

## **Economic Incentives for building River Waves**

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### **Studies on the Economic Impacts of White Water Usage across the United States**

High quality white water facilities provide significant economic benefits to the surrounding area. A review by Surf Anywhere of seven studies covering 14 rivers and whitewater parks from 1986 to 2011 reveals four key benefits:

1. White water parks bring thousands to tens of thousands of users to the area in a year and accumulate tens of thousands of user days.
2. The typical daily spending per user is between \$30 and \$250 in the area
3. The primary user base draws from a 3 hour travel time
4. Festivals draw in a burst of thousands of users and spectators for single day or weekend events.

Of note, Cascade, Idaho, created the Kelly's Whitewater Park in 2009 and the park is now generating \$1.5 million in economic benefit annually and rising. These studies do not include the modern river surf waves which are receiving much higher usage than any other features in whitewater parks.

### **Wave Quality Affects Economic Impact**

The quality of the wave and distance to population centers has a major positive effect on the economic impact. Medium quality whitewater parks generate a local annual economic impact of \$500,000 USD. High quality whitewater parks generate millions USD in local annual economic impact

### **River Surfing Spectators**

The presence of river surfers on waves results in a higher number of spectators than other types of wave usage. Through the 2016 season a dramatic increase in both wave users and spectators was regularly observed when river surfers were surfing at waves in Boise (Idaho, USA) and Bend (Oregon, USA) and Calgary (Alberta, Canada). All of these waves support mixed usage.

### **Pumped Surf Wave Construction**

A range of pump based surf wave facilities are being built around the world. Some facilities are indoors and some are outdoors. These pump based facilities are expensive to build, require large amounts of energy to operate and have a high cost to the users. These pumped surf facilities are being built because there is a big and growing demand for access to surfing.

### **Olympics and Surfing**

Surfing is now an Olympic sport. River waves provide athletes access to unlimited waves and unlimited surf time to develop their abilities. River surfers who go to the ocean have a much higher skill level than those starting in the ocean. Future Olympic surfing athletes will have their start in river surfing waves.

## Sources

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