


# **Session 1D**



**2019 Events Review**

**Liberty Tall Ships Regatta 2019**

**The Tall Ships Races 2019 - Aalborg & Fredrikstad**



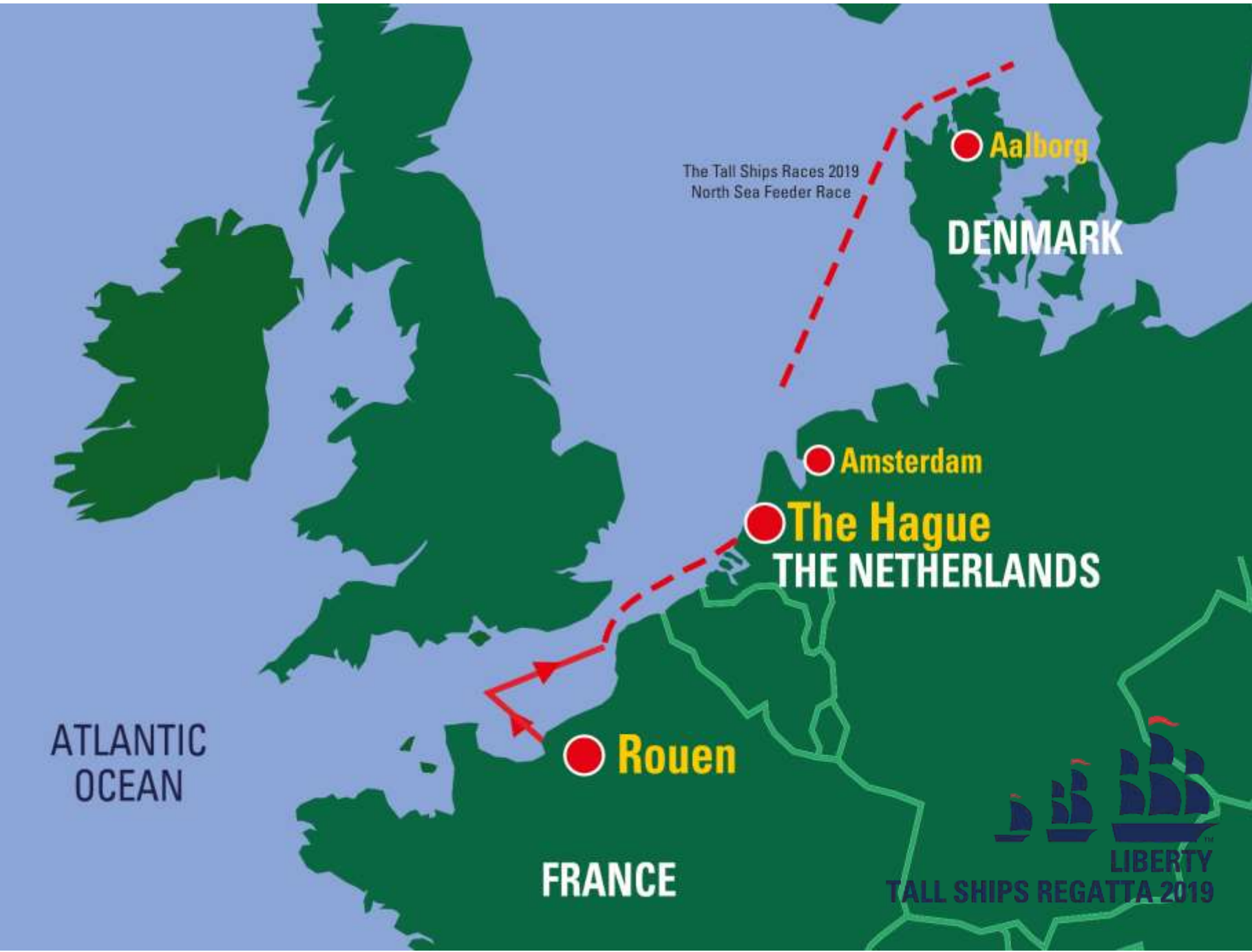
**Session 1D**  
**2019 Events Review**  
**Liberty Tall Ships Regatta 2019**  
**The Tall Ships Races 2019 - Aalborg & Fredrikstad**

**Chairs: Vanessa Mori and Knut Western**

**Speakers: Paul Bishop**  
**Patrick Herr**  
**Paulus Mooyman**  
**Søren Thørst**  
**Ingar Guttormsen**



# Liberty Regatta



The Tall Ships Races 2019  
North Sea Feeder Race

**Aalborg**

**DENMARK**

**Amsterdam**

**The Hague**

**THE NETHERLANDS**

**Rouen**

**FRANCE**

ATLANTIC  
OCEAN



**LIBERTY  
TALL SHIPS REGATTA 2019**



**From**  
***L'Armada de la Liberté 2019***  
**to the**  
***Liberty Tall Ship Regatta 2019***



**Sail Training International**



**Amis des Grands Voiliers**  
**Sail Training Association France**



**Sail Training International**

## **The Armada de la Liberté 2019 : a one-off and outstanding Armada**

- ✓ **30<sup>th</sup> anniversary of the Armada**
- ✓ **coincided with the 75<sup>th</sup> anniversary of the D-day**
- ✓ **first Armada to end with a TSR start**
- ✓ **Patrick Herr's 7<sup>th</sup> and last Armada**





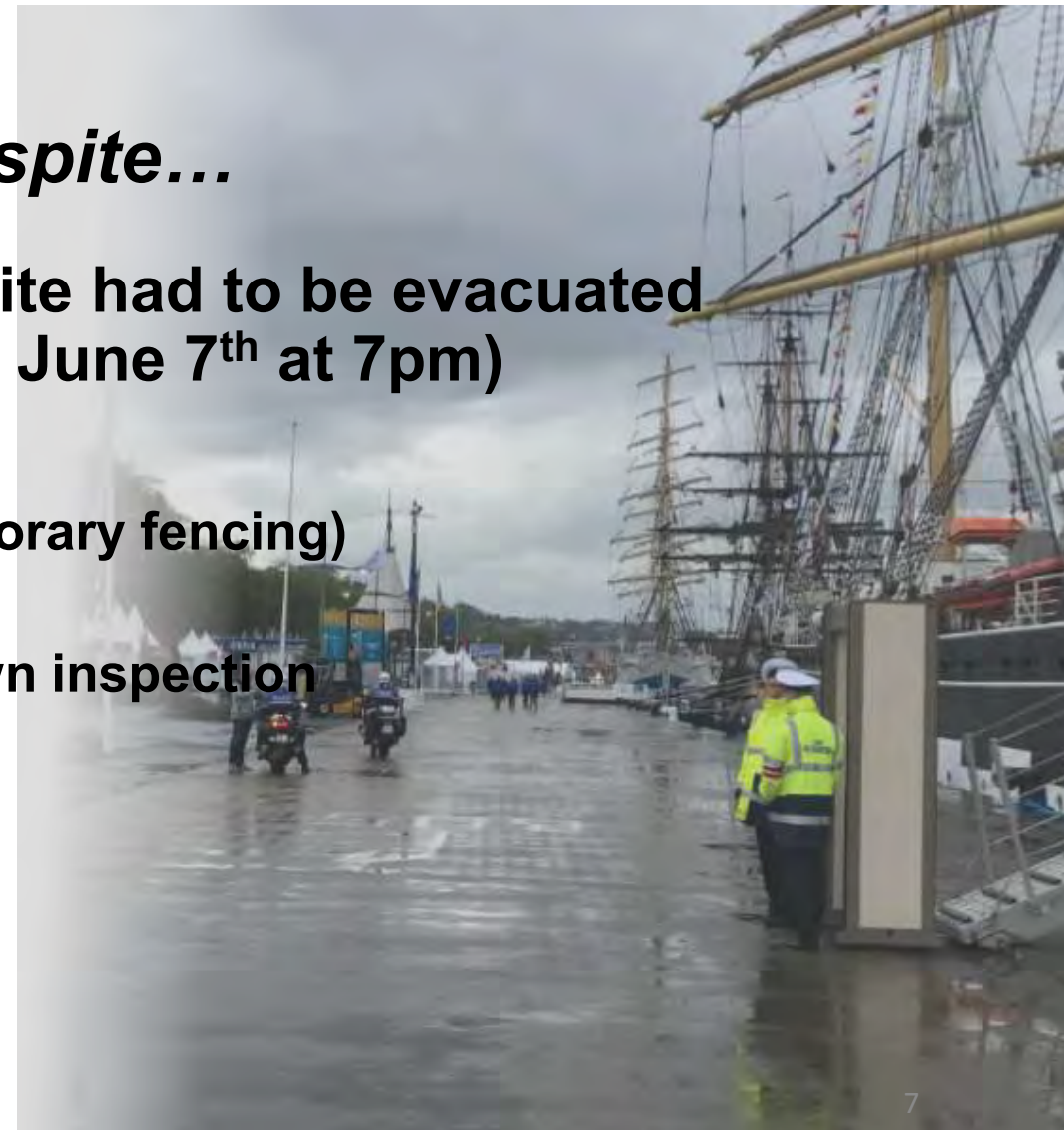
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**Sail Training Association France**



