



THE TALL SHIPS RACES
Turku 2017
organised by Sail Training International

-The-
TALL SHIPS RACES
TURKU 20-23 • 7 • 2017
Kimmo Hyypä
Project Manager



CITY OF
TURKU



The major event in Finland with
544.000 visitors

2017





2017



2017



2017

2017





In Turku you'll be a part of

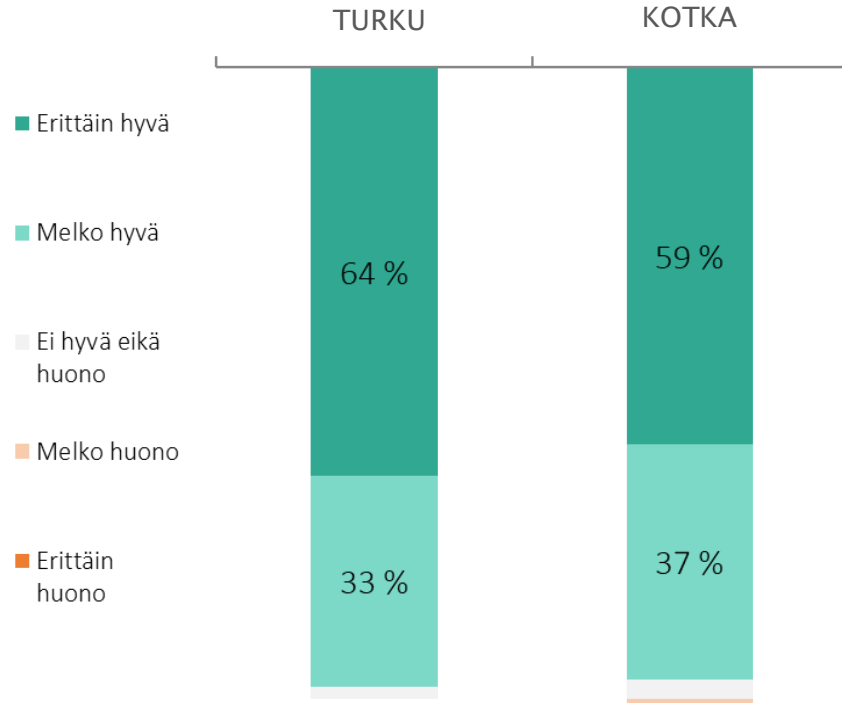
The Baltic Sea protection



Sustainable choices throughout the festival:

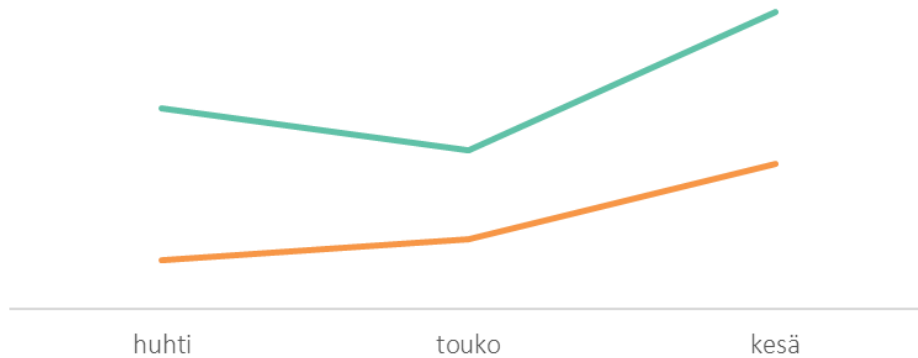
- Festival traffic by electronic buses
- More digital, less printed info materials
- Emphasis on locally produced food
- Neste Oil recycle "My Diesel" in generators

