

---

---

# INTERNATIONAL SAIL TRAINING & TALL SHIPS CONFERENCE 2017



**Sail Training International**



**Bordeaux, France**

**Thursday 30 November to Saturday 2 December**

---

---

# Stéphan Delaux

Deputy Mayor of Bordeaux



# Paul Bishop

Head of Race Directorate  
Sail Training International



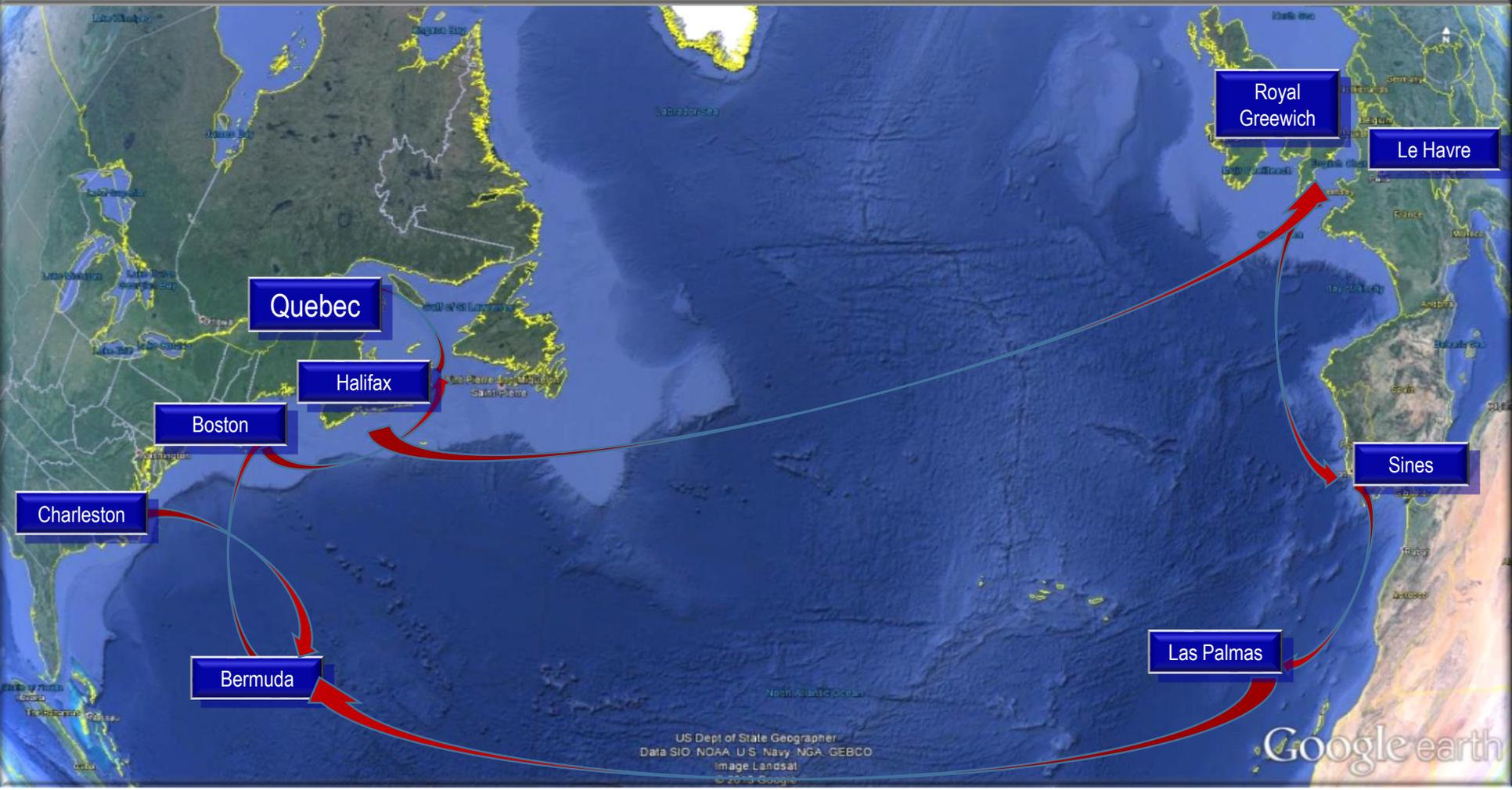
# Tall Ships Races & Regattas 2017

- 13 principal host port partners
- 40 guest & C-in-C port partners
- 16,000 crew and trainees
- 153 participating vessels from 28 nations
- 28 Class A Ships
- 10,957 (1,423 Baltic & 9,534 RDV) nautical miles race courses
- 41 volunteers (13 nationalities) giving 679 volunteer days!



