



INTERNATIONAL SAIL TRAINING AND TALL SHIPS CONFERENCE
2018

SESSION 4A

THE TALL SHIPS RACES 2018 REVIEW –
PART 2





THE TALL SHIPS RACES
Stavanger 2018

Stavanger – The Story

Project Manager Knud Helge Robberstad
Project Advisor Lena Antonius



CITY OF STAVANGER



Agenda

- Our project
- The organisation
- Trainees
- Cruise-in-Company
- The festival
- Lessons learned



Stavanger



- Coastal city founded in year 1125
- Fourth largest city / third largest city region
- 132,000 inhabitants (region: 330,000)
- 21 % non-Norwegian, 189 nationalities
- European Capital of Culture in 2008
- Host port in 1997, 2004, 2011 and 2018



Our project

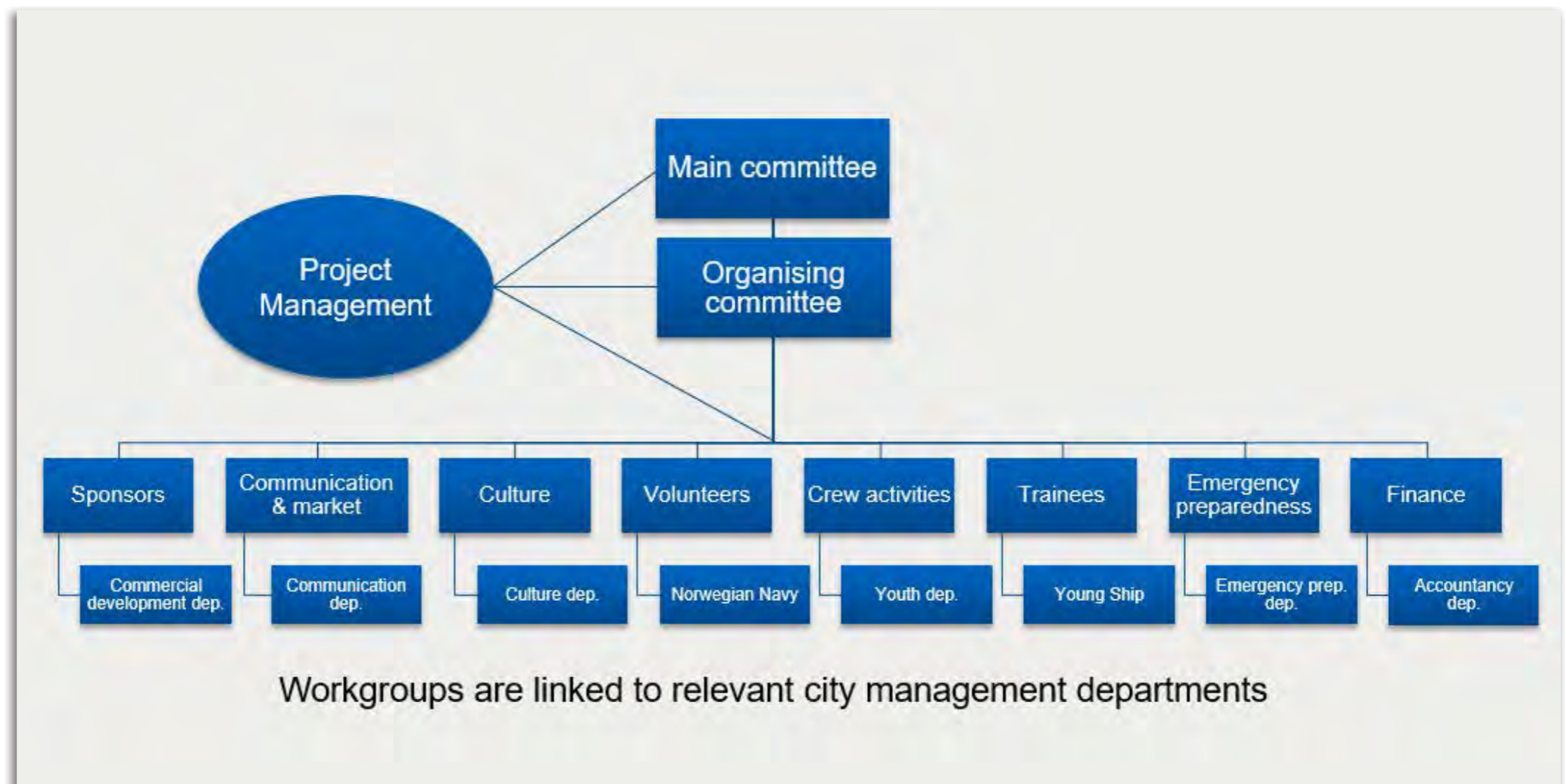


- Motto: *Fair Winds to New Horizons*
- Create a meeting place based on our maritime culture, heritage and traditions
- Younger generations to be involved
- Regional event for a wide audience
- Strengthen our reputation as an international city region

Organisation



Organised by the City and the Port of Stavanger



Trainees



At the heart of our project:

The Tall Ships Races aim to help develop and educate young people aged 15-25 years through sail training, regardless of nationality, culture, religion, gender or social background.



