

Session 2B



The Tall Ships Races 2019 Review Bergen and Aarhus



Session 2B

The Tall Ships Races 2019 Review

CinC, Bergen and Aarhus

Chair: Einar Corwin

Speakers: Paul Bishop
Morten Dahl Sebjørnsen
Charlotte Kirk Elkjær





TSR C in C



TSR Bergen

Welcome
on board!

TSRB 2019



BERGEN
KOMMUNE



THE TALL SHIPS RACES
Bergen 2019
organised by Sail Training International

TSRB2019 ORGANISATION

City of Bergen – organiser

- Leading the Main Committee
- Contract with STI

Bergen Harbour – Co-organizer

- Organizing all harbour activities

CoEvent – independent event company

- Project Management TSRB2019
- Responsible for planning and executing the event in close co-operation with the City of Bergen

First time this model was chosen



THE TALL SHIPS RACES BERGEN 2019

BASICS:

- 5th TSR in Bergen
- More than 600 000 people in the festival area
- Festival days Sunday till Wednesday
- Focus was on creating a festival for all ages!
- Figures from surveys made after the 2014 event showed that 68,7% of the visitors was 45+ in age



THE TALL SHIPS RACES
Bergen 2019
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What did we do?

TARGETING A YOUNGER AUDIENCE!

- Focus on bringing down the average age of visitors to the event from 68% in the 45+ age range
- Create a better understanding among the audience on what sail training is all about – targeting the 15 – 25 age group especially



How did we do it?

TARGETING A YOUNGER AUDIENCE!

- Communication is key!
- We dedicated an area in close proximity to the harbour and used it as a part of the event.
- Divided the area in daytime and night time activities – targeting families during the day and young adults during the night.
- We hired two students that were in charge of the SoMe campaigns
- We listened to the target group and did what they told us..
- Used the artist to promote the event





BRYGGEN

Yngel

FERIE KLUBBEN

PARTNERTELT CREWPARTY

TORGET

BRYGGEN

Zacharias Bryggen

Slotsgaten

Sandbrogaten

HOLBERGSKAIEN

Munket Bryggen

CREWPARADE



STRANDKAIEN

Dreggekaien

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Targeting young adults

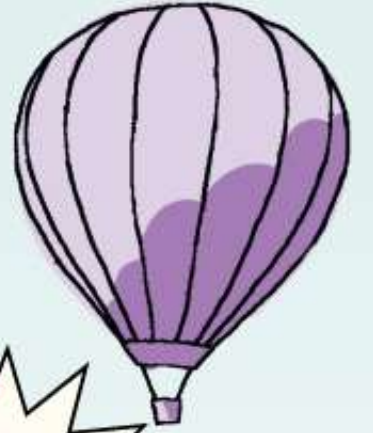


MYRA

HALIE.



**FESTIV
KULTUR**



KOENGEN, 21.-23. juli

Jezebel – Stenersen – Finding Neo – Maria Træbakken – Derin – Ivo Lima – Hedda Mae

Targeting young adults

FEAR
KID
CLUB



TALL SHIPS FESTIVALOMRÅDER

21.-24. JULI 2019

Targeting
families





TALL SHIPS YNGEL



SØNDAG 21. JULI

SKUTER

10.00 – 14.00 Skutene ankommer
 14.00 – 21.00 Åpne skuter, aktiviteter ombord. Noen skuter tilrettelagt for rullestolbrukere.
 17.00 – 18.00 Åpningsseremoni (Bryggescenen) MGP Jr. 2019 vinnerne

SJØRØVERLANDSBYEN

10.00 – 19.00 Utstillinger og aktiviteter for barn. Sjørøver- og aktiviteter hele dagen.
 11.00 – 12.00 Skipene Shtandart og Atyla: skattejakt og sjørøverfest. [QR for billetter](#)

KOENGEN 10.00 - 22.30

Hoppeslott og strandaktiviteter
 14.00 - 15.00 Soul Kidz, Zing Zang, Gutta

ANDRE AKTIVITETER

10.00 - 19.00 Barnevognskafé
 10.00 - 22.30 Tivoli på Festningskaien



MANDAG 22. JULI

SKUTER

11:00 – 21:00 Åpne skuter, aktiviteter
 Noen skuter tilrettelagt for rullestolbrukere.
 16:00 – 17:00 Mannskapsparade fra Nykirkekaien til Koengen

