

International Sail Training & Tall Ships Conference 2011

Toulon Provence Méditerranée



International Sail Training & Tall Ships Conference 2011

Peter Cardy
Chief Executive
Sail Training International



Four new member countries:

- Croatia
- Czech Republic
- Estonia
- Hungary

Self-help 'toolkit'

- Evaluate training programme
- Identify possible improvements
- Evidence of effectiveness

New bursary schemes

Sail training International

- France, Portugal, Spain, Ireland

Sultanate of Oman

- 100 trainees
- glamorous new trophy

Safety Management System

- Vessels under 500 tonnes
- 'best practice': safety procedures, training and record keeping

Seminar for Flag State Regulators

Doug Prothero
Vice Chairman
Sail Training International



Races and Regattas

The Tall Ships Races 2011

- Waterford, Greenock, Lerwick, Stavanger, Halmstad

Culture Tall Ships Regatta

- Klaipeda, Turku, Gdynia

Improving the economics of Tall Ships events

Anni Walther

Director

Tall Ships Races Europe Ltd





A new **working group**

How to improve the economy of our events for both the participating vessels and the host ports.

Anni G. Walther– CEO Utzon Center, Aalborg, Denmark - Director of Tall Ships Races Europe





Aalborg was a host port in 2010

We hosted the TSR for the 3rd time: 1999 -2004 – 2010

After a TSR a host port will always ask as Aalborg did

WHAT DOES AALBORG GAIN BY HOSTING THE TSR 2010? What are the key points?

The Tall Ships Races was **the event of the year for the citizens of Aalborg – providing the city with renewed energy.**

A valuable cultural event with many activities on the waterfront for all people working, living and studying in Aalborg

A lot of class A-ships and many other ships

The vessels, the weather, the flow of spectators and the event formed a synthesis which resulted in a unique atmosphere



Fantastic firework display – international standard!
All generations were brought together in a unique community
Aalborg and the TSR are really a fine constellation

The many receptions were a great opportunity for publicity activities for companies and fine earnings for the ships

Aalborg now exists on the world map of the many sailors who visited us

Why have I underlined the economic and social value from Aalborg? Because if the cities shall continue being host ports it is really important that they feel “they get value for their

”



And likewise it is important that the participating ships feel that they have a possibility to earn money for all their expenses.

3 partners are involved in the TSR apart from the STI:

The fleet- all the vessels

The host ports and their citizens

The sponsors

And **the big question is:**

How can we in the future make the Tall Ships Races even more attractive for all three partners





If the STI or I could answer that question we would not need to set up a working group.

Ideas to reduce costs for the ports and improve income for the ships are welcome. The same goes for the sponsors.

But I also have a personal hope for a better understanding among these 3 partners and a better teamwork

But we don't have the answer so therefore we have set up





A working group:

Anni G. Walther, chairman

Gwyn Brown, Commercial Director

Knut Western, Chairman of TSRE

John Wadson (Bermuda) representing the STI board

1 or 2 operators for Class A ships

Perhaps 1-2 additional persons with direct host port management experience or a returning sponsor,

The group can consult others, both within and outside the STI





Purpose : To consider ways in which we can improve commercial aspects of the events we organize.

The mission for the working group is: To consider and make recommendation to the trustees, STI and TSRE/STI Boards on changes of the events we organize to

- a) Make them more attractive to host ports, ships and sponsors and
- b) improve our defenses against competitive activity (eg maritime festivals, and others who may wish to get into the Tall Ships Races business)





Plan of action:

The working group will have our first meeting tomorrow.

We will start with the purpose – the strategy - vision – the mission – a detailed plan of action.

We will start to make a questionnaire to send out when all members of the working group have had the possibility to comment on the proposal.





The questionnaires will be send to:

- Selected port cities, e.g. the port cities from 2009, 2010, 2011-2015 (to those who have been host ports earlier)
- Perhaps in another version to all Class A and B ships and
- to selected main sponsors from e.g. 5-6 port cities





The schedule: Sending out in December 2011 with a time limit of one month until 15th January 2012

January – March 2012: Processing of the received questionnaires.

In connection with our next TSRE meeting, possibly in Copenhagen in April 2012, the working group can hold a separate meeting and after this proceed or send our conclusion

to the International Council.





I really hope that all people involved in Sail Training International can see that TSR have to keep up and go ahead So to members of the Tall Ships Race Family – please help our working group by

Giving us all your fine ideas and other sorts of input

Answering questions

Giving comments to our future work



Developing new events

- Three or four events per year
- Europe – Caribbean – Australasia
– North Atlantic
- Tall Ships Canada 150