Trainees



- Regional youth aged 15-25
- 2011: Stavanger sent 225 - best port ever
- 2017: 50 trainees - media coverage
- 2018: 247 trainees - new city record
- 2019: ?
- Finance: municipalities, sponsors, companies, others, low fee (2018: NOK 3,000)

Cruise-in-company

C-in-C ports:

Lindesnes/Båly 22-24 July

Sirevåg 24 July

Tananger 25 July

Skudeneshavn 23-25 July

Jørpeland 25 July

Bokn

Skudeneshavn

Tananger

Sandnes

Sirevåg

Lindesnes/Båly



The festival



1.5 km of continuous quays available

The Festival



Statistics:

- 61 visiting ships, 22 in class A
- 2.100 visiting crew
- Estimated 350,000-400,000 visitors
- Broad, free cultural program, 56 events
- 25 deck events and day sails (Stavanger only)
- Market stall revenue NOK 1.6 million

The Festival



Weather challenges:

- Heat wave: 34.4 degrees - new city record
- 29,000 free cups of water handed out
- Increased water supplies needed
- Tropical storm Saturday: main concert cancelled
- Regatta start postponed due to strong head winds

The Festival

Crew services:

- Crew centre in festival area
- Wifi available
- Free city museums
- Free swimming pool
- Cinema discounts
- Fjord cruise discounts



Crew activities:

- Morning run
- Costume workshop
- Wall climbing
- Surf school
- Skateboard
- Stand up paddle
- Shanty lecture session
- Street art tour
- Pulpit Rock hike

Volunteers

- 300 volunteers
- International group
- Three functions:
 - Staff
 - Liaison Officers
 - Crew Friends
- Organised by the Navy



Community, cooperation, new friends -
a great experience!

Budget and results

All figures in NOK	Accounts 2018*	Budget 2018	Accounts 2011
Total	26.2 mill.	23.0 mill.	19.8 mill.
City of Stavanger	6.6 mill.	11.0 mill.	8.8 mill.
Stavanger Port Authority	3.0 mill.	3.0 mill.	2.5 mill.
Sponsors and supporters	10.7 mill.	8.0 mill.	7.0 mill.
Market stalls	1.6 mill.	1.0 mill.	1.5 mill.
City host funds (vertsmidler)	0.2 mill.	-	-
Trainee fees and sales	1.5 mill.	-	-
VAT compensation/returns	2.6 mill.	-	-

NOK/10 = EUR

Lessons learned

- Berthing plan continuously updated
- Crew Party: How many guests to expect?
 - STI: 2,100
 - Own: 1,500 + 200
 - Turn out: 1,200
 - Alcohol: 1,700



TSR Stavanger 2018

The Tall Ships Races 2025?



www.tallships.n

THE TALL SHIPS RACES
Stavanger 2018
organised by Sail Training International



STAVANGER KOMMUNE



INGE STEENSLANDS
STIFTELSE







Cruise in Company 2018/2019

Birger Haraldseid
CiC Coordinator 2018/2019



STAVANGER KOMMUNE



Cruise-in-Company 2018



C-in-C Ports
Lindesnes/Båly. 22-24 July
Sirevåg 24 July
Tananger 25 July
Skudeneshavn 23-25 July
Jørpeland 25 July
Bokn 25 July
Sandnes 25 July



*Bekreftede havner per januar 2018

Why

- Cruise in Company is treated as add-on activity to one leg of a Tall Ships Race event.
- I assume that few ports bidding for host status are making a lot of effort into what a Cruise in Company leg could do to increase the attractiveness of the bid.
- It will normally require an effort outside the plans and budgets of an official host port to make something more out a C-in-C leg.

Early start

- First gathering 12 months ahead of the event
- In total 4 meetings with the C-in-C ports



How we worked

- Challenged local communities/municipalities
- Ensure if possible political support at the local level
- Offer support but only in an advisory function
- Add-on to the Stavanger project this time



Framework

- Decide your local Unique Selling Points (USP's):
 - Willingness to provide trainees
 - Facilitate for deck events
 - Day sailing to or from the CiC port
 - What can we do for trainees when the ships are visiting
- Open dialouge with suitable vessels, about what their triggers for visiting could be:
 - Trainees?
 - Deck events?
 - Day sailing?
- Enter into a written agreement tying both parts to the mast



Summary of C-in-C 2018

- Båly 14 ships 12000 visitors
- Sirevåg 18 ships 10000 visitors
- Tananger 12 ships 4000 visitors
- Skudeneshavn 13 ships 3000 visitors
- Jørpeland 12 ships 1500 visitors
- Sandnes 1 ship. – 1000 visitors
- Bokn 1 ship -1000 visitors



Event profiles

- Båly – concerts, festival, trainees
- Sirevåg – Deck events, open ships, familyfestival, trainees
- Tananger - Deck events, open ships, day sailing, trainees
- Skudesneshavn – Festival, concerts, trainees
- Bokn – Local family event, trainees
- Jørpeland – Local cultural event, trainees
- Sandnes – Deck event for seniors, day sailing, trainees.





