
Justin P. Wright¹, Trent E. Hodges¹, and Nick Sadrpour²

¹Monterey Institute of International Studies ²California State University Monterey Bay

Economic Impact of Surfing on the Local Economy of Pichilemu, Chile

Edited by Nick Mucha, Save The Waves Coalition, July 2014



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Surfonomics is a program
of Save The Waves Coalition.



This study conducted in partnership with
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the Provincial Government of Cardenal Caro.

 **Center for the Blue Economy**
at the Monterey Institute of International Studies



Pichilemu, Chile

Mapa de los Lugares de Surf

La Puntilla

El Infiernillo

Los Morros



Abstract

From January to March 2014, a survey was conducted in Pichilemu, Chile, that compiled expenditure data from 691 individual tourist surfers. The results of this data show that the average surfer spends approximately \$160.00 US dollars a day while visiting the town of Pichilemu, Chile. Given the popularity of this surfing area, \$160.00 per surfer per day will contribute a range of 1.6–6.4 million US dollars of revenue to the town of Pichilemu every year. This economic information displays that the sport of surfing contributes significantly to the local economy in Pichilemu and future economic gains are dependent on a high quality wave and pristine coastal environment. Fully understanding the economic importance of a quality surfing wave is essential to promote a level of corresponding practices of coastal conservation and robust environmental stewardship.

Introduction

The cognitive and physical benefits of ocean immersion are both real and tangible. Though these indicators of human well-being are difficult to measure, the monetary value that the sport of surfing adds directly to the corresponding local economy has been quantified in various surf breaks around the world. The evaluation of economic benefits derived from surfing, informally known as “surfonomics,” has recently become an academically accepted and effective method for conservation efforts directed towards wave resources and their surrounding environments.

“Surfonomics” aims to document surfing’s economic contributions to local and regional economies, as well as the associated consumer surplus (Scorse et al. 2013). The growing field of surfonomics literature often attempts to quantify the economic contribution of surfing through tourism revenue and associated multiplier impacts. More recently, studies have attempted to document the non-market values of surfing through the travel-cost method, and hedonic pricing in the real estate market (Scorse et al. 2013).

Surfing is an example of a non-extractive coastal resource. As long as the environment is protected, a surfing wave is a completely renewable resource, and the economic contribution that a surf area bestows is integral in the understanding of coastal economies. By assigning dollar values to the surfing economy, managers and policy-makers are better informed to make decisions that benefit the surrounding communities and ecosystems. It is also significant that surfing, unlike many other recreational activities, is free, and typically has no admission fee. This creates what is known as consumer surplus, as surfers receive value from their activity without paying for it. Therefore, surfers are usually willing to pay more for surfing than they actually do. This is a real market value as it represents money saved that will be spent somewhere else in the local economy.

Unlike commercial coastal activities, surfing provides an economic benefit without the removal of a resource. Although there are environmental impacts from the activity of surfing including travel and the purchase of equipment, they are trivial when compared to industrial, commercial, and some recreational uses of the coast. Surfonomics uses conservative measures of market and non-market economic analysis to ensure that waves are priced for what they are worth in terms of environmental management, in order to help coastlines maintain a thriving coastal and recreational economy.

This study attempts to estimate the economic benefits surfing has on the local economy of Pichilemu, Chile, because of the existence of Punta de Lobos, one of the premier global surfing destinations. Using similar methods as a study done in Mundaka, Spain (Murphy et al., 2008), an expenditure analysis was compiled of visiting surfers in the surf zone of Pichilemu.

Background of Study Area

The city of Pichilemu is the capital of the Cardenal Caro Province in Central Chile. Accessible by a short four-hour commute from Santiago, Chile’s most populated city and capital, Pichilemu is known as the country’s “surf city.” The beach area within the commune of Pichilemu is known as the most prominent beach in the greater O’ Higgins Region, and home of the surf spot, Punta de Lobos (Figure 1). Punta de Lobos is an iconic left-hand point break and considered by Fodor’s Travel Guide as the location of the best year-round surf spot in South America (Foder’s, 2010). Although the city of Pichilemu hosts a modest population of slightly over 12,000 inhabitants, many of the 5.5 million residents of Santiago frequently choose to vacation in Pichilemu. Many individuals from Santiago spend weekends and summers vacationing in Pichilemu, often for the sole purpose of surfing related activities (Parraguez, 2013).