International Sail Training & Tall Ships Conference 2011

Review of The Tall Ships Races 2011

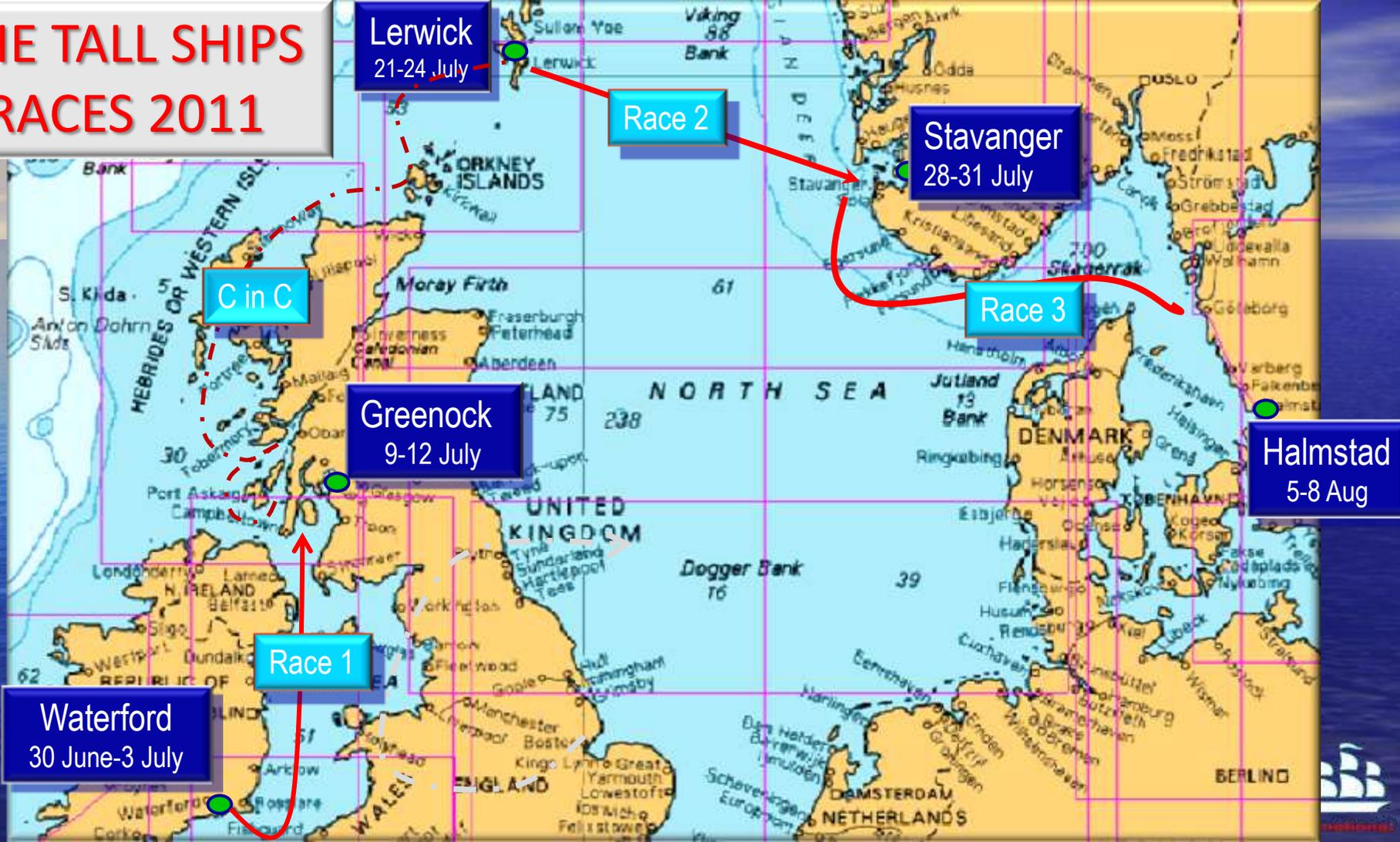
Review of the Culture 2011 Tall Ships Regatta

Future Races and Events

Toulon Provence Méditerranée



THE TALL SHIPS RACES 2011



Lerwick
21-24 July

Race 2

Stavanger
28-31 July

Race 3

C in C

Greenock
9-12 July

Halmstad
5-8 Aug

Race 1

Waterford
30 June-3 July



REVIEW OF THE TALL SHIPS RACES 2011

87 vessels

- *Class A* 27
- *Class B* 30
- *Class C* 20
- *Class D* 10



REVIEW OF THE TALL SHIPS RACES 2011

- *7,000 crew from over 30 different nationalities sailing aboard vessels from 15 countries:*

- Belgium, Colombia, Denmark, Germany, Estonia, Finland, France, Latvia, Netherlands, Norway, Poland, Russia, Spain, Sweden and the UK



REVIEW OF THE TALL SHIPS RACES 2011

- *Waterford - great port – crew enjoyed their stay*
- *Greenock – good docking arrangements and crew events*
- *Lerwick – the LOs were excellent, so was the atmosphere*
- *Stavanger – great berthing area and activities for the crews*
- *Halmstad – great crew party and other activities for the crews*



REVIEW OF THE TALL SHIPS RACES 2011

Visitor numbers

- *Waterford* *500,000*
- *Greenock* *750,000*
- *Lerwick* *27,000*
- *Stavanger* *500,000*
- *Halmstad* *400,000*