SJØRØVERLANDSBYEN 10.00 -19.00

Utstillinger og aktiviteter for barn. Sjørøver- og aktiviteter hele dagen.
 11.00 – 12.00 Skipene Shtandart og Atyla: skattejakt og sjørøverfest. [QR for billetter](#)

KOENGEN 10.00 - 22.30

Hoppeslott og strandaktiviteter
 14.00-15 Serina, Gutta, Zing Zang

ANDRE AKTIVITETER

10.00 - 19.00 Barnevognskafé
 10.00 - 22.30 Tivoli



TIRSDAG 23. JULI

SKUTER

11:00 – 21:00 Åpne skuter, aktiviteter ombord. Noen skuter tilrettelagt for rullestolbrukere.

SJØRØVERLANDSBYEN 10.00 -19.00

Utstillinger og aktiviteter for barn.
 11.00 – 12.00 Skipene Shtandart og Atyla: skattejakt og sjørøverfest. [QR for billetter](#)
 14.00 - 19.00 Møt Havfruen

KOENGEN 10.00 - 22.30

Hoppeslott og strandaktiviteter
 14:00-14:45 Vilde & Anna fra MDP. jr

ANDRE AKTIVITETER

10.00 - 19.00 Barnevognskafé
 10.00 - 22.30 Tivoli
 23:00 Fyrverkeri over Vågen



ONSDAG 24. JULI

SKUTER

12:00 Skutene legger fra kai
 13:00 Seilparade

SJØRØVERLANDSBYEN 10.00 -15.00

Utstillinger og aktiviteter for barn.

KOENGEN 10.00 - 15.00

Hoppeslott og strandaktiviteter

ANDRE AKTIVITETER

10.00 - 15.00 Barnevognskafé
 10.00 - 22.30 Tivoli på Festningskaien



Targeting families

What did we do?

TARGETING A YOUNGER AUDIENCE!

- **Result:** 53% of visitors were 45+ in age – difference of 15% from 2014.



What did we do?

GREEN EVENT

- Certified green/environmental friendly event. FEE standard
- The use of disposable plastic was banned in the area
- Waste management system.
- Communication is key!



FEE



THE TALL SHIPS RACES
Bergen 2019
organised by Sail Training International

Trainees

- A total of 153 trainees divided on 2018 and 2019
- Great cooperation with Windseeker who organised the trainees on the non-Norwegian vessels.
- Approximately 2000 trainees visited Bergen



THE TALL SHIPS RACES
Bergen 2019
organised by Sail Training International

SHIPS

- 59 ships representing 17 countries
- 22 class A, 20 class B and 11 class C and 6 class D
- The vessels had a combined length of 2285 meters
- My colleague, Annie will talk about the Deck Events in session 4A at 16.45 in Gorilla 1

MOVIETIME!





Main sponsors



Sponsors



Partners





TSR Race Two



TSR Aarhus

Tall Ships Races Aarhus 2019



Numbers and experiences

Charlotte Kirk Elkjær – Project Director

Agenda

- Facts about TSR Aarhus
- Visitor profile
- Evaluation by guests
- Volunteer profile
- Evaluation by volunteers
- **Sustainability**
- **Communication and reach**

