



The sun is at a beach right now.

PlaYa! is a free app that scores every beach in the Canary Islands 0 to 100, live, so locals and visitors always know where the sun is.



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Same island, same minute. 42 in the north, 97 in the south.

NORTE

42

PlaYa! Score

17° · wind 22 · 90% cloud

SUR

97

PlaYa! Score

28° · wind 9 · clear sky

No app tells a visitor or a local which beach is good **right now**. The PlaYa! score does: wind, waves, cloud, sun and UV, in one number from 0 to 100. Read the data if you want, **read the number if you don't**.

We don't run the stay. We make every day of it count.

Hotel

Apartment

Casa rural

Second home

Cruise day trip

Day at the beach for locals

PlaYa! activates the visitor's day from **wherever they wake up**. The stay belongs to others. The day belongs to the visitor. The layer is ours.



Plan the beach day the way **locals** do.

On the islands the beach is a noon decision, read off the coast, never booked a week ahead. PlaYa! puts that instinct in everyone's pocket.

A living map of the island

Every beach is a colored pin. Green means go, grey means wait.

Slide through 48 hours

Drag the time bar and the whole map recolors, hour by hour.

Tap any spot

The hourly PlaYa! score, plus wind, waves, tides, water temperature and UV.

Filter for your kind of day and type of beach

Temperature, wind, calm water, lifeguard, parking, sand type, blue flag.

For the active coast, the right window is everything.

A surfer, a diver and a kayaker each chase different conditions. PlaYa! already reads the ones that decide a session.

Surf

Clean swell, offshore wind, the right tide

Dive & snorkel

Calm, clear water, low swell

SUP & kayak

Light wind, flat water

Open-water swim

Warm water, gentle waves, low UV

Live today: waves, swell, wind, tide and water temperature. We don't run trips or rent gear; we read the sea and call the window, including when it says **wait**. The one-tap score per sport is the next layer.

Responsible by design, not decoration.

The same data that finds the sun also lightens the coast and protects the people on it.

LESS PRESSURE

Spreads the crowd

Sends beachgoers to **74 good beaches**, not the same five. Easing overtourism is the islands' number-one ask.

PUBLIC SAFETY

We already read the sea

In Canarias, **drownings outnumber traffic deaths** (72 vs 39 in 2024), the only region in Spain. Sea alerts are our next layer.

FOOTPRINT

Cents a day to run

Free, open weather and marine data, **under €5 a month**, no heavy servers. A negligible carbon cost.

GOVERNANCE

A public good, run like one

Free for everyone. **No ads, no data sold, no forced subscriptions.**

Playa!

MODULE 07 · THE BRAND



Playa beach + **¡Ya!** now = **the beach, right now.**

HOW PLAYA! TALKS

Like the friend who grew up here. Real push notifications, Canarian words and all:

Tomorrow at Las Teresitas · *Score 84+ at 14:00. Pack the cholas.*

Tomorrow at El Médano · *Score 91+ from 13 to 16. Pure solajero.*

In two days at Benijo · *Score 86+ at 13:00. Don't miss it, chacho.*

AMBER

#E8A000

SKY BLUE

#0EA5E9

GOLD

#FCD34D

GREEN

#22C55E

MIDNIGHT

#0F172A

OFF-WHITE

#FAFAF7

Free

Free for everyone. Paid for by the island, the region, or a brand that puts it in front of its customers.

CABILDO · ISLAND GOVERNMENT

€3,000

one-time setup, then €100/month

GOBIERNO DE CANARIAS

All 8 islands

one regional contract

BRAND SPONSOR

Binter · CanaryFly

they sponsor it and offer it to their own customers

Right place. Right time. **Already live.**

WHY HERE

- **14M+ visitors** a year, beach season all year
- Microclimates: one coast golden, the next grey
- **160+ beaches**, all a short drive away for a beach day

WHY NOW

- Travelers decide **in-destination, on their phone**: 67% pick activities on the spot
- Weather and marine data is **free and open**, so it costs cents to run
- Overtourism backlash is at a peak, and spreading crowds is now a **political priority**

WHY US

- Built by a **Canarian who uses it weekly**
- Weather and surf apps dump raw data; **only PlaYa! gives one verdict per beach**
- **30 users** already, zero marketing
- Shaped by **user interviews**

NEXT 6 MONTHS

MONTHS 1-2

Grow the base, open sponsor talks (Binter, CanaryFly)

MONTHS 3-4

Pilot with one Cabildo or ayuntamiento

MONTHS 5-6

Measure impact, expand islands, pass 5,000 downloads



MODULE 10 · THE ASK

Ask 01

Strategic intros to coastal
tourism boards

Ask 02

Distribution and co-
marketing partners

Ask 03

B2B2C tourism playbook
mentoring

PlaYa! is live.
Built by an islander,
for the people his islands already love.
Help us put it in their hands.