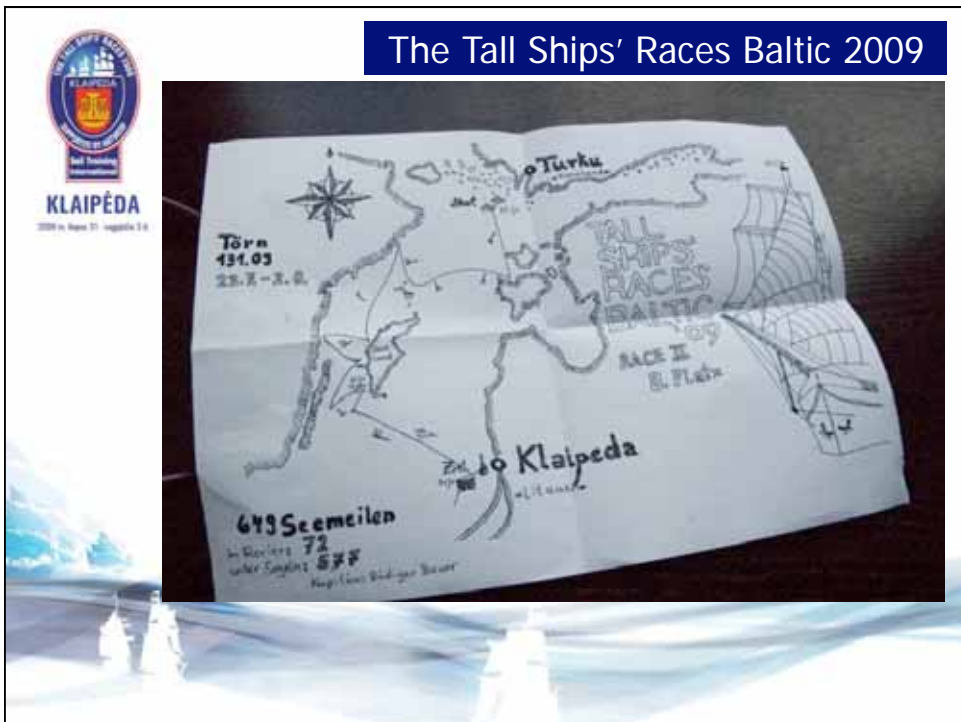




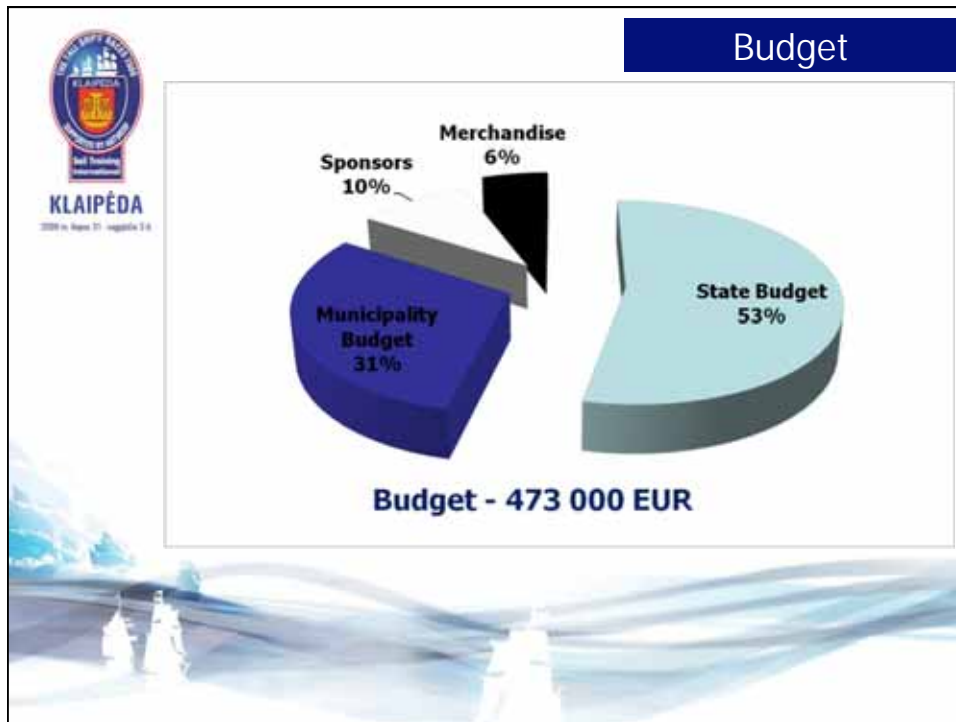
**On-Site Spending and Attendee Satisfaction Survey:  
The Tall Ships' Races Baltic 2009 Klaipeda**

