



Tall Ships Races Waterford 2011

Positives/Benefits

- Half a million people came to the Tall Ships in Waterford, filling all accommodation within a 50 mile radius.



- Positive Coverage in National Press and on Radio and T.V.
 - 2 Hours of Prime time National T.V.
 - Photos and Coverage in all National Broadsheets + Tabloids
 - Publicity to the value of €7,596,000

- Tall Ships showed the beauty of the Waterford and Suir Estuary to the media and thousands of visitors.



- Community bought into the Tall Ships Waterford.
700 volunteers, huge attendance. Great Pride in the event.



- Gave Waterford a new Source of Confidence and Pride in that the City could host a World Class Festival.



- Tall Ships Waterford delivered an estimated economic windfall of €25.6 million to the area



- It introduced over two hundred young people to the benefits of Sail Training.



Areas Where Waterford Could Improve

- Improve on Communication with Major Sponsors on ongoing opportunities



- Charge a small fee into the headline concerts.



- The Cultural Regatta negatively impacted on the number of Ships in Waterford and Greenock.



Thank You