**Sail Training International**

## **A one-off and outstanding Armada *despite...***

- ✓ **weather conditions : for the first time the site had to be evacuated due to stormy conditions (storm Miguel on June 7<sup>th</sup> at 7pm)**
- ✓ **tough security measures :**
  - **quaysides fully enclosed (8 km 2m height temporary fencing)**
  - **site entrances limited to 5**
  - **security controls at each entrance with pat-down inspection**
  - **300 security guards**





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**Sail Training Association France**



**Sail Training International**

## The Armada particulars

- ✓ **10 day duration**
- ✓ **free access**
- ✓ **in town center**
- ✓ **warships**
- ✓ **every four to six years**



© Olivier Lemoine / Armada 2019





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**Sail Training Association France**



**Sail Training International**

## The Armada particulars

- ✓ “big mess” crossing of the river
- ✓ music concert every day
- ✓ fireworks everyday
- ✓ 120 km long parade down the river to the open sea
- ✓ second most popular event after the *Tour de France*





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**Sail Training Association France**



**Sail Training International**

## The Armada organization

- ✓ permanent non profit organization  
*L'Armada de la Liberté*
- ✓ business organization structured in functional departments
- ✓ permanent offices at *Hangar 23*
- ✓ 30 volunteers and 3 employees for the two years leading up to the event





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**Sail Training Association France**



## The Armada de la Liberté 2019 in figures

- ✓ **7 km quaysides**
- ✓ **34 tall ships**
- ✓ **12 warships**
- ✓ **7 000 sailors**
- ✓ **400 volunteers**
- ✓ **300 first aiders**



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Sail Training Association France



## The Armada de la Liberté 2019 in figures

- ✓ **5 to 7 millions visitors (3,8 millions calls from different numbers on one of the mobile phone network – on Armada site only)**
- ✓ **Seine and crew parade gathering 2 millions visitors**
- ✓ **230 stands and booths**
- ✓ **90 tons recycled waste**
- ✓ **93 m3 recycled cardboard cartons**



**Amis des Grands Voiliers**  
Sail Training Association France



## The history of the Armada

- ✓ **result of a transatlantic race in 1986 of multihulls between Rouen and New York, celebrating the 100<sup>th</sup> anniversary of the crossing of the Atlantic by the Statue of Liberty in 1886**
- ✓ **founders : Patrick Herr and Jean Lecanuet**
- ✓ **decision to bring the world's largest sailing ships to Rouen for the bicentenary of the French Revolution in 1989**
- ✓ **event so successful that it became a regular meeting**



**Amis des Grands Voiliers**  
**Sail Training Association France**



## **The Armada : potential challenges of the Armada and STI working together:**

- ✓ **two well-oiled and well established organisations working together**
- ✓ **the need to clearly define battery limits**



**Amis des Grands Voiliers**  
**Sail Training Association France**



## **The Armada : a successfull relationship with STI**

- ✓ **since the first Armadas in order to avoid clashes between both programs**
- ✓ **since 2013 with the support the French NSTO AGV for the preparation of the *Armada de la Liberté 2019***
- ✓ **usual STI pre-TSR visits/meetings and milestones**
- ✓ **STI teams in Rouen from June 6 to June 8 then from June 11 to June 16**
- ✓ **STI team in Le Havre on June 16 and offshore on June 17**



**Amis des Grands Voiliers**  
**Sail Training Association France**



**Sail Training International**







Sail op Scheveningen

# Sail op Scheveningen

- The Hague: City of Peace and Justice
- Scheveningen is the North Sea port of the City of The Hague
- 1st edition in 2019: 20-23 June
- Ambition every 3-4 years
- Development Port of Scheveningen



TALL SHIPS REGATTA 2019

# THE SHIPS



# REALISED:

- 14 class A Ships
- 9 class A
- 1 class C

A Parade in on Thursday

Parade out on Sunday

Captains dinner on board USCGC EAGLE



# CREW

- Sports on the beach: 270 participants
- Crew Parade: short but pleasant
- Crew party: 850 participants