Fix a deal with three ships and get 6

- 1 week before upstart: 5 ships confirmed, but 24th-25th July - 18 ships arrive:
- Statsraad Lehmkuhl, LOA, Gulden Leeuw, Shtandart, Santa Maria Manuela, Frederyk Chopin, Alexander von Humbolt II, Stina Mari, Helena, Challenging Wales, Urtica, Spaniel, ST IV, Hosanna, Dar Szczecina, Gorenjka, Vahine, Akela

C-in-C 2019

- Working with NSTA
- Retain the knowledge from the 2015-2018 successful
- C-in-C port experiences
- 3 ports to date
 - Lindesnes Båly
 - Skudneshavn
 - Strusshamn



Welcome back to a new Norway C-in-C in 2019



Please feel free to get in touch

Birger@haraldseid.com

C-in-C Coordinator 2019





**THE
TALL
SHIPS
RACES
2018**



'NEW HORIZONS'

WELCOME

**J.R. ARENDS HARLINGEN SAIL
FOUNDATION TSRH 2018**



**THE TALL SHIPS RACES
Harlingen 2018**

organized by Sail Training International

Welcome in Harlingen

- Only 16000 inhabitants
- TSRH 2014 and 2018, 2022?
- Small but busy and ambitious port
- Homeport for 75 traditional commercial sailing vessels
- Homeport for Tall Ships Artemis, Antiqua, Atlantis, Thalassa, Wylde Swan
- Tall Ships friendly port since 2009
- Damen Shiprepair active in repair and maintenance international Tall Ships



THE
TALL
SHIPS
RACES
2018

Welcome in Harlingen

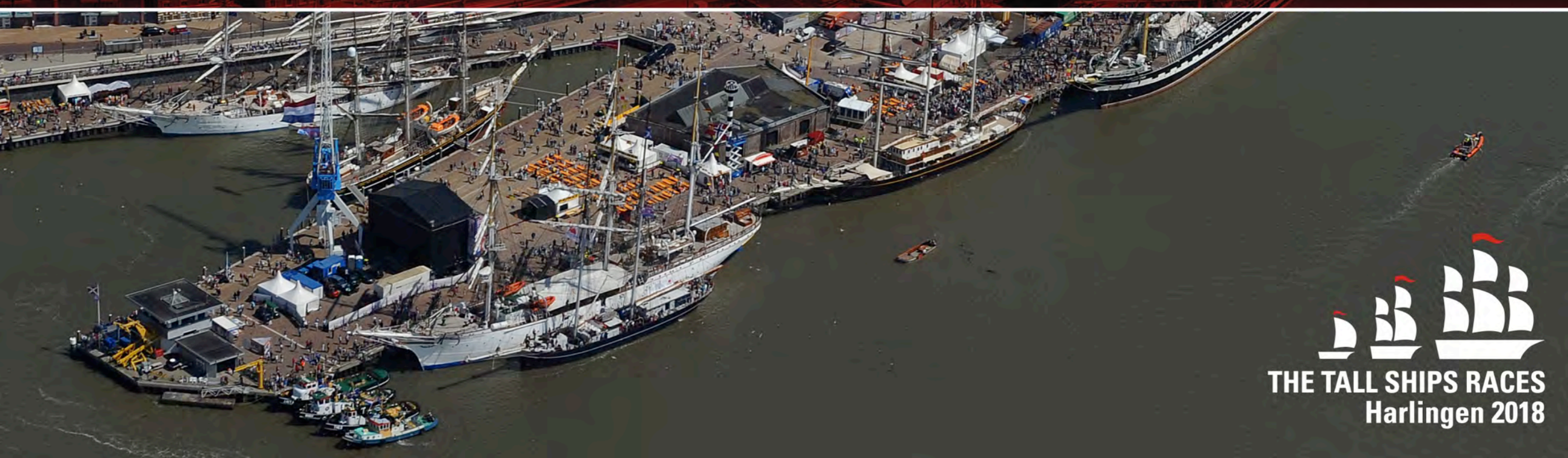


THE TALL SHIPS RACES
Harlingen 2018

**THE
TALL
SHIPS
RACES
2018**



TSR 2018



**THE TALL SHIPS RACES
Harlingen 2018**

**THE
TALL
SHIPS
RACES
2018**



'NEW HORIZONS'

NEW ROUTES



**THE TALL SHIPS RACES
Harlingen 2018**

Joint host ports

- Good cooperation and friendship between ports
- Joint host port meetings
- We guaranteed a total of 1000 trainees to the fleet
- Joint vessel recruitment

THE TALL SHIPS RACES 2018
organised by Sail Training International

SUNDERLAND
UK
WEDNESDAY 11 JULY - SATURDAY 14 JULY

ESBJERG
DENMARK
WEDNESDAY 18 JULY - SATURDAY 21 JULY

STAVANGER
NORWAY
THURSDAY 26 JULY - SUNDAY 29 JULY

HARLINGEN
NETHERLANDS
FRIDAY 3 AUGUST - MONDAY 6 AUGUST

THE TALL SHIPS RACES
Harlingen 2018

**THE
TALL
SHIPS
RACES
2018**



KICK OFF TSRH 2018



**THE TALL SHIPS RACES
Harlingen 2018**

Frisian Tall Ships Club

- Kick off in 2015 onboard Wylde Swan
- Target 150 members
- Membership €1.000,- each
- 10 meetings in direction to august 2018
- Media attention, sponsors, suppliers, cash flow etc
- One of the main sponsors (€100.000,-)



