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 REGATTA**

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

- positive impact on local economy

- same host ports – guarantee of good cooperation

- opportunity to promote sail training and maritime heritage of Gdynia

CULTURE 2011 TALL SHIPS REGATTA

Fot. Krzysztof Romański

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

- opportunity to promote sail training and maritime heritage of Gdynia

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

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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**

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WHAT WAS EASIER …

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- 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 …

⛵ **to recruit vessels**

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WHAT ABOUT DOING IT AGAIN?