31% worldwide<sup>3</sup> and 49.6% in Brasília<sup>4</sup> of over 15 year-olds are inactive
  - 3 million die worldwide from inactivity each year<sup>3</sup>
  - Higher Covid-19 death rates for the obese and diabetic has highlighted the need for a healthy population
- **Social polarisation is increasing**
  - Increasing ideological division and disagreement across advanced economies<sup>5</sup>
  - Online hate speech and hate crimes are increasing<sup>6</sup>
  - Nowhere is this more apparent than capitals such as Brasília, which focus a nation's political narrative

## Brasília's population has no beach and no waves

- **Brasília has no beach**
  - Brasília is ~1,000km from the nearest ocean beach
  - Brasília's residents enjoy watersports on the lake, and there is great desire for a beach for the local population
- **Brasília has no waves**
  - Brasília is ~1,000km from the nearest ocean waves
  - Tens of thousand of surfers from Brasília travel every year and try to compensate through other water sports in the lake and skateboarding

1. <https://www.who.int/news-room/fact-sheets/detail/obesity-and-overweight>

2. <https://www.agenciabrasilia.df.gov.br/2019/10/11/dia-mundial-da-obesidade-e-celebrado-com-avancos/>

3. [https://www.who.int/dietphysicalactivity/factsheet\\_inactivity/en/](https://www.who.int/dietphysicalactivity/factsheet_inactivity/en/)

4. <https://biblioteca.ibge.gov.br/visualizacao/livros/liv100364.pdf>

5. <https://www.caixabankresearch.com/en/political-polarisation-phenomenon-should-be-everyones-lips>

6. <https://www.pewresearch.org/internet/2017/07/11/online-harassment-2017/>; <https://www.usatoday.com/story/news/2019/02/13/study-most-americans-have-been-targeted-hateful-speech-online/2846987002/>



# Sports drives significant social benefits



## Physical health

- 3x ROI of sports investments in health<sup>1</sup>
- Reduced risk of diabetes, coronary heart disease, heart failure, cancer, and more<sup>2,4</sup>



## Mental health

- Reduced incidence of depression and anxiety<sup>3</sup>
- Positive correlation between activity levels and mental wellbeing<sup>3</sup>
- Higher self-esteem and better relationships<sup>4</sup>



## Education

- 6-20% better in academic results<sup>3,4</sup>
- 15% increase in chance of reaching higher education<sup>4</sup>
- Improved student behaviour<sup>4</sup>



## Economy

- Increase in jobs, including direct and indirect jobs, and qualified sports professionals
- GDP ROI of 3.9x<sup>7</sup>
- 10% increase in productivity<sup>7</sup>



## Community

- Sporting installations and sporting success increase community pride<sup>5</sup>
- Sporting installations improve urban space<sup>6</sup>
- Increased physical activity reduces crime, smoking and drug use<sup>4</sup>

1. <https://www.sportscotland.org/news/why-invest-in-physical-activity-boosts-our-health-and-economy>

2. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4241367/>

3. [https://www.sportscotland.gov.uk/\\_data/assets/pdf\\_file/0011/913664/Physical-Literacy-Benefits-for-Schools.pdf](https://www.sportscotland.gov.uk/_data/assets/pdf_file/0011/913664/Physical-Literacy-Benefits-for-Schools.pdf)

4. <https://www.atyourwayrisk.org/benefits-of-sports/>

5. [https://www.sportscotland.gov.uk/\\_data/assets/pdf\\_file/0011/913664/Physical-Literacy-Benefits-for-Schools.pdf](https://www.sportscotland.gov.uk/_data/assets/pdf_file/0011/913664/Physical-Literacy-Benefits-for-Schools.pdf)

6. [https://www.sportscotland.gov.uk/\\_data/assets/pdf\\_file/0011/913664/Physical-Literacy-Benefits-for-Schools.pdf](https://www.sportscotland.gov.uk/_data/assets/pdf_file/0011/913664/Physical-Literacy-Benefits-for-Schools.pdf)

7. [https://www.sportscotland.gov.uk/\\_data/assets/pdf\\_file/0011/913664/Physical-Literacy-Benefits-for-Schools.pdf](https://www.sportscotland.gov.uk/_data/assets/pdf_file/0011/913664/Physical-Literacy-Benefits-for-Schools.pdf)

8. Boston Consulting Group



# Benchmarks and market size show potential, which is confirmed by robust primary research

## Positive Benchmarks

- Recent new surf parks in Wales (Surf Snowdonia), UK (The Wave Bristol), Australia (UrbnSurf Melbourne) and USA (BSR Surf Resort, Texas)
- Prices for main surfing sessions from US\$60-90
- **All parks show sell out** of main surfing products from opening