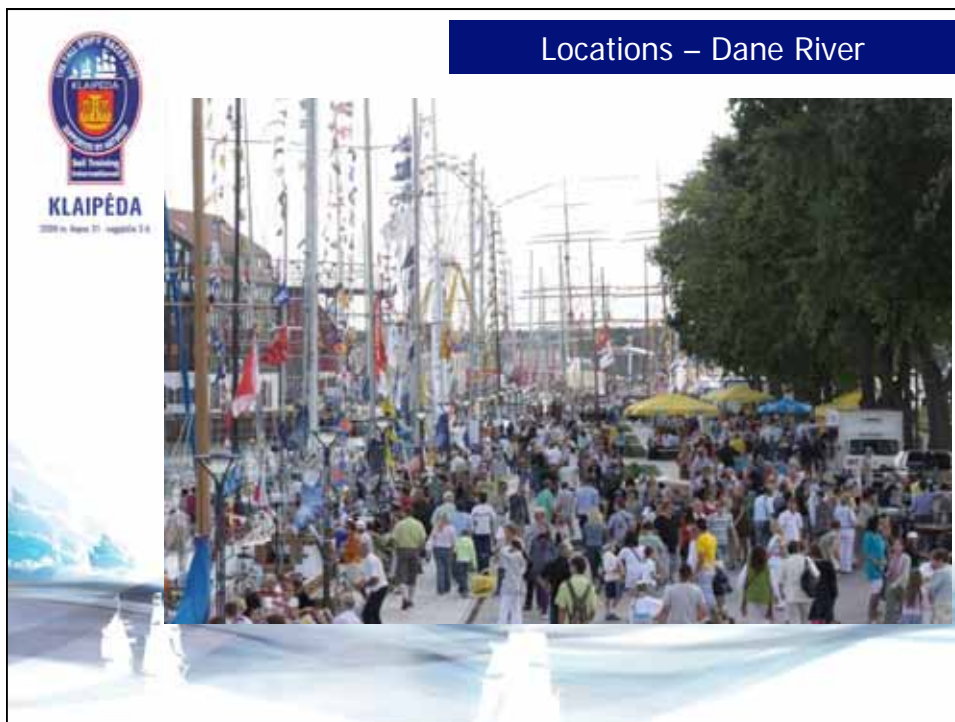


**The Tall Ships' Races Baltic 2009**



**KLAIPEDA**  
2009 in Kooperation mit







**The Tall Ships' Races Baltic 2009 Klaipėda**

**99 Vessels:** from 18 countries

- 18 - „A“ class
- 16 - „B“ class
- 65 - „C“ and „D“ class

**160 Liaison Officers**

**70 Volunteers**

**2900 Crew members**

**3 Main Event Areas:**

- Cruise Ships Terminal,
- Memel City,
- Old Town (Theatre Sq.)