The surf spot Punta de Lobos consists of about 800 meters of various surfable wave sections that have the ability to link together, depending on sand formation, swell, and weather conditions. Well known for the sea stacks (Los Morros) that occupy the point, Punta de Lobos has the capacity to produce rideable wave heights from 1 to 10 meters. This fact alone makes Punta de Lobos unique compared to surf breaks around the world. While each section of the wave at Punta de Lobos has its own name, the survey spot at Punta de Lobos referred to in this study is Los Morros at the western tip of the coastal point. Additional survey spots were established at nearby surfing spots in Pichilemu named La Puntilla, and El Infiernillo. Each spot has its own access and entry point, associated with different wave heights (from large to small) as the swell wraps around the cove, and into the bay (Parraguez, 2013).

Punta de Lobos is considered the cultural center of surfing in Chile. Surfing in Pichilemu started in the early 1970s, and the surfing



Los Morros stand guard as a late season swell wraps down the groomed, sand-bottom point of Punta de Lobos. **Photo: Lafkenmapu Photography**

population has consistently grown since then. Many Chilean and ex-pat surfers have made Pichilemu home, including the famous Chilean surfers Ramón Navarro, Diego Medina, and Cristian Merello. Famous for its large and rideable waves, Punta de Lobos hosts the Quiksilver Surf Company's "Ceremonial Punta de Lobos," a big wave surfing event, along with many other yearly contests. In 2006, Diego Medina won the Billabong XXL Big Wave Award from photography taken while surfing Los Morros, the outside break at Punta de Lobos (Parraguez, 2013).

On top of hosting a world-class surfing environment that compels the global surfing community to travel, recreate, and monetarily contribute to the tourist economy of Pichilemu, Punta de Lobos contains a unique set of environmental characteristics. Recognized as a significant geological site, the wave breaks off of a "sill" or "mantle" reef that is estimated to be more than 300 million years old (Willner et al. 2009). Upwelling from the Humboldt Current and the divergence of the Antarctic Circumpolar Current provides a nutrient-rich feeding ground to a number of species, often sighted in the area. Among these oceanic species are right, fin and sperm whales, orcas, sea lions, sea turtles, Humboldt and Magellanic penguins, oystercatchers, cormorants, pelicans, and boobies. An endangered endemic cactus species, *Echinopsis bolligeriana*, known in Spanish as el quisco de acantilado, inhabits the point of Los Morros (IUCN, 2014).

Threats to Pichilemu

This study aims to highlight the economic impact of surfing in order to dissuade coastal uses and projects that might endanger the wave quality and surrounding marine environment. Threats that routinely impact surfing resources include water quality, coastal access and development, solid waste contamination, and scenic impacts and aesthetics.

The approval of a prestigious World Surf Reserve designation in Pichilemu highlights the importance of mitigating coastal threats along this iconic coastline. The World Surfing Reserve program has identified three main threats to the marine environment, and the future of surfing in this area. The primary threat to the Punta de Lobos region is coastal development on private property holdings. The entire Punta de Lobos point is under private ownership and parceled out to amongst six property owners. The current zoning regulations allow for new construction and at least one large-scale condominium project has been proposed to the local municipality. The development of small-scale industries, housing, and businesses may lead to compounding pressures on a sensitive ecological habitat (Parraguez, 2014).

Additional threats to the surfing environment at Punta de Lobos include waste management issues, as there is limited coastal

infrastructure to deal with liquid and solid waste from tourists, surfers, and beach-goers.

In order to persuade policy-makers to protect the coastal ecosystem and the wave quality of Pichilemu, it is imperative that the economic benefits are analyzed and communicated. This study, commissioned by the government of Chile, seeks to understand the economic value of the waves in the face of developing threats and pressures.

