



MEDIA ALERT

14 February 2020

AIME DELEGATES TO SURF WAVES AT AUSTRALIA'S FIRST SURF PARK, URBNSURF MELBOURNE

On Monday, February 17, URBNSURF Melbourne will host an exclusive experience for an intimate group of delegates as part of the Asia Pacific Incentives and Meetings Event (AIME) Uncover Melbourne program.

The visit, managed by the Melbourne Convention Bureau (of which URBNSURF is a member), will see delegates travel to Australia's first surf park and new experience destination at Melbourne Airport, just 16 kilometres north of the Melbourne CBD.

Designed to challenge expectations and reveal a whole new perspective that appeals to the next generation of event buyers and planners, guests will be greeted by the URBNSURF team before receiving an exclusive, behind the scenes tour of the \$30 million surf park, before URBNSURF's wave generator, Roary, creates perfect waves for guests to learn to surf, or enjoy a "freesurfing" session, before enjoying delicious food and beverages on site.

URBNSURF's Learn To Surf experience will be led by the park's team of friendly, expert coaches, who will teach guests surfing etiquette, stretching, paddling, how to pop-up, takeoff and dismount prior to entering the water. The 30-minute lesson preparation will equip guests with the skills (and confidence) required to get up, riding and stoked within 1 hour of in-the-water surfing time, before cooling down and discussing next steps, post-lesson.

URBNSURF's Play In The Bays experience will offer guests safe, gentle, rolling whitewater waves as part of a 1 hour "freesurfing" session, perfect for beginners of all ages wanting to have fun on a softboard or bodyboard, and practice their surfing skills.

An exclusive wine tasting menu and lunch, prepared by Showtime Event Group, will follow - served to guests on The Lawns overlooking the 2-hectare, crystal-clear surfing lagoon.

"The team behind URBNSURF Melbourne is stoked to be pioneering new and inclusive ways to surf by delivering perfect waves in a safe, controlled environment, customised to suit to all abilities - from gentle, rolling whitewater for learners and beginners through to steep, barrelling waves that will challenge even the most experienced riders. We look forward to showcasing the incredible and unforgettable experiences that our venue has on offer" said Andrew Ross, URBNSURF's Founder and Director.

To complete the visit, guests will be invited to explore the rest of the park and its amenities, including bookable event spaces, Surf Rental centre offering the latest boards, wetsuits and surf hardware for hire, Surf Academy and training centre, on-site surf shop and retail store Lagoon Supply Co., and lagoonside features include hot tubs, day beds, kids playground, and outdoor landscaped spaces to relax and take in the views.

A licensed café and restaurant, Three Blue Ducks Melbourne, led by renowned chefs Andy Allen, Mark Labrooy and Darren Robertson, will also open at the park in Autumn 2020. Serving breakfast, lunch and dinner daily, along with a variety of takeaway options, Three Blue Ducks Melbourne will be open to the public and park guests year-round.



Don't miss out on your chance to experience perfect surfing conditions in a safe, controlled environment at Australia's new surf park, URBNSURF Melbourne. For more details, visit www.urbnsurf.com

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ABOUT URBNSURF:

URBNSURF is a proudly Australian company with offices in Melbourne, Sydney and Perth. The team are lifelong surfers, who are stoked to be building Australia's first urban surf parks to help people of all ages and abilities to surf more, and to surf better. URBNSURF Melbourne is the company's first venue, followed closely by URBNSURF Sydney at Sydney Olympic Park, with further projects planned around the country.

URBNSURF MELBOURNE LOCATION:

309 Melrose Drive, Tullamarine VIC 3043

URBNSURF LINKS:

[Website](#) | [Instagram](#) | [Facebook](#) | [Youtube](#) | [Vimeo](#)