



## **WHY SHOULD GREECE SUPPORT THE EVENT?**

- the event being the 2010 World Wind/Kite Surfing Festival.

**IALISOS-RHODES** is the perfect location for international wind/kite surfing events and championships. A major tourist destination, it has the infrastructure in place to support such events –hotels, apartments, flights, restaurants, nightlife.

However the primary reason for its importance to the sport is that Ialisos- Rhodes provides a natural arena for wind/kite surfing to take place –an hospitable climate with constant side shore winds, perfect for competitors, spectators and media.

### **POSITIVE PUBLICITY.**

Promoting major wind/kite surfing events is not only good for the reputation of Ialisos-Rhodes as a mecca for wind/kite surfing holidays, but will also enhance its reputation as a popular tourist destination.

The market place for holidays is very competitive; the media appeal of water sports, wind/kite surfing in particular, will ensure maximum exposure for Ialisos-Rhodes by association with a dynamic, environmentally friendly, sport and healthy lifestyle.

### **HISTORY**

Ialisos-Rhodes has been the destination for major windsurfing events, since 1992 until now. More recently Ialisos Beach has been the venue for two Formula Windsurfing Grand Prix Regattas (2002 & 2004); and in 2005 the Formula Windsurfing European Championships, representing the premier windsurfing regatta in Europe.

### **2005**

The world's top racers converged on Ialisos-Rhodes in June 2005 to enjoy one of the best international windsurfing events in the history of racing. The organization was excellent, the hospitality superb, the racing spectacular. Competitors, their family and friends, coaches and spectators, returned home with a positive image of both windsurfing and of Ialisos-Rhodes. The media interest in the event has been well documented; the promotion and coverage were exemplary and benefited Ialisos, Rhodes, the Aegean region and Greece.

### **FUTURE**

The 2010 event is just the start of a 2 year programme of major championships and events in Ialisos- Rhodes. By exercising the OPTIONS (see attached paper) long term benefits are gained that will enhance the sponsorship and marketing value of the venue. This programme should be included in the project for Sports Tourism in Greece.

Ceri Williams,  
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and IWA Executive Director.