**Over 100 of events in The Program**

**Over 2000 artists**




**Visitors**

**Number of visitors:**

Friday, 31 July - 300 000 visitors

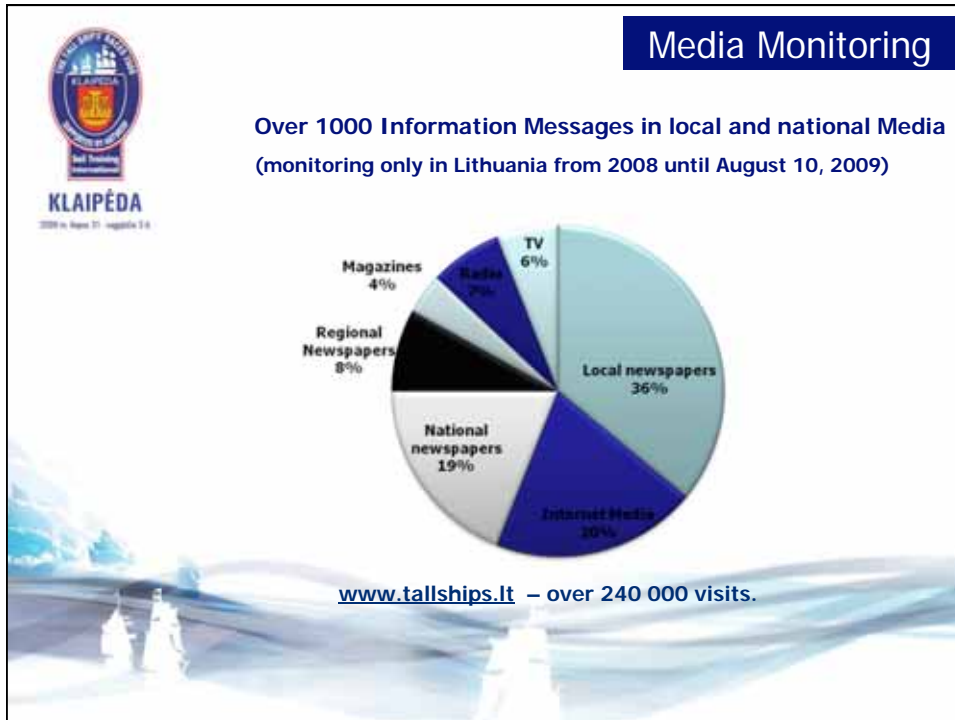
Saturday, 1 August - 500 000 visitors

Sunday, 2 August - 450 000 visitors


Monday, 3 August - 100 000 visitors

Total we have estimated **1,35 mln.** visitors at  
The Tall Ships' Races Baltic 2009 in Klaipėda.





- 
- Challenges**
- Limited resources for Economic Impact Study:
- Budget constraints
  - Human resource constraints




**KLAIPĖDA**  
2000 m. lapas 31 – rugpjūtis 34

Decision

to measure other characteristics such as on-site spending and attendee satisfaction and profile information:

**On-Site Spending and attendee satisfaction Survey:**

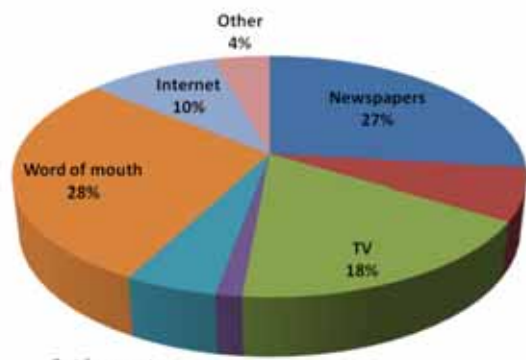
- LO system used (brief training)
- Surveying visitors – 200
- Surveying crew members – 200
- Data management – Klaipeda University students



