



TALL SHIPS ATLANTIC CHALLENGE 2009

Why a Trans-Atlantic Tall Ships Race?

- *The 'Everest' of Tall Ships Races*
- *Live changing experiences for crews & trainees*
- *Long-term benefits for the organisations*



TALL SHIPS ATLANTIC CHALLENGE - BACKGROUND

- 1964 first Trans-Atlantic, then 1976, 1984, 1992 and 2000
- 2004 decision made to go for 2009 (Bermuda 400)
- Ship recruitment challenges:
 - *Not until 2008 that final host port contract signed*
 - *Four-month deployment needed for European vessels (large budget and logistical resources required by ship operators)*
 - *Host ports with different positions on support required for ships*
 - *Perceived difficult regulations for international ships in US*
 - *Global economic down-turn*



SHIP RECRUITMENT

- Dedicated TSAC Project Director appointed to focus on:
 - *commercial aspects*
 - *international event marketing*
 - *consistency in joint port approach to ship recruitment*
 - *ship liaison*
- ASTA – excellent work with USCG on MENS giving ship operators confidence



THE RESULTS

- 39 Tall Ships
- 2,500 crew and trainees from over 20 nations
- 300,000 website visitors
- Over 5 million visitors to host ports
- Amazing personal experiences and life-long friendships forged through incredible adventures



TSAC - A CREATIVE APPROACH TO EVENT LAYOUT

- Major concern about small fleet beforehand
- Great quality of fleet
- The Alberto Duran Village
- Hoped for 200,000 visitors
- Excellent Parade of Sail
- Over 400,000 over four days



TSAC - ENGAGING THE LOCAL COMMUNITY

- Event layout in port disconnected with City
- Yacht Club hospitality to crew superb
- Good liaison system
- Ships and crews needs met



THE VALUE OF THE SAIL TRAINING MESSAGE

- Excellent event built around core message of sail training (*helped significantly with sponsorship support in challenging economic climate*)
- Trainee recruitment programme second to none
- First class shore programme for crew, LO system and community involvement
- Leveraged marketing opportunities throughout the four-month race series
- Ensured strong legacy for the future



ATTRACTING THE CROWDS

- Excellent trainee recruitment programme
- First class media plan – focus on their trainees crews and race with build up to arrival
- Hoped for 400,000
- Population of NI 1.25M
- 800,000 visitors!



THE RACING



TALL SHIPS ATLANTIC CHALLENGE 2009

A great success thanks to the dedication, enthusiasm and commitment of the host ports teams and the crews which took part. Many thanks also to ASTA for their excellent support in this joint event.





THE TALL SHIPS RACES BALTIC 2009

• Fleet

- 126 Tall Ships
- 98 Tall Ships Race 1
- 99 Tall Ships Race 2
- 26 Class A
- 8,000 crew and trainees



THE TALL SHIPS RACES BALTIC 2009

• Visitors

- Gdynia 2.5 million
- St Petersburg 950,000
- Turku 530,000
- Klaipeda 1.35 million

• **Total of over 5 million**



THE TALL SHIPS RACES BALTIC 2009

• Media

• Gdynia	480
• St Petersburg	80+
• Turku	140
• Klaipeda	150
• Total	750+



THE TALL SHIPS RACES BALTIC 2009

• Celebrity Endorsement



TALL SHIPS ATLANTIC CHALLENGE - FEEDBACK

	Very difficult	Difficult	Neutral	Easy	Very easy
Filling berths			4	2	6
Filling berths 15-25			6	1	5
Meeting safety equipment requirements			2		11
Funding / sponsorship	4	4	2	1	
Distance from home waters	1	1	1	7	4
Time away from home waters	2	1	2	5	4



TALL SHIPS ATLANTIC CHALLENGE - FEEDBACK

How useful?	Not at all	Not very	Neutral	Useful	Very useful
Pre race material			2	2	10
Captains welcome pack			2	3	9
Captains briefings			2	1	11

	No	Yes
Would you consider taking part in another Tall Ships Atlantic Challenge?		14



THE TALL SHIPS RACES BALTIC 2009 - FEEDBACK

	Very difficult	Difficult	Neutral	Easy	Very easy
Filling berths	3	6	18	23	13
Filling berths 15-25	5	9	14	17	20
Meeting safety equipment requirements	4	3	13	16	24
Funding / sponsorship	17	18	11	5	6
Distance from home waters	2	4	15	14	28
Time away from home waters	4	4	15	15	24



THE TALL SHIPS RACES BALTIC 2009 - FEEDBACK

How useful?	Not at all	Not very	Neutral	Useful	Very useful
Pre race material			10	26	26
Captains welcome pack		1	6	26	27
Captains briefings	1	1	10	21	29

	Not sure	Maybe	Yes
Would you consider taking part in another Tall Ships Race?	1	4	57

	No	Maybe	Yes
Is your vessel likely to take part in another Tall Ships Race?	5	1	56



TSAC FEEDBACK SUGGESTIONS FOR IMPROVING EVENT

- *Better wireless internet capacity*
- *More specific about port facility charges (e.g. 'black water')*
- *More time to visit US ports for European ships*
- *Safer access to ships for visitors*
- *Better arrangements for water, diesel, electricity, showers.*
- *Ships berthing not too dispersed*



BTHE TALL SHIPS RACES BALTIC SUGGESTIONS FOR IMPROVING EVENTS

- *Impress on host ports the need for adequate toilet and shower facilities*
- *Make the paperwork easier (STI and ports)*
- *Communication poor when ships are located two sides of a river or basin*
- *Receive material to promote the event in the preceding Nov-March*



TSAC FEEDBACK WHY DID YOU TAKE PART?

- *Exciting challenge/experience for trainees*
- *To experience ocean sailing*
- *International friendship for trainees*
- *Travel, choice of ports attractive*
- *Money (good event for business)*
- *Opportunity to test candidates (trainees) in all kinds of weather*
- *Programme fits sail training objectives*



BALTIC FEEDBACK WHY DID YOU TAKE PART?

- Attractive event for trainees*
- Great sailing experience*
- International atmosphere for trainees and officers*
- Fulfil a dream*
- To go to St Petersburg*
- Fun, meet others, make friends*
- Amazing combination of sailing, socialising and holiday*
- Youth development/sail training purpose*
- International youth exchanges*



TALL SHIPS RACES & EVENTS

2010

Garibaldi Tall Ships Regatta
Historical Seas Tall Ships Regatta
The Tall Ships Races 2010
North Sea Tall Ships Regatta

Sail Amsterdam (endorsed event)
Sail Bremerhaven (endorsed event)



GARIBALDI TALL SHIPS REGATTA 2010



Genoa
8-11 April

Trapani
16-19 April





TALL SHIPS RACES & EVENTS

Contracted Tall Ships Races and Regattas
2011 onwards











