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Middle East and North Africa Leisure & Attractions Council

VENDOR TALK – SEPTEMBER 2024

THE FUTURE OF WAVE SURFING POP-UP CONCEPTS

An article by: **WAVE
SURFER**



Introduction

In the rapidly evolving landscape of global leisure and entertainment, innovation is the key to staying ahead. As the world becomes increasingly interconnected, people are drawn to activities that entertain, challenge, and inspire. As we all know, the sport of artificial wave surfing on a stationary wave machine rapidly gained popularity in the past decade.

However, there's now a new trend emerging in this sector. At the forefront of this wave of innovation is the **MOBILE WAVE SURFING POP-UPS**, an artificial surfing attraction that has redefined water-based entertainment and introduced surfing to entirely new settings, from urban pop-ups in buzzing city centres to shopping malls and beach events.



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It is interesting to note that the MENA region is embracing this new trend, and these concepts are now available in the GCC. Come October 2024, the first mobile wave surfing pop-up will be installed in Box Park Doha, Qatar.

This article explores how mobile wave surfing pop-ups used across different venues and events worldwide are transforming the leisure industry and setting new trends for the future.



The Mobile Wave Surfing Pop-Up Experience: A New Era of Surfing

The essence of mobile wave surfing pop-ups lies in its ability to bring surfing to locations far from the coast, making it accessible to everyone, regardless of geography or skill level. Unlike traditional surfing, which is often limited by the unpredictability of natural waves, mobile wave surfing pop-ups offer a controlled environment with consistently perfect waves. This ensures a safe and reliable platform for learning, practicing, and perfecting surfing skills, anywhere, anytime.

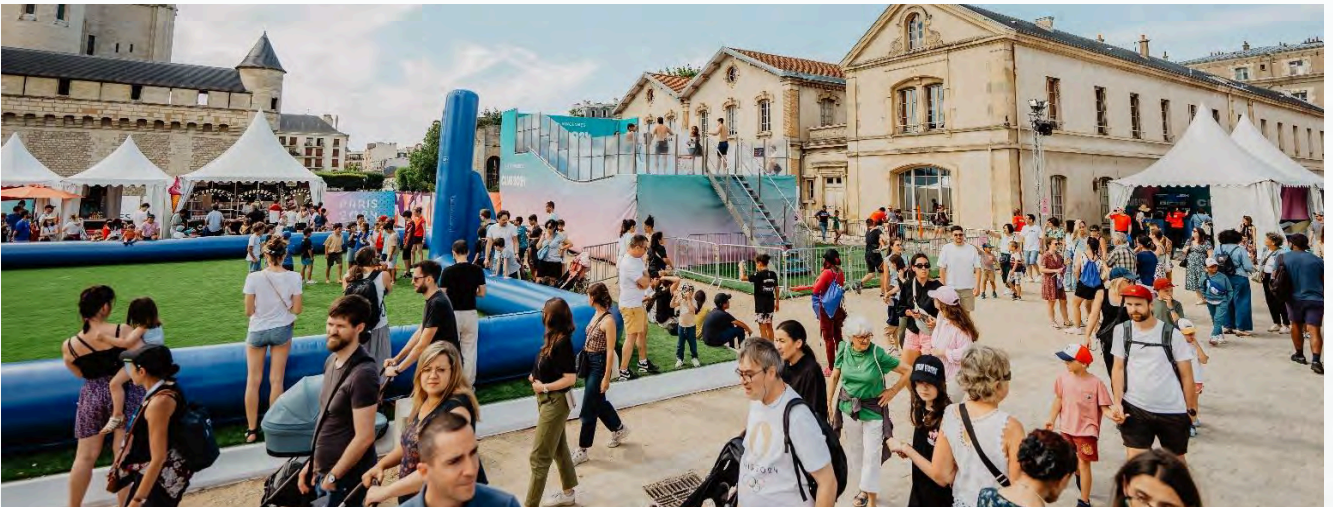


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What sets the mobile wave surfing pop-up apart from other stationary wave installations is its mobility. Imagine a surf event under the stars in a vibrant city, where the glow of the urban lights meets the rolling waves, or a beach-themed cocktail bar complete with live music and surfing in the heart of a lively town. The mobile wave surfing experience is as versatile as it is breathtaking, promising fun and adventure wherever it's installed.



Making Surfing Accessible Anywhere: Proven Pop-up Concepts

The mobile wave surfing pop-up's true uniqueness shines through in its ability of not only being mobile but in offering a full surfing experience. Consider the 'Surf in Town' concept, where you can combine the mobile wave surfing pop-up with a beach-themed setup, including cocktail bars, night events with live music, and branded pop-up installations. This creates an unforgettable atmosphere, blending surfing with urban culture.

A prime example of this is during the 2024 Olympics in Paris. A mobile wave surfing pop-up was the main attraction, integrated with other activities like a climbing wall, table tennis, soccer, and tennis, along with a concert area. This pop-up was a fully branded, operational experience. Such a pop-up can be set up and taken down in less than a day, enabling it to operate these events over a weekend event or be extend them for several weeks or even months. The mobile wave surfing pop-up's flexibility and mobility make it ideal for a variety of settings.



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Here are some standout applications of the mobile wave surfing pop-ups that have proven to be successful and could inspire entrepreneurs.

Swimming Pools and Water Parks

In swimming pools, often viewed as simple recreational facilities, a seasonal mobile wave surfing pop-up brings a new splash of excitement, while in water parks, it can add an extra layer of adventure that appeals to all ages. It provides inland residents with a rare chance to surf, transforming local water parks into hotspots that attract a broader audience. It's not just about splashing around anymore; it's about mastering the waves.



