

## Why do they come?



### THE FULL COMBINATION OF:

1. The Tall Ships' Race
2. Sail Training Objective
3. Exposure for Ship
4. **Income**
  1. Appearance fee
  2. Hospitality
  3. Public/(Deck) Tours





## ▶ Economics of Ships

- ▶ Class A Tall Ship needs € 3.000 – € 10.000 per day in the season to survive
- ▶ Commercial income on average more and more important (less government / military money)
- ▶ Ideally:
  - Tall Ships Race is 32 days
  - Income needs between € 90- €300.000 per ship
  - Trainees: ca. 30-50% of income
  - Event income: ca. 50-70% (€ 40- €200.000)
  - Per event per ship: € 10.000 - € 50.000
- ▶ *WITHOUT INCOME NO TALL SHIPS' RACE*

## Preparation is the key



- ▶ Masterplan
- ▶ Make a timetable and stick to it
- ▶ Set-up a plan with local organization and authorities
- ▶ Plan activities on board of the Ships as part of the total programme

	General/program	Staf	Sales & marketing	purchase	Logistics	IT	Finance/admin.
aug-08		Taakverdelingen en personeelsplan maken.	c h e c k e n adressenbestand			IT-plan maken.	
sep-08	Plan maken voor de opzet, organisatie en uitvoering	stagiere aannemen	v a s t s t e l l e n arrangementen; inhoud en prijs.	contracten rederijen nakijken; type contracten vaststellen, aanmeldingsformulieren voor schepen versturen	Start Nautisch overleg	Boekingsysteem en financiële administratie inrichten.	p r o c e d u r e s vaststellen
okt-08	Maandelijks overleg SSA		verkoopcondities vastleggen; algemene voorwaarden controleren	selectie schepen inkoop; Catering vaststellen		Inbrengen standaard contracten voor in- en verkoop	
nov-08			contracten klanten vaststellen en procedures uitvoering	Eerste aanbieding naar sponsors	Samenwerkingscontracten, afspraken met rederijen vastleggen.		

# Requirements Hospitality



- Facts & figures ships
- Exclusivity
- Sponsoring & contracts
- Good coordination trainees / hospitality / crews
- Interesting programme
- Compose hospitality packages that fit in with local market situation
- Contract the Ships
- Sales & Marketing of the hospitality
- ▶ See it as a professional job
- ▶ Decide what you do-and-don't-do

# Facts & Figures Ships

Ship registration Sail Amsterdam

[www.aanmelden-sail2010.nl](http://www.aanmelden-sail2010.nl)



- NAW
  - Name ship
    - Owner
    - Skipper
  - Telephone
    - Telephone number on board
  - Type ship
    - Length
    - width
    - Depth
  - Sail Sq. Mtr.
    - Engine ( HP)
    - Bow prop
    - Max / average speed
    - Seaworthy
    - Marifoon /communication
    - E-mail and internet on board
    - Max. number of passengers (at sea and inland)
    - Minimum number of passengers \*
  - Number of seats inside
  - Number of rooms
  - Height of the rooms
  - Number of toilets
  - Separate toilets for women and men
- Security.
  - Rafts number number
  - Life jackets number
  - Procedures
  - First Aid Number
  - Intercom
  - Microphone
  - Beamer
  - Projection
  - handicap facilities
- Kitchen
  - Volume fridge litres
  - Volume freezer litres
  - Steamer yes/no yes/no
  - Oven yes/no capacity
  - Number of gas rings number
  - Bar facilities
  - Beer pump
  - Cooling
  - Airco
    - tables number and sizes
  - Catering done by:
    - owner/ company
    - Third party
    - By NEB
- Remarks
- Photo upload exterior and interior ship (max. 500 kb)/

## Organize exclusivity



- ▶ Exclusive event area on land
- ▶ Exclusive event area on water
- ▶ The income should go to the participating ships, not to other ships or other venues for hospitality on shore
- ▶ Ships from outside of the race?
  - If the market is asking for them
  - If participating ships do not commit themselves
  - For capacity
  - Not all ships are suitable for hospitality at all times

