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

#### **GDYNIA - POLAND**

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## **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?

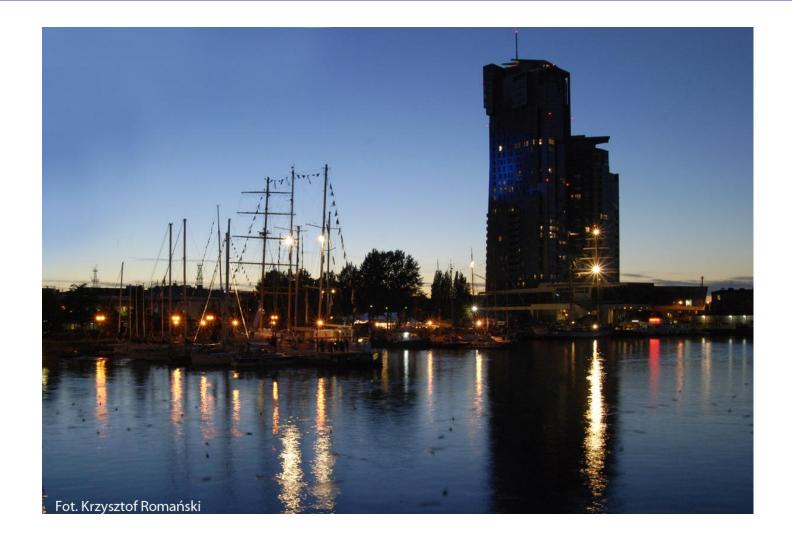
- great success of the past event
   a record number of visitors: 2.5 million visitors
- demand from local community and media
  unforgettable event
- **b** positive impact on local economy
- **b** same host ports guarantee of good cooperation



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

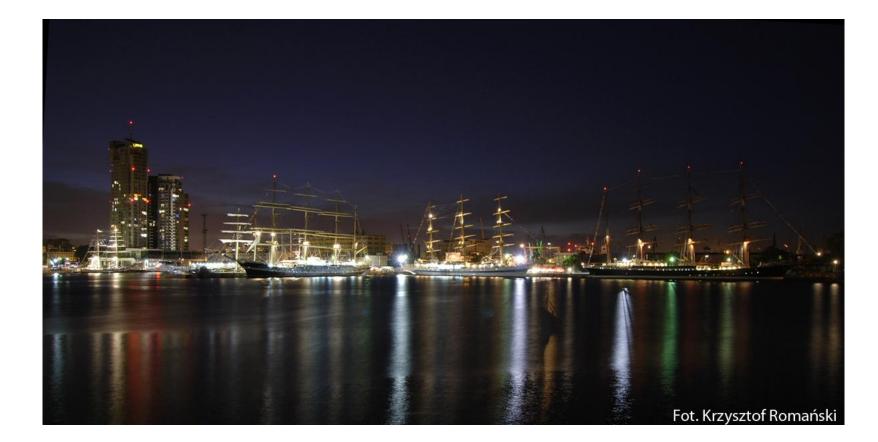
- to get sponsorship (sponsors still remembered the success of the 2009 races)
- to make media interested in the event
- to cooperate with institutions
- to organise a LO system and to recruit LOs
- to organise social programme





#### WHAT WAS MORE DIFFICULT ...

#### **b** to recruit vessels







# WHAT ABOUT DOING IT AGAIN?