- ***Total*** ***2 million +***

REVIEW OF THE TALL SHIPS RACES 2011

Media Coverage

- *€1.4m to €7.6m per port*
- *Total value €16m*

REVIEW OF THE TALL SHIPS RACES 2011

Income for Class A Tall Ships

- *Trainee recruitment 700+*
- *Corporate Hospitality 125 deck parties and day-sailings*
- *Total estimated income for ships generated by ports approx. €1m*

REVIEW OF THE TALL SHIPS RACES 2011

Economic impact – benefits to host ports:

- *Economic impact ranged from €5m to €25m per port*
- *Return on investment ranged from x 3 to x 7*



The Culture 2011 Tall Ships Regatta

KLAIPEDA – TURKU - GDYNIA

The Culture 2011 Tall Ships Regatta



The Culture 2011 Tall Ships Regatta



- Supporting Turku
- Challenging races
- Great culture and sports
- 90% of captains rated the event *good or very good*
- Sail training benefitted from event



REVIEW OF THE 2011 CULTURE TALL SHIPS REGATTA

Visitor numbers

- *Klaipeda* *525,000*
- *Turku* *320,000*
- *Gdynia* *1,600,000*
- *Total* *2.4 million*
- *Grand total* *5.7 million*

REVIEW OF THE 2011 CULTURE TALL SHIPS REGATTA

Income for Class A Tall Ships

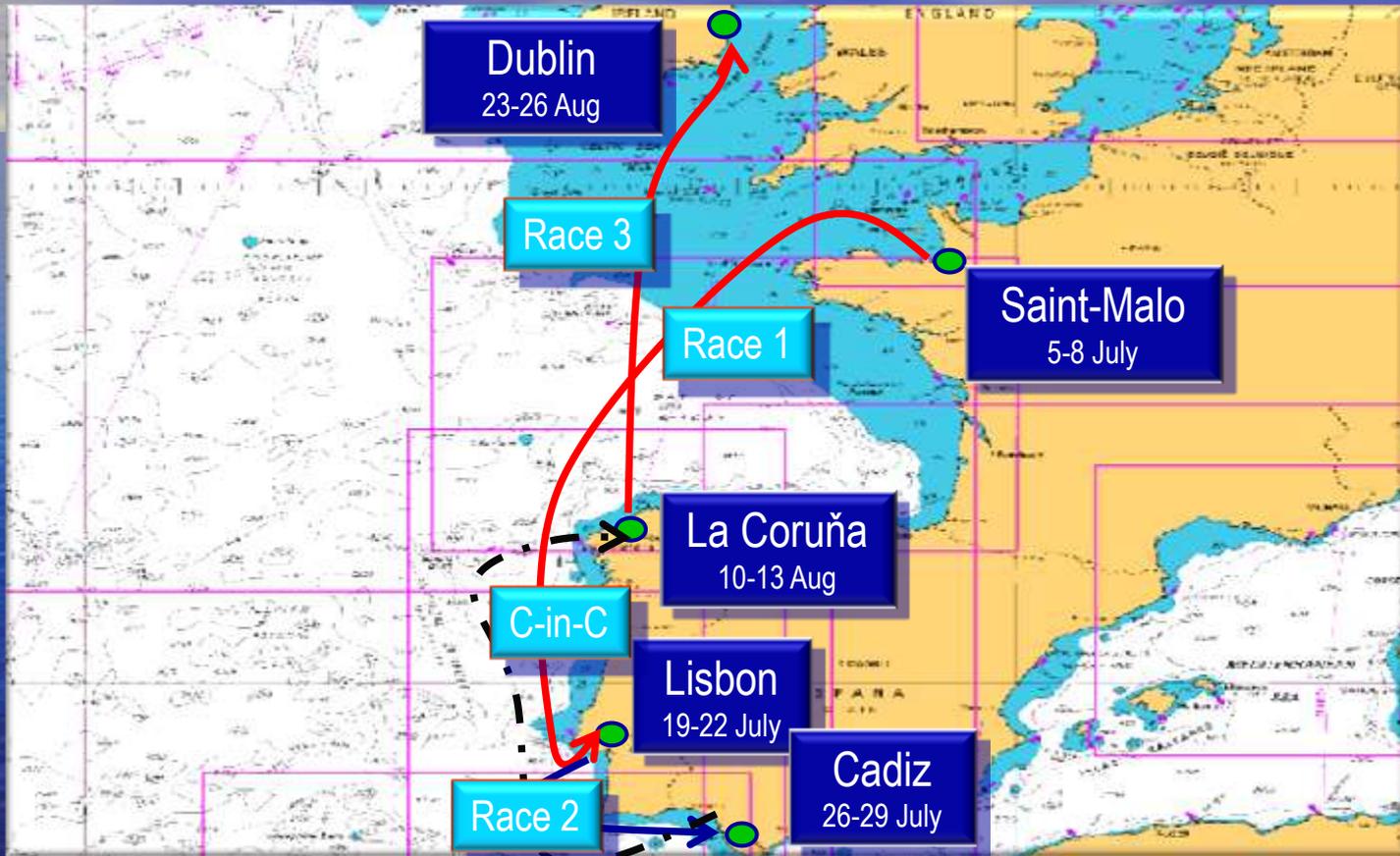
- *Trainee recruitment*
- *Corporate Hospitality (deck receptions)*