Shopping Malls

As shopping malls face increasing pressure to offer experiences beyond what online shopping can provide, the mobile wave surfing pop-up offers a unique attraction that draws in visitors. Families can enjoy a day out, with parents shopping while kids learn to surf. This creates a dynamic environment where retail and recreation merge, encouraging shoppers to stay longer and explore more of what the mall has to offer.



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Campgrounds

Camping has always been about connecting with nature, but with the addition of a mobile wave surfing pop-up, it becomes an adventure. At holiday parks, the mobile wave surfing pop-up transforms the traditional camping experience, offering a unique activity that blends the outdoors with a modern, adrenaline-pumping sport.



Events

Major events offer a unique opportunity for the mobile wave surfing pop-up to shine as a crowd-puller. It provides a high-energy, visually captivating activity that draws in attendees, whether they're active participants or spectators. Paired with live DJ performances, light shows, or themed surf competitions, a mobile wave surfing pop-up creates an electrifying atmosphere that keeps the crowd engaged long after the main event has ended.

Event Touring

The mobile wave surfing pop-up can also be part of a touring concept, moving between different locations with the same set-up. This allows for the excitement of surfing to be brought to various regions, each time offering a unique yet consistent experience. This concept is now being introduced in the GCC, starting with Qatar.





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Urban Installations

In urban settings, a mobile wave surfing pop-up can be a game-changer. These installations offer residents a unique form of exercise while serving as a tourist attraction that boosts the local economy. Especially during the summer, mobile wave surfing pop-up events provide a refreshing way to cool off and have fun, offering a beach-like experience in the heart of the city. It's not just about surfing: it's about bringing the energy of the coast into the urban environment, all with a set-up and takedown time of just one day.

Product Launches

Brands seeking innovative ways to launch their products can use the mobile wave surfing pop-up as a unique platform. A launch event becomes more than just a product introduction: it's a full-blown beach party where attendees can surf, enjoy the sun, and experience the new product in a memorable way.



Live TV Shows

Television is all about capturing attention, and a mobile wave surfing pop-up's dynamic visuals make it a perfect addition to live broadcasts or events. Whether it's a reality competition with surfing challenges or a music show with performers surfing between sets, a mobile wave surfing pop-up adds excitement and unpredictability that captivates viewers.





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Beach Concepts

On traditional beaches, a mobile wave surfing pop-up complements the natural environment by offering a controlled wave experience, appealing to a broad range of visitors. This is particularly attractive in regions where natural surf conditions are inconsistent, providing a reliable surf option regardless of weather. Pairing a mobile wave surfing pop-up with food and beverage offerings creates a vibrant beach club that's sure to attract crowds, whether it's a short-term event using a trailer-mounted quick set-up or a semi-mobile installation for longer durations.



Night Surfing

In the Middle East where daytime activities can be challenging due to the heat, a mobile wave surfing pop-up machine offers a unique nighttime attraction. Night surfing events, with waves under the stars, create a magical experience that's both visually stunning and adventurous. These events are perfect for ticketed experiences, combining the novelty of surfing with the allure of the night.



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A Mobile Wave Surfing Pop-Up: The Future of Surf Attractions

The success of the mobile wave surfing pop-up is a testament to the growing demand for more interactive, mobile water attractions in the leisure industry. In an era where consumers are increasingly seeking out experiences over material goods, a mobile wave surfing pop-up offers a compelling proposition: the chance to engage in an active, skill-based activity that is both challenging and fun. This shift towards focusing on experiences in searching entertainment is not just a trend; it's a fundamental change in how people choose to spend their time and money.



While fixed stationary wave installations have long been popular, there's now a new wave of innovation with a mobile wave surfing pop-up. This approach helps venues stand out, attract new visitors, and keep them coming back, all while ensuring an experience that cannot be easily replicated. This is particularly important in competitive markets, where continually innovating, and differentiating your venue from others can be the key to success.

From an economic standpoint, the introduction of a mobile wave surfing pop-up can also have a positive impact on local businesses and communities. By attracting tourists and encouraging longer stays, mobile wave surfing pop-up installations can drive increased spending in nearby restaurants, shops, and hotels. This, in turn, supports local economies and contributes to the overall vitality of the region.



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Conclusion

As the mobile wave surfing pop-ups continue to make waves across the globe, its influence on the leisure and entertainment industry is undeniable. By offering a versatile, engaging, and fully managed experience, the mobile wave surfing pop-up is not just a trend but a transformative force that is redefining how we think about recreational activities. Whether you're catching a wave in a city park or at a summer festival, the mobile wave surfing pop-up is bringing surfing to new and unexpected places, making it a lasting and integral part of modern entertainment.



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When Emmelie isn't writing captivating articles for the leisure and attractions industry, she's off exploring the world and tasting her way through new kitchens. And that's not all! Emmelie is also an avid concert enthusiast.

About the Company:



At WaveSurfer, we pride ourselves on creating the world's best artificial surf machines, delivering unparalleled water experiences that stand out from the competition. Our brand values innovation, quality, and customer satisfaction, ensuring that every product we deliver exceeds expectations. Our mission is simple yet profound: to make surfing accessible to everyone, everywhere. Now, in collaboration with Sport Event Agency, we're excited to offer fully managed, ready-to-go pop-up concepts. From design to execution, we handle every aspect, ensuring a seamless experience that captivates and delights. With 15 years of operational experience in creating unique mobile concepts, we can help you bring the excitement of surfing to your next event.

Visit www.wavesurfer.eu for more information