CULTURE 2011 TALL SHIPS REGATTA - SO GOOD WE DID IT AGAIN!

GDYNIA - POLAND

Joanna Leman





HISTORY OF HOSTING TALL SHIPS RACES

5 TIMES GDYNIA PLAYED HOST TO: THE CUTTY SARK TALL SHIPS' RACES 1974 THE CUTTY SARK TALL SHIPS' RACES 1992 **THE CUTTY SARK TALL SHIPS' RACES 2003** THE TALL SHIPS' RACES 2009 THE CULTURE 2011 TALL SHIPS REG



CULTURE 2011 TALL SHIPS REGATTA

WHY DID WE DO IT AGAIN?

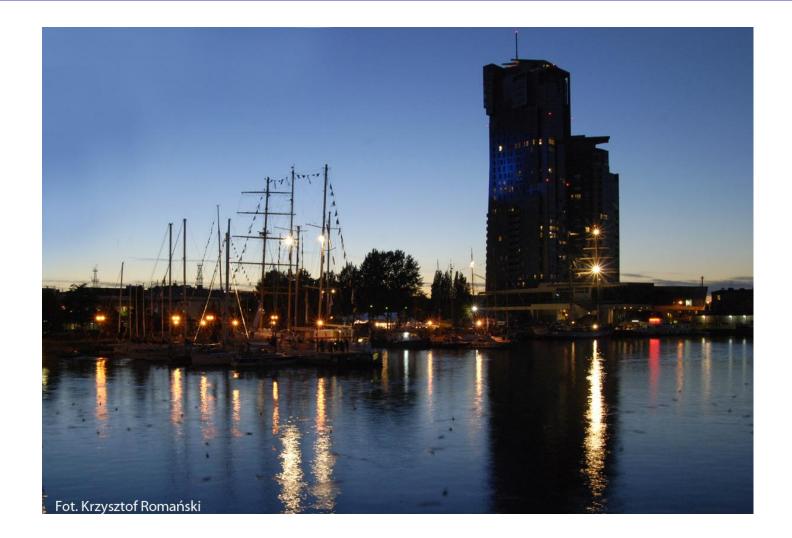
- great success of the past event
 a record number of visitors: 2.5 million visitors
- demand from local community and media
 unforgettable event
- **b** positive impact on local economy
- **b** same host ports guarantee of good cooperation



opportunity to promote sail training and maritime heritage of Gdynia



CULTURE 2011 TALL SHIPS REGATTA







STRENGTHS OF CULTURE 2011 TSR

- team of experienced people (Port Committee)
 who performed great in The Tall Ships Races 2009
- **application of the same organisational model**
- good cooperation with the Polish Navy / other institutions
- the 2009 races helped to promote sail training and a number of people fell in love with tall ships







CHALLENGES OF CULTURE 2011 TSR

- different time of year (end of summer)
- shorter time for planning (one year and a half)
- recruitment of the fleet
- size of the fleet
- expectations of local community / media







CULTURE 2011 TALL SHIPS' REGATTA

- 20 vessels (7 Class A)
- great event for the public (Crew Parade and Parade of Sails)
- 1.6 million visitors
- extensive media coverage (both national and regional)



great success

wonderful weather







WHAT WAS EASIER ...

Fot. Krzysztof Romański

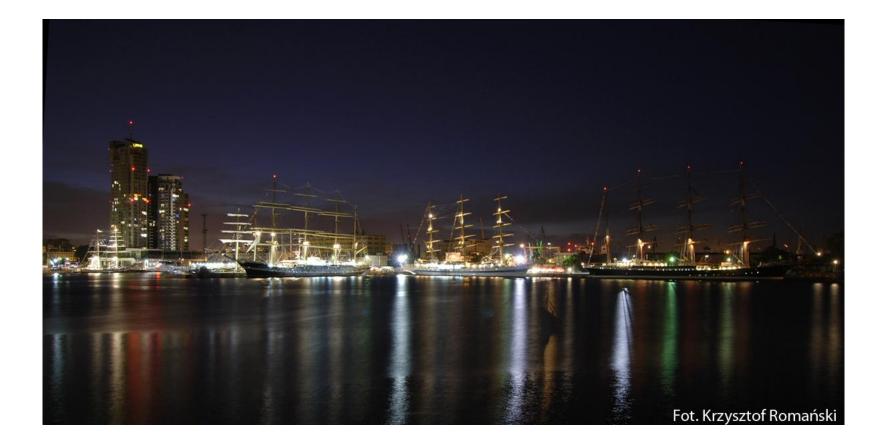
- to get sponsorship (sponsors still remembered the success of the 2009 races)
- to make media interested in the event
- to cooperate with institutions
- to organise a LO system and to recruit LOs
- to organise social programme





WHAT WAS MORE DIFFICULT ...

b to recruit vessels







WHAT ABOUT DOING IT AGAIN?