THE TALL SHIPS RACES AND REGATTAS

Looking ahead...
Future Races, Regattas
And
Endorsed Events



THE TALL SHIPS RACES 2012



THE TALL SHIPS RACES AND REGATTAS

2013

Armada Rouen (6-16 June)

Sail Den Helder (20-24 June)

The Tall Ships Races

Western Mediterranean Tall Ships Regatta

Sail De Ruyter (23-25 Aug)

Tall Ships Races - Australia/New Zealand



THE TALL SHIPS RACES 2013

Helsinki

17-20 July

Riga

25-28 July

Aarhus

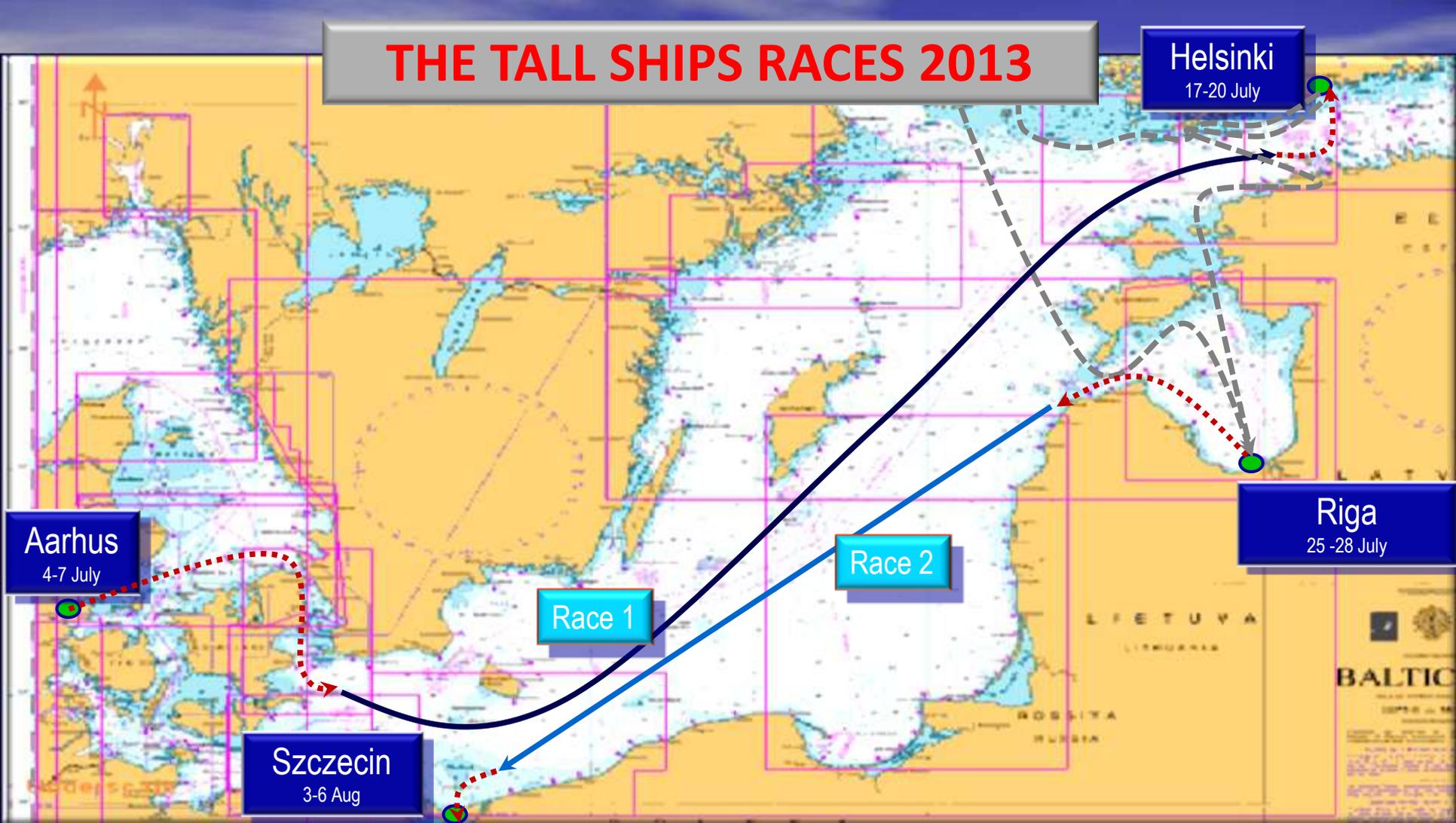
4-7 July

Szczecin