Overall score



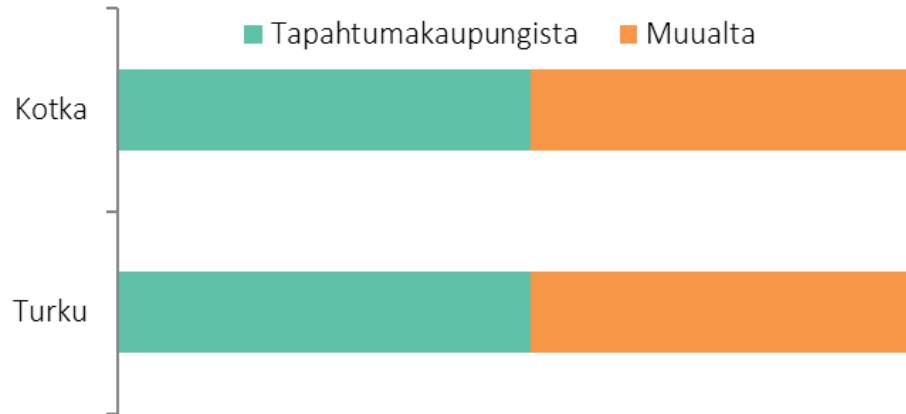
96.5 %
Rated the events as
very good or good

Interest



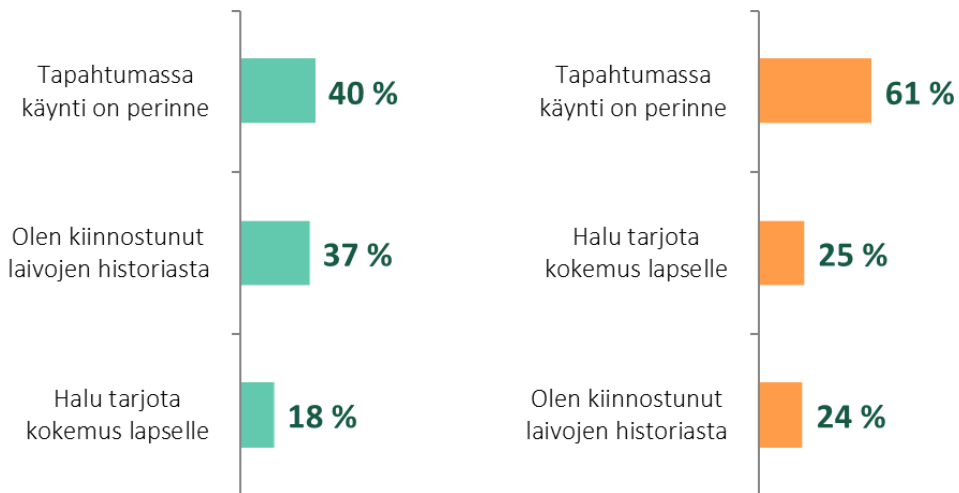
In June
100.000
adult Finns were
going to Kotka
and
200.000
to Turku

Visitors



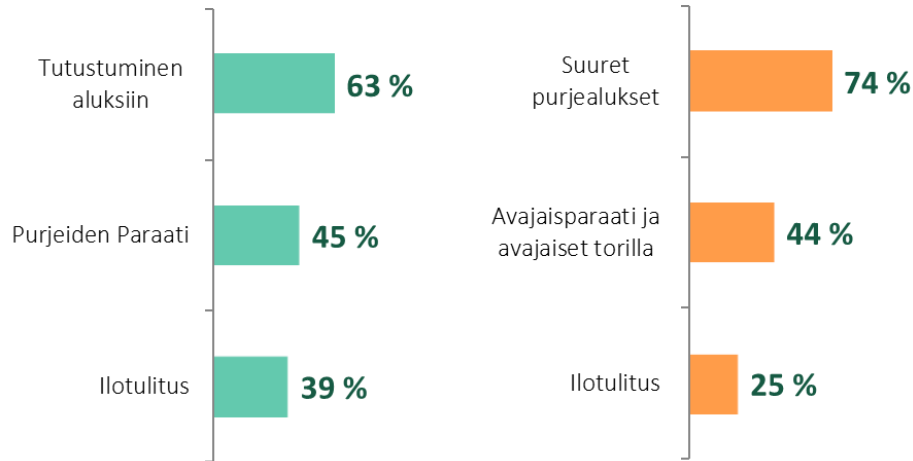
The events were visited by a demographically wide range of people
Half came from outside the cities.