THE
TALL
SHIPS
RACES
2018

Frisian Tall Ships Club



Sail InSight 2 t/m 13 July

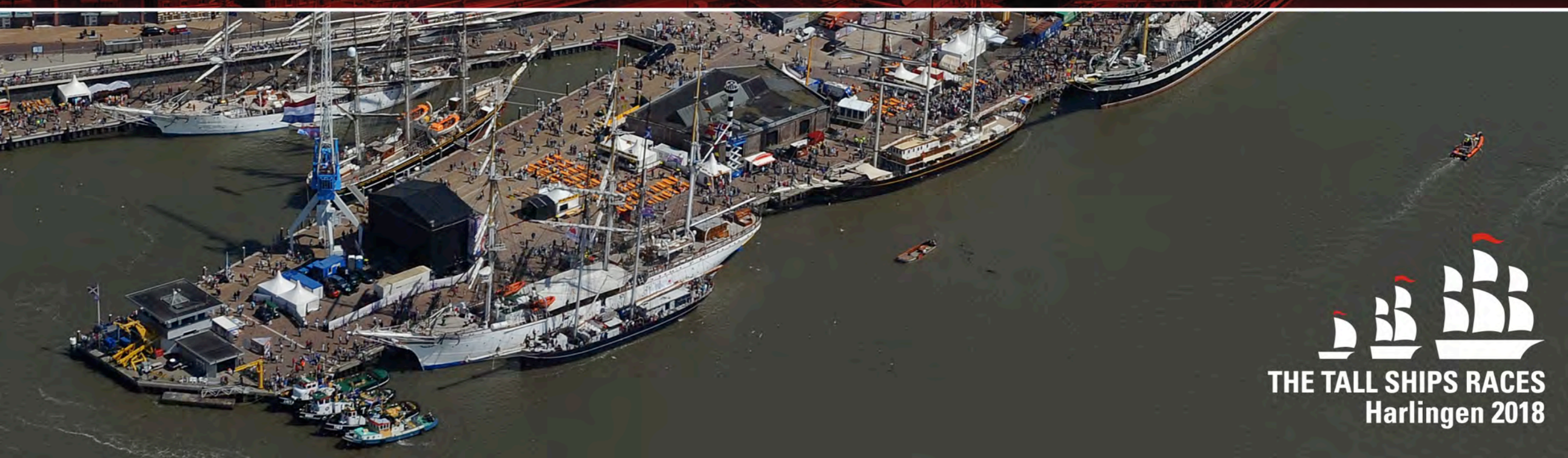
- Program for 1800 kids, the trainees of the future
- Sail InSight workshops and educational programme
- Session 6C Engaging the Community in Sail Training Projects - case studies Sue Smeding and Marion Verruijt-Gillhaus



**THE
TALL
SHIPS
RACES
2018**



TARGETS TSRH 2018



**THE TALL SHIPS RACES
Harlingen 2018**

Targets for TSRH 2018

- 350 Trainees (2014: 337)
- 70 Tall Ships
- To welcome 3000 international crew
- To sell 40 deck parties (2014: 57)
- 300.000 event visitors (2014: 225.000)
- Part of Leeuwarden Fryslan European Capital of Culture
- Economic boost for sponsors and companies
- Working close together with the traditional sailing fleet
- Keep our budget less than 2014!



Trainees

- 345 trainees (2014: 337)
- Start recruiting campaign april 2017
- 150 trainees active in funding program
- In cooperation with Monique Touw from Windseeker
- Trainingsday onboard the Christian Radich
- Hired airplane from Eelde to Stavanger
- Session 7B Funding Trainees - three different approaches> Arjen Mintjes



Trainees



Trainees



Tall Ships

- 47 Tall Ships
 - 17 x A
 - 13 x B
 - 11 x C
 - 6 x D
- Lastminute no show Sedov and Krusenstern due to political issues
- Akela not in port but came by car
- 5-6 Vessels retired from the race
- Present at captains briefing in Stavanger
- Sail In and Sail Out parade
- 50 Local fleet and historic fleet of vessels



Tall Ships



International Crew

- 2500 International crew onboard the fleet of vessels
- Crew parade and prize giving
- Sports programme
- Crew dinner
- Crew party
- Workshop for the chefs



Crew parade



THE
TALL
SHIPS
RACES
2018

Crew parade



THE TALL SHIPS RACES
Harlingen 2018

THE
TALL
SHIPS
RACES
2018

Winner Dutch TS Eendracht



THE TALL SHIPS RACES
Harlingen 2018

**THE
TALL
SHIPS
RACES
2018**

Crew dinner & party for 1500 people



**THE TALL SHIPS RACES
Harlingen 2018**

Corporate Hospitality

- Only 21 deck parties sold to tall ships (2014: 57)
- 1000 individual tickets for daytrips on local fleet
- Using local fleet as hotel vessels due to limit number hotels
- Using online booking platform
- Experienced professional Femke van Straten hired
- Less interest for corporate hospitality events due to holiday season
- Less interest for corporate hospitality in the Netherlands
- Fireworks on Friday as selling point
- Session 5B Deck Rentals - fresh ideas to make it work > Femke van Straten

THE
TALL
SHIPS
RACES
2018

Fireworks



THE TALL SHIPS RACES
Harlingen 2018

Visitors and Event Area

- 330.000 Event visitors (2014: 225.000)
- Visitor satisfaction survey
- Event awarded with a 8,2
- 72 % of the people came to visit the Tall Ships
- 22 % came by bicycle
- Even more attention for disabled people
- 3 stages with live music and entertainment