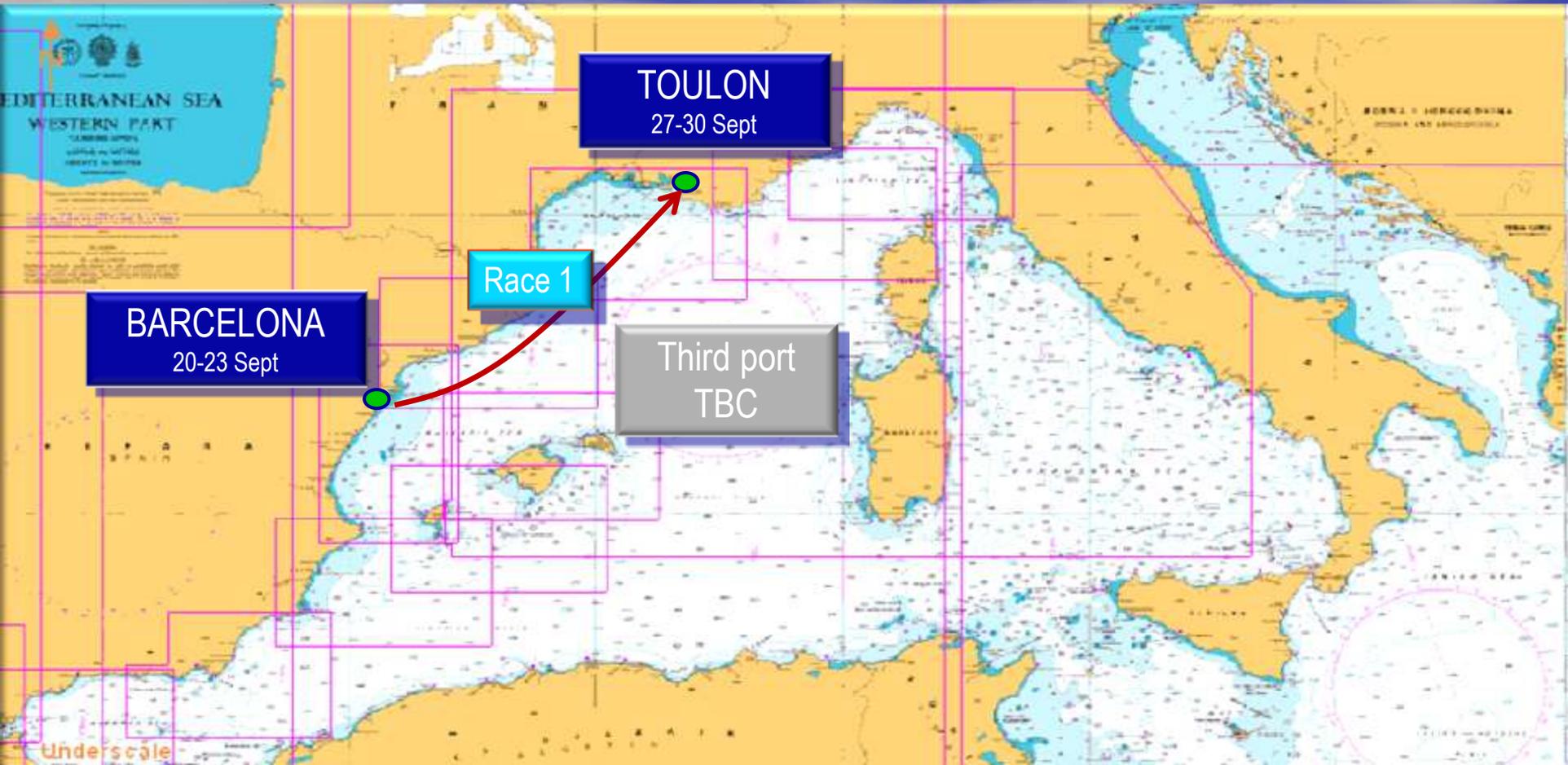
3-6 Aug

Race 1

Race 2



MEDITERRANEAN TALL SHIPS REGATTA 2013



Sydney 150 Tall Ships Regatta 2013

Sydney
3-11 Oct

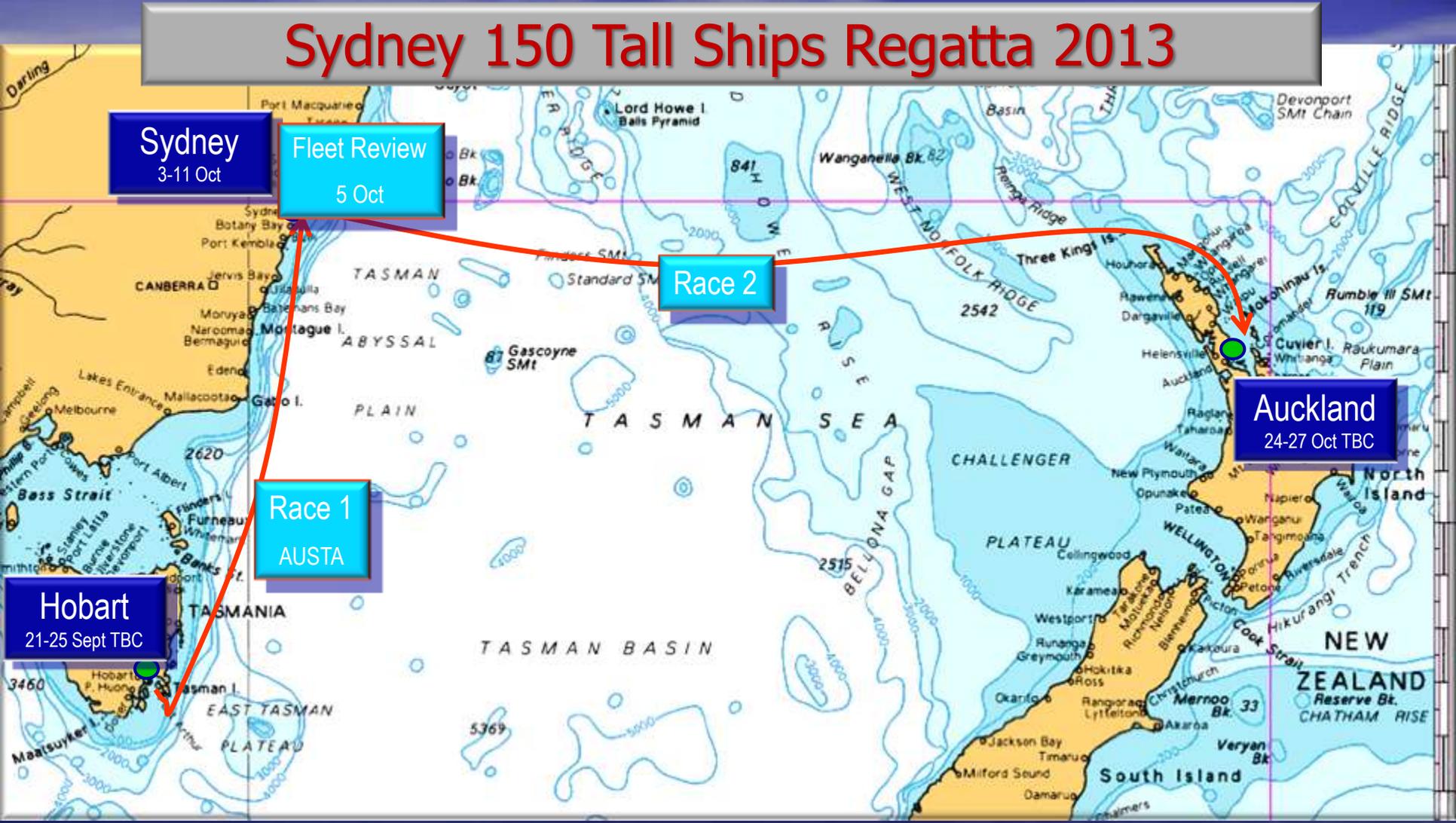
Fleet Review
5 Oct

Race 2

Race 1
AUSTA

