



Aalborg's key statistics concerning The Tall Ships Races 2010 in Aalborg

Which things did Aalborg do right?

Which things would be different in 201??

And what is the legacy of The Tall Ship event in Aalborg

Anni G. Walther, Aalborg, Chairman of the Steering Committee





New host cities:

Take the advice and take advantage of the opportunity to co-operate with the STI

Do your homework in good time

Find a former host port in your own or in a neighbouring country and learn from them

You are a member of a very nice family where all family members will do their outmost to help you





Aalborg as a host port in 2010

We had the TSR for the 3rd time

Nearly 70 % of the same people in the organization as in 99 and 2004

Don't ever believe that you can walk on water

Never think that now you are a TSR champion in TSR

Keep your feet firmly on the ground

Do your homework thoroughly and in good time

Stay humble





Key points

Hurry up slowly

The party will not be more extravagant than the finances permit

The overall financial responsibility is not open for delegation

Leave certain tasks to the experts





The good weather – 30 %

The whole surrounding and the set up 30%

Then the important last 40 % of our successfully TSR 2010 in Aalborg

The finances/Sponsoring

A flat organization

Two persons in front





Liaison committee 1

Well-prepared working groups (1½ year of planning) a suitable number of meetings.

Many from the old crowd among the volunteers (approximately 70%)

Good entertainment program, good event area, good headquarter facilities with a good location

Good co-operation with the Naval Station

The catering for volunteers was of a good standard – the opening hours could be a little longer?

A lot of A-ships

Fantastic firework display – international standard!

Captains' dinner: good beer in the bar in the court yard – made it possible for the participants to mingle in the breaks! - Kids' corner on the north side of the fjord





Liaison committee 2

What could we do better next time?

A more even distribution of activities for the audience

The colour of the clothes for the liaison officers: Anything but traffic yellow (attracts insects)

Parade of Sail: more control of the ship's speed during departure for Point of Parade (5 knots)

Electricity/water/sanitary facilities: ready 3 days before the official arrival

WHAT DOES AALBORG GAIN BY HOSTING THE TSR 2010?

A lot of activity on the waterfront – perhaps we should organize events/wooden ships

Rallies in between the Tall Ships Races?

Top marks from the crews and the STI

Unity across political affiliations





Harbour and technical committee

We managed to create a beautiful setting

Handling and contact by means of a technical roster system succeeded very well and problems were resolved very quickly.

The laundry system handled by an outside company which worked great with minimum cost and manpower.

What to do different the next time?

Ensure that the set-up of the external activities and stalls has been agreed in detail
Installations and build-up should generally be completed prepared for early arrivals

What has Aalborg gained from hosting TSR 2010?

More publicity and awareness of Aalborg, which will undoubtedly get many people to visit and think of the city for years to come.





Transportation and Communication committee

The TSR 2010 created the framework for a celebration for the entire North of Jutland and its many tourists

The entertainment was the best Denmark can offer

The ships were nicely berthed in the harbour

The fireworks were quite unique

Well –staged planning and great flexibility ensured that the population of Aalborg was extremely satisfied

The many receptions were a great opportunity for publicity activities for companies

What can we do better next time?

Inform road users in the wider sense better about the closure of the bridge, and better containment of the event area

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





Social Committee

This succeeded in 2010:

To create a festival with lots of smiles and happiness and a positive atmosphere. Varied musical program with both popular acts as well as up-and-coming bands. Magnificent showcase of musicians with roots in Aalborg and Northern Jutland.

What to do different the next time?

It is recommended that an amusement park is not a part of the concept.

To improve the activities on the North side of the Lim Fjord.

What does Aalborg gain from hosting the TSR 2010?

More awareness of the opportunities for recreational use as room for experiences which the central waterfront provides

A fantastic experience that brought together all generations in a unique community





Press and Information Committee 1

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

A really good flow of news up to and during the event by means of newsletters and on the website

Very good coverage by the press and the publicity campaigns produced a lot of attention

Uniform publicity material characterized by a common thread and a fine design

What things could be done differently next time?

Start the targeted activities to procure subscribers for newsletters and fans via social medias such as Facebook earlier

We would like more publicity outside the region. Aalborg has the potential to attract Even more from outside the region.





Press and Information Committee 2

A concept for the decoration of the event area by means of banners, and so on.

What did Aalborg gain from TSR 2010?

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

A lot of priceless publicity





The Secretariat

Excellent:

A willingness to jointly find solutions

A positive atmosphere

Co-operation rather than being at cross-purposes

Differently next time?

No amusement park

Better planning and information about tours and shuttle boats

What do you think Aalborg gained from hosting TSR 2010?

A wonderful event to the benefit of the citizens of the city

Good publicity and media attention

Strengthened co-operation between the city's cultural life, business community and authorities





And finally our relations to the STI

Since TSR 2004 we have had an excellent partnership with the STI - The annual conferences

Always prompt and clear response

The STI has done a great job in connection with the 2010 joint port meetings.

The close collaboration has been instrumental so that many things have gone smoothly during the hectic preparations.

Our meetings with the STI both in connection with the two port visits and the events itself have always been characterized by a familiar and humorous atmosphere

The STI has proven to be a good and very flexible collaborator.

What needs to be improved: **Nothing**





And the STI from my own point of view.
Luckily you have moved with the time
Most important is our respect for each
other – our cooperation – our meetings





What is the legacy of The Tall Ship event in Aalborg

Here in 2010 Aalborg happened to have a humorous tone and atmosphere during the four days of the TSR. It was absolutely a pleasure in 99 and 2004 too, but this time everything went on in the most fantastic way

Aalborg and the TSR are really a fine constellation

Aalborg is situated at the Lim Fjord and it makes The Tall Ships Race Aalborg's Event NO 1

All people in the Northern part of Denmark know the TSR

See you wonderful Tall Ships Family in Aalborg very soon again.