Event area



LEGENDA TALL SHIPS

- | | |
|-----------------------------|-------------------------------|
| 1 Kruzenshtern | 31 Leonid Teliga |
| 2 Sedov | 32 Liv |
| 3 Morgenster | 33 Tara |
| 4 Eendracht | 34 Urania |
| 5 Mir | 35 Dar Szczecina |
| 6 Alexander von Humboldt II | 36 Dasher |
| 7 Staatsraad Lehmkuhl | 37 Hosanna |
| 8 Sorlandet | 38 Sita Sibiri |
| 9 Artemis | 39 Challenge Wales |
| 10 Stad Amsterdam | 40 Jolie Brise |
| 11 Pogonia | 41 Christiania |
| 12 Wylde Swan | 42 Rupel |
| 14 Tarangini | 43 Vahine |
| 15 Orsa Maggiore | 44 Betty |
| 16 Gulden Leeuw | 45 Rona II |
| 17 Ecolution | 46 Jamee Cook |
| 18 Santa Maria Manuela | 47 Speniel |
| 19 Christian Radich | 48 Helena |
| 20 Fredrik Chopin | 49 Vega Gamleby |
| 21 Kapitan Borchardt | 50 Akela |
| 22 Etoile | 51 St IV |
| 23 Grossherzogin Elisabeth | 52 Aries |
| 24 Earl of Pembroke | 53 Urtica |
| 25 Europa | 54 Tuulelind |
| 26 De Gallant | 55 Ocean Scout |
| 27 Loyal | 56 Gryftec |
| 28 Atyla | 57 Lella |
| 29 Wyvern | 58 Black Diamond of Durham |
| 30 Maybe | 59 Morning star of Revelation |

- H** HARBOUR STAGE
- N** NEW HORIZON STAGE
- S** SOLAR STAGE

- BEACHPLEIN**
- AMBACHTSPLEIN**
- KIDSPLEIN**
- DUURZAAMHEIDSPLEIN**
- MEDIAPLEIN**
- SHANTYFESTIVAL**
- HAPPY LIFESTYLE MARKT**
- BONTE MARKT**

- Info / EHBO / Toiletten
- Food & Drinks
- Kassa vaartochten
- Opstapplaats vaartochten
- Verkoop merchandise
- Wateractiviteiten
- Willem Barentsz
- Roadshow Koninklijke Marine
- Education center
- 42 schepen Varend Erfgoed (Ronde en Platbodemjachten)
- Bruine Vloot schepen
- Buspendienst
- Fietsenstalling
- 3D StreetArt

CALAMITEITEN: 112
 INFORMATIE: ZIE PLATTEGROND
 TELEFOON: 0517 744044 MAIL: INFO@HARLINGENSAIL.COM

TSRH2018.NL



THE TALL SHIPS RACES
 Harlingen 2018

THE
TALL
SHIPS
RACES
2018

Event area



THE TALL SHIPS RACES
Harlingen 2018

Part of LF - 2018

- Leeuwarden-Fryslan European Capital of Culture 2018
- Second best event in respect of visitors
- Media attention
- No cash and corporate events



Economic Impact

- 330.000 Event visitors
- Visitor satisfaction survey
- Economic boost for sponsors and companies
- Economic impact local business between 6 and 12,5 million euro
- 62 % of the event visitors visited the city centre



Local Fleet

- About 20 local vessels present
- Homeport for 75 traditional sailing vessels
- Cooperation needed to be better than 2014
- Local fleet used for daytrips and hotel vessels
- Give them their own event area for promotion



Budget

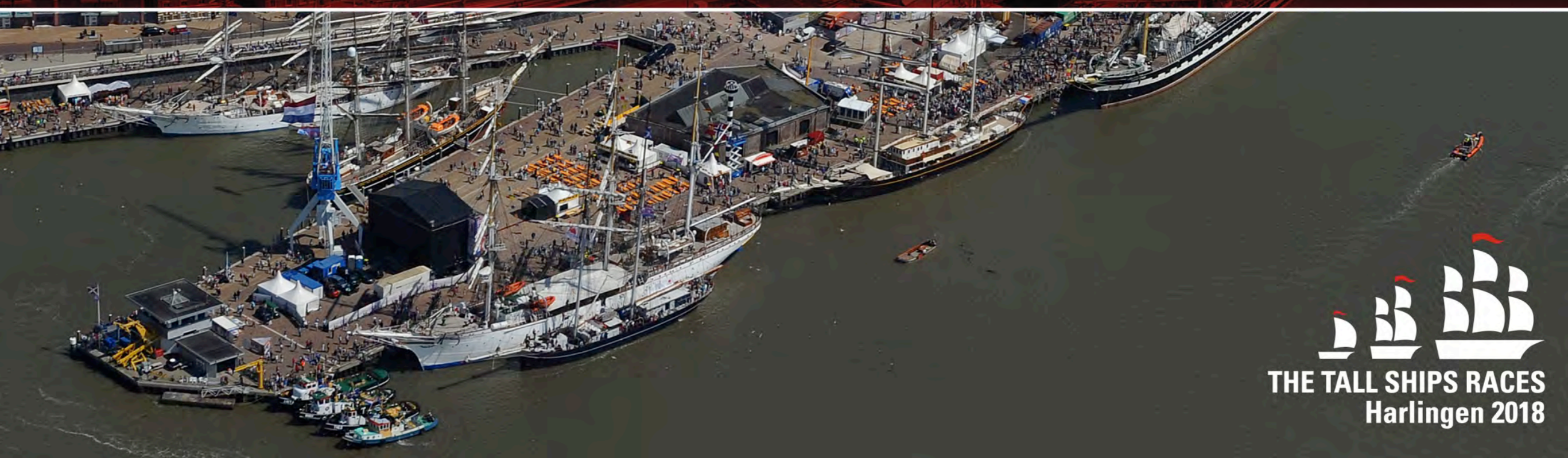
- Total budget of 2,2 million euro
- Target was to bring the budget down with 20%
- Municipality responsible for 0,5 million euro for safety etc
- 0,5 million euro contribution from Province of Fryslan for economic promotion
- Merchandise cost money



