



THE RISE OF THE SURF LODGE

HOW TO PLUG INTO THE VIBE WITHOUT GETTING WET

It's tempting – after deep-creeping through a cool-looking surfer's Instagram account – to fantasise about packing it all in and moving to a hammock-heavy beach town. But what about those of us who don't actually know how to catch a wave? Life can be tough for the land-lubbing hoi polloi. However, a new crop of surf hotels that are as much about the lifestyle as the sport means it is now possible to hang out in this dreamy, billowy aesthetic. 'Surfing has always been about the siren call of the subculture, about finding these hidden corners of the earth – and we want to help travellers have those moments whether they're out on the water or not,' says Ryder Thomas, the founder of Pegasus Lodges. His properties are located on the most remote breaks in the world, including Samoa and the Azores, the latter scheduled to open in 2020. Fifty per cent of his guests are non-surfers. They hike, they do yoga, they hang out with fellow travellers, and, perhaps most importantly, they don't feel like they're not part of the crowd. 'It is still an authentic, transformative experience no matter what,' says Thomas. Other hotel brands are on similar wavelengths. At Malibu Popoyo, which was launched on Nicaragua's Costa Esmeralda last December, the boards are here, of course, but the accompanying scene is alive and well, too. There's a pool, a bar and a sustainable farm – because the açai bowls must be all-organic, naturally. Noah Surf House, in Portugal's Santa Cruz, also just reopened its doors, with trekking expeditions and skateboarding as extra attractions. Even the newly renovated Surf Simply, an all-inclusive lodge in Nosara, Costa Rica, that's well-known for its instructors, has a non-surfing-partner package, which offers zip lining and mountain biking, or just kicking back on the beach, icy beer in hand. After all, there's après surfing to be done whether you've hit the waves or not. ANNIE DALY



Clockwise from this picture: sunset at a Mar room, Noah Surf House; Santa Cruz beach; Noah Surf House shuttle; a garden room at Malibu Popoyo; shared plates; bunk beds; an ocean-facing room, all at Noah Surf House



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