



LANZAROTE

ISLA DE LOS VOLCANES

2021

ICF CANOE OCEAN RACING WORLD CHAMPIONSHIPS

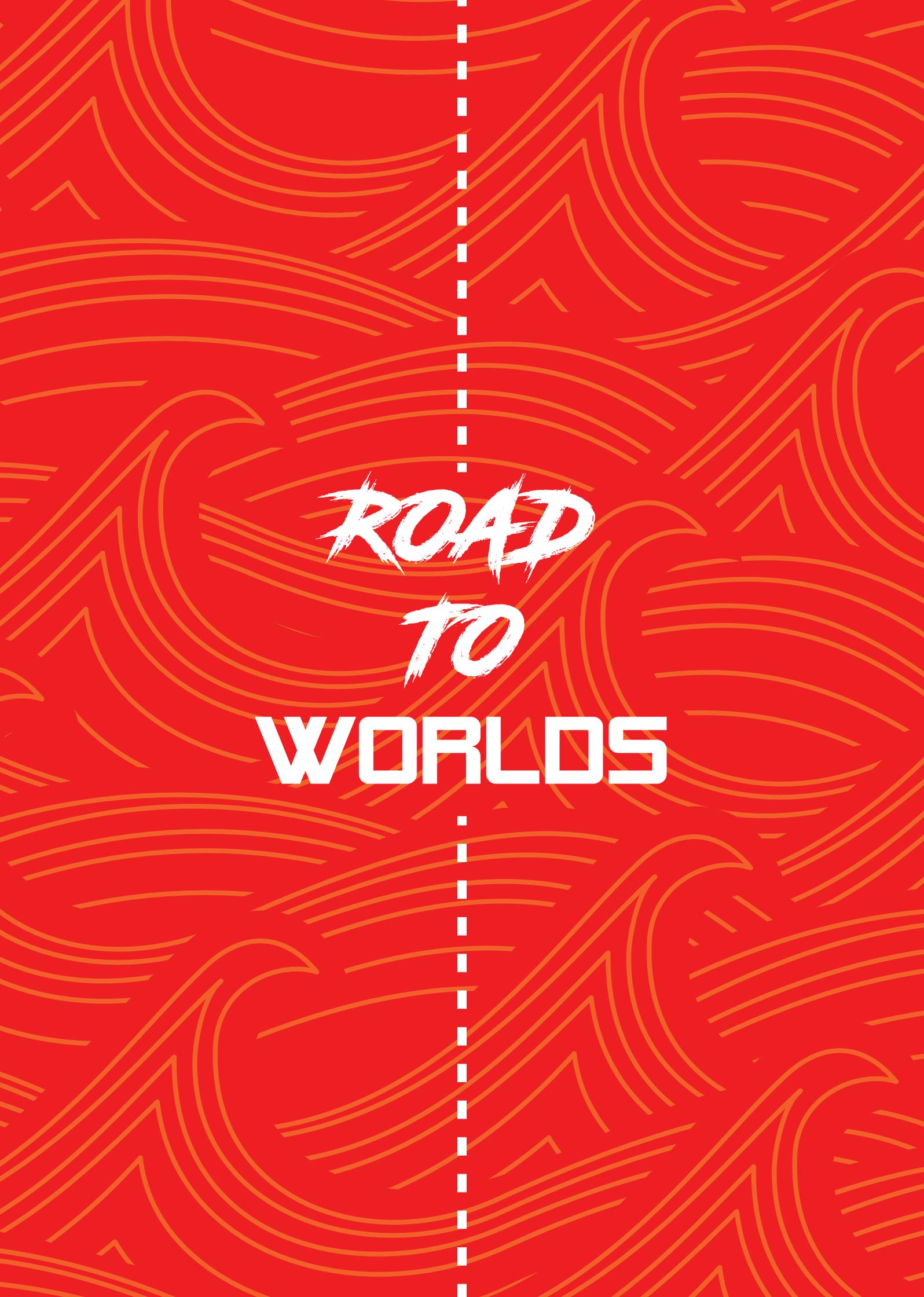


Lanzarote
A UNIQUE ISLAND

europa
sports
DESTINATION
Turismo Lanzarote







*ROAD
TO*
WORLDS



2017



2018



2019



WORLD CUP
2020





LANZAROTE

ISLA DE LOS VOLCANES 2021

ICF CANOE OCEAN RACING WORLD CHAMPIONSHIP

ROAD TO WORLDS

The Club Piragüismo Marlines of Lanzarote, in conjunction with the Canarian Canoe Federation, placed a bet in 2017 to organize an international race in the discipline of Ocean Racing and with it, contribute to the promotion of the island itself as a paddling destination. We launched the Atlantic Ocean Surfski Lanzarote, a globally well known race for the quality of the event and part of the ICF Official Calendar (International Canoe Federation), it has been celebrated in 4 consecutive years, in 2017, 2018, 2019 and 2020 being this last edition an ICF World Cup as a teaser for the World Championships to be held in 2021.