**THE
TALL
SHIPS
RACES
2018**

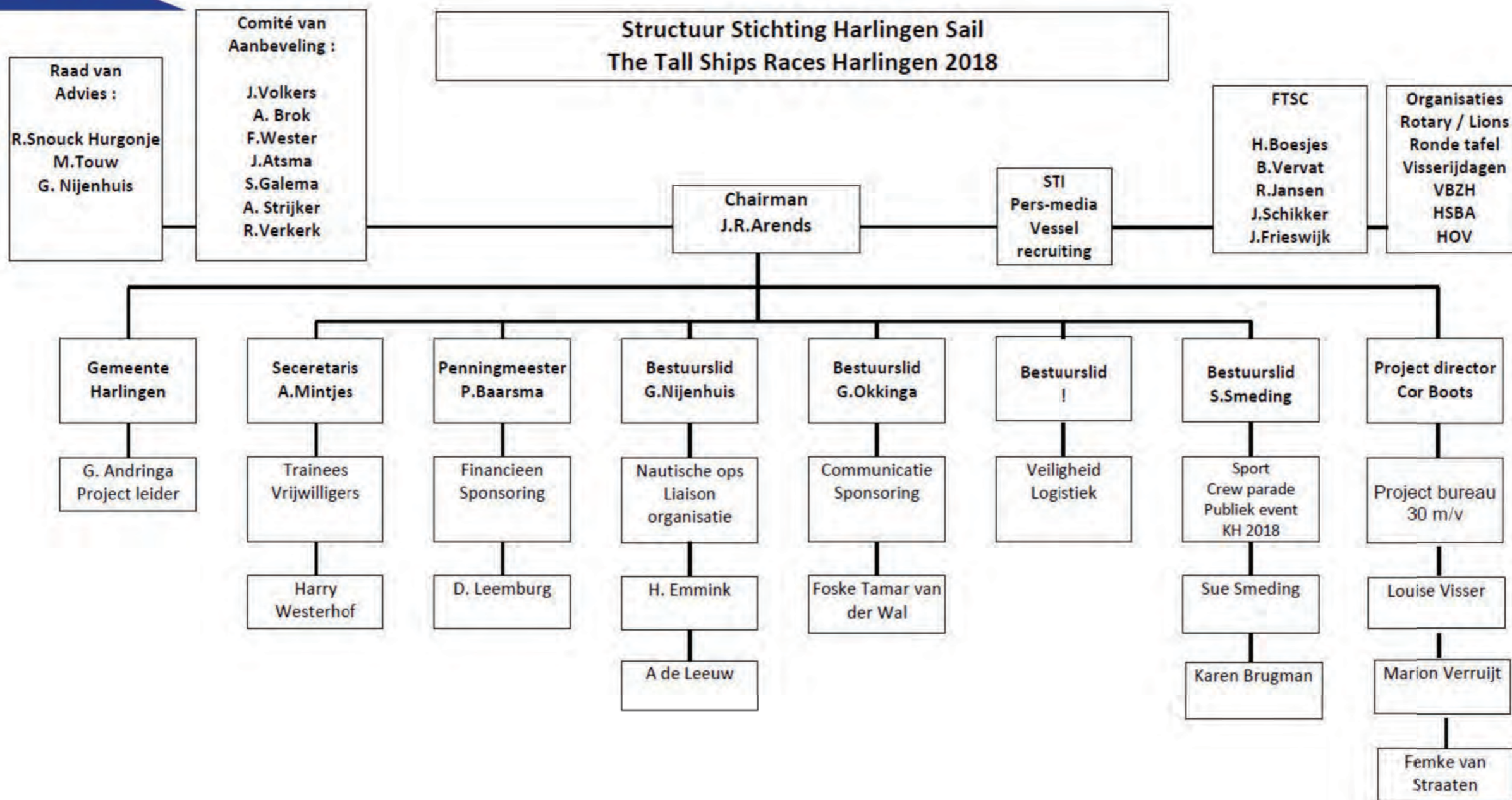


ORGANISATION



**THE TALL SHIPS RACES
Harlingen 2018**

Organisation



Organisation



© STI - Valery Vasilevskiy



THE
TALL
SHIPS
RACES
2018

Office and Branding



THE TALL SHIPS RACES
Harlingen 2018

**THE
TALL
SHIPS
RACES
2018**

300 Volunteers

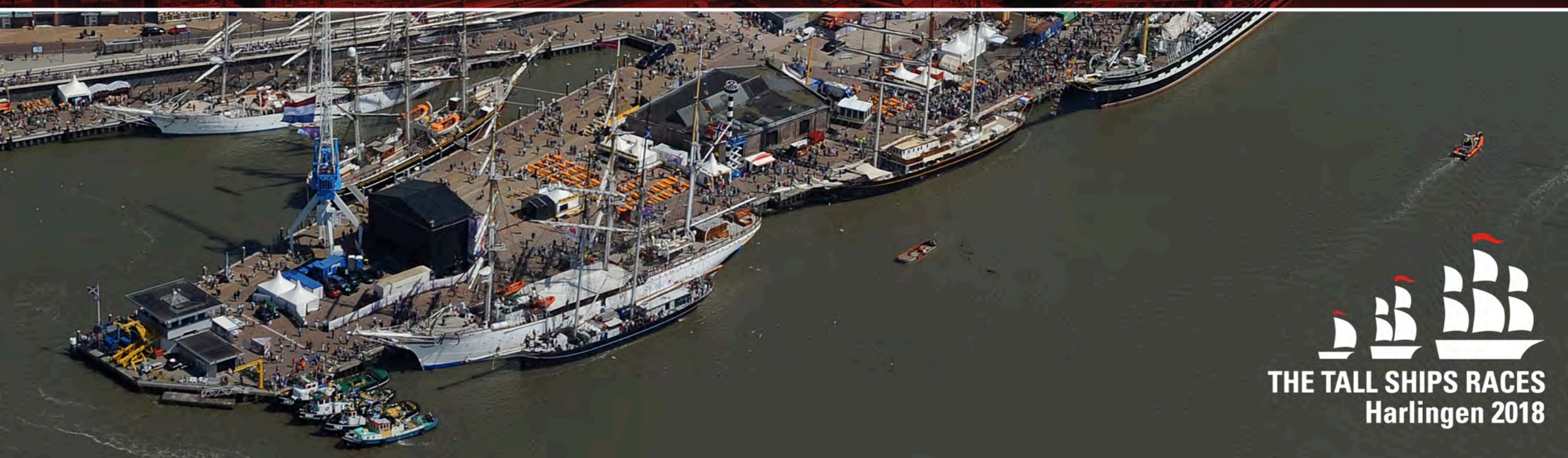


**THE TALL SHIPS RACES
Harlingen 2018**

**THE
TALL
SHIPS
RACES
2018**



COMMUNICATION AND MEDIA ATTENTION



**THE TALL SHIPS RACES
Harlingen 2018**

Communication and media attention

REACH FIGURES JANUARY 1 UNTIL AUGUST 6 2018

PRINT



LEEWARDER COURANT
DAGBLAD VAN HET NOORDEN
SATURDAY EDITION

6 X 1/4 ADVERTISEMENT
9 X 1/2 ADVERTISEMENT

REACH PER PLACEMENT:

LC: 212.000

DVHN: 336.000



'HUIS AAN HUIS' WEEKLIES

FRIESLAND:
13 X 1/4 ADVERTISEMENT
11 X 1/2 ADVERTISEMENT
1 X 1/1 ADVERTISEMENT

REACH PER PLACEMENT:

323.200

DRENTE:
8 X 1/4 ADVERTISEMENT
8 X 1/2 ADVERTISEMENT
1 X 1/1 ADVERTISEMENT

REACH PER PLACEMENT:

328.300

GRONINGEN:
8 X 1/4 ADVERTISEMENT
8 X 1/2 ADVERTISEMENT
1 X 1/1 ADVERTISEMENT

REACH PER PLACEMENT:

407.900

G
GOOGLE
ADWORDS / DISPLAY
REMARKETING
300.000.000
IMPRESSIONS
140.000
CLICKS

ROADSIGN ADVERTISING
POTENTIAL REACH RESIDENTS:
485.562
MUNICIPALITIES: HOLLANDS KROON, LEEUWARDEN,
HEERENVEEN, SUDWEST FRYSLAN, HARLINGEN,
ACHTKARPELEN, SMALLINGERLAND, KOLLUMERLAND,
OPSTERLAND EN TYTSJERKSTERADIEL



f
FACEBOOK
17.748
FOLLOWERS
18.166
LIKES

TV COMMERCIAL
REGIONAL
BROADCASTING
REACH TARGET GROUP
10 YEARS AND OLDER
1.253.986
35 YEARS AND OLDER
1.285.368
PRIMARY:
OMROEP FLEVOLAND
OMROP FRYSLÂN
RTV DRENTE
RTV NOORD-HOLLAND
RTV NOORD
SECONDARY:
OMROEP GELDERLAND
RTV OOST
RTV UTRECHT
RTV WEST

f
FACEBOOK
ADVERTISING
366.077
IMPRESSIONS
7.500
CLICKS

f
FACEBOOK
ORGANIC
420
POSTS
REACH
1.915.825

WWW.TSRH2018.NL **> 100.000** UNIQUE VISITORS



Communication and media attention

NATIONAL TV

KRO/NCRV: LAAT OP ÉÉN
FRIDAY 3RD AUGUST 2018
710.000 VIEWERS



RTL NIEUWS
FRIDAY 3RD AUGUST 2018
670.000 VIEWERS



REGIONAL TV

PODIUMTV
LIVE SAIL IN
ONLINE REACH 33.419



TV SPOT
9 REGIONAL BROADCASTERS



NATIONAL ONLINE

NOS.NL: WEKDIENT 3/8
AVERAGE 1.074.000 VISITORS
PER DAY (NUMBERS 2017)