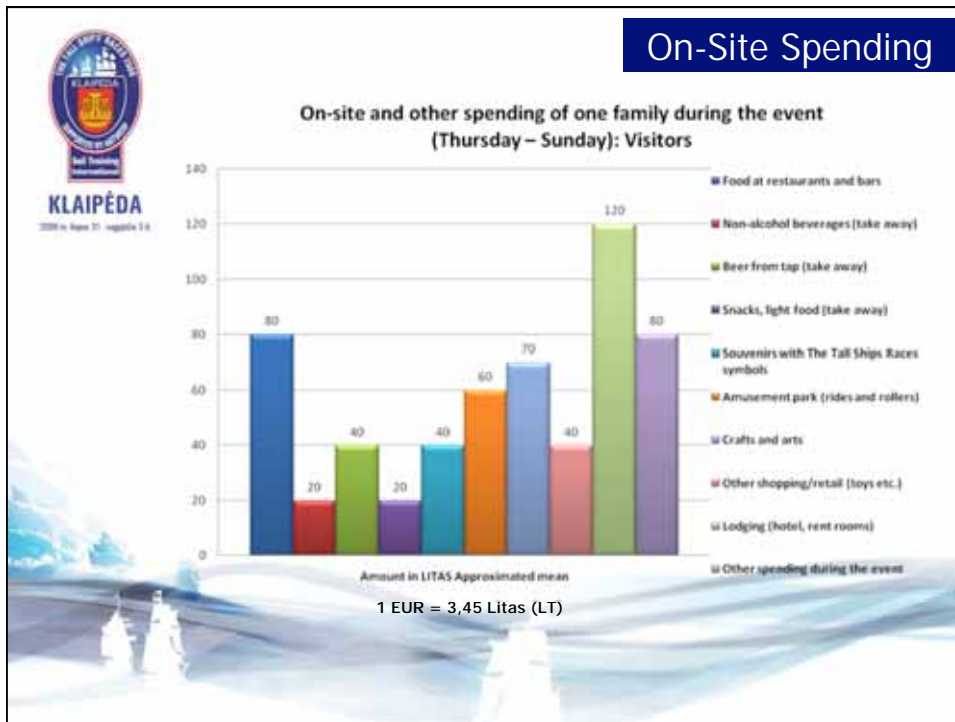
**KLAIPĖDA**  
2000 m. lapas 31 – rugpjūtis 34

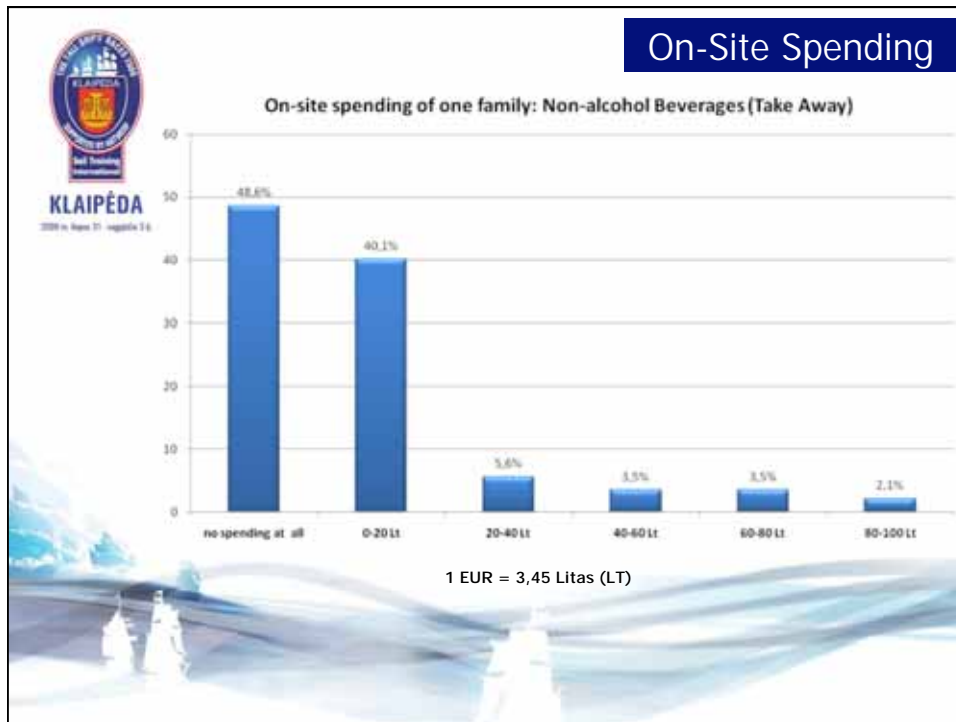
Visitors

**Where first heard about The Tall Ships' Races in Klaipeda**



Source	Percentage
Newspapers	27%
Word of mouth	28%
TV	18%
Internet	10%
Other	4%
Radio	7%
Outdoor posters	5%
Magazines	1%