## Sponsor



- ▶ Hospitality on board should be an automatic part of the sponsor package:
  - Offer free deck space
  - Reserve  $\pm$  20% of the received sponsor income to pay for this
- ▶ Organize all your own hospitality on board of the fleet! (instead in a VIP-village on shore)



## Coordinate trainees/hospitality/crew

- ▶ When hospitality on board?
- ▶ When are the trainees on board?
  - Alternative programme
  - Plan activities for trainees when also hospitality is planned



## Hospitality Package

- ▶ Ship
- ▶ Catering & drinks
- ▶ Logistics
- ▶ Organization fee





## Make sure you can handle it

- ▶ Contracts (in and out)
- ▶ Conditions
- ▶ Booking system
- ▶ Sales force



## Requirements



- Facts & figures ships
  - Exclusivity
  - Sponsoring & contracts
  - Good coordination trainees / hospitality / crews
  - Interesting programme
  - Compose hospitality packages that fit in with local market situation
- Intergrade



Contract the Ships



## Commitment

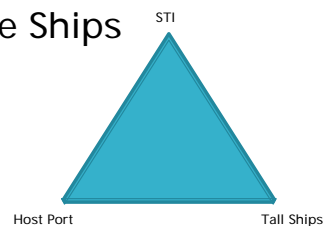


- ▶ *They* ask you to generate money
- ▶ *You* ask commitment from the Ships
  - Information
  - Planning (at early stage)
  - Facilities on board
  - Crew demonstrations
  - Service
- ▶ Important role of STI

## Commitment



- ▶ *They* ask you to generate money
- ▶ *You* ask commitment from the Ships
  - Information
  - Planning (at early stage)
  - Facilities on board
  - Crew demonstrations
  - Service
- ▶ Important role of STI

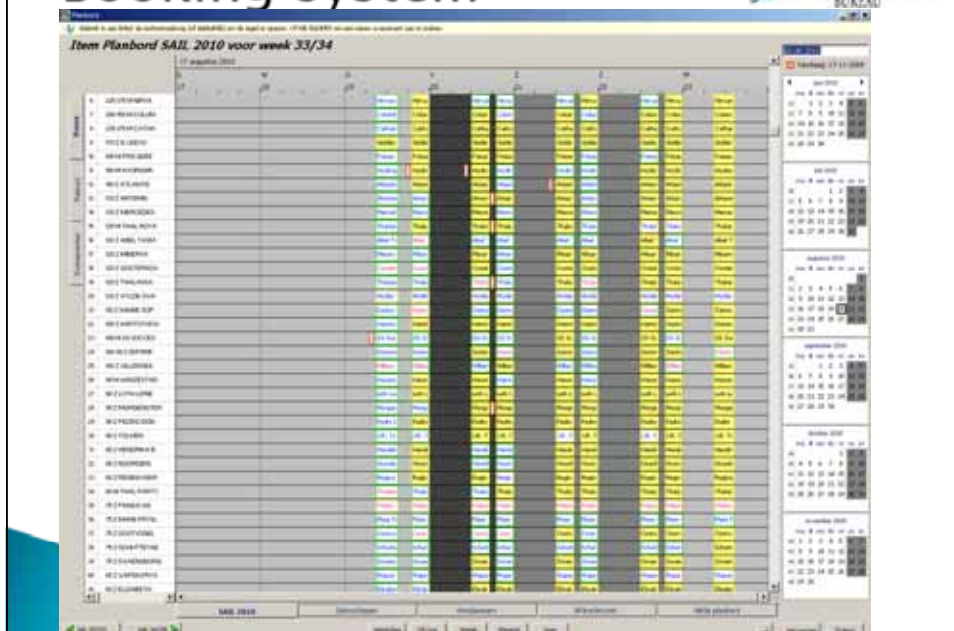


## Professional Sales & Marketing



- ▶ Find a partner / agent (or specialist) that
  - Knows the market
  - Has access to the right target groups / local business community
  - Has (access to) know how on corporate hospitality
- ▶ When in doubt, ask somebody to help you organize it

## Booking system





## Final



- Plan in detail
- Realise the ships need income
- Decide on do's and don'ts
- Execute your plan step by step
- Generate sales
- Make it a fantastic event



Thank You  
Any questions?