Communication and media attention

NATIONAL NEWSPAPER / MAGAZINE

1. PAROOL REACH **57.986**
2. LIBELLE REACH **329.592**
3. MOTORBOOT REACH **15.520**
4. NRC NEXT REACH **431.600**
5. GENIET: LIFESTYLE MAGAZINE VOOR ARTSEN REACH **52.000**
6. DE TELEGRAAF - STAN HUYGENS JOURNAAL REACH **1.621.500**

1.



2.



3.



4.



5.



6.



MISCELLANEOUS

- ARRIVA BUS
LIGHTBOX SCHIPHOL REACH **392.000**
PER MONTH (4 MONTHS TOTAL)
SPECIALE SAIL BIJLAGE REACH **348.600**



THE
TALL
SHIPS
RACES
2018

Communication and media attention

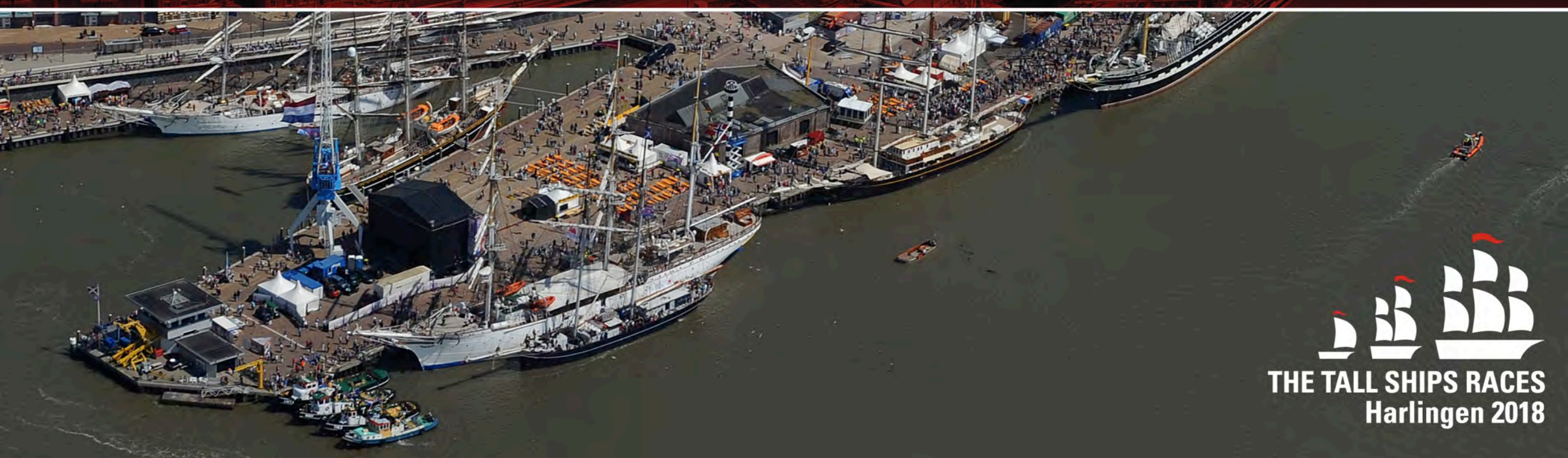


THE TALL SHIPS RACES
Harlingen 2018

**THE
TALL
SHIPS
RACES
2018**



NICE TO KNOW



**THE TALL SHIPS RACES
Harlingen 2018**

Local Lions initiative

- Organised daytrips for 600 disabled people
- Own organised budget
- Own organisation and volunteers



F-16 Fly By



THE
TALL
SHIPS
RACES
2018

Captain's Walking Dinner



THE TALL SHIPS RACES
Harlingen 2018

Captain Tarangini



The oldest volunteer 84 and youngest 16



Blessing of the Sails



Captain's Briefing in our local Brewery



THE
TALL
SHIPS
RACES
2018

Our flag was very popular



THE TALL SHIPS RACES
Harlingen 2018

THE
TALL
SHIPS
RACES
2018

4 Days perfect weather



© STI - Valery Vasilevskiy



THE TALL SHIPS RACES
Harlingen 2018

Lessons learned

- Summer time killing for business
- Nice weather negative for selling merchandise
- Lessons learned from 2014
- Even more attention for disabled people



**THE
TALL
SHIPS
RACES
2018**

Aftermovie



**THE TALL SHIPS RACES
Harlingen 2018**

**THE
TALL
SHIPS
RACES
2018**



SEE YOU IN 2022



**THE TALL SHIPS RACES
Harlingen 2018**
organised by Sail Training International

THE TALL SHIPS RACES 2018



THANK YOU
INFO@HARLINGENSAIL.COM


THE TALL SHIPS RACES
Harlingen 2018
organised by Sail Training International