# PUBLIC:

- 225.000 visitors
  - 120.000 actual ship visits

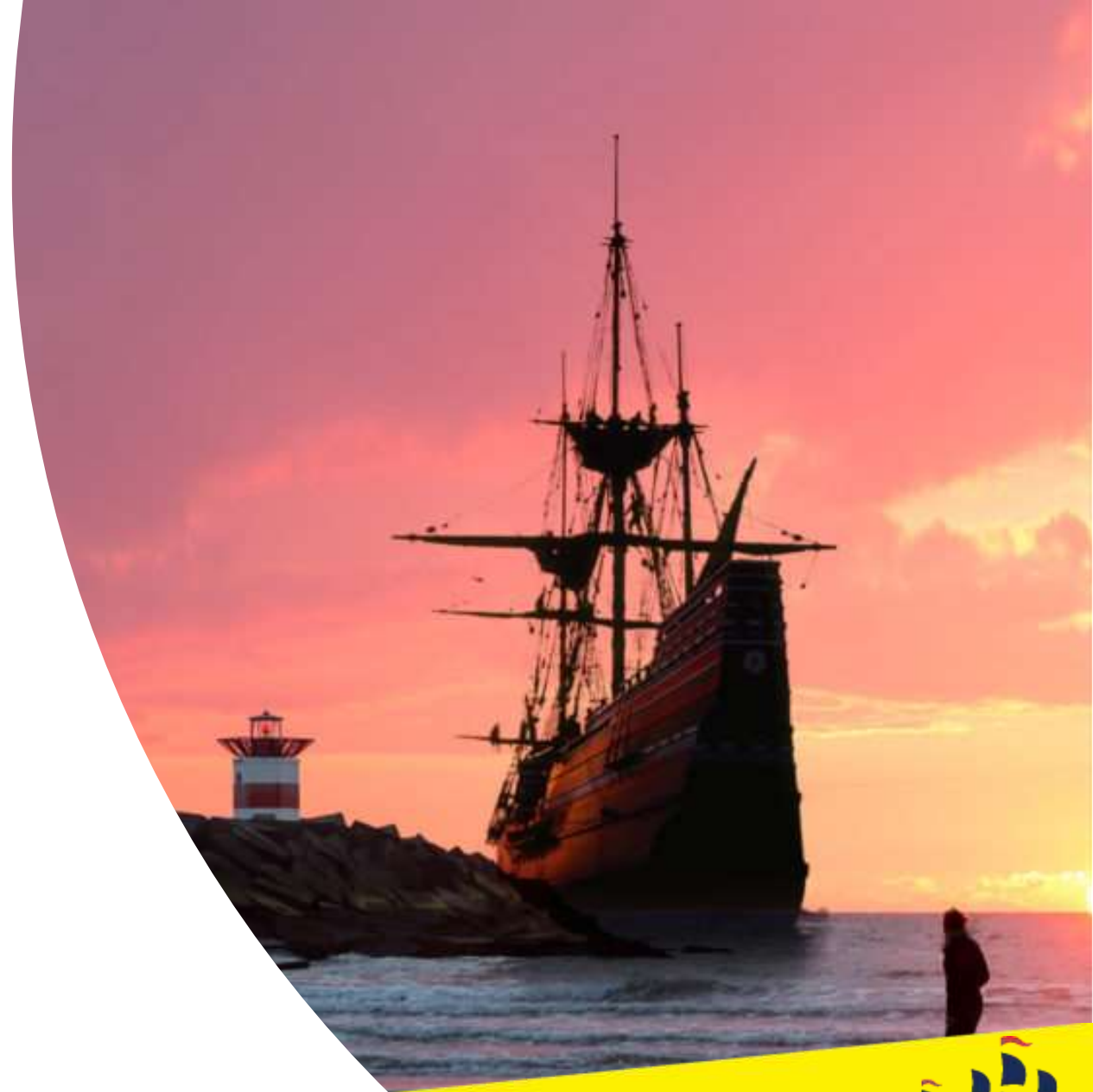
Public transport worked well

Daily fireworks display

Little entertainment

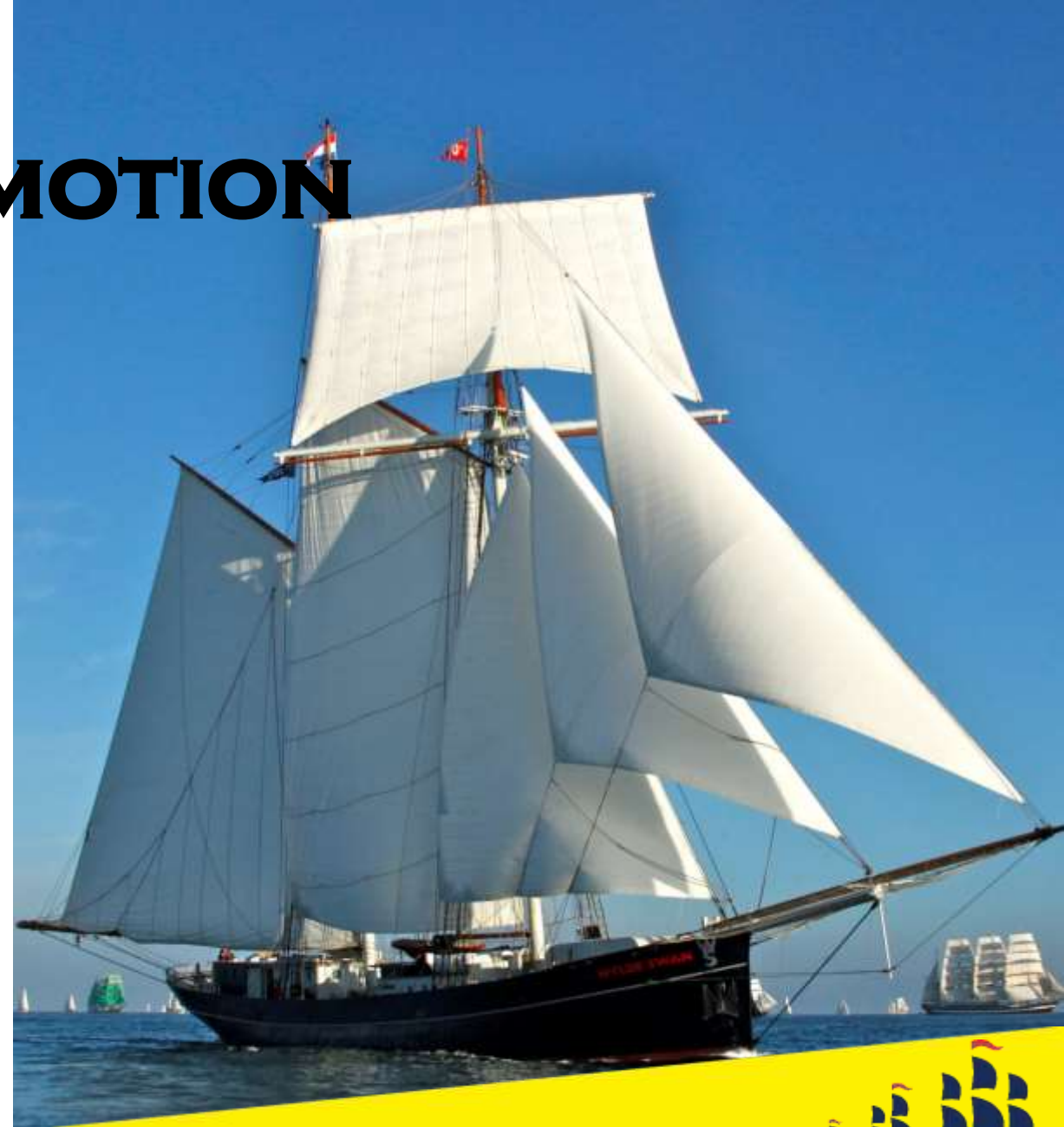
Dutch Navy band

Not a single incident!!



# MARKETING & PROMOTION

- Mediapartner local/national
  - Dedicated booklet in Saturday edition
- Social Media focus: FB/Instagram/LinkedIn
- Exposition at The Hague Central station
- City-wide A0 posters and abri's
- Independent Press / 100 days / breakfast
  
- Local TV
- Own volunteer reporters during the event



# PUBLICITY: FOLLOWERS SAIL OP SCHEFFNINGEN

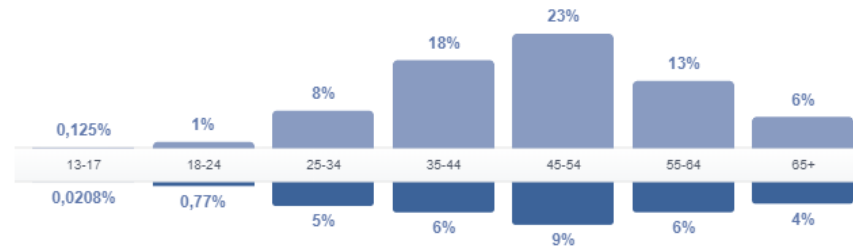
De mensen die je pagina volgen. Dit aantal is een schatting.

Vrouwen

69%  
Je volgers

Mannen

30%  
Je volgers

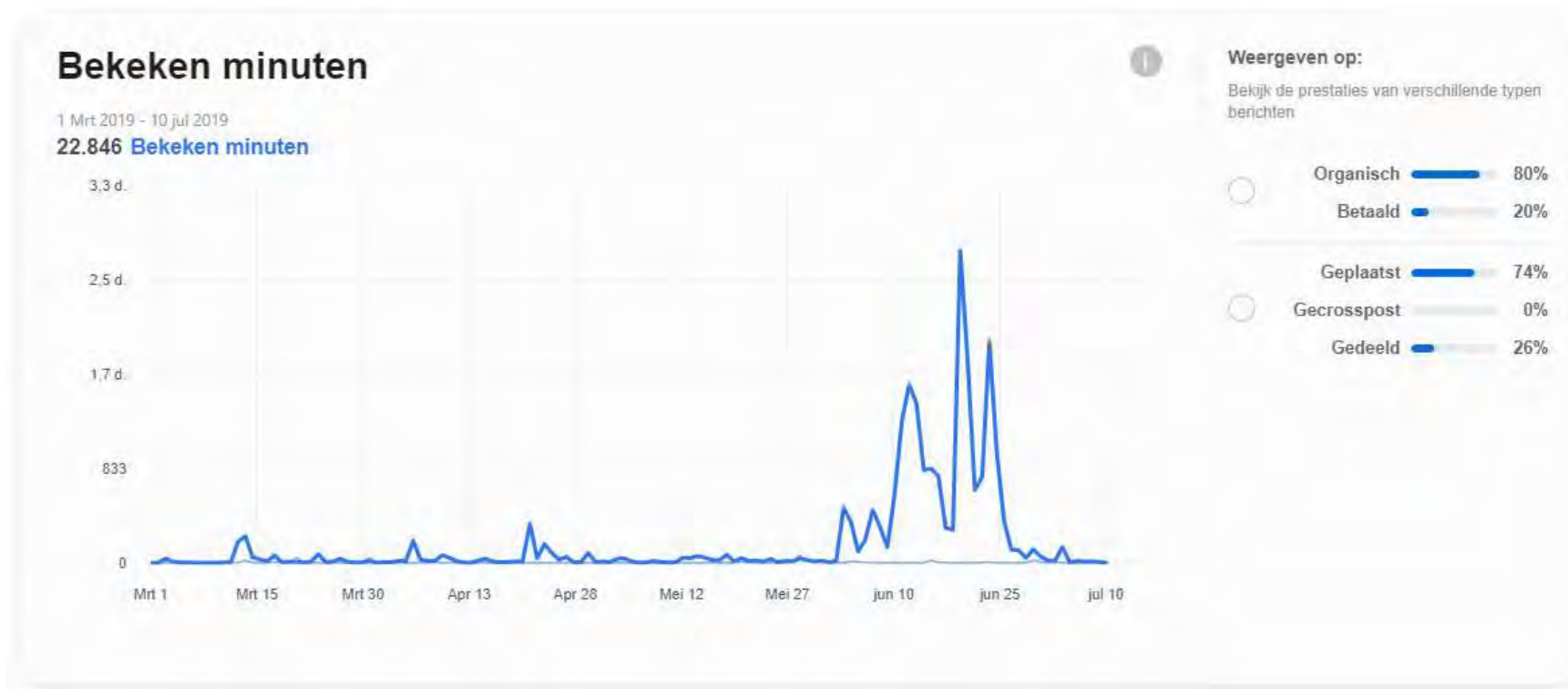


Land	Je volgers	Plaats	Je volgers	Taal	Je volgers
Nederland	4.580	Den Haag	1.577	Nederlands	3.781
Duitsland	33	Rotterdam	299	Engels (UK)	333
België	32	Amsterdam, Noord-Hol...	292	Engels (US)	259
Mexico	28	Zoetermeer	146	Pools	76
Polen	16	Utrecht	77	Spaans	62
Verenigd Koninkrijk	11	Delft	71	Duits	49
Verenigde Staten	10	Leiden	68	Frans (Frankrijk)	30
Portugal	7	Haarlem, Noord-Holland	47	Portugees (Portugal)	26
Spanje	6	Alphen aan den Rijn	44	Italiaans	23
Oostenrijk	5	Voorburg	43	Spaans (Spanje)	19

Percentage vrouwen: 69%  
 Percentage mannen: 30%  
 Afkomstig uit NL: 4500 volgers  
 Afkomstig uit DH: 1577 volgers



# THE SUCCES OF VIDEO CONTENT



In de periode van 1 maart tot 10 juli is bijna 23.000 minuten gekeken naar de door ons gepubliceerde video's.