The backwash has been positive enough for athletes to encourage us to do an extra step: bid to host the ICF Canoe Ocean Racing World Championships in 2021. With the support of the Royal Spanish Canoe Federation we dug deep in the project and getting the privilege of being elected as a venue.

In 2021, the ICF Canoe Ocean Racing World Championship Lanzarote "Island of the Volcanoes" bringing our island closer to the rest of the world. In that date, more than a thousand athletes from 40 nations will gather.

In order to carry out this sporting events we count on the support from different institutions and administrations::



Lanzarote
A UNIQUE ISLAND

europa
sports[®]
DESTINATION
by TurismoLanzarote







META

www.tedeportes.com

21

LANZAROTE PARADISE OF SURFSKI

It is not without good reason that the Canary Islands are known as the "Islands of Eternal Springtime", for they boast a warm climate all-year-round with temperatures that rarely drop below 16° C in winter or exceed 25° C in the summer. This is due, in part to their proximity to North Africa, making it one of the sunniest places on earth.

There is no doubt that Lanzarote is one of the most sought-after vacation spots, as it attracts tourists from all over the world who wish to escape the cold days and grey skies of their home countries.

Thanks to the crystal clear waters of the Atlantic Ocean that surrounds Lanzarote, the island boasts a large number of blue flags awarded to its beaches each year in recognition of their water quality and provision of services.

The island has a dry climate owing to its scarce rainfall. In fact, there are only 16 days of rain in the year on average and this normally falls between December and February.

Unlike the rest of the archipelago, Lanzarote does not have any high mountains - the highest one stands at around 670 metres – subsequently, there are very few clouds that offer a natural barrier resulting in less evaporation and a reasonable humidity level.

The island's climate may vary depending on the location but it is the most stable of all the Canary Islands, making it a favourite among winter holiday destinations. The north is usually windier with more cloud and rainfall due to the influence of the trade winds. The south is drier and hotter with more than 2,500 hours of sunshine per year. The central region enjoys some of the winds from the north and the sun from the south and can therefore be said to boast the most stable climate in all of Lanzarote.

The combination of the island's climate, clean waters, constant year-round winds and natural environment, declared a Biosphere Reserve, all come together to make Lanzarote a SURFSKI PARADISE. In addition, in recent years, this sport has enjoyed an upsurge in popularity and has evolved to such an extent that it has had considerable impact at national and international level.

This is a unique opportunity to confirm Lanzarote's place on the map as the epicentre of Surfski and to develop a plan for the promotion of canoeing, given that it is a sport that has a fantastic future and augurs great success for islanders and visitors alike.

We are prepared. We guarantee the successful organisation of the 2021 ICF Canoe Ocean Racing World Championships Lanzarote "Island of the Volcanoes".

We respectfully request that the ICF Board of Directors puts its faith in us in order to develop a coherent plan of action.

Juan José Román Mangas
President of the Royal Spanish Canoe Federation



GEARED TOWARD ATHLETES

- Short distances between all points of the island
- Organised by a professional team with proven experience
- Ideal weather and sea conditions for Surfski
- Interaction and networking between teams

FOUR EDITIONS OF THE ATLANTIC OCEAN SURFSKI LANZAROTE

- Run by experienced organisational team
- Big names in Canoe Ocean Racing (Surfski) can vouch for our credentials

UNBEATABLE LOCATION - LANZAROTE IS A SURFSKI PARADISE

- Easy to monitor and track the event
- International audience
- Unique landscapes

DEVELOPMENT PLAN

- Headquarters to provide a base for national teams
- Elite Sports Training Centre at national and international level
- Training centre for specialised Surfski instructors
- Security and ideal standard of living
- Good atmosphere



CONTENTS

| | | |
|------|---|----|
| 1.0 | GENERAL INFORMATION | 15 |
| 2.0 | LANZAROTE THE ISLAND OF THE VOLCANOES | 17 |
| 3.0 | TRAVEL MANAGEMENT | 25 |
| | EQUIPMENT TRANSPORTATION MANAGEMENT | 25 |
| 4.0 | IMMIGRATION PROCEDURES | 27 |
| 5.0 | COVID-19 | 30 |
| 6.0 | CONNECTIONS | 32 |
| 7.0 | LEGAL ASPECTS | 34 |
| 8.0 | ACCREDITATION FEE | 37 |
| 9.0 | COMPETITION INFORMATION | 39 |
| 10.0 | OPERATIONS & IT | 43 |
| 11.0 | INTERNATIONAL TECHNICAL OFFICIALS (ITO) | 44 |
| 12.0 | VIPS AND CELEBRITIES | 44 |
| 13.0 | MARKETING AND PROMOTION | 45 |
| 14.0 | COMMUNICATION'S PLAN | 47 |
| 15.0 | MEDICAL SERVICES AND ANTIDOPING | 49 |
| 16.0 | SECURITY | 50 |
| 17.0 | LANGUAGES | 50 |