# Rendez-vous 2017 Tall Ships Regatta

13 April – 3 Sept 2017



# Royal Greenwich – RDV 2017



© STI - Valery Vasilevsky



Sail Training International

# Tor Bay – RDV 2017



# Race 1, Tor Bay to Sines Race



# Sines – RDV 2017





# Las Palmas – RDV 2017



# Charleston Feeder Race – RDV 2017



# Bermuda – RDV 2017



© STI - Valery Vasilevsky



Sail Training International

# St Georges – RDV 2017



# Race 3, Bermuda to Boston – RDV 2017



© STI - Valery Vasilevskiy



Sail Training International

# Boston – RDV 2017



# Race 4, Cape Ann to Canada – RDV 2017



© STI - Valery Vasilevskiy



Sail Training International

# Sail Den Helder 2017

(22 - 25 June)

- Excellent collaboration with STAN
- 350,000 visitors
- 78 Trainees to TSR
- NSTO members Promotional stand
- 400 young people from Sail Academy involved in organisation
- Pledged €15,000 PA over 6 years to Sail Training



Den Helder

Image Landsat / Copernicus  
© 2017 Google  
© 2009 GeoBasis-DE/BKG  
Data SIO, NOAA, U.S. Navy, NGA, GEBCO

Google

52°06'56.74" N 0°44'23.92" E elev 51 m eye alt 6

# The Tall Ships Races Baltic 2017

(30 June – 8 August)



# Halmstad – Baltic Tall Ships Races 2017



# Race 1, Falsterbo to Gulf of Finland



# Kotka – Baltic Tall Ships Races 2017



# Cruise-in-Company, Kotka to Turku



# Turku – Baltic Tall Ships Races 2017



# Race 2, Turku to Klaipeda



# Klaipeda – Baltic Tall Ships Races 2017



# Race 3, Klaipeda to Szczecin



# Szczecin – Baltic Tall Ships Races 2017



# Guest Port Programme – RDV 2017





# RDV Security – 24 hr requirement

Security Officer Spaniel





U.S. COAST GUARD



# Quebec City – RDV 2017



© STI - Valery Vasilevskiy



Sail Training International

# Halifax – RDV 2017



© STI – Valery Vasilevskiy



Sail Training International

# Le Havre – RDV 2017



© STI - Valery Vasilevsky



Sail Training International

# Le Havre – RDV 2017



© STI - Valery Vasilevskiy



# Feedback - Races and Regattas 2017



The best experience of my life. In reality, three weeks with some of the most incredible people. One incredible race from Boston to Canada. Getting soaked, with howling wind, and lots of singing. Learning lessons about life from each other that, in my opinion, are very hard to teach any other way & Learning things about yourself that you didn't even know.

**Saoirse Reynolds, aged 19 From Ireland**



# Feedback - Races and Regattas 2017



“When we went out from Hamstad port, there was a storm and me and another crew member got sick, but the storm was cool because I have never been on a wave storm. I learned that it is awesome sometimes to do things you haven’t before and it was fun. I got a lot of new friends.”

**Marko Agurauja, aged 15 from Estonia**



# Feedback - Races and Regattas 2017



“I learned that so many people from all around the world can live in PEACE and share all this wonderful hobbies and ideas. There was a feeling of deep friendship and working for the same goal and a feeling of freedom on the wide sea.”

**Saleem Bittar, aged 21 from Syria. *RUPEL***



# Paul Thompson

Commercial Director  
Sail Training International



Sail Training International

# 2017 Events – Audience Reach



- Visitors to the events: **8.6 million**
- Facebook fans: **165,000**
- Accredited media at the events: **More than 1,000**



**THE TALL SHIPS RACES 2017**

organised by **Sail Training International**



**Sail Training International**

# RDV 2017 Regatta

- Host Port Trainees – 378
- Deck Events - 112



# The Tall Ships Races

	<u>2014</u>	<u>2015</u>	<u>2016</u>	<u>2017</u>
Host Port Trainees	677	475	592	<b>369</b>
Deck Events	130	196	41	<b>119</b>
Approx. Value	€833k	€846k	€547k	<b>€652k</b>



# Achieving more in difficult markets...

- Better host port / vessel communication
- More effective marketing & sales (ports & ships)
- Early dialogue / early start to sales process
- Products & pricing – clear value proposition
- Testimonials / online resources
  
- Network and build relationships here..!



# Sail Training = Vessel Operators

- The 'delivery channel' for sail training
- Sail training everyday / everywhere
- Many sailing with empty berths
- Empty voyage berth is a **wasted sail training experience**
- And a de-stabilising force on the vessel's financial seaworthiness



*You*  
*~ Can Sail On ~*

**BOARD**



**THE TALL SHIPS**

[sailonboard.com](http://sailonboard.com)

# [www.sailonboard.com](http://www.sailonboard.com)

- Launched July 2016
- To drive traffic to vessel websites
- 193,000 unique users in last 12 months
- Some vessels received up to 1000+ click throughs



# Converting views to bookings...

- Rich photo and video content
- Life on board testimonials
- Social channels
- Translatable
- Sailing schedules & prices
- Simple online booking system
- Clear contact details for telephone enquires
- Response time to all enquiries....?

# Website developments

- Modernisation of the STI website  
[www.sailtraininginternational.org](http://www.sailtraininginternational.org)
- Better integration with [www.sailonboard.com](http://www.sailonboard.com)
- Continued enhancement programme for  
[www.sailonboard.com](http://www.sailonboard.com)



# STI Sponsorship

- Successful sponsor relationship with **SCF Sovcomflot** continues
- Far East Tall Ships Regatta 2018



# Host Port Seminar

- 50 delegates in Turku
  - Presentations
  - Event visit
  - Networking
- Host Port Seminar 2018
  - **Stavanger**
  - 28<sup>th</sup> July 2018



# Port Advisory Group (PAG)

- New working group
- Provide practical ideas and suggestions to improve our events
- Focused on changes that benefit all stakeholders
- Host port representatives from last five years or contracted for future events