Economic Valuation of Surfing

Along with the compounding threats to coastal resources, the economy of Pichilemu is dependent on the ecological and physical health of its coastline. With this in mind, it is vital that activities such as surfing are quantified in terms of the dollar amount that they contribute to the coastal economy of the area. Surfing is an activity that makes direct use of a natural resource without depleting it and provides an economic benefit to the community (Butt, 2010). Other coastal uses and industrial activities have the potential to destroy or hamper the economic benefits accrued from surfing or ocean recreation. A study in 2009 surveyed 30 different surf spots that underwent a form of coastal protection and found that the majority experienced degradation in wave quality (Corne, 2009). It is therefore imperative to quantify the economic impact of surfing so policy-makers can make informed choices on how the coast should be managed and developed.

Valuation of these resources often requires different techniques than tourism studies which are measured by gross revenues and tourism-based expenditures. Ocean recreation such as surfing, however, has no admission fee and is therefore not captured entirely by the market (Kildow et al. 2005). These non-market values are the net value added to society generated by ocean and coastal recreation (Nelsen, 2012). Omitting non-market values can lead to management decisions that are biased toward market-based values without consideration of impacts to coastal uses that are highly valued, though poorly measured by society (Nelsen, 2012). Non-market values for surfing have historically been captured by the travel-cost method while market values are quantified by expenditure analysis.

A recent dissertation by Chad Nelsen found that the average consumer surplus derived from a visitor to Trestles Beach in California was \$138.00 per person per visit, an order of magnitude higher than values used in past decision-making (Nelsen, 2012). These results were obtained using the single-site travel cost method which creates a downward sloping demand curve based on frequency of visits and cost of travel (Nelsen, 2012). A regression model was then made to compute the consumer surplus or value that is not accounted for in the coastal economy of Trestles.



The Pichilemu area has a variety of surf spots, from the beginner friendly waves of a small day at La Puntilla to the expert only "bombas" of a big day at Los Morros.

Photos: Lafkenmapu Photography



Rich in culture, tradition and pride, Pichilemu is a world class travel destination. Top Clockwise: Aerial view of the point at Los Morros. The setting sun at Los Morros illuminates the flowering cacti. A beginner surf lesson prepares to head out into the surf at La Puntilla. The abundant flora, fauna of the sea and land create a striking backdrop. Locals understand that protection of the sea is paramount to future generations. Bottom: The surf contests at Los Morros are enjoyed by locals and travelers alike.

Photos: Lafkenmapu Photography

A critique of this method for obtaining the consumer surplus for a surf break is that in many coastal areas, people move close to a wave in order to surf and therefore incur no travel costs. A study done by Tilley in Santa Cruz used the travel-cost method to estimate consumer surplus at the wave Pleasure Point, but did not obtain values from the surfers that only need to walk from their homes to surf (Tilley, 2001). A study in 2013 used the hedonic-price method to estimate how home values are correlated to the distance from a surf break. It was found that distance to a surf break in Santa Cruz is a significant factor in determining the value of a home and a home that is close to a break has an average added value of \$106,000.00 when compared to a home a mile away (Scorse et al. 2013).

Probably the most well documented analysis for the economic impact of surfing has been done through direct expenditures. A 2003 study found that visitors to the Vans Triple Crown Surfing event on Hawaii's North Shore had an estimated expenditure of 7.3 million over the six-week event (Hoover, 2003). A different report commissioned by Save the Waves Coalition analyzed the economic impact of surfing in Mundaka, Spain on the local economy. Using survey results quantifying daily expenditures and locally available population data from the tourism office, the author used a multiplier in order to calculate that the average Surfer in Mundaka spends \$120.00 dollars per day (Murphy and Bernal, 2008).

Methods

This study estimates the average daily expenditure of the traveling surfer visiting Pichilemu. Expenditure analysis quantifies the total amount of spending associated with tourism activities. Expenditure analysis is an overview of the basic inputs that a particular user group adds directly to the market economy. Depending on the local economy, initial direct expenditures are usually affected by multipliers from the run-off effect that an initial expenditure has on the surrounding economy. To quantify the total amount spent by surfers visiting Pichilemu two important pieces of data are needed: the average expense per day and the total number of visiting surfers per year. From these two basic figures, the total amount of spending per year by visiting surfers can be calculated. The survey design attempts to include all expenditures that a traveling surfer may spend on a surf trip to Pichilemu. The survey was designed following a similar methodology of Murphy and Bernal (2008) and can be found in Appendix A.