# POSITIVE REVIEWS ON SOCIAL MEDIA



Our page had almost only 'Likes' and 'Loves', a very rare extremely positive result.

# HELP OF

## Dutch Navy

- Liaisons
- Tugboats
- Dutch Navy Chapel
- Dutch Pilot Association
- Scheveningen harbour master
- Den Haag en Scheveningen Marketing Bureau



# KEY FIGURES

- 225.000 visitors of which actually 120.000 visited ships
- Budget: 1,2M
- 25 Tall Ships
- All hospitality/business is on board
- Co-operation with the local business community in the delivery of the event



**Impression**  
**Sail op Scheveningen**  
**20 - 23 June 2019**

# WHAT DID NOT WORK OUT / LESSONS LEARNED

- Trainees
- Public catering
- Volume of hospitality
- Sponsoring
- Budget



# TRAINEES

- Great plan / involve embassies

But:

- Start early / at least two years ahead
- Mind holiday periods
- Engage schools and community
- Funding: Involve municipality and businesses



# PUBLIC CATERING

- Low turnover
- Visitor spend less than € 0.20 p.p.
- Low spend
- Local competition
  - Local shops did <40%+





# HOSPITALITY

- Late start sales
- Unknown/new event
- 1600 packages BtoB of < € 180,-
- No local activation
- 2600 BtoC tickets



# SPONSORING

- Professional Sponsorfinder
- Again: Start early
- Be original / Competition
- Total less then 50% of target



# CONCLUSION

- You can only do a tall ship event so “lean and mean”
- Start 2,5 / 3 years in advance
- Higher cost for security and licences
- Look for alternatives for sponsoring
- Full program



# ***SAIL OP SCHEVENINGEN 2019***



***Questions?***



# **Liberty Regatta Q&As**



**TSR Race one**



**Bergen**

**Fredrikstad**

**NORWAY**

**NORTH SEA**

**Aalborg**

**DENMARK**

**Aarhus**



**THE TALL SHIPS RACES 2019**

# The Tall Ships Races 2019

## Aalborg

Host Port Feedback

Event manager Søren Thorst



# The Tall Ships Races 2019

- Aalborg: July 2 – July 6
  - *Race 1*
- Fredrikstad: July 11 – July 14
  - *Cruise in Company*
- Bergen: July 21 – July 24
  - *Race 2*
- Aarhus: August 1 – August 4



# The Tall Ships Races and Aalborg

- Experienced host port:
  - 1999, 2004, 2010, 2015, 2019
- Total: 3,700,000 visitors
- Great support from Aalborg City Council, the public and business community



# Host Port Benefits

- Festive event for the citizens
- Involvement of the local community/volunteers
- Satisfied sponsors, business partners
- Satisfied local business community
- Exposure of the local sailing community
- Exposure in national, regional and local medias



# Economy

## Budget

The City of Aalborg	870,000 €
Sponsors – in kind, cash, grants	670,000 €
<b>Income</b>	<b>1,540,000 €</b>
<b>Expenses</b>	<b>1,540,000 €</b>
<b>Result</b>	<b>0 €</b>

## Realised

The City of Aalborg	870,000 €
52 sponsors in kind, cash, grants	830,000 €
<b>Income</b>	<b>1,700,000 €</b>
<b>Expenses</b>	<b>1,673,000 €</b>
<b>Result</b>	<b>27,000 €</b>

# Ship Recruitment

- 62 vessels
  - 22 Class A (23)
  - 22 Class B (26)
  - 12 Class C (15)
  - 6 Class D (9)
- Excellent cooperation with other host ports and STI



# Challenges – Start Port

- Weather
- Cancellations/late arrivals
- Getting information to the vessels – captains' manual
- SafeSeaNet / border control – disembarkation/embarkation
- Number of crews attending crew activities – crew party



# Event Area

## Event programme

- Pre – event July 2<sup>nd</sup>
- Official opening
- 5 concert stages – more than 70 free concerts
- Denmark's largest fireworks display from the Limfjord Bridge
- Different activity areas such as a children's area with maritime activities
- Parade of Sail





# Crew Activities

## Sport and cultural activities

- Sports and games – friendly competitions – water sports, football and much more
- Access to swimming baths and other leisure activities
- Sightseeing tours to city attractions and local landmarks
- Use of public transport and TSR 2019 shuttle boats for free



# Crew Activities



## Social activities

- Crew Party at Nordkraft with good food, a variety of music and discotheque
- Crew Parade and Prize Giving Ceremony
- Captains' Dinner
- Crew centre - Wi-Fi, computers, games

# Corporate Hospitality

- Total number of deck events: 59
- Income for vessels: Euro 267,000 (rent of deck and catering – no fee for host port services)
- Deck events included in sponsorships
- Requests from local/regional companies/public
- Promotion campaigns
  - Direct marketing to companies
  - Social media - LinkedIn, Facebook



# Corporate Hospitality

- Sale and planning – in house
- Good knowledge and cooperation with vessel owners and operators
- Challenges
  - Large difference in pricing and services
  - High pricing
  - Communication can be long and slow
  - Embarking trainees – availability for corporate hospitality

# Trainees

- Placement of 150 trainees in Race 1 from Aalborg to Fredrikstad
- Recruitment campaign initiated in September 2018 – 150 signed up in a short time
- Placed on 19 different vessels – total income for vessels: Euro 85.250
- Recruitment and placement organised in the TSR 2019 secretariat / Windseeker
- Trainee sponsorships offered to local businesses



# Media and Promotion

## Digital and Social Media

- Official website [www.tsraalborg.dk](http://www.tsraalborg.dk)
- Facebook, twitter, Instagram, YouTube
  - Engage audience
  - Featured promotional messages – sail training
  - Recruitment of trainees
  - Promotion of the event programme
- 35,800 followers on facebook and 2.400 photos hashtag #tsraalborg



# Media and Promotion



## Advertising

- Local outdoor advertising
- Regional marketing plan: radio, TV, newspapers, TSR 2019 newspaper insert
- National marketing plan: Danes spending their holiday in North Denmark
- International marketing plan: Norway and Denmark

# Press

- 65 accredited journalists and photographers
- TV2Nord (regional TV-station)
  - Live reports from Georg Stage from July 2nd – July 5th
- 403 written articles in local and national press
  - Mainly local coverage six months up until the event – national press coverage during the event
- 29.181.629 audience reach
  - Advertising value of Euro 848,000



# The Tall Ships Races 2022



- **Esbjerg – Denmark**  
7 July 2022 – 10 July 2022
- **Harlingen – The Netherlands**  
14 July 2022 – 17 July 2022
- **Antwerp – Belgium**  
22 July 2022 – 25 July 2022
- **Aalborg – Denmark**  
4 August 2022 – 7 August 2022