# Port Advisory Group (PAG)

## Members

- **Nathalie Beloso – Antwerp**
- **David Choate – Boston**
- **Gerry Copeland - Belfast**
- **Villy Gron – Esbjerg**
- **Marianne Tronstad – Kristiansand**
- **Rogger Waggot – Cadiz**
- **Lillian Westerberg – STI Trustee**
- **Paul Thompson- STI Commercial Director**
  
- **Combined experience of more than 40 Tall Ships Events**



# Paul Bishop

## Future Races and Regattas



Dublin  
1-4 June

Liverpool  
25-28 May

Birmingham

London

Brussels

English Channel

Guernsey

Jersey

Paris

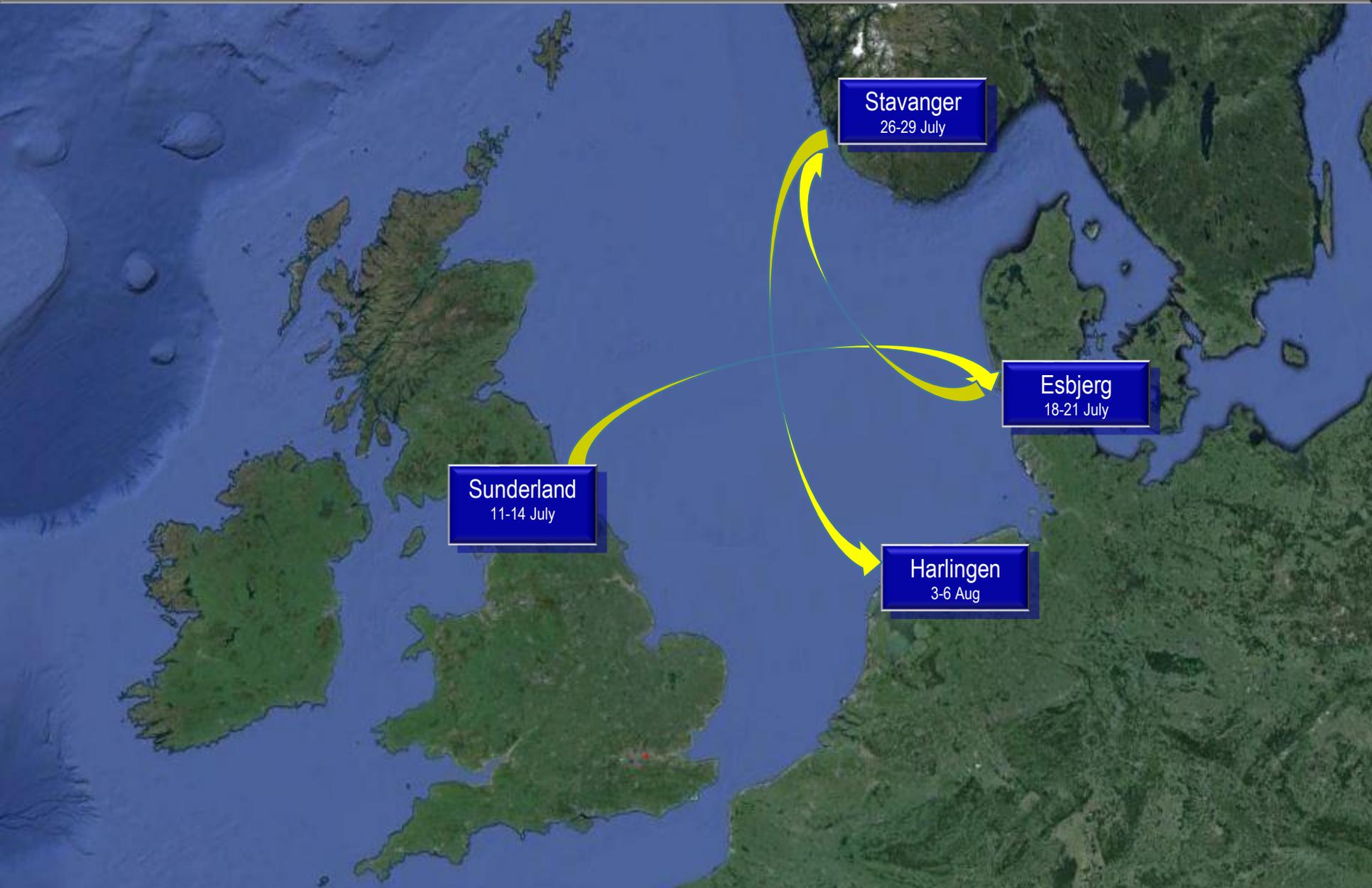
France

Bay of Biscay

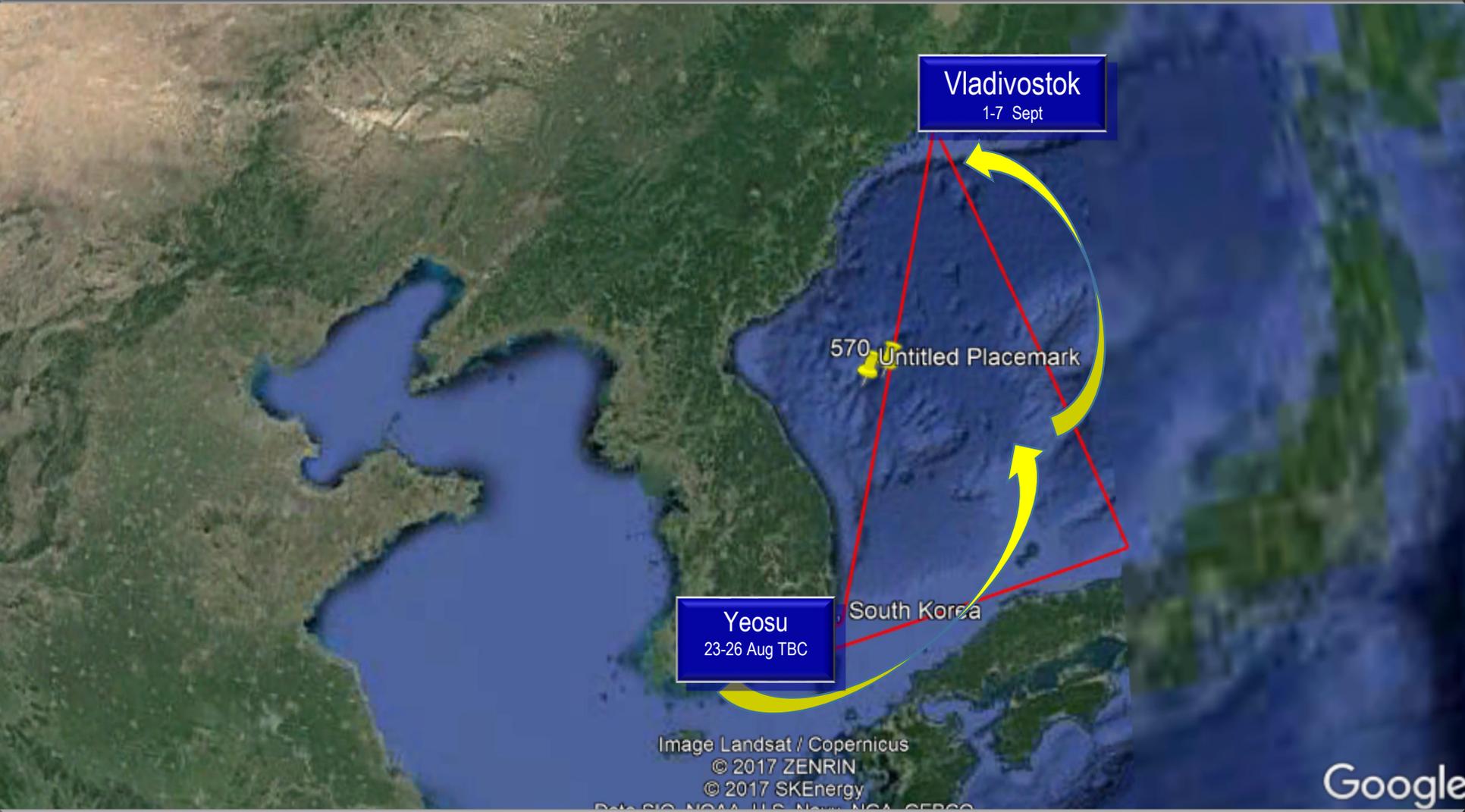
Bordeaux  
14-18 June

