



PRESS RELEASE

Adventure on demand: Mobile app connects tourists and surfers

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Let's say you're on vacation in California, strolling along Venice Beach Boulevard on a hot sunny day. It's bustling with tourists, skater kids, and an array of colorful locals. Just off the main drag, the cooling depths of the shimmering Pacific call to you, promising sweet relief from the scorching pavement as you think, "*How great would it be to go surfing?*"

Until now, there was pretty much only one way to quench your desire for this ultimate SoCal experience: research surf schools in the area and (hopefully) book something for the following day, with any number of fellow tourists and random instructors. But with the new LetsSurf app, you can use your smartphone to book a private one-on-one session with an experienced surfer that same day. In as little as an hour, your Surf Buddy will arrive with a board and wetsuit for you to use--exactly the kind of spontaneous adventure that makes the best vacation memories.

The gig economy isn't just helping people earn cash as a side hustle; it's also helping users simplify and enrich their lives with their smartphones. People use on-demand services to hire someone to walk their dog, deliver dinner, or drive them to the airport, and now LetsSurf puts adventure in their pockets, where they can hire local surfers to help them ride their first waves or brush up on their skills.

According to research by the National Technology Readiness Survey (NTRS), the on-demand economy, where consumers use online ordering and smartphone apps to pay for services, is booming. Consumers cite convenience, payment and tracking through an app, and the ability to connect directly with a person providing a service rather than a company as



reasons why they use on-demand apps to book lodging, experiences, and rides¹. Service apps like Airbnb and Stomp Sessions are combining consumers' growing need for fast personal service with the booming experiential travel trend, offering unique vacation experiences led by local users that tourists can book through a website or mobile app.

With this in mind, Los Angeles graphic designer Madeline Eckles founded LetsSurf to benefit both beginners and local surfers. Users can create a "Surf Guest" account and choose the type of surfing experience they'd like to try -- longboard, shortboard, or even stand up paddleboarding.

On the service provider side, local surfers know that tourists often approach them on the beach and offer cash in return for an impromptu surf experience. LetsSurf looks to modernize those transactions with a mobile platform where surfers can market themselves to interested tourists and locals who might not want to head into the water alone or in a crowded class.

Surfers can create "Surf Buddy" profiles on LetsSurf, where they can set their own rates, favorite surf spots, and the experience levels they work with, from novice to advanced. Pros can also be featured in a "Pro Surfers Only" search option. A big advantage for Surf Buddies is that they get to keep 80% of whatever they set as their hourly rate. Instead of spending time stuck in L.A. traffic driving for a rideshare service, LetsSurf lets surfers earn cash while hanging out in the ocean sharing their passion.

The company also donates 1% of its earnings from surf experiences to charity. "We really wanted to give back to the ocean," says Eckles. "We chose "1% for the Planet" as our first charity because they allow us to hand-select multiple environmental charities to support."

To learn more, visit [LetsSurf.co](https://letssurf.co) or download the app in the [App Store](#) or on [Google Play](#).

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¹ <https://rockresearch.com/on-demand-economy-continues-to-grow/>