1.0

**GENERAL
INFORMATION**

1.1 UNOFFICIAL DATES

The unofficial dates for the event will be from the 30th June to the 06th of July 2021, with the following program:

- 30th June** - Accreditation.
- 01st July**- Accreditation. Official training sessions
- **02nd July** – Official Training Sessions. Opening Ceremony. Race Briefing.
- 03rd, 4th & 5th July** – Competition days.
- 06th July** – Closing Ceremony.

1.2 EVENT TITLE

2021 ICF CANOE OCEAN RACING LANZAROTE “ISLAND OF THE VOLCANOES”





2.0

LANZAROTE
THE ISLAND OF THE VOLCANOES

2.1 THE LANZAROTE EFFECT

Some places in the world are truly special

Lanzarote has a unique feel that goes beyond what is offered in other sun, sea and sand destinations. It is an island where nature and art go together hand in hand, where the inhabitants enjoy a true sense of belonging and pride and where the food tastes of the land and sea. It is an island which captures your heart and never fails to leave its mark. Welcome to the Lanzarote Effect.

It is not uncommon to hear that visiting Lanzarote is like being transported to another universe where you can visit places that you could only normally reach in your dreams.

The desire to preserve the island's cultural heritage is one that is deeply rooted in the history of Lanzarote and it is a notion that is held dear by its people. This pride and passion is contagious and helps make it a dream destination. Islanders have developed a lifestyle that makes the most of the volcanic terrain by harnessing the properties of volcanic ash to help grow crops, chief among them grapes. Vines are grown in pits surrounded by semi-circular dry-stone walls. They are a unique sight on an already stunning lunar landscape. The ingenuity of their design serves as an example of how the volcanoes and sea are respected and speak of the island's commitment to adhering to strict planning regulations that protect the natural environment.

If you choose the right path you will see sights that you will never forget.

Conejeros or 'rabbit-hunters', as the inhabitants of Lanzarote are colloquially known, boast a long tradition of taking care of the island's natural surroundings and respecting the environment. This is a legacy that can be enjoyed by future generations.

It is said that if you hear the whistle of the endemic *Tabaiba* plant, you will hear music that emanates from the very centre of the Earth.

The Lanzarote Effect encompasses nature, art and culture. It was the island's most well-known international artist, César Manrique, who originated the idea that art and culture should blend into the surrounding natural environment. Indeed, every visitor to Lanzarote can see for themselves how Lanzarote demonstrates that nature is art and art is nature.

You can fly.

The natural and man-made landscapes on Lanzarote work together in harmony and no matter which corner of the island you are in, you can enjoy panoramic views. When you're gone, you'll want to return ... You also form part of the Lanzarote Effect.

... they say that if you look at the sun long enough for it to disappear, you will too.

You can also enjoy the Lanzarote Effect.



PARADISE WITHIN EASY REACH Lanzarote never fails to leave an impression. Its amazing nature, incredible landscapes, spectacular beaches, deep-rooted traditions, cuisine and, above all, its palpable respect for the environment, make Lanzarote an ideal destination that no matter how many times you visit, will never stop surprising you.

BREATHTAKING BEACHES Around the whole island you will find spectacular beaches with crystal clear water and fine white, golden and or black sands. The south boasts the beaches of Papagayo, Puerto del Carmen and Matagorda. The north is where you will find the truly spectacular Famara beach, but you will also love the beaches in Costa Teguse, Arrieta, Caletón Blanco, Órzola and, of course, those around the island of La Graciosa.

ENJOY YOUR SPORT IN A UNIQUE SETTING Mild temperatures, pleasant sunshine and unique natural settings all combine to make Lanzarote the place of choice for many people to do their favourite sport. Everyone, from keen amateurs to professional athletes can enjoy a multitude of sporting disciplines such as surfing, kite surfing, windsurfing, triathlon, golf, scuba diving, sailing, fishing, cycling, mountain biking, hiking, hang-gliding, mountain climbing... The list is endless!

SAVOUR THE FLAVOUR OF LANZAROTE AND DELIGHT YOUR TASTEBUDS In Lanzarote you can sample all types of top quality cuisine; from traditional dishes to the most innovative culinary creations. The island's fish, seafood, pulses, goat's meat and Canarian black pork are not to be missed. The island also produces award-winning Designation of Origin wines made in the unique wine-growing region of La Geria.

