



Culture 2011 Tall Ships Regatta: Klaipeda Host Port Experience

18 – 21 August, 2011



Sail Training International Events in Klaipeda

The Tall Ships Races Baltic 2009 The Culture 2011 Tall Ships Regatta





Sail Training International Events in Klaipeda

The Tall Ships Races Baltic 2009



Gdynia, Poland

2 – 5 July

St Peterburg, Russia

11 – 14 July

Turku, Finland

23 – 26 July

Klaipeda, Lithuania

31 July – 3 August



Sail Training International Events in Klaipeda

The Tall Ships Races Baltic 2009



99 Vessels: from 18 countries

- 18 - „A“ class
- 16 - „B“ class
- 65 - „C“ and „D“ class

160 Liaison Officers

70 Volunteers

2900 Crew members

3 Main Event Areas:

- Cruise Ships Terminal,
- Memel City,
- Old Town (Theatre Sq.)



Sail Training International Events in Klaipeda

The Tall Ships Races Baltic 2009



Number of visitors:

Friday, 31 July - 300 000 visitors

Saturday, 1 August - 500 000 visitors

Sunday, 2 August - 450 000 visitors

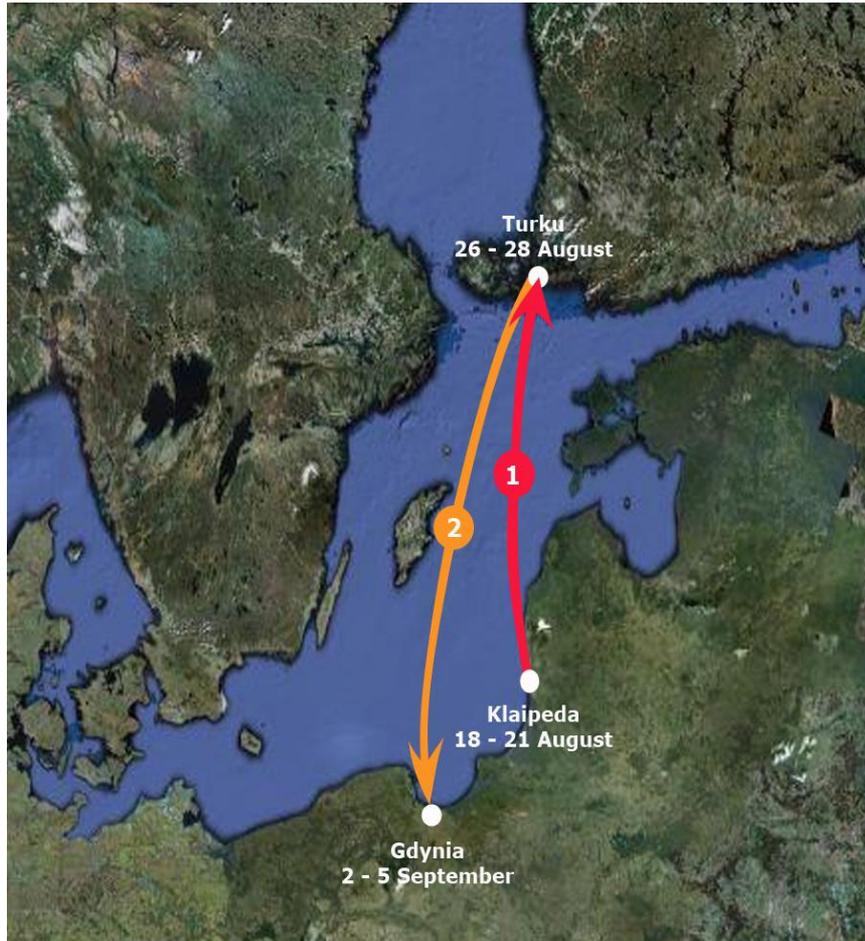
Monday, 3 August - 100 000 visitors

Total: **1,35 mln.** visitors.



Sail Training International Events in Klaipeda

The Culture 2011 Tall Ships Regatta



Klaipėda, Lithuania

18 – 21 August

Turku, Finland

26 – 28 August

Gdynia, Poland

2 – 5 September



The Culture 2011 Tall Ships Regatta

Overview of the Project



Strengths: Knowledge and experience how host the fleet and to make STI event with the same team of enthusiastic professionals.

Weaknesses: Limited time and budgets.

Opportunities: Positive relations with all stakeholders: Municipality, Port Authorities, Sponsors, Navy, Media and local community.