# Three Festivals Tall Ships Regatta 2018

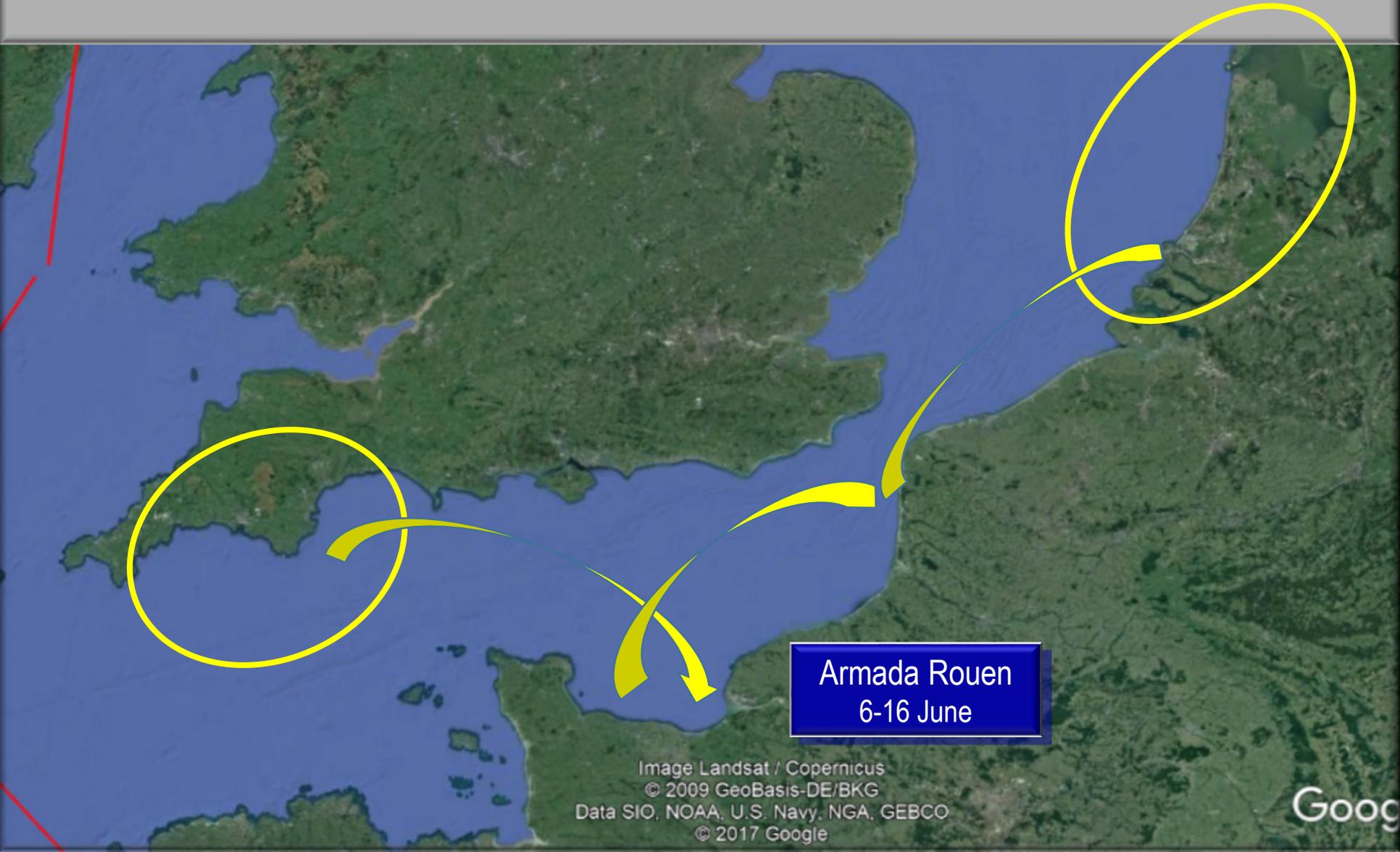
# The Tall Ships Races 2018



# SCF Far East Tall Ships Regatta 2018



# Liberty Tall Ships Regatta 2019

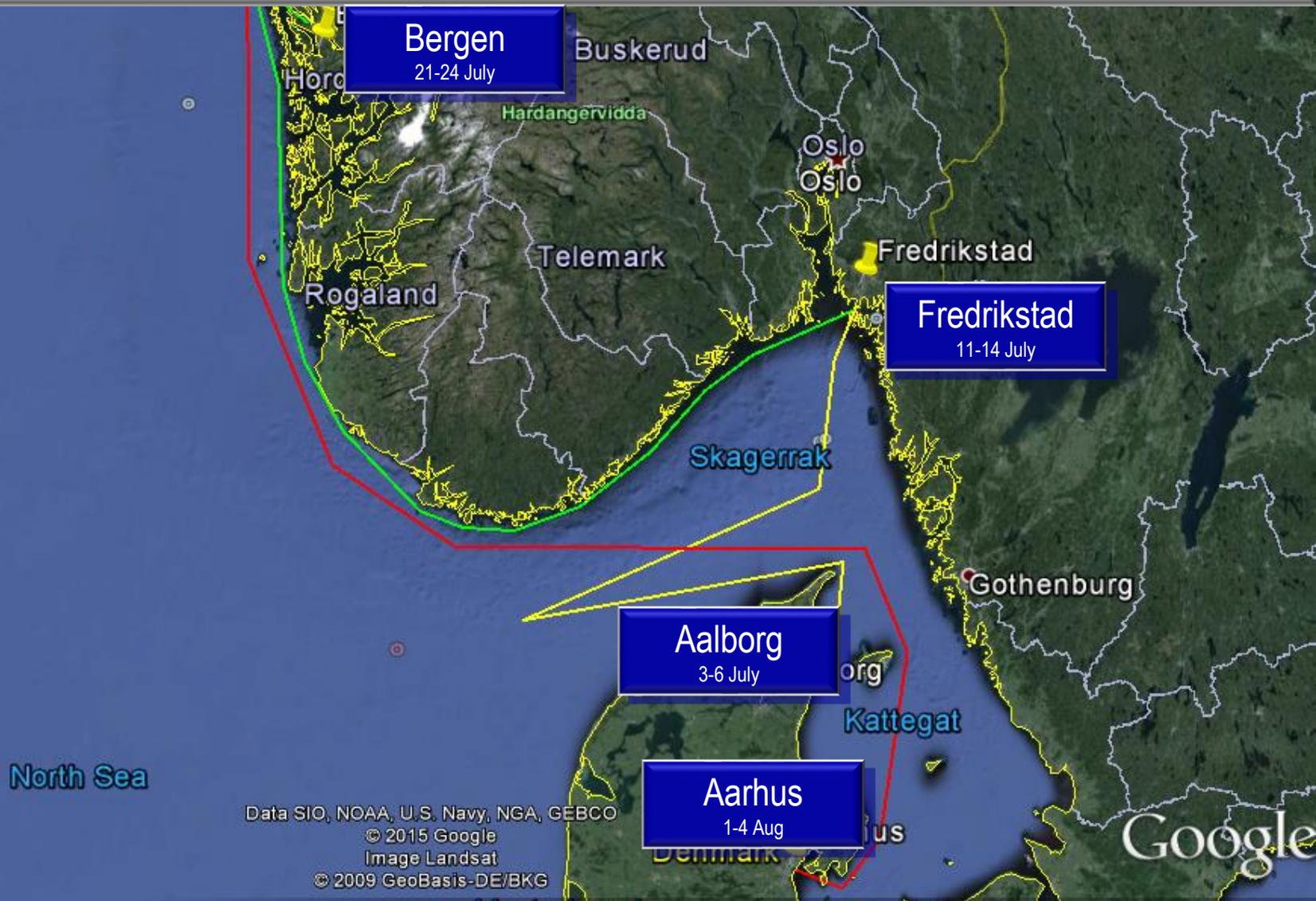


Armada Rouen  
6-16 June

Image Landsat / Copernicus  
© 2009 GeoBasis-DE/BKG  
Data SIO, NOAA, U.S. Navy, NGA, GEBCO  
© 2017 Google