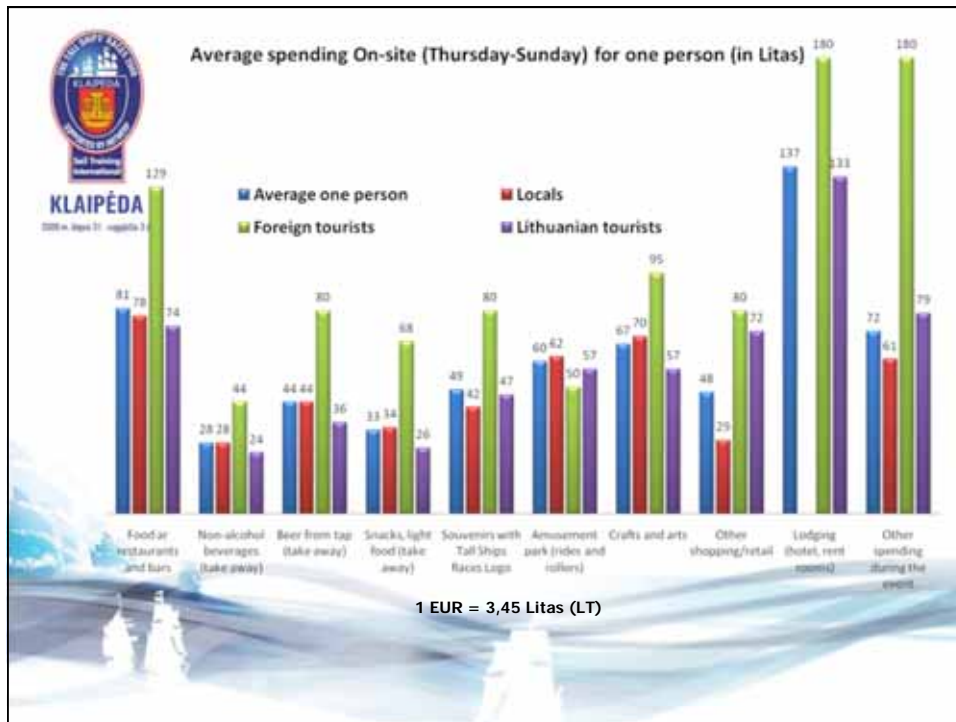






**On-Site Spending**

**Average amount of spending of one family during the event**  
 (from Thursday till Sunday) – 260 Lt (75€)  
 Minimum of spending – 20 Lt (6 €)  
 Maximum of spending – 840 Lt (244 €)



On-Site Spending

**Average spending of one person (from Thursday till Sunday) – 80 Lt (23 €)**  
 Maximum - 620 Lt (180 €) / Minimum - 10 Lt (3 €)

**Residents (living in Klaipėda) – 70 Lt (20 €)**  
 Maximum – 300 Lt (87 €) / Minimum – 5 Lt (1,5 €)

**Tourists – 120 Lt (35 €)**  
 Maximum – 620 Lt (180 €) / Minimum – 5 Lt (1,5 €)

**Lithuanian tourists – 100 Lt (29 €)**  
 Maximum – 380 Lt (110 €) / Minimum – 5 Lt (1,5 €)

**Foreign tourists – 220 Lt (64 €)**  
 Maximum – 620 Lt (180 €) / Minimum – 30 Lt (9 €)







**Conclusions**

- Very low costs
- Estimates are not enough credible or accurate

**...but**

- Provides more arguments about importance of the Event for the City
- Useful for decision making and organizing future events



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