WELL-BEING WASHES OVER YOUR FIVE SENSES Close your eyes, relax and let yourself go in a world of pleasant sensations. Lanzarote has sophisticated spas with thalassotherapy and well-being centres that will help relax your mind, while your body enjoys being pampered - prepare yourself for a soothing experience!

JOY, COLOUR AND FUN Lanzarote holds many traditional festivals such as its famous Carnival and the traditional annual pilgrimage to pay homage to Our Lady of Sorrows in the village of Montaña Blanca. It also hosts craft markets, farmers' markets and tourist markets. The most popular one is held every Sunday morning all-year-round in Teguse. When the sun goes down, music and fun continue in different points of the island; in the capital, Arrecife, and in the main tourist resorts.

ART AND NATURE Local artist, César Manrique, created these really amazing places where art and architecture merge with the environment with amazing results.

1 Jameos del Agua is a volcanic tube that stretches from the volcano inland all the way down to the seashore. Its impressive natural auditorium created by a bubble that formed in the lava flow and solidified upon contact with the ocean, is a natural work of art.

2 The Atlantic Museum is Europe's first underwater museum and features the work of sculptor Jason deCaires Taylor. Work began on positioning the first sculptures in the seabed in January 2016 and by the time the museum is completed (in 2017) it is expected to house more than 300 pieces. The network of museums run by the CACT (Centres of Art, Culture and Tourism) aims to promote sustainable development on Lanzarote and is based on preserving and defending the values of a territory that was declared a UNESCO Biosphere Reserve.

3 Cueva de los Verdes is an exciting series of grottos that were formed by the eruption of the Volcán de la Corona volcano.

4 The Cactus Garden was Manrique's last creation and inside you can see more than more than 7,200 cacti of more than 10,000 different species.

5 MIAC - San José Castle houses an important art collection of contemporary art.

6 The Casa-Museo del Campesino and Monumento a la Fecundidad is located at the geographical centre of the island. The house-museum pays tribute to the hardworking peasant farmer with displays explaining the back-breaking work entailed in traditional farming methods and the tools used in both agricultural and livestock farming.

7 The Montañas del Fuego, or 'Fire Mountains' in Timanfaya National Park, is where you can get up close and personal to the volcanoes and witness first-hand the heat lying a few feet beneath your feet as you observe how dishes are cooked using just the heat that emanates from the crater.

8 The Mirador del Río is a unique construction which is built so that it integrates perfectly into the rock face of the Famara cliff. Its viewing platform provides stunning views over the small group of islands called the Chinijo Archipelago.



OCEANO ATLÁNTICO



1 Jameos del Agua



3 Cueva de los Verdes



5 Jardín de Cactus



7 MIAC - Castillo San José



9 El Golfo y Charco de los Clicos



11 Salinas de Janubio



13 Valle de las 1.000 palmeras, Haría



15 Marina Lanzarote



17 Rancho Texas



19 Museo Etnográfico Tanit



21 A Casa José Saramago



23 Casa-Museo César Manrique, Haría



25 Museo de Historia de Arrecife
Castillo de San Gabriel



2 Montañas del Fuego (P. N. Timanfaya)



4 Mirador del Río



6 Casa Museo del Campesino
Monumento a la Fecundidad.



8 Museo Atlántico



10 Ermita de Los Dolores



12 La Geria



14 Marina Rubicón



16 Puerto Calero



18 Aquapark



20 Museo Agrícola El Patio



22 Fundación César Manrique



24 Centro de Visitantes e Interpretación



26 Museo de la Piratería
Castillo de Santa Bárbara





2.2 LANZAROTE. EXPERTS IN SPORTING EVENTS

Lanzarote holds a whole host of sporting events throughout the year:

- Quemao Class
- International Lanzarote Duathlon
- Atlantic Ocean Surfski Lanzarote
- Copa Canarias de Kayak de Mar
- Stage MTB Race Lanzarote
- Vuelta Playa Blanca Handbike
- Timanfaya Triathlon
- Torneo Sentido Aequora Lanzarote Suites & Costa Teguisse Golf
- Desafío 8ª Isla
- Copa SAR Princesa Alexia Campeonato de Canarias Clase J80
- Tri:122 Lanzarote Internacional Triatlón
- Campeonato Puntuable Nacional Senior AESGOLF 2017
- Ultra Bike Santa Rosa
- Volcano Triathlon
- Disco Night Urban Race
- Sailfish Lanzarote Open Water
- IRONMAN Lanzarote
- Lanzarote WineRun
- Open FotoSub Lanzarote Mar de Laya
- Lanzarote Summer Challenge 2017
- European Freestyle ProTour 2017
- Transajaches
- Ocean Lava Arrecife 2017
- Triatlón Real Club Náutico Ciudad de Arrecife
- Famara Total
- Regata Internacional San Ginés
- IRONMAN 70.3 Lanzarote
- Concurso de Pesca de altura Puerto Calero
- Travesía a nado El Río
- K10 Xtreme Yaiza
- Copa de Canarias J80
- Travesía Internacional La Bocaina
- Haría Extreme Lanzarote
- Atlantic Anniversary Regatta