Surveys were conducted at three spots along the Pichilemu coastline: Los Morros at Punta de Lobos, El Infiernillo, and La Puntilla. Between January 17, 2014 and March 8, 2014 surveys were conducted at these three areas, asking surfers to respond prior to entering the water. These surveys were conducted in person, by each surveyor, and then uploaded and electronically sent to the United States from Chile.

To conduct an accurate beach count of total surfers in the water per year, beach counts were to be conducted at 9 AM, 12 PM, 3 PM, and 6 PM, and on alternate days, 8AM, 11AM, 2PM, 5PM, at least 5 times a week for a three week period. This count should be done in both the high and low season so as to extrapolate an average beach count for an entire year. This low-tech method consists of simply head counting the number of surfers in the water and subtracting the 14% population of local surfers.

Unfortunately, the count was not completed successfully. To mitigate this problem, we extrapolated a low-line estimate of 10,000 visiting surfers from our existing data. The baseline estimate of 10,000 surfers was derived from the percentage of interviews completed in the total amount of days the survey took place. An average of 15 surveys were completed each day. Assuming a conservative 50% rate of attracting correspondents willing to take a survey (which is high, as many surfers do not typically agree to take time from their vacation to take a survey), we make an inferred conservative estimate of 30 surfers a day at the three different surf spots combined. 30 surfers a day for 365 days yields 10,950 surfers per year, so we begin our baseline estimate at 10,000 surfers.

Results

Over the survey period, 807 responses were collected with 116 individuals living in Pichilemu. Individuals living within Pichilemu were excluded from our economic analysis, leaving the economic information of 691 tourists. The demographic analysis shows over 90% of survey responders live in Chile (Table 1). Only 5.9% of responses are tourists from outside of South America. Further investigation yielded that a majority of Chilean tourists came from Santiago (60%). Chilean tourists also came from Rancagua (13%), San Fernando (4%), Talca (3%), Curicó (2%), La Serena (2%), among others.

The average surfer who visits Pichilemu is a 28 year old male, intermediate surfer from Santiago, Chile that went to college and makes between \$16,000-\$25,000 a year. It was found that 92% of the survey responses selected that surfing was the primary or a contributing factor to their visit in Pichilemu (Table 2).

Table 1: Origin of Tourists Visting Pichilemu

Country of Origin	Count	(%)
Chile	626	90.7
Argentina	14	2
Brasil	8	1.2
Peru	1	0.1
United States	6	0.9
Canada	3	0.4
Germany	11	1.6
France	4	0.6
Spain	2	0.3
Great Britain	2	0.3
Netherlands	2	0.3
Austria	1	0.1
Wales	1	0.1
Belgium	1	0.1
Portugal	1	0.1
Italy	1	0.1
Australia	3	0.4
South Africa	2	0.3
Israel	1	0.1

(Continued—Table 2: Demographic Survey of Surf Tourists)

Education (%)	(%)
Completed Basic	0.7
Incomplete Secondary	1.5
Completed Secondary	23.9
University	69.8
Graduate Degree	4.1
Yearly Salary \$USD (\$CLP)	(%)
< \$5,000 (< \$2,630,000)	8
\$6,000–\$10,000 (\$3.156.000–\$5.260.000)	5.3
\$11,000–\$15,000 (\$5.786.000–\$7.890.000)	6
\$16,000–\$25,000 (\$8.416.000–\$13.150.000)	12.7
\$26,000–\$35,000 (\$13.676.000–\$18.410.000)	7.8
\$36,000–\$45,000 (\$18.936.000–\$23.670.000)	6.5
\$46,000–\$60,000 (\$24.196.000–\$31.560.000)	4.3
\$60,000–\$80,000 (\$31.560.000–\$42.080.000)	1.6
\$1000,000+ (\$52.600.000+)	1.3
Preferred not to Respond	46.5