# See you in Aalborg in 2022!

Largest fireworks display  
in Denmark





TSR Race One



Bård Dalåsen



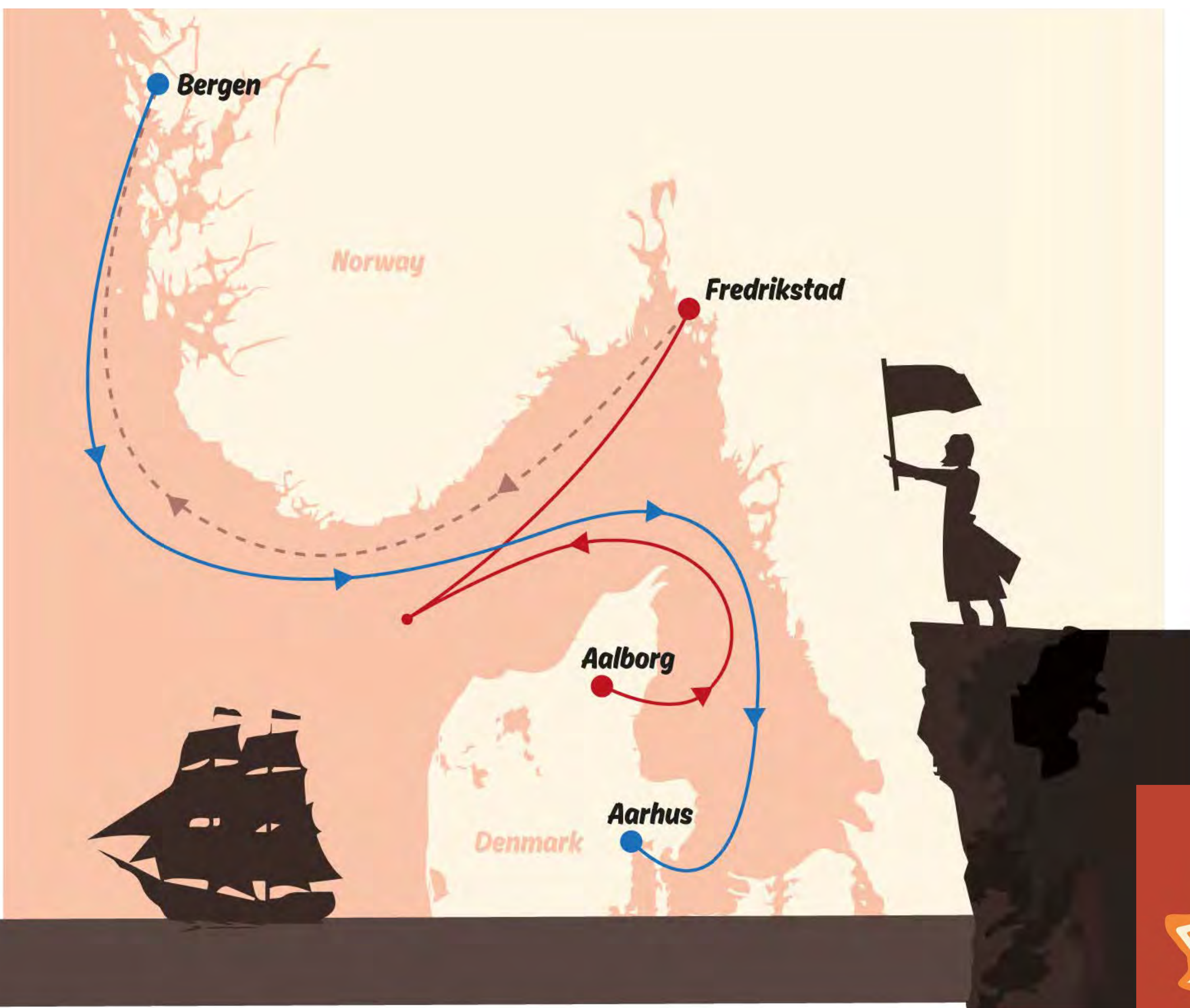
# The Tall Ships Races Fredrikstad July 11 – 14, 2019



**FREDRIKSTAD KOMMUNE**  
Project owner

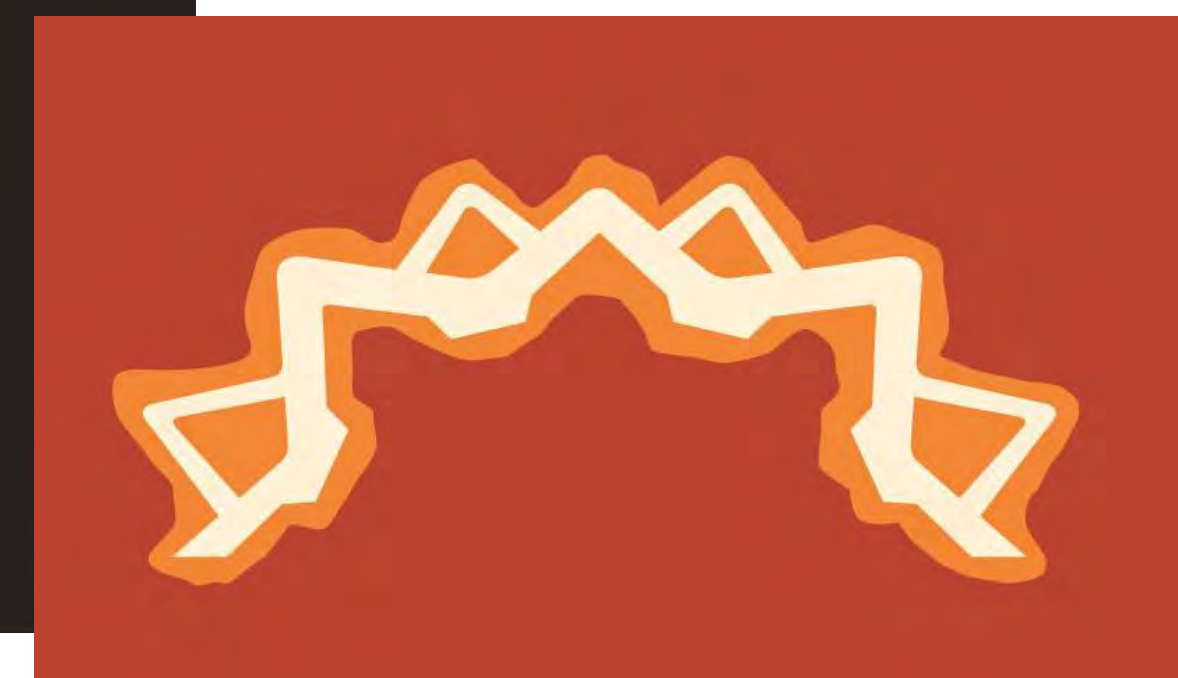
**BORG**  **HAVN**  
Co-Host





.....

- Host Port twice in the past
- Sixth largest city in Norway, 81 000 inhabitants
- Voted Norway's most attractive city in 2017
- Maritime traditions
- Now a city with growth, creative industries and rich in culture

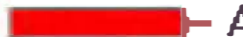





## TOWN PLAN

- 1 Parken ved biblioteket / Library Park
- 2 Elvescene / Riverstage
- 3 Amfiet på Isegran / Isegran Amphitheatre
- 4 Maritim opplevelsespark Isegran / Maritime Theme Park – Isegran

Crew Parade 

VESSEL CLASS:

-  A
-  B
-  C
-  D

-  F Ferger/ferries
-  B Busser/busses
-  T Taxi
-  S Servering/food stalls
-  Fredrikstad Tourist Office



# The Tall Ships Races Fredrikstad

11.-14. juli 2019

11. - 14. July 2019

Velkommen til fire dager med majestetiske rigger, konserter, aktiviteter og deilige matboder. Det vil bli sykkelparkering på sentrale plasser.

Se nettsiden vår for mer informasjon og oppdatert program.

Welcome to four days of majestic rigs, gigs, activities and delicious food stalls. There will be bicycle parking in central locations.

Please check out our website for more information and up-to-date programme.

[www.tallshipsfredrikstad.no](http://www.tallshipsfredrikstad.no)

SKUTER/VESSELS	SKUTER/VESSELS	SKUTER/VESSELS
29B Aglaia	33C Farurej	24 Pogoria
25A Akela	20 Frydenyk Chopin	16 Roald Amundsen
27A Alexa	33A Gedania	32A Rona II
2B Alexander von Humboldt II	13 Georg Stage	30B Rupel
35A Astrid Finne	43A Gratitude	1 Shabab Oman II
8 Atene	38 Grossherzogin Elisabeth	44 Shtandart
5 Atyla	22 Gulden Leeuw	27B Silesia.PI
25C Belfer	23 Hawila	36 Skonnerten Jylland
41B Betty	34A Helena	31C Spaniel
25B Bies	18 Ingo	28B St Barbara V
37 Bishop's Horizon	45B Jens Krogh	4 Statsraad Lehmkuhl
42B Blue Clipper	12 Johann Smidt	6 Swan
34C Challenge Wales	43B Jolie Brise	15 Sørlandet
40 Christian Radich	31B Juan De Langara	32C Tara
29A Christiania	41A Klitta	19 Thalassa
14 Cisne Branco	27C Koalicja	31A Thermopylae Clipper
3A Cuauhtemoc	29C Kyrre	26A Tuulelind
3B Dar Mlodziezy	45A Loa	34B Urania
33B Dar Szczecina	39 Lord Nelson	26B Urtica
21 Den store Bjoern	30A Maybe	9 Vega Gamleby
7 Die Zwillinge	42A Morgenster	35C Vestavind
2A Eendracht	30C Morning Star of Revelation	35B Westvind af Gotaborg
32B Esprit	28A Ocean Scout	10 Wylde Swan
17 Europa	11 Oosterschelde	26C Zryw