3.0

**TRAVEL MANAGEMENT
EQUIPMENT TRANSPORTATION MANAGEMENT**

3.1 TRAVEL MANAGEMENT

We offer travel packages in order to manage your trip and stay in Lanzarote. Viajes el Corte Inglés can make this labour much easier and they will be able to satisfy your needs:



FLIGHTS



HOTEL/ACCOMMODATION



MEAL OPTIONS



AIRPORT SHUTTLE/TRANSFER SERVICES

VIAJES El Corte Inglés

CONTACT DETAILS

TELEPHONE NUMBER: +34 954 50 66 23

EMAIL: corworldchampionships@viajeseci.es



3.2 EQUIPMENT TRANSPORTATION MANAGEMENT

For boat transportation, the company J.A. Arrocha S.L.U. Shipping and Logistics Agents will help you with your logistic needs.

J.A. AROCHA 
SHIPPING AND LOGISTICS AGENTS **WRIST**

CONTACT DETAILS

TELEPHONE NUMBER: +34 606 41 26 91

EMAIL: jaarochatfe@jaarocha.com



4.0

**IMMIGRATION AND
PROCESS**

4.1 VISA REQUIREMENTS

Some athletes and teams will require a visa to visit Spain. To help expedite the process, the Royal Spanish Canoe Federation will extend personal letters of invitation to athletes and delegates who require visas. These invitation letters, together with the required documentation must be submitted to the corresponding consulate or embassy. To obtain this invitation letter, please contact: monron@rfep.es. The respective embassy will help anyone who has difficulties during your stay in Spain. More information about international embassies can be found at:

<http://www.exteriores.gob.es/Portal/es/ServiciosAlCiudadano/SiViajasAlExtranjero/Paginas/EmbajadasExtranjerasAcreditadas.aspx>

4.2 CUSTOMS REGULATIONS

If you are travelling from another country in the European Union there are no limits on what you can buy and take with you when travelling between countries belonging to the European Union provided that any purchase made is for personal use. You will not have to prove personal use in quantities of less than 800 cigarettes, 400 cigarillos, 200 cigars, one kilogram of tobacco, ten litres of spirits, 20 litres of fortified wine, 90 litres of wine and 110 litres of beer. In addition, monetary amounts greater than 9,999.99 Euros must be declared.

If you are travelling from a country that does not belong to the European Union, travellers cannot bring into the European Union any foods of animal-origin for their own consumption as part of their luggage (meats, meat products, milk and dairy products). The only exception, in general terms, is powdered infant formula milk in commercial packaging, and special foods for medical needs. Travellers from the Faroe Islands, Greenland and Iceland can carry small amounts of meat and dairy products for personal consumption. Other foodstuffs weighing no more than a maximum of one kilogram may be brought into Spain.

Upon entering Spain, a traveller is authorised to carry his/her personal luggage which may contain goods for personal or family use, or those intended to be offered as gift, without their quantity or nature being considered for commercial exploitation. This assessment will be carried out by the customs service at the border post. Monetary sums greater than 9,999.99 Euros must be declared. Currently, as long as you are over 18, you are authorized to carry 200 cigarettes, or 100 cigarillos, or 50 cigars, or 250 grams of rolling tobacco. As far as alcohol is concerned, permitted quantities are a litre of alcohol stronger than 22°, and two litres if the alcohol content is lower.







5.0

COVID-19

5.0 COVID-19

Regarding COVID-19, the Royal Spanish Canoe Federation is working in conjunction with the ICF and Event Partners to create a safe environment, team staff, ITO's and Volunteers. We are working on multiple scenarios to be as flexible as possible in order to give a consistent response in relation to any issue regarding covid-19 in July 2021.

The ICF will upload a COVID-19 protocol a month prior to the event that will detail the mitigation procedures implemented in concern to the current situation in Spain and overseas on that given moment. The HOC and the ICF will revise the situation regarding covid-19 on the 12th of April (3 months before the event) and will provide an update to all National Federations and athletes including the scenarios of cancellation or execution of the event.

At the moment of publication of this bulletin (January 2021), Border controls in Spain have the following measures since the 23rd November 2020. The next BOE might include new indications:

<https://www.boe.es/boe/dias/2020/11/12/pdfs/BOE-A-2020-14049.pdf>

It establishes the compulsory diagnostic test (PCR) with negative result within 72 hours upon arrival on Spanish territory (by air or sea pathway) incoming from risk countries.