Table 2: Demographic Survey of Surf Tourists

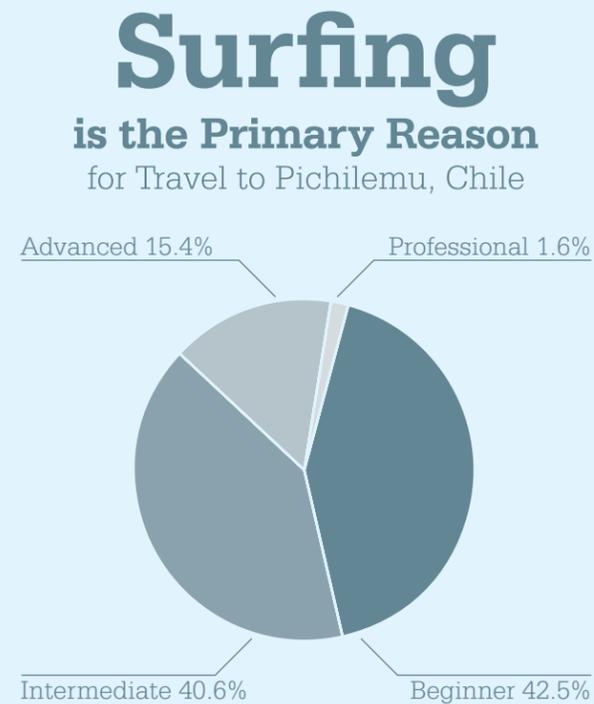
Surf Spot	(%)
Los Morros	53.5
La Puntilla	42.1
El Infermillo	4.3
Surfing Level	(%)
Professional	1.6
Advanced	15.4
Intermediate	40.6
Beginner	42.5
Surfing's Influence on Travel	(%)
Primary Factor	62.5
Contributing Factor	29.7
Not a Factor	7.8
Gender	(%)
Male	82.8
Female	17.2
Age	(%)
< 18	7.8
18–25	32.9
26–29	19.7
30–39	29.8
40–55	9.6
55+	0.1

Table 3: Average Daily Spending of Each Surf Tourist Visiting Pichilemu, Chile

Category	Daily Expenditures	
	(USD)	(CLP)
Transportation	\$15.72	\$8,866.51
Night Life	\$24.89	\$14,039.56
Personal Items	\$6.69	\$3,771.80
Food/Snacks	\$17.87	\$10,076.64
Communications	\$6.10	\$3,438.12
Clothing	\$7.10	\$4,006.75
Laundry	\$3.56	\$2,009.16
Souvenirs	\$4.83	\$2,721.72
Other	\$10.01	\$5,647.02
Lodging	\$45.28	\$25,538.74
Rent/Purchased Gear	\$15.39	\$8,680.70
Surf Lessons	\$2.25	\$1,270.40
Total Daily Expenditures	\$159.69	\$90,067.12

Table 4: Potential Economic Impact of Visitation

Annual Visitors	Annual Economic Impact
10,000	\$1,596,000.00 (USD)
20,000	\$3,192,000.00 (USD)
30,000	\$4,788,000.00 (USD)
40,000	\$6,384,000.00 (USD)



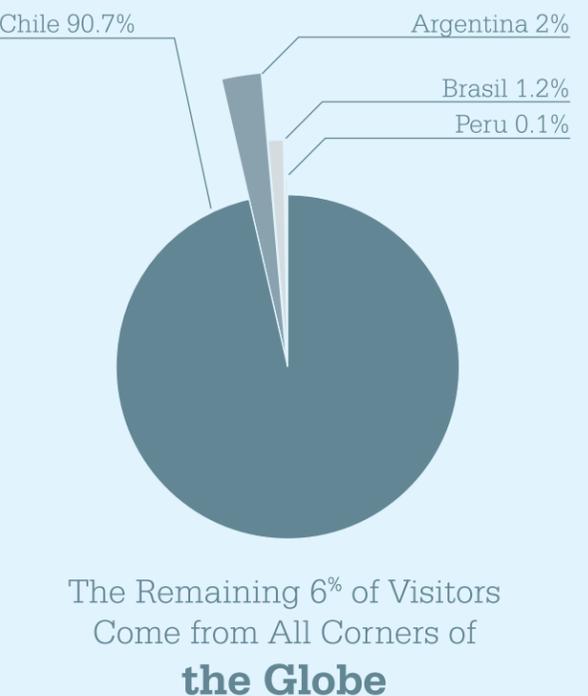
All Surfers Enjoy Pichilemu
Regardless of Ability

The Average Surf Visitor
Spends more than
\$150
Dollars per Day
(Average Daily Spending: \$159.69 USD / \$90,067.12 CLP)