Hobart
21-25 Sept TBC

Auckland
24-27 Oct TBC

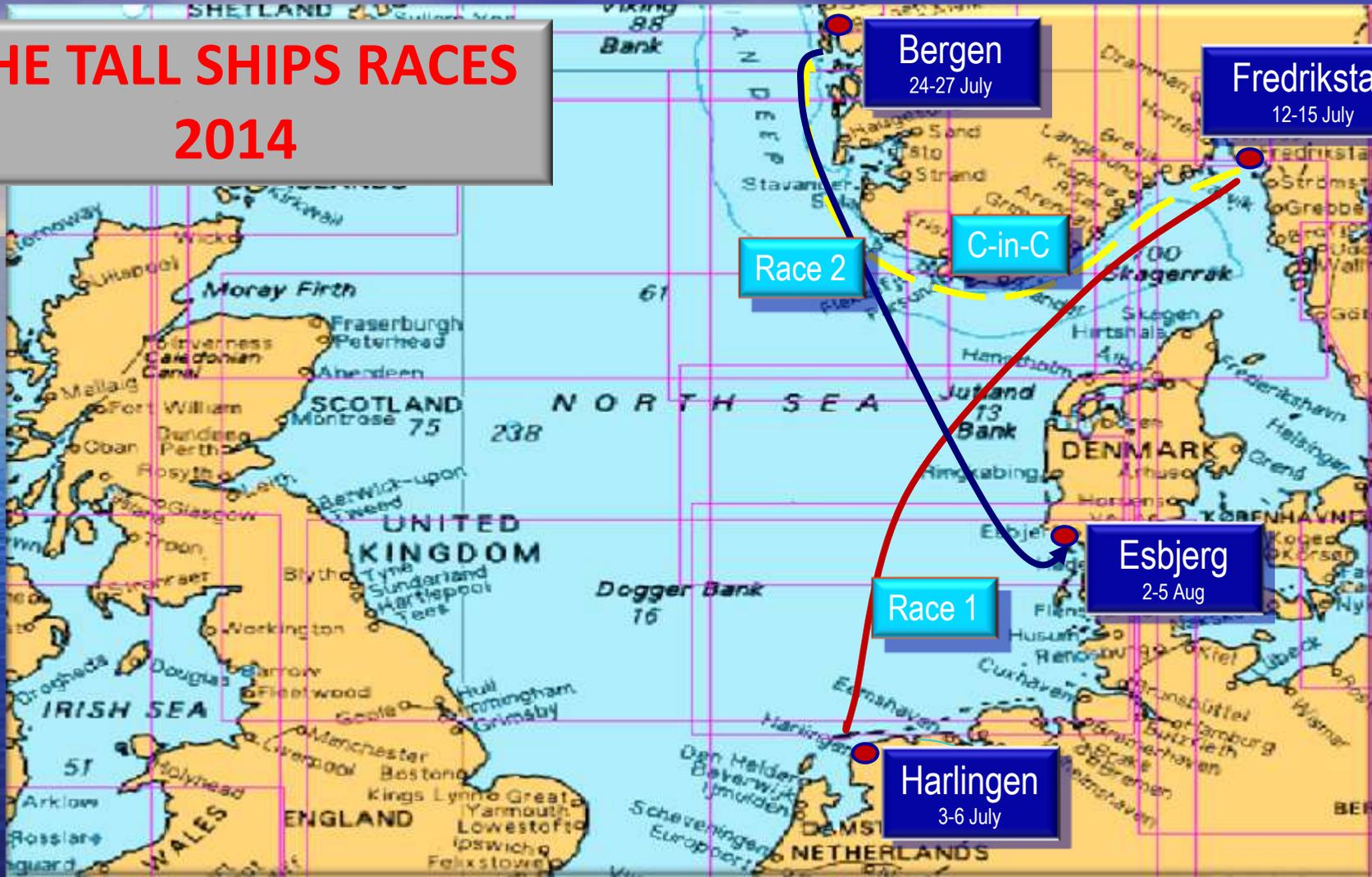


The Tall Ships Races and Regattas 2014

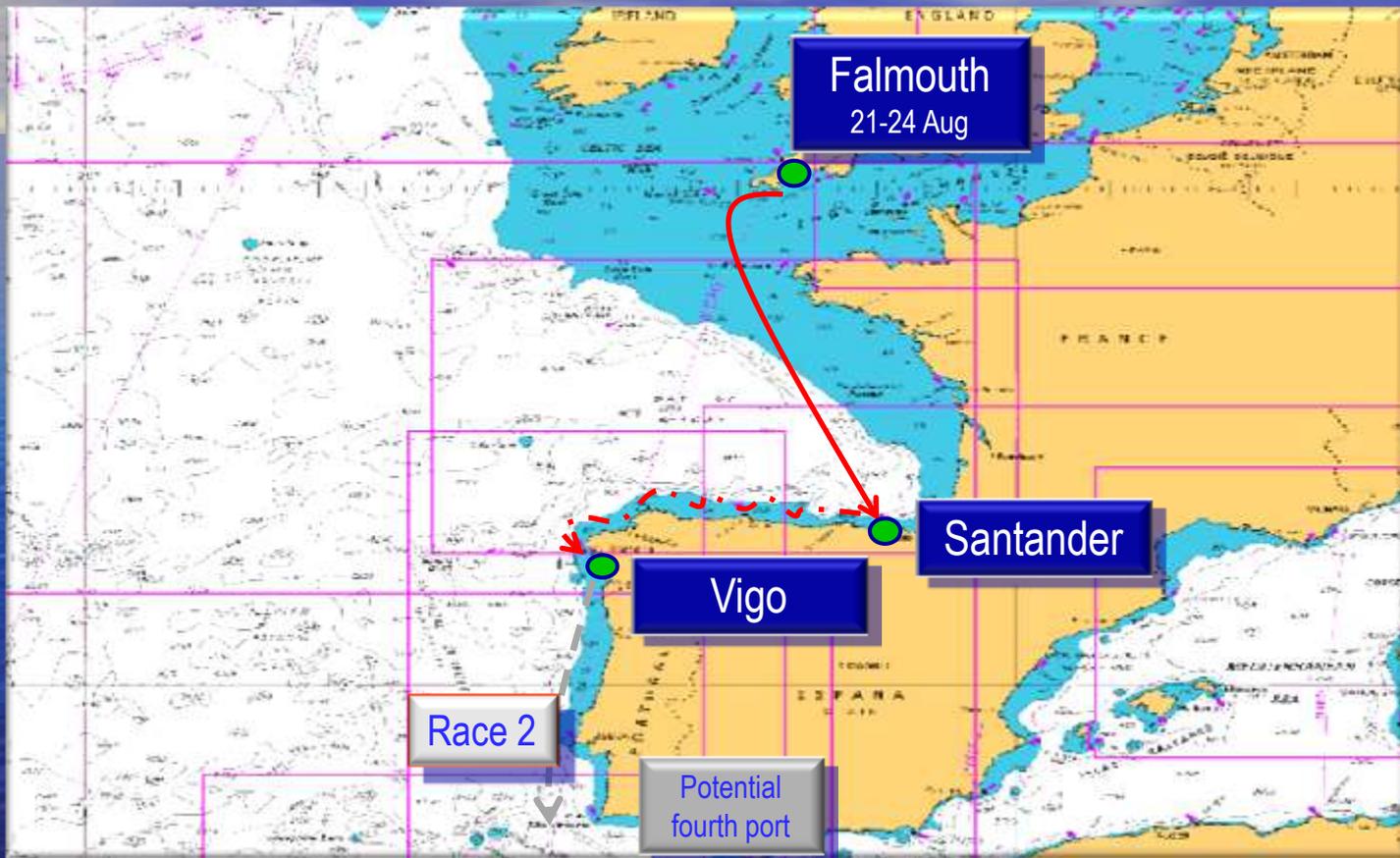
Black Sea Tall Ships Regatta
The Tall Ships Races
Iberian Tall Ships Regatta