Why they came



Tradition, interest in
naval history and
giving children new
experiences

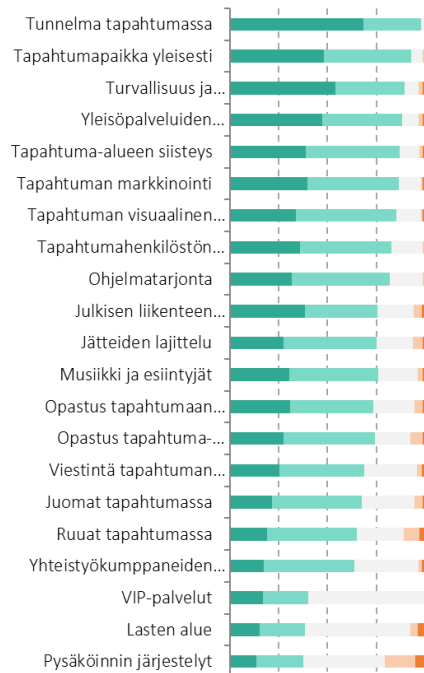
What interested the most



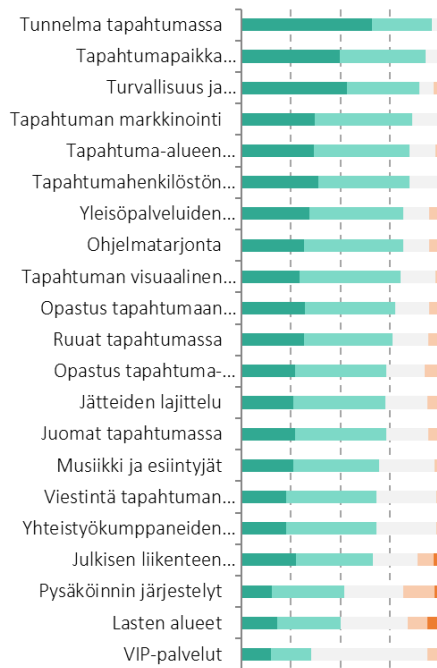
The ships, of course!