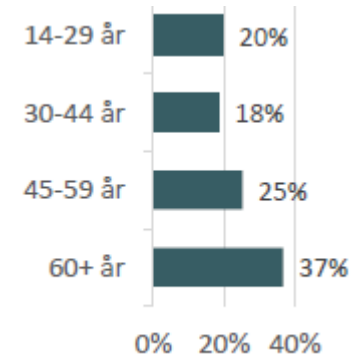
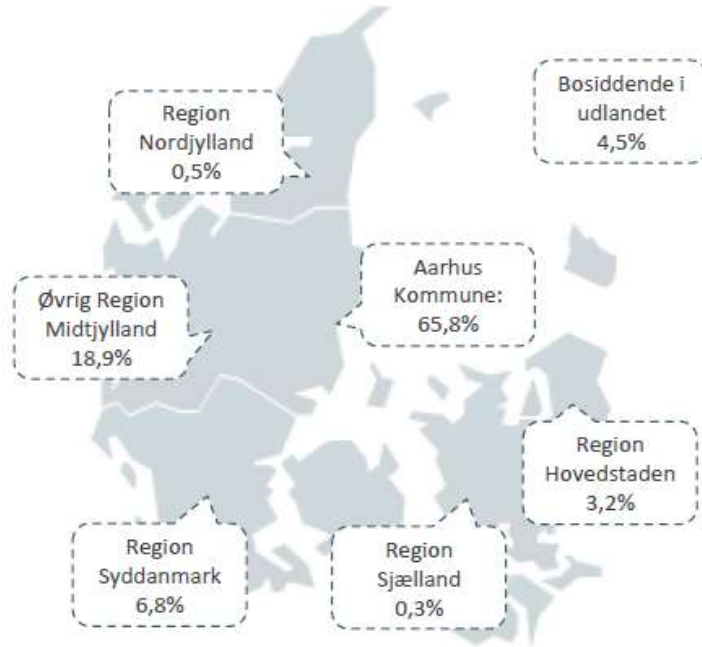
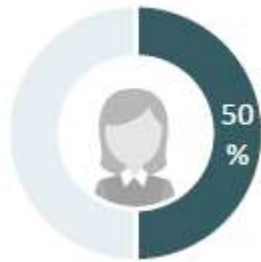
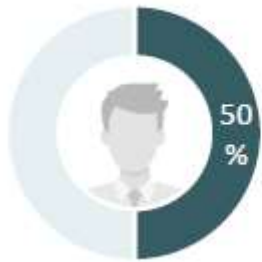


Facts

- 525.000 visitors
- 400 volunteers
- 46 vessels
 - **1,863** crew members
 - 672 crew activities attenders
 - 800-1000 crew party attenders
- 2 music scenes
- 50 participating cultural actors from the region created a 4-day maritime festival
- Budget: 12 millions DKK ~ 1.6 million EUR