You can check that list of countries on the following links:

<https://www.mscbs.gob.es/>

<https://www.spth.gob.es/>





6.0

CONNECTIONS

6.1 AIRPORT

Lanzarote Airport is located just 5 kms from Arrecife, the capital of Lanzarote, in the Canarian archipelago, in Las Palmas province (Spain). The airport ranks third in the country in terms of the number of users, with passenger traffic exceeding 5 and a half million a year. The majority come from the European Union, especially Germany and the United Kingdom, and to a lesser extent national destinations on the Spanish mainland. Its runway measures 2,400 metres long.

The airport is run by AENA and aside from its practical role in managing commercial, private international and national flights, it also plays an important role in promoting the island's culture. Close to the airport terminals stands Lanzarote's Aeronautical Museum which holds annual events such as Kite-Flying Day and an International Volcanology Course.

Contact information

IATA Code: ACE ICAO Code: GCRR

Address: Arrecife Ciudad, s / n, 35500 Arrecife, Las Palmas, Spain

Telephone: +34 902 40 47 04 Website: aena-aeropuertos.es

6.2 TRANSPORT TO & FROM THE AIRPORT

6.2.1 BUSES

Bus routes from the airport to Arrecife city centre are the 22 and 23 circular routes.

Circular line 22. Arrecife-Airport-Playa Honda There are stops in the Arrivals areas of both terminals Timetable: In the direction of the airport from 7:00 a.m. to 9:00 p.m. Towards Arrecife from 7:10 a.m. to 9:10 p.m. For more information, telephone: 928 811 522

Circular line 23. Arrecife -Airport Stops: in the Arrivals areas of both terminals Timetable: Towards the airport from 6:55 a.m. to 10:30 p.m. Telephone: 928 811 522

Line 161: Airport- Puerto del Carmen- Playa Blanca Stops located in the Arrivals areas of Terminal 1 and Terminal 2. Telephone: 928 811 522

6.2.2 TAXIS

There is a taxi rank outside arrivals at both terminals. Fares vary, depending on route and destination.

Telephone: 928 520 176

Website: lanzarotetaxi.co

6.2.3 RENTAL CARS

Lanzarote airport has counters with representatives from most major car rental companies, including;

Europcar (T1 and T2) Telephone T1: 928 846 260 Telephone T2: 928 846 363 Website: europcar.es

Avis (T1 and T2) Telephone T1: 928 846 245 Telephone T2: 928 846 264 Website: avis.es

Hertz (T1 and T2) Telephone T1: 928 846 190 Telephone T2: 928 822 687 Website: hertz.es



7.0

**LEGAL
ASPECTS**

7.1 STRUCTURE OF THE ORGANISING COMMITTEE

The Organising Committee in Lanzarote is supported by the the the Canary Islands Government, Lanzarote Island Council and Town Hall of Arrecife. The Organising Committee is chaired by the President of the Royal Spanish Canoe Federation (RFEP)

7.2 ORGANISING COMMITTEE



7.3 LAWS AND CUSTOMS

The event and participants are subject to the laws, customs and regulations of the European Union and the Schengen Agreement.

7.4 SUPPORT FROM LOCAL, REGIONAL AND NATIONAL GOVERNMENTAL & OTHER BODIES

NATIONAL - HIGHER SPORTS COUNCIL

REGIONAL - THE CANARY ISLANDS GOVERNMENT

INSULAR - LANZAROTE CABILDO (ISLAND COUNCIL)

MUNICIPAL - TOWN HALLS OF ARRECIFE, TÍAS, SAN BARTOLOMÉ, TEGUISE, TINAJO, HARÍA AND YAIZA.

ROYAL SPANISH CANOE FEDERATION AND CANARY ISLAND CANOE FEDERATION.



VAJDA

transmapa

MAZU

VAJDA

FENN

think



8.0

**PARTICIPATION
FEE**

8.1 ACCREDITATION FEE

The accreditation Fee is subject to modifications, 20 EUR per day and a maximum of 150 EUR per athlete that will include:

- 2 Official training sessions
- Automatic race times for racing
- Athlete's goodie bag
- Snacks and drinks on competition days
- Results files on digital format
- Results files
- Opening and Closing Ceremony
- 1 dinner on the Opening Ceremony

*The rest of costs including accommodation and catering will be arranged through Viajes el Corte Ingles.