Event feedback

TURKU



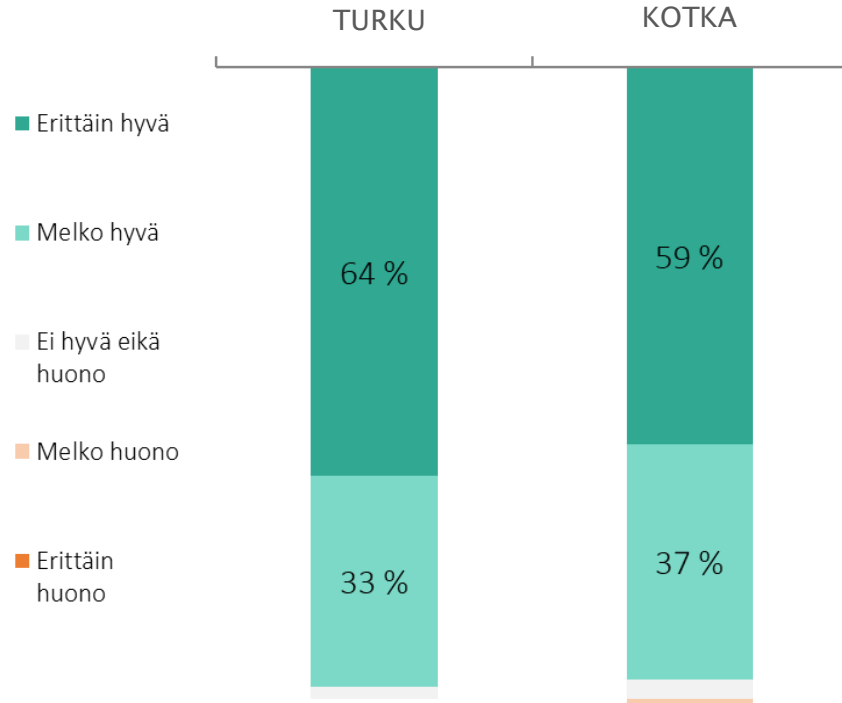
KOTKA



Positive:
atmosphere, location,
security...