THE TALL SHIPS RACES 2014



IBERIAN TALL SHIPS REGATTA 2014



The Tall Ships Races and Regattas 2015

Med/Adriatic Tall Ships Regatta

The Tall Ships Races

Sail Amsterdam

Sail Bremerhaven

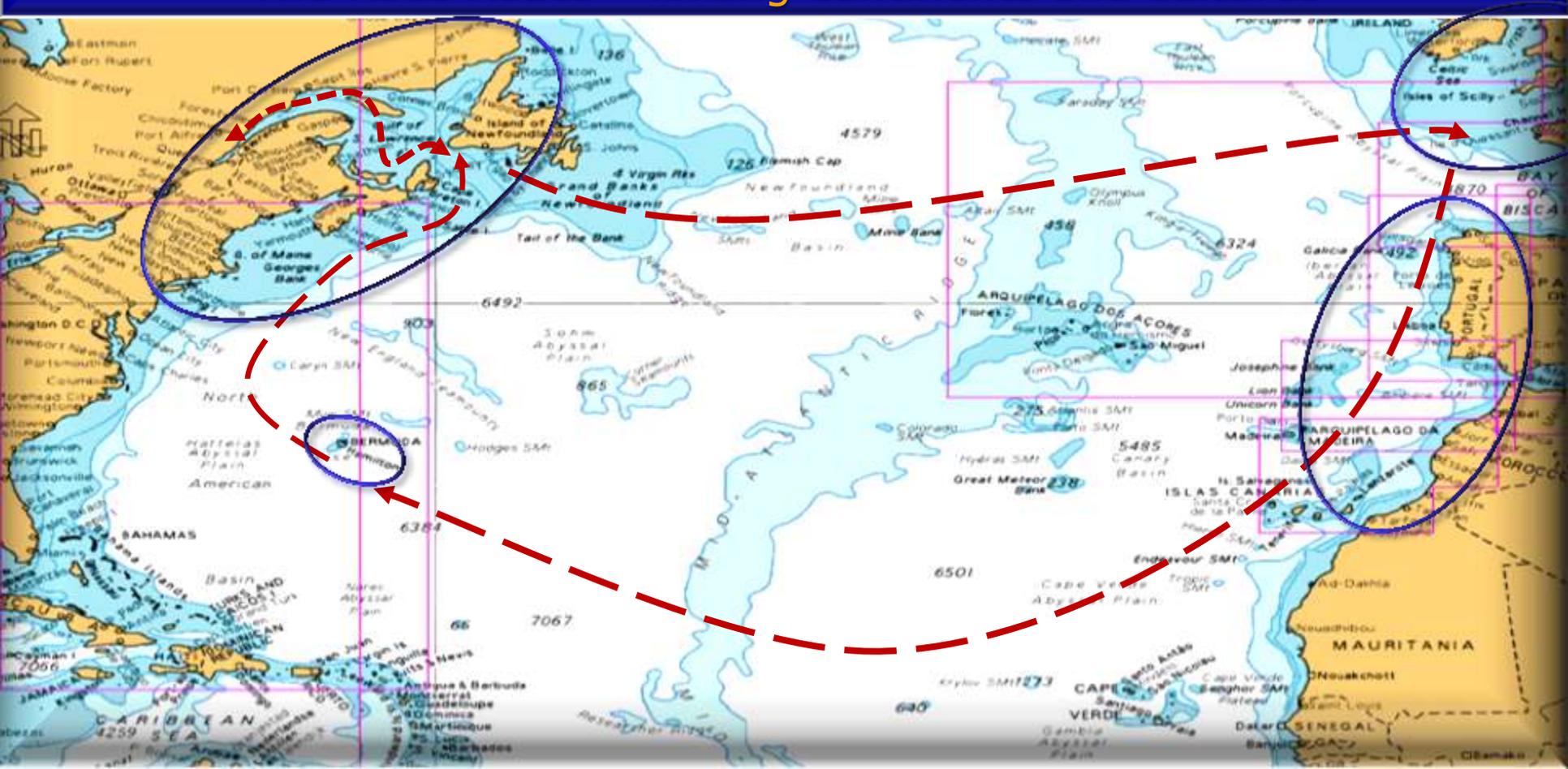


THE TALL SHIPS RACES 2015



THE CANADA 150 TALL SHIPS REGATTA CANADA 2017

The Race Route – linking continents and cultures



FUTURE TALL SHIPS RACES AND REGATTAS

Thank you for listening...

Please remember there will be more detailed 2011 event review sessions during 09.00 to 10.00 on Saturday:

Host ports - Colbert room
Vessel operators - Bonaparte room