9.0

**COMPETITION
INFORMATION**

9.1 COMPETITION INFORMATION

World Championships

CATEGORÍAS:

SS1 Men Sen/Jun/U23

SS1 Women Sen/Jun/U23

Masters Cup Event

CATEGORÍAS:

SS1 Men

SS1 Women

9.2 RACE COURSE OPTIONS



MAIN DOWNWIND RACE COURSE

DISTANCE: 27 KM

Start Playa de la Garita (Arrieta)

Finish: Playa del Reducto (Arrecife)



ALTERNATIVE DOWNWIND RACE COURSE OPTION

(DEPENDING ON WIND FORECAST)

DISTANCE: 20 KM

Start: Playa Grande (Puerto del Carmen)

Finish: Playa del Reducto (Arrecife)

9.3 EVENT PROGRAM

- 30th June** - Accreditation.
- 01st July**- Accreditation. Official training sessions
- **02nd July** - Official Training Sessions. Opening Ceremony. Race Briefing.
- 03rd, 4th & 5th July** - Competition days.
- 06th July** - Closing Ceremony.

9.4 RACE VENUE/EVENT HEADQUARTERS

The main event headquarters and race venue will be located on the “Islas Canarias” Park, in the heart of Arrecife, next to the projected finish line area. The different hotels within the town of Arrecife and the park have enough capacity for accommodation, Athlete and team gatherings, race briefing and opening and closing ceremonies, meals, etc. In addition it will provide: Wi-Fi access, gym access, Transportation services nearby, Cultural activities, Event Program, Reception area, Accreditation, Security, Medical services, Snacks and soft drinks area, Press and Media area and Parking options.

We will count on other locations as Arrieta Beach, being the main race start location in which there will be information points, press and media area, event safety and emergency services centre.

ARRECIFE GRAN HOTEL & SPA

The Arrecife Gran Hotel & SPA is located next to “El Reducto” beach in Arrecife on the Island of Lanzarote. On top of having magnificent seaside views and great landscapes, this 5* hotel offers the only SPA in the island, a Pool bar with an indoor pool, a gym and fitness facility, an excellent restaurant, and a Gourmet Bar.

It offers 164 rooms in total with different options: Imperial Suites, Suites with seaside panoramic views and double rooms with views either to the sea or city.

Aquaplus SPA offers a hydrothermal circuit with Jacuzzi, water springs, swan necks, steam baths, sauna and bithermic showers. It has 8 massage rooms, with 4 of them being Ocean Deluxe, with seaside views where you will be able to enjoy different treatments, massages and beauty care rituals.

The “Altamar” Restaurant, gastronomic crown jewel of the hotel, is located on the 17th floor and offers a tasting menu and a gastronomic menu, with breath-taking seaside and island views. On that same 17th floor, you will find the gourmet bar Star City Coffee & Gastro Bar, that offers a meal and Tapas Service all day.

The hotel boasts the tallest building in the island and holds a privileged location in the heart of Arrecife, 10 min car ride from Lanzarote Airport. All of their services are open to the public so you will not need to be a hotel guest to enjoy those services.

LAT: 28° 57' 26,89" N LON: 13° 33' 10,37" O







10.0

**OPERATIONS
AND I.T**

10.1 OPERATIONS CENTRE

The Operations Centre in the World Championships will be composed of:

- RFEP General Secretary
- Executive Director of the World Championships
- O.C staff members
- City mayor (if necessary)

10.2 EVENT MANAGEMENT TOOLS

- Customised accreditation system
- ICF accreditation system and online tickets (ISIS).
- ICF-approved timers and score providers

10.3 EVENT WEBSITE

A website will be produced for athletes, media and visitors which will provide information about online registration, access, schedules, start list, results, press book, press releases, etc.



11.0 INTERNATIONAL RACE OFFICIALS

- Accommodation during their stay
- Official tents for event information and drinks
- Customized t-shirts for officials
- Race Results copy
- Full board and accommodation

12.0 VIPS AND SPECIAL GUESTS

A VIP area will be available



13.0

**PROMOTION
AND MARKETING**

13.1 STRATEGY AND PROMOTION PLAN

The main focus will be on TV coverage and distribution in order to promote the sport and attract worldwide audiences. The event will be broadcast on local, regional, national and international channels. The audiovisual production company WE CREATE will be tasked with providing their expertise to provide optimum coverage. As a specialist in sporting events, it has an impressive track record and considerable experience in covering and promoting international events from all corners of the world.

Members of the Canarian canoeing fraternity will take part in the Organising Committee and will be responsible for helping spectators and athletes. VIPs and local authority representatives will be invited to attend the opening ceremony and the awards ceremony. The website will inform all clients of the event. In addition, the World Championships will be included in the Lanzarote Tourist Board's promotional campaigns.

*SEE ANNEX KIKARAZU

13.2 MARKETING STRATEGY AND PLAN

Promotion via the web. The organisation will contact a marketing agency that will implement the strategy and follow the protocols. The use of web pages and social media networks will be an important part of the strategy.