# Organisation



## Steering committee

Mayor Jon-Ivar Nygård

## Project manager

Ingar Guttormsen

## Project secretariat

- Economy and management – I G
- Sponsors - Knut R Hansen
- Recruitment
  - Volunteers - Helge Hammeren
  - Trainees – Rotary & Kai R. Pedersen
  - Ships - Bjørg J Western
  - Corp Hosp – Visit Fr.stad & Hvaler

## Maritime

Borg Port Authority  
v/ Knut Birger Nilsen

## Culture

Åshild B. van Nuys

## Infrastructure

Frode Samuelsen

## Liaisons

Arnfinn Haugberg

## Communications

Tine Solberg Johansen

## Security

Marius Belstad



# Some of our aims

	<b>Aim</b>	<b>Result</b>
<b>Vessels</b>	<b>75</b>	<b>64*</b>
<b>Trainees</b>	<b>160</b>	<b>162</b>
<b>Deck events</b>	<b>25</b>	<b>25</b>

**\*We had 77 vessels recruited, but 13 unsubscribed due to various reasons**



# Vessels from 17 countries





# Fleet



Class A: 22

Class B: 24

Class C: 13

Class D: 5





# Volunteers

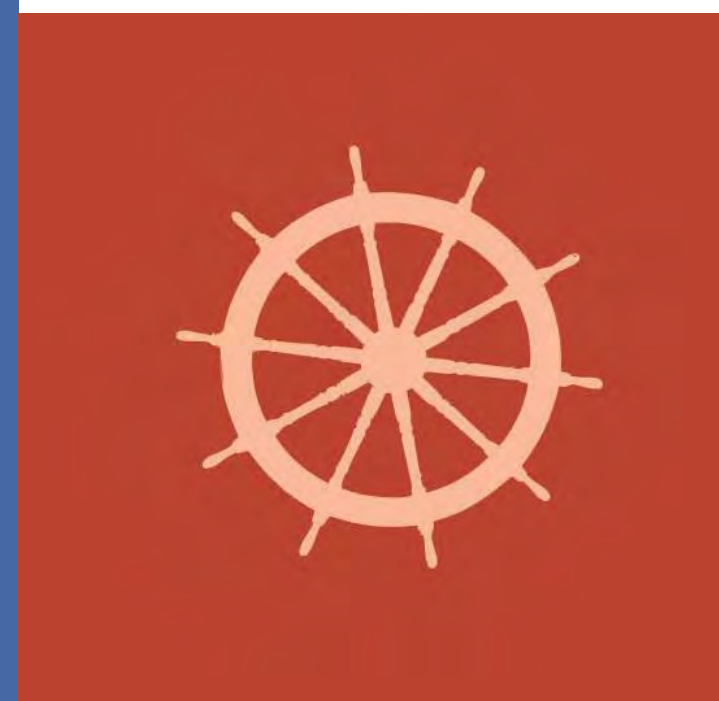
399 volunteers recruited

11 480 working hours

Questback result:

98% - I want The Tall Ships Races to return

92% - I want to be a volunteer next time



# Communication

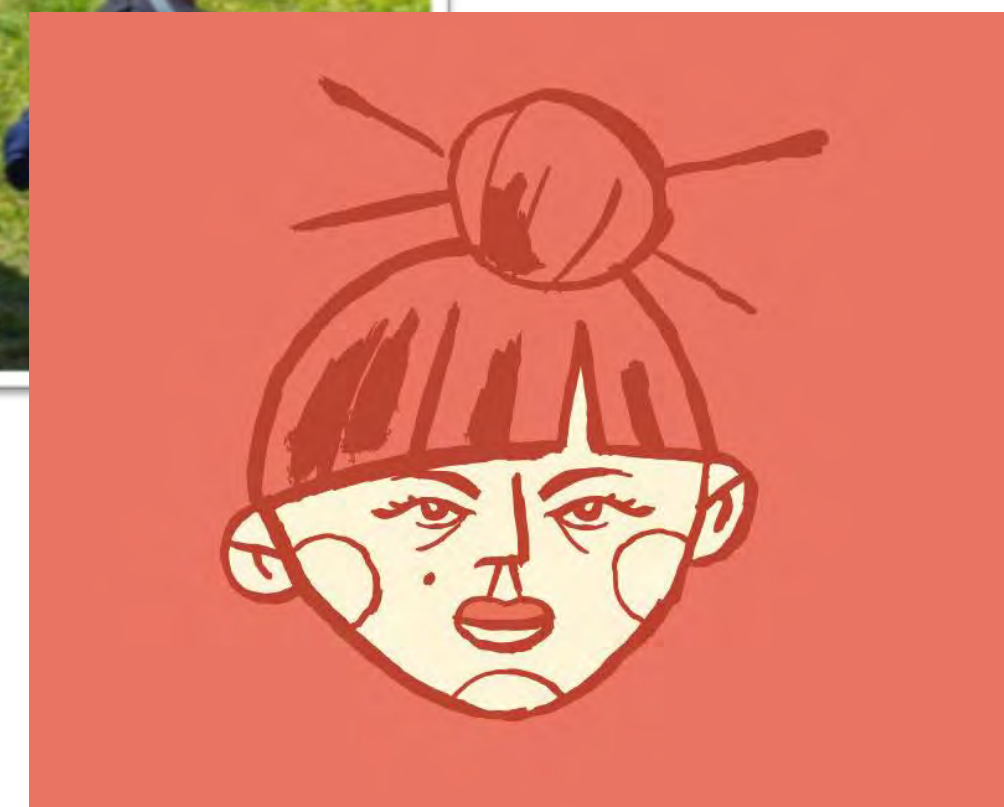


Our Facebook event reached 643.400 people

Our Snapchat filter was used 13.755 times, seen 525.225 times

The aftermovie had 24.000 views in a week.