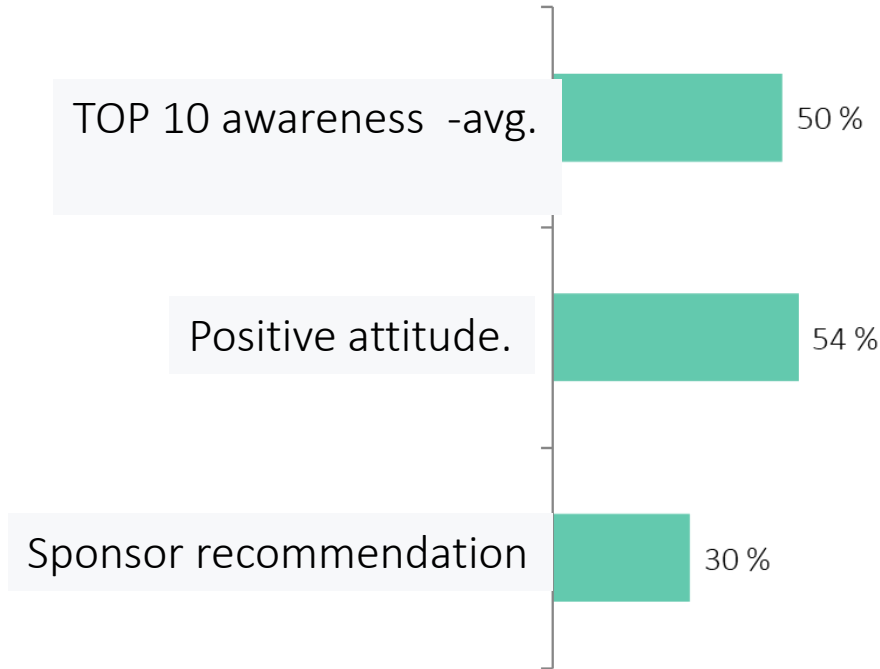
Negative:
Parking

Overall score



96.5 %
Rated the events as
very good or good

The sponsors got



**Comparison to
event benchmark in
FIN:**

Awareness: 33 %

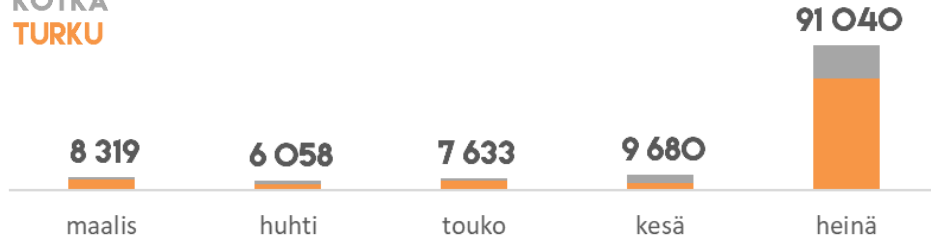
Attitude: 39 %

Recommendation: 19
%

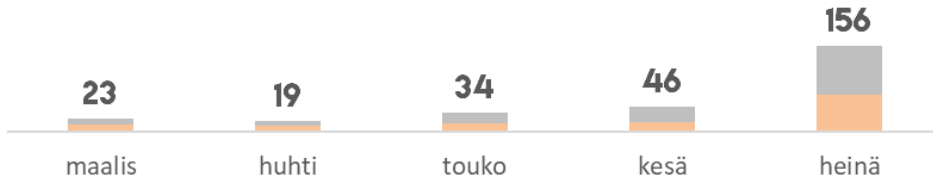


ENGAGEMENT

KOTKA
TURKU



POSTS



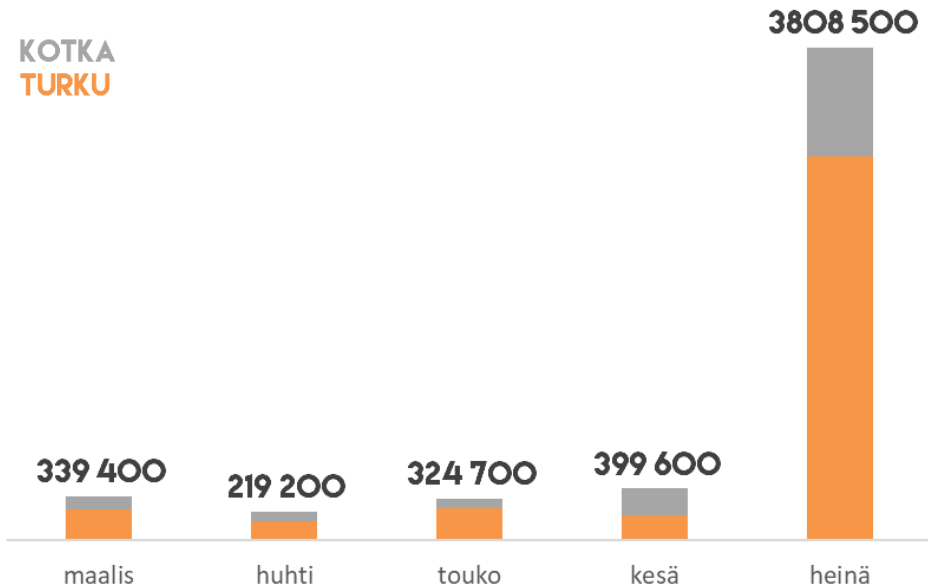
278
posts achieved over
122 700
reactions.