13.3 TV COVERAGE OF THE EVENT

The TV production will fulfil all ICF requirements. A budget of 60,000€ is allocated to the production and television broadcast of the 2021 ICF Canoe Ocean Racing World Championships Lanzarote.

The Organising Committee will ensure the live broadcast of the entire event and will ensure that HD ICF branding and logos are well integrated.

TV Coverage will:

- Ensure promotion both nationally and internationally.
- Ensure the standards of international live signal production and provide international signal recordings of the ICF.
- Coordinate exclusive access to the international live signal and transmission to broadcasting organisations.

The RFEP has regular agreements with TVE (Spain) and the FCP RTVC (Canary Islands) for its distribution in the host country.



14.0

COMMUNICATIONS PLAN

14.1 COMMUNICATIONS PLAN

A detailed communications and media plan will be set out in the (ever-hopeful) event that Lanzarote is successful in its bid to host the 2021 World Championships. This communications and media plan will include the following points:

14.2 STREET ADVERTISING

Posters, leaflets and billboards will be visible, in various media, in Lanzarote. This advertising campaign will begin two months before the event and is aimed at reaching the local population.

14.3 SOCIAL MEDIA

The Organising Committee will use social networks to publicise the ICF event and to reach the largest possible audience. There will also be press conferences in Lanzarote. Twitter and Facebook accounts will provide a lot of information that will be distributed worldwide to promote the 2021 Championships

14.4 RADIO

The commercial advertising will be acquired on local and national radio stations.

14.5 LOCAL PROMOTION

Promotion through school visits focused on youth public, through assistance to events and design programmes.

As in other events, the OC will contract a communication company that will establish a strategic plan.

Press teams will enjoy a designated facility with all due equipment.

There will be a distribution of results files with images through live streaming and the event website.

14.6 TV

In accordance with ICF requirements, television channels will be established to guarantee good coverage of the event with live broadcast, but also with news, programmes and documentaries.

14.7 WEB

The dedicated event website will provide all the information of the event (map, competition schedule, results, services, transport etc.) to all participants in the 2021 ICF Canoe Ocean Racing World Championships Lanzarote (athletes, team personnel, event partners, ICF staff, VIPs, ITOs, journalists, spectators, volunteers, etc.).

The website will post daily updates and video podcasts that will be published through a YouTube channel. The website will start running one year before the event.



15.0

**MEDICAL SERVICE
& ANTI-DOPING**

15.1 ANTI-DOPING

Anti-Doping control is organised by the Spanish Sports Council and the tests will be sent to an official laboratory.

15.2 COLLABORATION

The laboratory is in Madrid. During the World Championships an average of 10 samples are normally taken.

15.3 MEDICINE AND PHYSIOTHERAPY

First aid and medical support will be provided at the competition site: there will be two medical ambulances on the ground and two lifeboats out at sea. There will always be a doctor and an ambulance during the training sessions and competitions and physiotherapy services will also be available for athletes.

15.4 LOCATION AND SERVICES OF LANZAROTE GENERAL HOSPITAL

Lanzarote's General Hospital is located in Arrecife, which means it is between 10-15 minutes from any point of the race route.

Lanzarote General Hospital is equipped with the following departments:

- ☒ Cardiology
- ☒ Dermatology
- ☒ Neurology
- ☒ Pneumology
- ☒ Rheumatology
- ☒ Pediatrics
- ☒ Radiology
- ☒ Dietitian
- ☒ Digestive
- ☒ Internal Medicine
- ☒ General and digestive surgery
- Surgical services
General and specialized surgical services
- ☒ Ophthalmology
- ☒ Otolaryngology
- ☒ Urology
- ☒ Medical Oncology
- ☒ Orthopaedic and Orthopaedic surgery
- ☒ Gynaecology and Obstetrics
- Support services
- ☒ Anaesthesia and revival
- ☒ Pain clinic
- ☒ Radiology
- ☒ Clinical pharmacy
- ☒ Clinical laboratory and blood bank
- ☒ Rehabilitation
- Accidents & Emergency

16.0 SECURITY

16.1 SECURITY IN PLACE

Security is the domain of the Local Police and State Security Forces and Bodies (FCSE) in coordination with the Organising Committee of the ICF event. This system ensures collaboration and efficiency.

17.0 LANGUAGES

17.1 THE OFFICIAL WORKING LANGUAGE OF THE ICF

Team leaders' meeting schedules will be printed in English and all meetings will be held in English. The website, schedules, cultural information and documentation will all be available in both English and Spanish.







**Gobierno
de Canarias**



CABILDO DE LANZAROTE



Servicio Insular de Deportes



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ICF CANOE OCEAN RACING WORLD CHAMPIONSHIPS