Goog

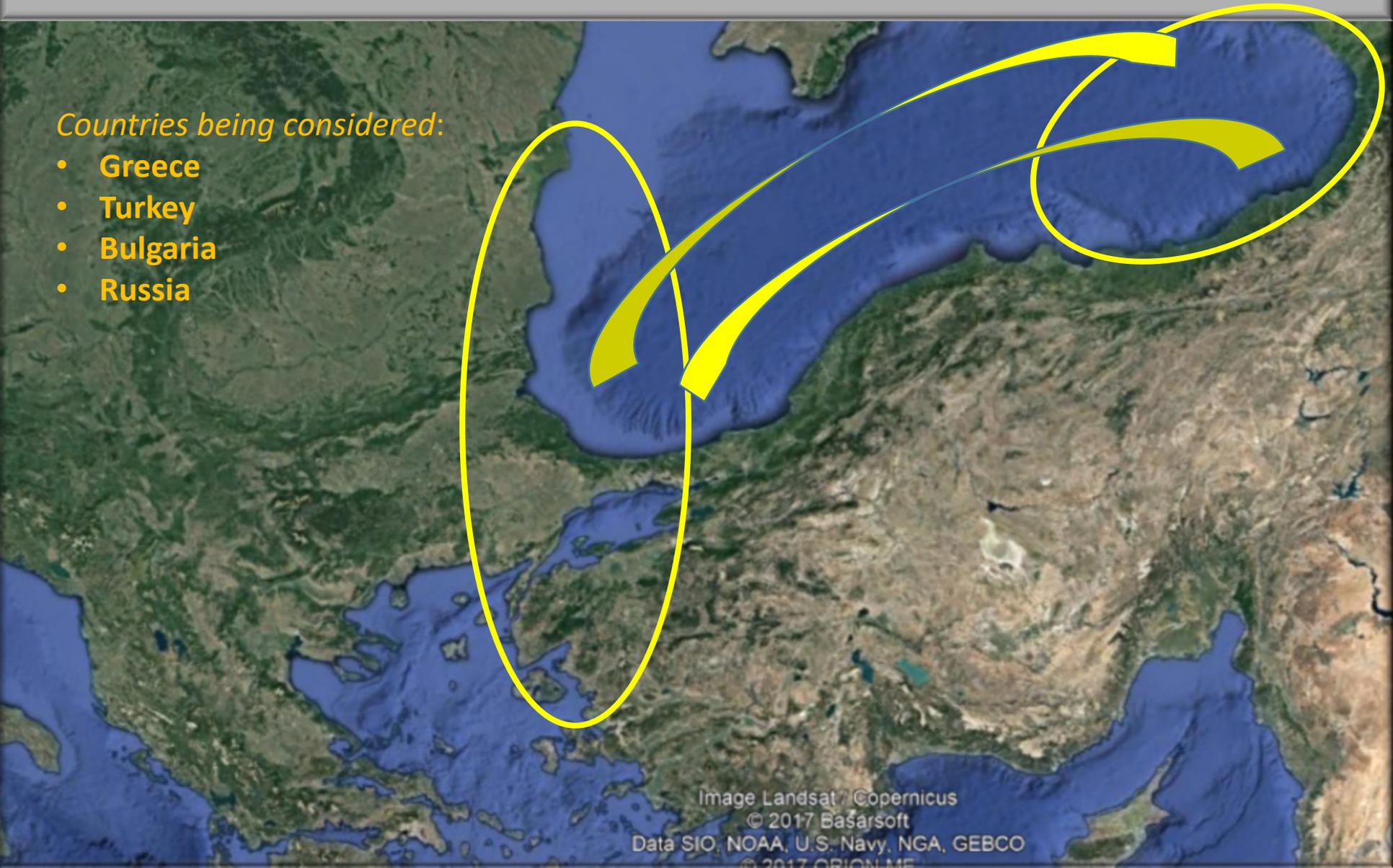
# The Tall Ships Races 2019



# SCF Black Sea Tall Ships Regatta 2019

*Countries being considered:*

- Greece
- Turkey
- Bulgaria
- Russia



# The Tall Ships Races 2020

Sail  
Amsterdam  
12-16 Aug TBC

Sail  
Bremerhaven2  
19-23 Aug TBC

Dunkerque  
6-9 Augy

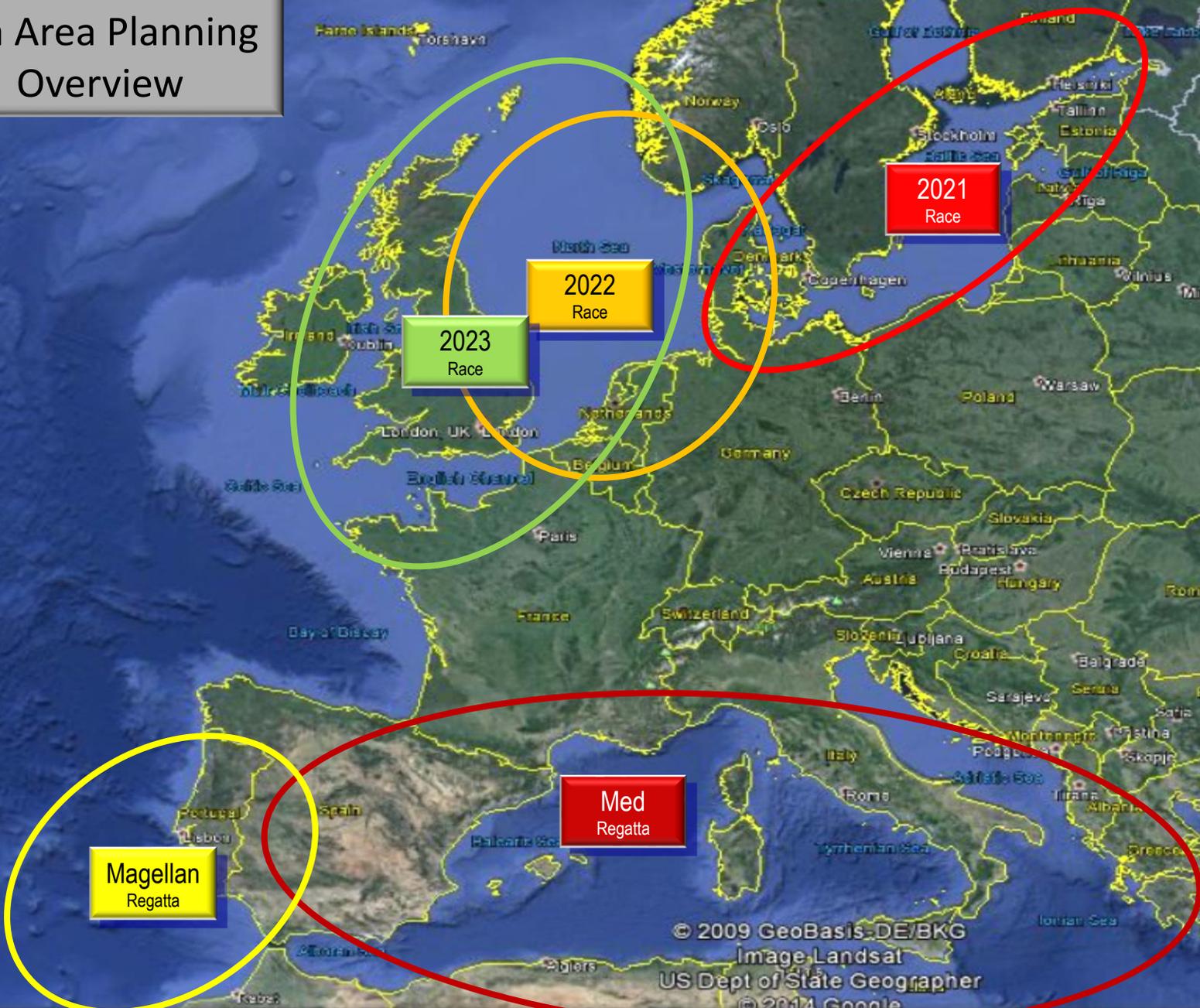
A Coruna  
24-27 July

Lisbon  
2-5 July

Cadiz  
9-12 July

Image Landsat / Copernicus  
© 2017 ORION-ME  