Traveling Surfers have the
Potential to Contribute
Millions
of Dollars Annually
to the Local Economy
(Potential Economic Impact of Annual Visitation:
1,596,000.00 USD per 10,000 visitors)

More than 50%
of Visitors Came to Surf
Los Morros
(53.5%)
Followed in Popularity by
La Puntilla
(42.1%)
and **El Infermillo** (4.3%)

94%
of Visitors are from
South America



Through the survey we were able to aggregate the data to determine the average daily expenditures of non-local tourists in a variety of categories (Table 2). Using a similar methodology as a study done in Mundaka, Spain (Murphy and Bernal, 2008), results of daily expenditure was used to calculate total economic impact at four visitation levels (Table 4). At the low estimate of 10,000 visitors (often thousands of visitors come to Pichilemu to the Ceremonial Contest alone, which was not included in our survey), total expenditure of all of the surfers a year exceeds 1.5 million US dollars (Table 4).

It is calculated that an average person spends 22 days a year visiting Pichilemu. Given more than 60% of surfers are from Santiago, these 22 days could be split over 11 different weekend trips to Pichilemu, or several slightly longer stays. Therefore, the average amount spent per year, including expensive surfing investment such as surfboards and wetsuits, is approximately \$3,500.00 to surf in Pichilemu. The qualitative portion of the questionnaire illustrated that across the board tourists came to Pichilemu for the beaches, the opportunity to surf, viewing waves, to watch surfing, to see the famous 'Morros', and other coastal related opportunities (Figure 3).

Discussion

The survey results and economic analysis indicate that surf tourism plays a substantial role in the economy of Pichilemu, Chile. The analysis shows a \$160.00 per day average expenditure for a surf tourist, which is analogous to the \$120 per day per visitor found in Mundaka, Spain (Murphy and Bernal, 2008).

This paper also includes other notable takeaway lessons about surfers in Pichilemu. First of all, this paper does not include the cost of which surfers spend to travel to Pichilemu. This includes plane tickets, car rentals, car fuel, along with time taken away from work in which they surfers could be working, or traveling elsewhere. Almost 70% of those interviewed had education at or above the university level with professions ranging across all professional spectrums. To list a few, surfers interviewed work as consultants, teachers, contractors, businessmen, stylists, architects, students, professors, artists, professional surfers, and lawyers, with no significant weight on any particular profession. This shows that surfing is highly valued across all professions, and has an intrinsic value in levels of magnitude above the direct expenditure.

From the data it can be observed that without the iconic surfing area of Punta de Lobos, traveling surfers would not visit Pichilemu and spend the above quantified dollar amounts in the local economy. It is inferred that the economic contributions of surfers depends on the iconic waves of Punta de Lobos and their preserved state and quality. In other words, a quality surfing break lays golden eggs that provide direct market value simply by the existence of a healthy littoral environment.

This study's greatest contribution to the "surfonomics" literature is the daily spending rate of the average surfer in Pichilemu. However, this analysis is far from complete and many other non-market and market values can be derived from this expansive data set. A future study should use the travel-cost method to determine the consumer surplus gained by surfers in Pichilemu. This would be particularly relevant as the results show that 60% of Chilean surfers in Pichilemu are from Santiago meaning there is a significant travel cost component to surfing at Pichilemu.

Another non-market valuation technique that could be employed through this study is the hedonic price method. This survey documented the value of some homes in Pichilemu, but more data would need to be collected to determine if proximity to the waves at Pichilemu is a significant factor in determining the price of a home. Over 100 survey respondents were residents of Pichilemu and gave home price values, but no information was obtained on the distance of their home to the waves. This information could capture the consumer surplus stored in real estate values in the area and could be instrumental in providing a holistic economic valuation of surfing resources.

Finally, the data during the interview times did not include the Quiksilver "Ceremonial" contest, which usually happens every year at Punta de Lobos. The "Ceremonial" is known to attract thousands of visitors in a single day. As shown in Hoover (2003), these contests bring in thousands of spectators who add a substantial amount of additional expenditure that was not included in this report. To further the accuracy of this paper, we recommend further research in the form of a more robust beach count for Pichilemu, Chile to fill the missing data gap.