REACH

KOTKA
TURKU



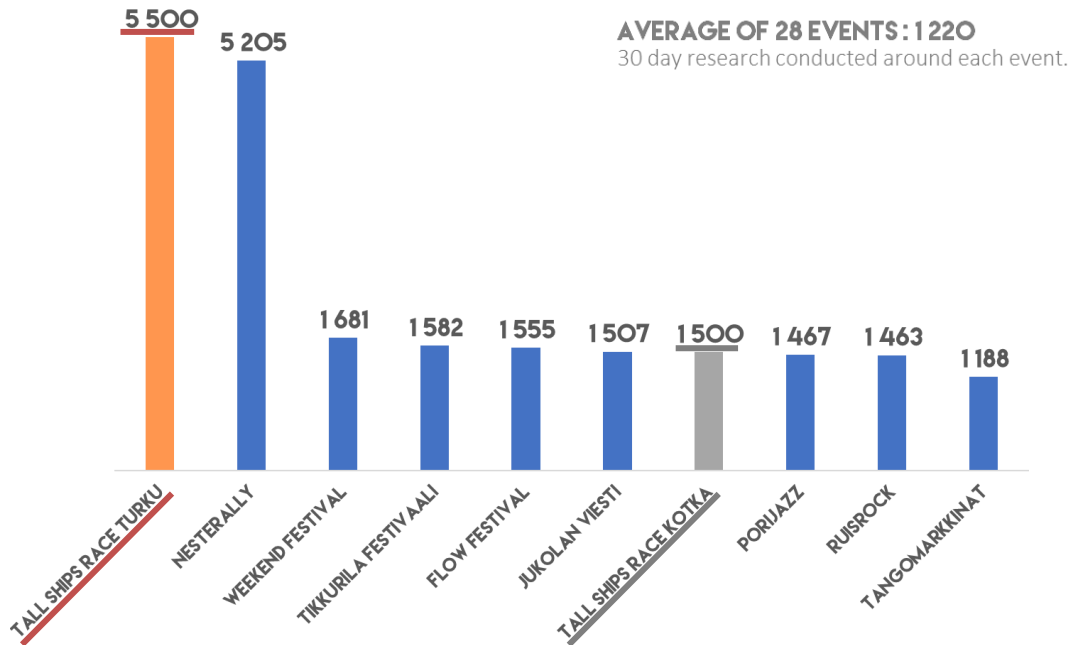
The total
cumulative reach
was

5,1 MILJ.





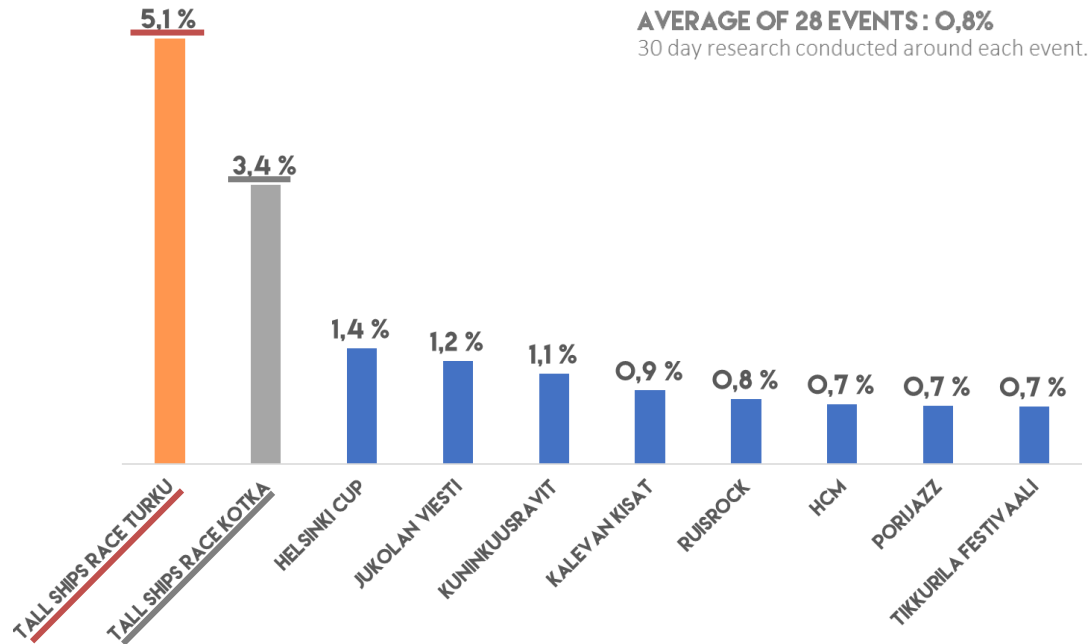
NEW FOLLOWERS - GROWTH



New followers:
TURKU 1.
KOTKA 7.



f ENGAGEMENT RATE %



Highest benchmark results
on engagement rate:

Kotka

4 X AVG

Turku

6 X AVG

visitor spending during event

TURKU
36-40 milj. EURO

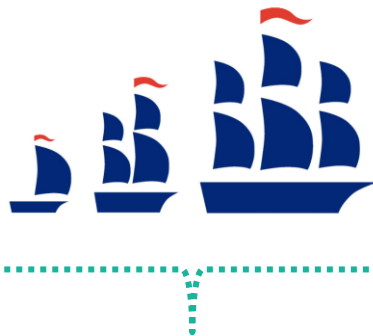


KOTKA
20-24 Milj. EURO

56-64 Milj. EURO

visitor spending during event - visitors living outside the cities

TURKU
27-30 MILJ. EURO



KOTKA
13-15 milj. Euro

40-45 Milj. EURO

Thank you!
Merci beaucoup!

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