## Significant Market

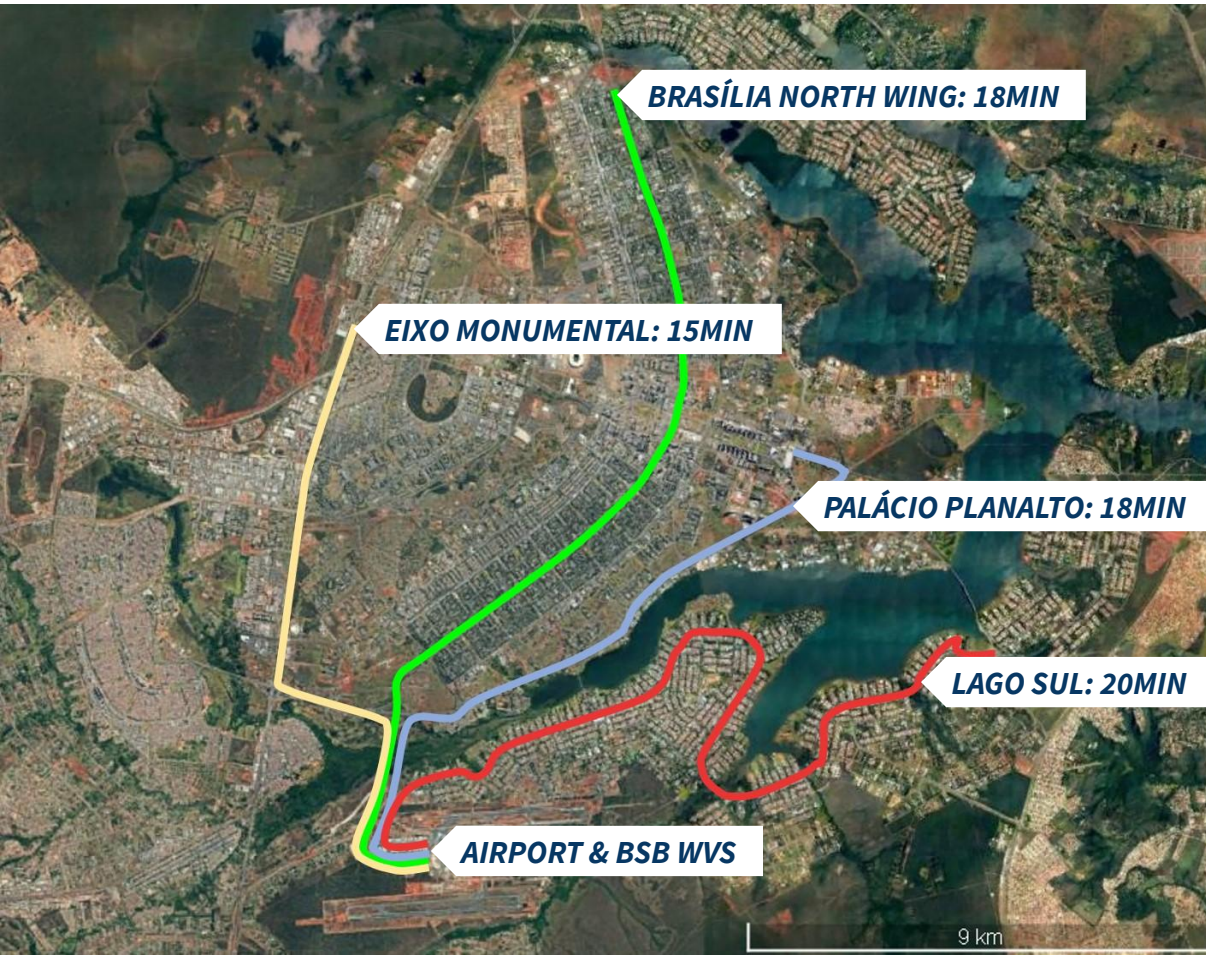
	Brazil	Brasília A class
Population	209m	211k
That enjoy the beach	182m	207k
That like surfing but don't yet surf	54m	91k
That are surfers	3m	22k

## Indepth primary price and demand modelling

- **Price and demand modelling based on ~3,000 respondents**
- Demand split by day of week and time of day
- Demand tested at multiple prices to build demand curves and identify revenue maximisation pricing for each day and time
- Prices range from US\$10-50
- **Annual surf sessions and lessons revenue of ~R\$88mm**
- **Margin of error <5%**



# Central location maximises footfall



- Airport is located approximately 15 minutes by car from CBD
- Park can be accessed in under 20 minutes from all corners of the city
- This permits usage in short windows of time, e.g. before work, during lunch breaks or after work
- This allows for higher frequency of usage, and increases footfall



# PARTNERS



studio scatena • arquitetura



Sagacity





# ***THANK YOU***



**CONTACT for Investor Pack:**  
[brasil@globalwaveparks.com](mailto:brasil@globalwaveparks.com)