Conclusion

Using a beach survey of surfers in Pichilemu, Chile we were able to quantify that an average surf tourist spends approximately \$160.00 US dollars per day. Using the conservative estimate of 10,000 visitors per year, expenditure adds at least \$1,596,000.00 to the local economy. Given this is a low estimate for the most frequently visited surf spot in Chile as well as Argentina (as many Argentines also travel to Pichilemu for surfing), the actual amount of expenditure this will add to the local economy is levels of magnitude greater than shown. What these figures mean for local income and government revenue from taxes should be of paramount importance. This direct spending contributes greatly to the local economy and thus has implications for coastal policy and preservation of the natural resources that stimulate this economic impact.

The social science of estimating value from a sport that is free of charge is, without question, difficult. However, the glimpse of proving that an average visiting surfer spends \$160.00 US dollars a day in equipment, accommodation, meals, beverages, local transportation, etc. should make it abundantly clear how a world-class surfing wave effects a local economy. If we had the ability to put a dollar amount on the intrinsic value of stress relief, joy, and social welfare that surfers receive from surfing, the total value of the wave would obviously skyrocket. Regardless, the economic significance of the surfing area alone necessitates careful consideration of the development and waste management of the surfing area so that the wave and surrounding environment can be protected for perpetuity.

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Rafael Burgos

Save The Waves Coalition

Justin Pardee Wright

Save The Waves Coalition, Center for the Blue Economy

Nick Sadrpour

California State Monterey Bay

Trent Hodges

Save The Waves Coalition, Center for the Blue Economy

Nick Mucha

Save The Waves Coalition

Nik Strong-Cvetich

Save The Waves Coalition

Dr. Jason Scorse

Center for the Blue Economy

Dr. Chad Nelsen

Surfrider Foundation

Laura Mercado

California State Monterey Bay

Alexandra Díaz Muñoz

Gobernación de La Provincia Cardenal Caro

Viviana de los Angeles Parraguez Ulluo

Gobernación de La Provincia Cardenal Caro

Dr. Fernando DePaolis

Monterey Institute of International Studies

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Appendix A

Surf spot/place _____, Date and time _____

Please fill out the survey in order to determine the economic value that surf tourism brings to Pichilemu. All answers are confidential.

1. Age: _____ (years)

2. Gender: Male _____ Female _____

3. Please specify the city and country of your current permanent address (where you lived and worked before going here):
Country _____ City _____ Zip Code/Region _____

4. Please check which of the following applies to your decision to visit or live in Pichilemu (please choose one):
a) _____ Surfing and/or waves was a primary factor
b) _____ Surfing and/or waves was a contributing factor
c) _____ Surfing and/or waves did not effect my decision to visit

5. How many days will you be visiting Pichilemu during your entire trip?

a) I live in Pichilemu _____
b) I will be visiting Pichilemu for Months _____ Weeks _____ Days _____

6. How many trips do you take to visit Pichilemu during a year? (do not answer if you live in Pichilemu) _____ Trips

7. What is your accommodation type in Pichilemu? a) _____ Hotel, b) _____ Hostel, c) _____ Apartment, d) _____ Own, e) Other (please specify) _____

8. What is your daily lodging expense? (please specify currency) _____
a) _____ USD, b) _____ PESOS, c) _____ EURO, d) _____ Other (please specify) _____

9. Give an estimate of your total travelling cost from original point of origin to Pichilemu. (please specify currency, check all that apply) a) _____ USD, b) _____ PESOS, c) _____ EURO, d) _____ Other (please specify) _____
Air Ticket _____, Car Rental _____, Surf Tour _____, Cab Fare _____, Bus _____, Other (please specify) _____

10. Did you take any surf lessons while in Pichilemu? _____ Yes _____ No
If so, how many? _____ How much per lesson? _____ (please specify currency) a) _____ USD, b) _____ PESOS, c) _____ EURO, d) _____ Other (please specify) _____

11. Did you purchase/rent any equipment to surf in Pichilemu? (please specify currency, check all that apply) a) _____ USD, b) _____ PESOS, c) _____ EURO, d) _____ Other (please specify) _____
Board _____, Wax _____, Leash _____, Wetsuit _____, Repair _____, Bag _____, Guided Tour _____, Other Expenses _____