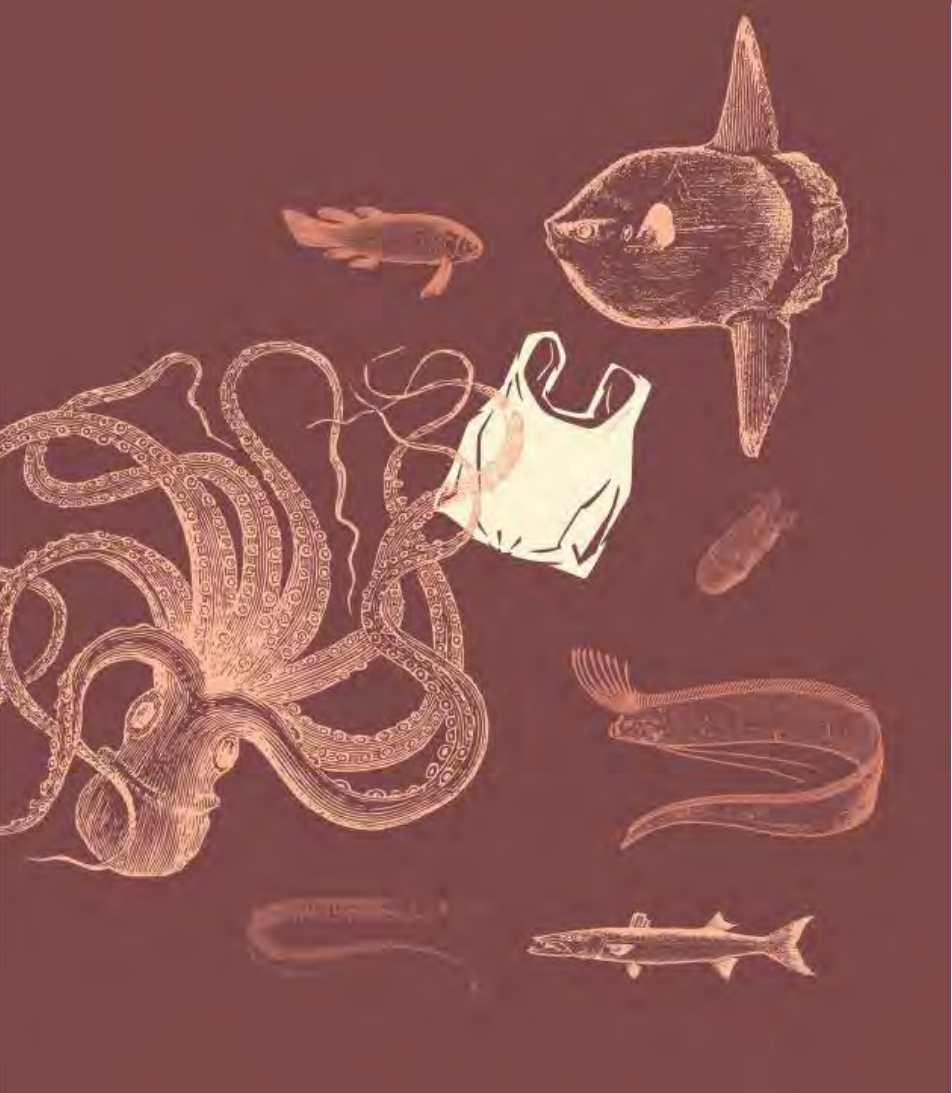
192 documented media coverage





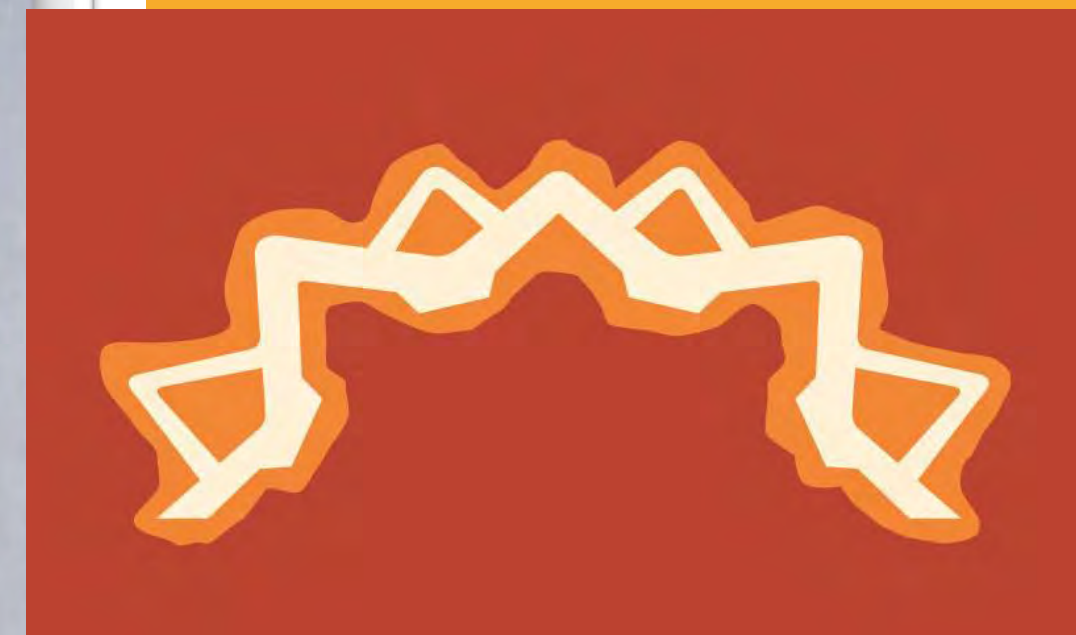
# An environmental perspective campaign

Leave the car, catch the bus, cycle or walk





Banners throughout town



Med miljøet i tankene

Østfold  
KOLLEKTIVTRAFIKK

# The Tall Ships Races

11.-14. juli  
Fredrikstad



Bruk våre bussruter,  
når du skal se på skuter.

@TheTallShipsRacesFredrikstad2019



MAN

6M 10966





# The free town ferry



 **Velkommen om bord!**

# Cultural programme

**160  
different  
activities**

Several stages, market places and hang outs along the riverside, all nearby to the fleet





# Crew Parade and Prize Giving Ceremony



# Crew party and crew activities

1 750 trainees at the crew party

Afterparty for the youngest

45 teams from the vessels signed up for the competitions

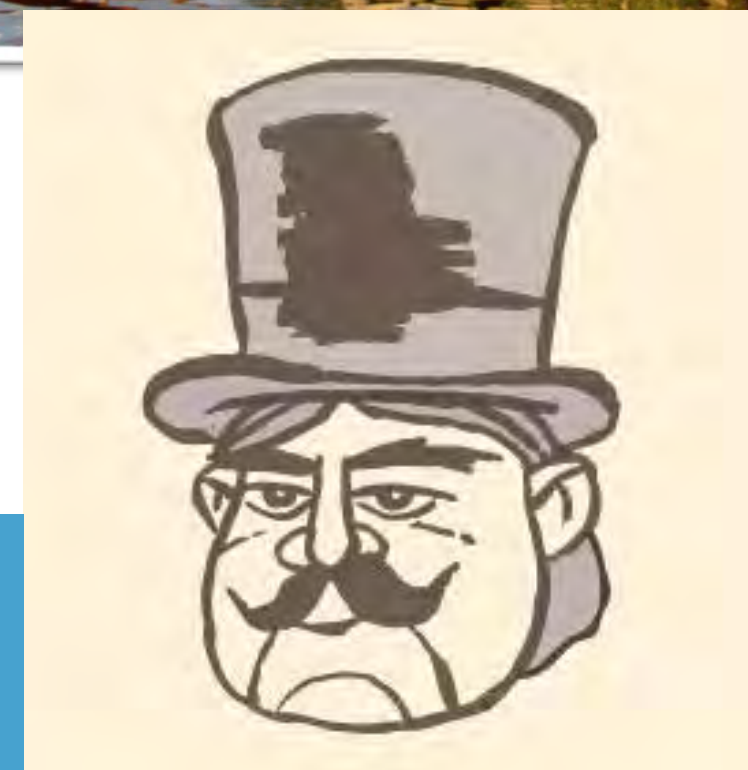
Beach cleanup was one of many popular activities



# Captains' Dinner

Relaxed atmosphere at Isegran

Outdoor seafood buffet on the dock





# Budget all numbers in 1000 EUR

Municipality	1 160
County Sponsors	110
Port Authority	440
Sold market areas	100
	90
Trainees self coverage	50

Total budget 1 950

Total cost 1 700

Positive result 250

Hopefully funding for next TTSR in Fredrikstad☺



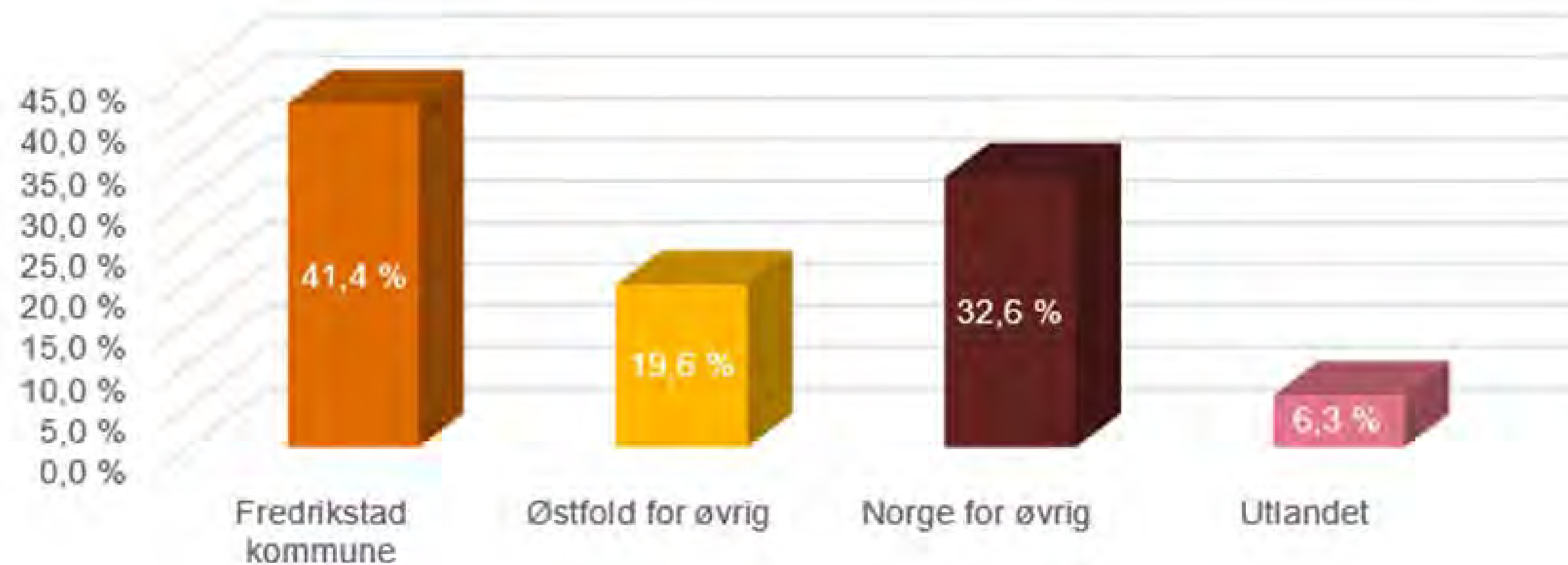
# Pricewaterhouse Coopers Economic Impact Study