Threats: not to fulfill very high expectations after 2009.



The Culture 2011 Tall Ships Regatta

Limitations

Time: very short time from signing Contract to the Event.

Budgets: limited budgets, assigned just from the beginning of 2011.





The Culture 2011 Tall Ships Regatta

Challenges (Threats)

The challenge was to deliver ~~better~~ the same quality Event as in 2009.

FAQ – how many ships will come to Klaipeda?





The Culture 2011 Tall Ships Regatta

Knowledge and experience

Experienced team of professionals – all of them previously worked for The Tall Ships Races 2009.

Flat and simple organizational structure – more responsibilities and trust for each team member.

The same people in other Host ports – easy to talk and to make decisions.





The Culture 2011 Tall Ships Regatta

PR Manager





The Culture 2011 Tall Ships Regatta

Opportunities

Good relations with stakeholders:

Municipality, Port Authorities,
Sponsors, Navy, Media and local
community support.





Sail Training International Events in Klaipeda

The Culture 2011 Tall Ships Regatta

30 Vessels: from 10 countries

- 8 - „A“ class (+1 Navy Vessel)
- 7 - „B“ class
- 14 - „C“ and „D“ class

61 Liaison Officers

22 Volunteers

1500 Crew members

2 Main Event Areas:

- Cruise Ships Terminal,
- Memel City,





Sail Training International Events in Klaipeda

The Culture 2011 Tall Ships Regatta



Number of visitors:

Thursday, 18 August - 100 000

Friday, 19 August - 200 000

Saturday, 20 August - 75 000

Sunday, 21 August - 150 000

Total: 0,525 mln. Visitors.



A class ships in Port

A class ships in Klaipeda:

SEDOV (Russia), **DAR MLODZIEZY** (Poland) ,
KRUZENSHTERN (Russia) , **MIR** (Russia) , **SHTANDART**
(Russia), **GULDEN LEEUW** (Netherlands), **THALASSA**
(Netherlands) , **CHRISTIAN RADICH** (Norway)





B class ships in Port

B class ships in Klaipeda:

BRABANDER (Lithuania), **HELENA** (Finland),
JOHANN SMIDT (Germany), **TECLA**
(Netherlands), **NADEZHDA** (Russia), **DE**
GALLANT (Netherlands), **JOLIE BRISE** (UK)





Notes on the Margin

Do not think that you know everything:

Consult with your country

STA – captains and skippers

of sail training vessels





Notes on the Margin

Control over all event area.





Notes on the Margin

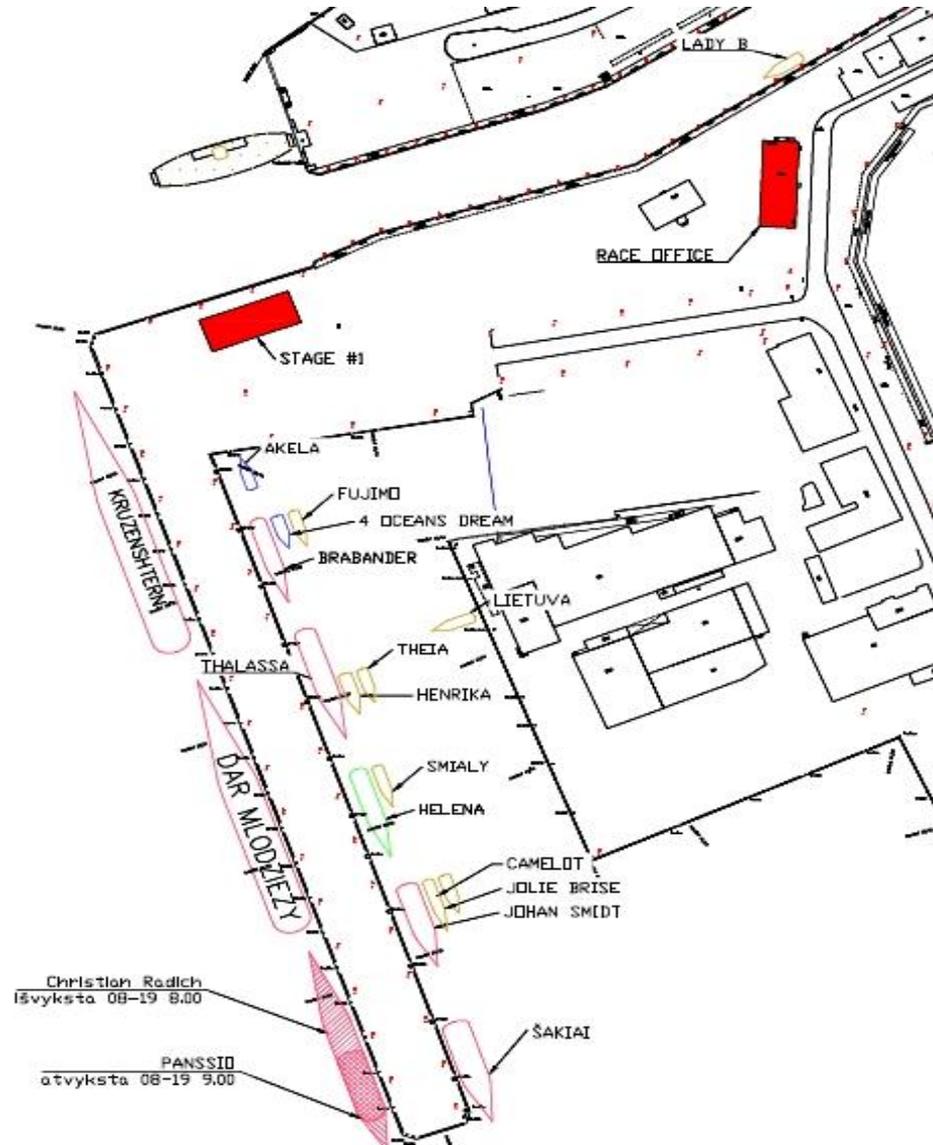
Control over all event area - flexibility