12. Please estimate daily or weekly or monthly or total travel related expenses while in Pichilemu. (please specify currency and check frequency, check all that apply)a) _____ USD, b) _____ PESOS, c) _____ EURO, d) _____ Other (please specify) _____
Local Transportation (Taxis, Bus, Bicycles) _____, (daily, weekly, monthly, or total), Night Life _____, (daily, weekly, monthly, or total), Personal Items _____, (daily, weekly, monthly, or total), Food, snacks and refreshments _____, (daily, weekly, monthly, or total), Communications (Internet, Phone, etc.) _____, (daily, weekly, monthly, or total), Clothing _____, (daily, weekly, monthly, or total), Laundry _____, (daily, weekly, monthly, or total), Souvenirs _____, (daily, weekly, monthly, or total), Other Expenses _____, (daily, weekly, monthly, or total)

13. Which of the below was the most important reason for visiting Pichilemu? (please rank your answers, 1–10 from least to most important, check all that apply) Surfing _____, Beaches _____, To see the waves _____, To watch surfing _____, Local cultural aspects _____, Tourism infrastructure (hostels, restaurants, etc.) _____, To see the famous 'morros' at Punta De Lobos _____

14. What are the environmental factors that would negatively impact the surf break or negatively effect your decision to return to Pichilemu (water quality, development, trash etc.)? _____

15. What would you have preferred to do/what other site would you have preferred to visit if you had not chosen to visit Pichilemu? _____

16. And please give an estimate of the total cost of the alternate trip (Please specify currency) a) _____ USD, b) _____ PESOS, c) _____ EURO, d) _____ Other (please specify) _____

17. Have you purchased a house or apartment in Pichilemu to be closer to the ocean/surf? _____ Yes _____ No
If yes, what was the cost to purchase your house or apartment _____ (Please specify currency)

18. Highest Level of Education: _____ Some High School, _____ High School, _____ Some College, _____ B.A/B.S/Certificate, _____ Post-graduate studies (M.A/M.S/PhD/JD/MD)

19. What is your occupation? _____

20. What is the range of your annual income? (In USD dollars)
_____ Under \$5,000, _____ \$5,000–\$10,000, _____ \$10,000–\$15,000, _____ \$15,000–\$20,000, _____ \$20,000–\$35,000, _____ \$35,000–\$45,000, _____ \$45,000–\$60,000, _____ \$60,000–\$80,000, _____ \$80,000–\$99,000, _____ \$100,000+, _____ Rather not specify

The survey is now completed, thank you for your cooperation! Please leave your email address if you would like to receive the results of the survey. Please use capital letters.

About the WSR

Mission

World Surfing Reserves proactively identifies, designates and preserves outstanding waves, surf zones and their surrounding environments around the world. The program serves as a global model for preserving wave breaks and their surrounding areas by recognizing the positive environmental, cultural, economic and community benefits of surfing areas.

Background

Save The Waves Coalition, along with key partners National Surfing Reserves (NSR) Australia and the International Surfing Association (ISA), launched World Surfing Reserves in 2009. The initiative creates a global network of Surfing Reserves designed to educate the world about the tremendous universal value of these special places and provide tools to help local communities better protect cherished surf breaks.

How World Surfing Reserves Works

The program is broken down into four main phases: the nomination/application process, the selection process, dedications/enshrinements, and ongoing monitoring and management. After applying and being selected, each WSR location creates a Local Stewardship Council to implement and manage that reserve.

Program Management

World Surfing Reserves is governed by a global five-member Executive Committee with the assistance of a Vision Council. Save The Waves Coalition, a 501(c)3 nonprofit organization, serves as fiscal administrator of the initiative. Reserves are implemented through a partnership between WSR and local communities.

WSR Vision Council

Chad Nelsen (USA), Dean LaTourrette (USA), Drew Kampion (USA), Fernando Aguerre (USA/Argentina), Hugo Tagholm (UK), Jess Ponting (Australia), João De Macedo (USA/Portugal), Len Materman (USA), Michael Blum (USA), Pedro Bicudo (Portugal), Tony Butt (Spain/UK), Steve Hawk (USA), Neil Lazarow (Australia), Stéphane Latxague (France), Will Henry (USA) and Zach Plopper (USA).

To learn more, please visit the website at worldsurfingreserves.org