**41 %** of visitors from Fredrikstad

**53 %** rest of Norway

**6 %** from abroad.

**45 %** stayed overnight

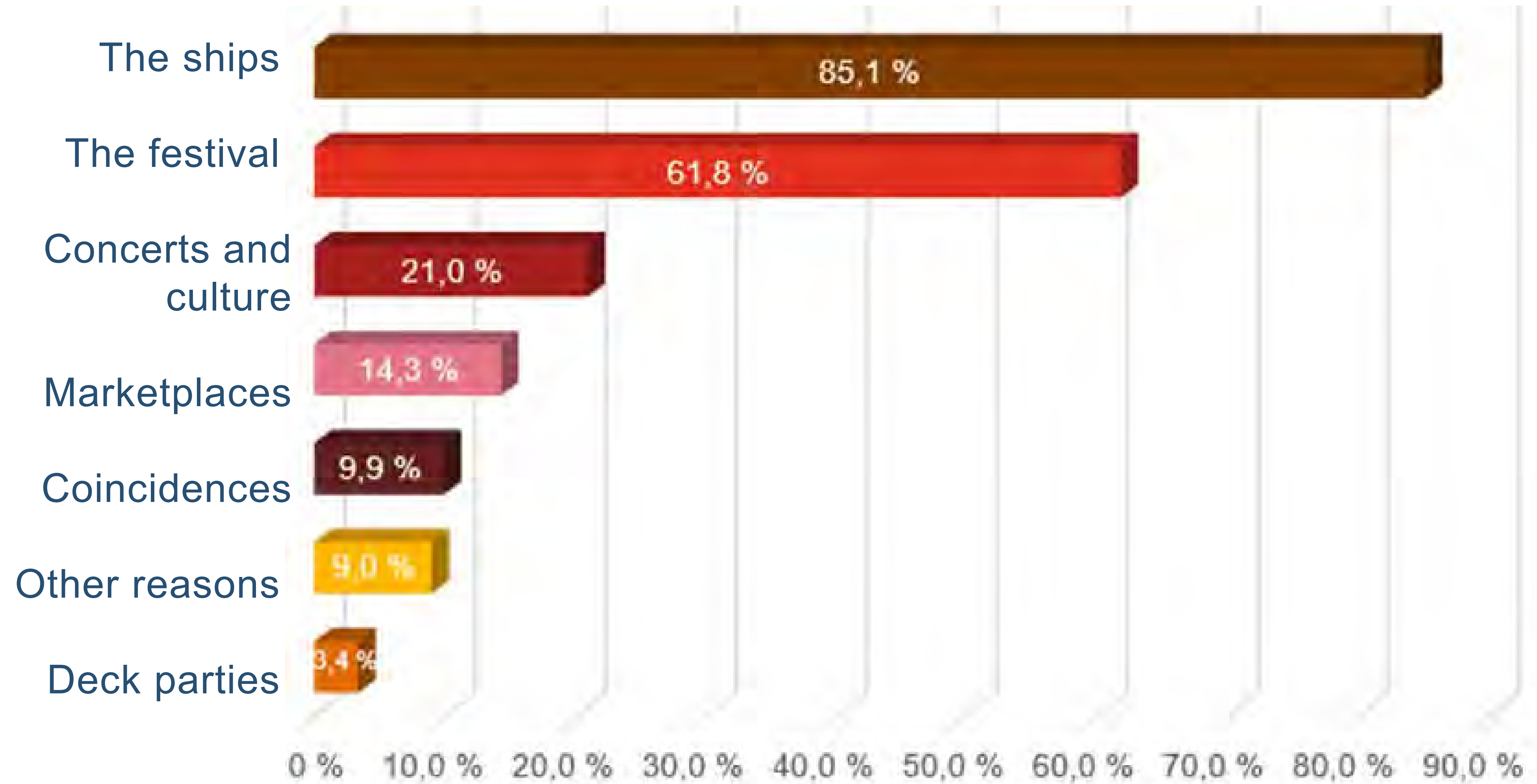


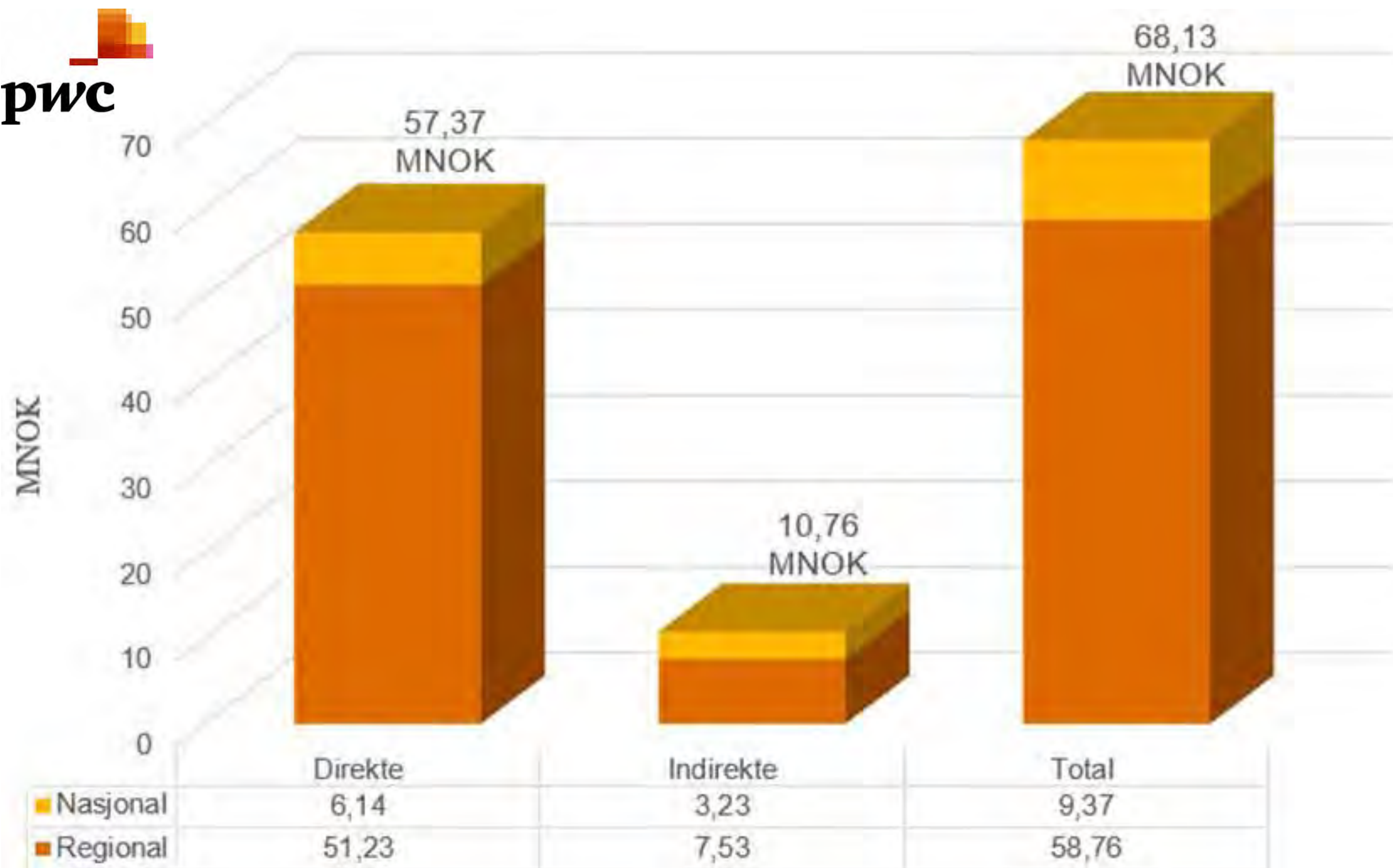
**143 528** unique visitors according to Mobile Analytics





# Reasons for visiting





**Total  
economic  
impact:**

**68 MNOK**

**6,8 MEuro**

**85 % of the sponsors say they will contribute if we do it again**



# The Team



Helge  
Hammeren



Knut Birger  
Nilsen



Per Kristian  
Johansen



Freddy  
Paulsen



Kim-Erik  
Ballovere



Arnfinn  
Haugberg



Marius  
Belstad



Frode  
Samuelsen



Åshild  
van Nuys



Tine S.  
Johansen



Irene  
Østbø



Roy  
Nielsen



Kai Roger  
Pedersen



Bjørg J  
Western



Knut R  
Hansen



Gunn  
Norum



Torill  
Kristiansen



Ragnhild  
Ringsrød

Denise  
Sanei



Renate  
Jacobsen



Maya  
Nielsen



HansJacob  
Liljebjelke



Mariann  
Gagnås



Kristine  
Czynski



*Ingar Guttormsen*  
*Project Manager*



# Event Summary