Data SIO, Navy, NGA, GEBCO  
s=DE/BKG  
Imagery Date: 12/14/2015 27°20'47.17" N 12°51'46.17" W

# Sea Area Planning Overview



2021  
Race

2022  
Race

2023  
Race

Med  
Regatta

Magellan  
Regatta

# Doug Prothero

Chairman  
Sail Training International



# Johnny Søtrup

Mayor of Esbjerg, Denmark



# Third time on board as Mayor

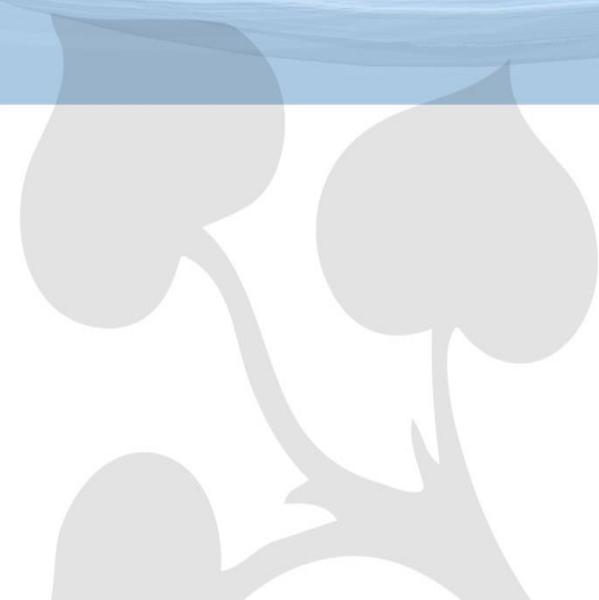


EnergiMetropol  
ESBJERG

Mayor Johnny Søtrup, Esbjerg Municipality  
Bordeaux, November 2017.