Notes on the Margin

Flexibility – Plan B



Sail Training International Events in Klaipeda



Grand sponsors

DnB NORD Bankas



Regatta sponsors



A class sponsors



Regatta friends



Media sponsors



Organizers



KLAIPEDA CITY MUNICIPALITY



KLAIPEDA TOURISM AND CULTURE INFORMATION CENTRE



KLAIPEDA VALTIŠKIO JŪRŲ UOSTO DIREKCIJA
KLAIPEDA STATE HARBOUR AUTHORITY

A class sponsors –

Corporate Hospitality

Clients



Sail Training International Events in Klaipeda

Flexibility





Sail Training International Events in Klaipeda

PR activities

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Love at first sight...

19 August 2011

Everyone's heart gets stolen when the tall ships come to town, but for Lina and Valdas Japertas it has a special meaning. The two young people met for the very first time during the 2009 Tall Ships Races when both were working as liaison officers - Lina was a 'zone co-ordinator', in charge of a group of liaison officers, or LOs as they are known in port. Valdas had been assigned to be LO to a ship but was asked at the last minute to fill in as a zone co-ordinator. At first he was reluctant, but then he saw Lina smile and knew that being her co-worker would bring him closer to the girl of his dreams!

The rest, as they say, is history. The pair married in Klaipeda in May 2011 and had their wedding photographs taken on the quayside area where they first met. They were on honeymoon when Valdas received a text message asking him to be Chief Liaison Officer for the Culture Regatta. So they are both back once again, but this time as Mr & Mrs Japertas. How sweet!

Good luck to both of you from the whole Tall Ships family.

See more about [The Culture 2011 Tall Ships Regatta](#)

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DIDŽIŲJŲ BURLAIVIŲ REGATA "THE CULTURE 2011 TALL SHIPS REGATTA"

Organizatorius - "Sail Training International"

Rugpjūčio 18-21, Klaipėda

www.tallships.lt



Į REGATĄ VAŽIUOK PIGIAU!

Rugpjūčio 18 - 21 d. visiems AB "Lietuvos geležinkeliai" keleiviams, vykstantiems maršrutu VILNIUS-ŠIAULIAI-KLAIPĖDA-VILNIUS, taikoma 30% nuolaida!

Daugiau informacijos ieškokite www.litrail.lt, www.tallships.lt



REGATOS UOSTA REMIA:

Mecenatas



Didieji rėmėjai

DnB NORD Bankas



Regatos rėmėjai



mezon

LIETUVOS GELEŽINKELIAI

A klasės rėmėjai



LEMMINKÄINEN LIETUVA



Boskalis Baltic



AB KLAIPĖDOS KARTONAS



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KLAIPĖDOS MIESTO SAVIVALDYBĖ



Klaipėdos turizmo ir kultūros informacijos centras



KLAIPĖDOS LAIVŲ BENDROVĖ



Sail Training Legacy in Klaipeda

The Legacy or What's next?

