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HOST PORT FEEDBACK – AARHUS 2013





Agenda

- General facts about TSR13 Aarhus
- Best moments
- Happy crews
- Beneficial partnerships
- What would Aarhus do differently next time





FACTS

- 104 vessels 3.000 crew members
- 500.000 visitors 94% guest satisfaction
- 84% came because of the vessels
- 600 volunteers
- 159 trainees
- Media coverage advertising value equivalent DKK 10,904,538
- Budget of DKK 12 mio. (1,6 mio. Euros)





HAPPY CREWS AND CAPTAINS





































































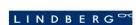




























































































What would Aarhus do differently next time:

- Free event vs. tickets how to sell more tickets
- More focus on selling half-day sailing
- More pop-up more vessels no large stage?
- Better athomsphere around the bars to increase sales
- Bring the event even closer to the city
- Flow of persons vs. architectual set-up