Esbjerg  
Kommune



# The Tall Ships Races in Esbjerg



# Why be a host port?

- Event scale
- Shared values
- Young sailors
- Attractive city
- Local reasons



# The event supports our city branding



EnergiMetropol  
Esbjerg



Esbjerg  
Kommune

# Sponsor involvement

- Recurring sponsor
- Previous success



“The event is undoubtedly a major asset to the city, and we plan on creating a lot of good experiences for the visitors, and especially our customers.”

# The Tall Ships Races 2022?



# A professional partner



---

---

# INTERNATIONAL SAIL TRAINING & TALL SHIPS CONFERENCE 2017



**Sail Training International**



**Bordeaux, France**

**Thursday 30 November to Saturday 2 December**

---

---

# Conference Venues



# Getting Around

- Map in your delegate pack & page in programme
  - Tram lines shown
- Tram Ticket
  - Courtesy of the city of Bordeaux
  - Valid for the duration of the conference





# Conference Centre Cite Mondiale

**RED Tram Line 'B'**

**Stop: CAPC Musee d'Art  
Contemporain**

**Side Street off the main  
road**



# Gala Wine Party & Dinner

**19:30 Saturday**

## Palais de la Bourse

Central Location on  
the waterfront





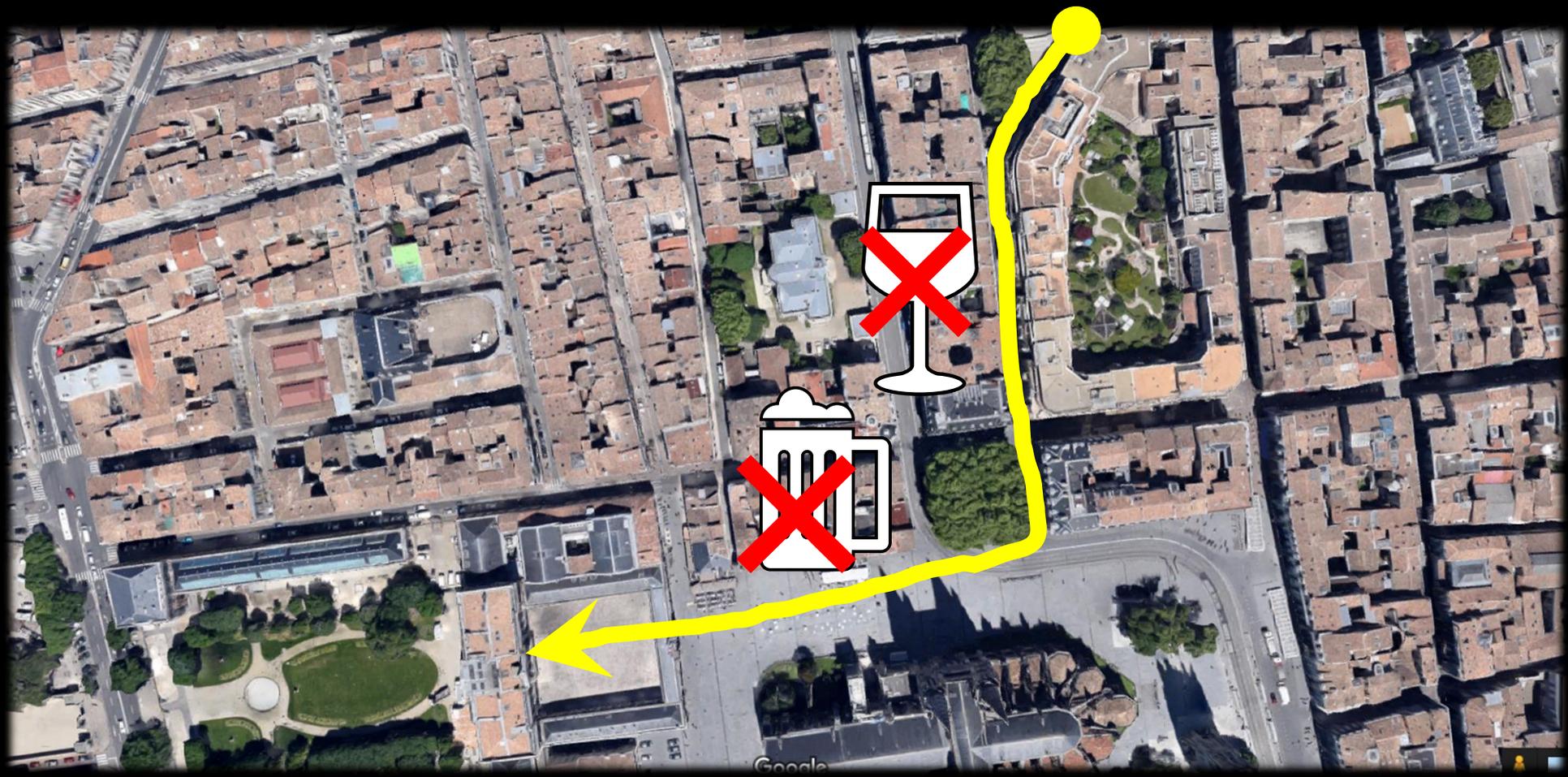
**Welcome Reception**

**City Hall Salons**

**Directly after this session**

**3 minutes  
walking  
distance**





---

---

# INTERNATIONAL SAIL TRAINING & TALL SHIPS CONFERENCE 2017



**Sail Training International**



**Bordeaux, France**

**Thursday 30 November to Saturday 2 December**

---

---