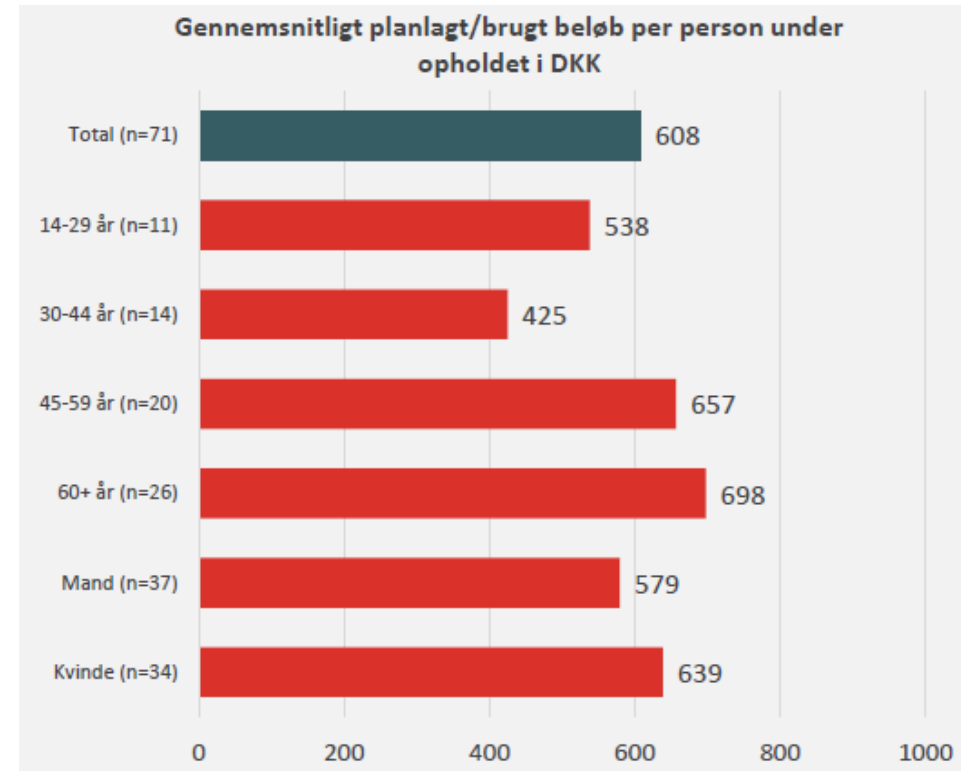
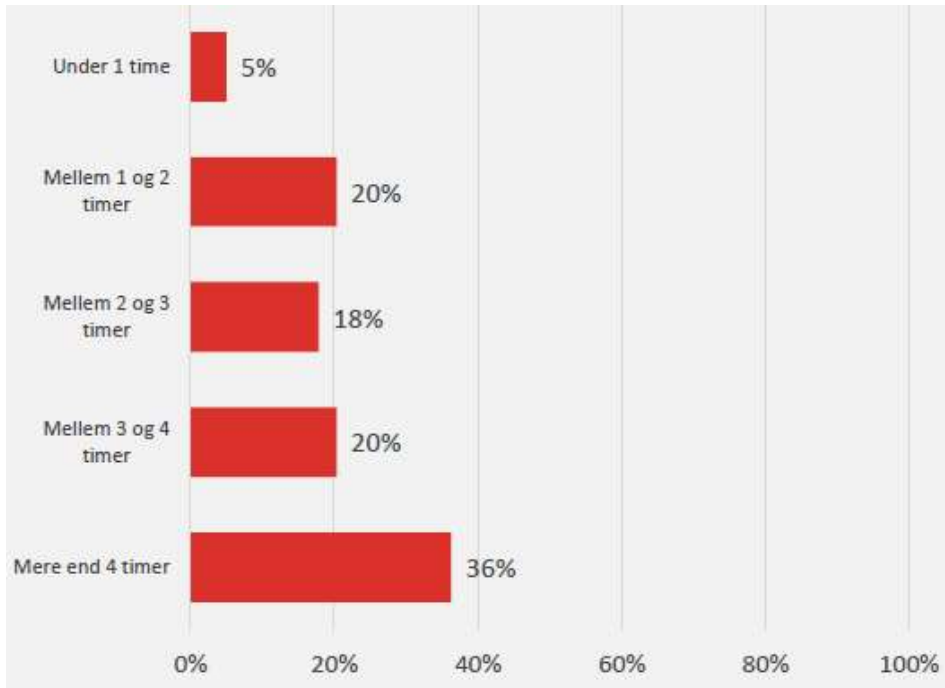
Visitor profile Aarhus

Gender



Visitor profile

Amount of time spent at the event

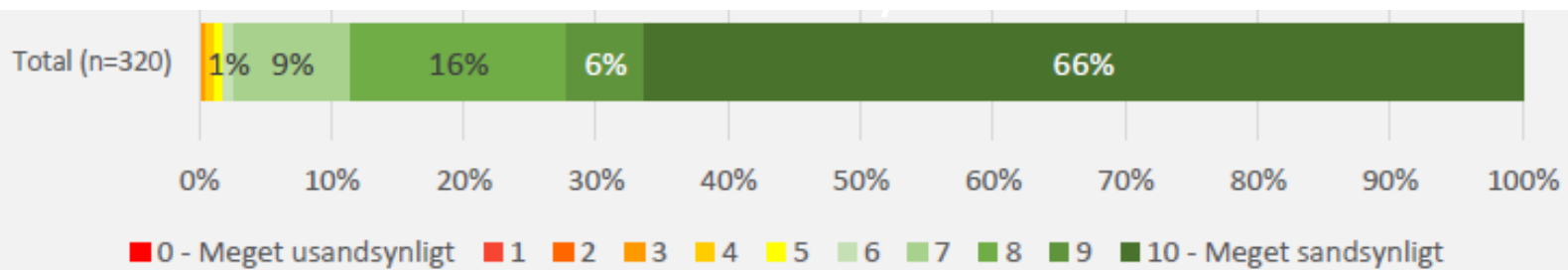
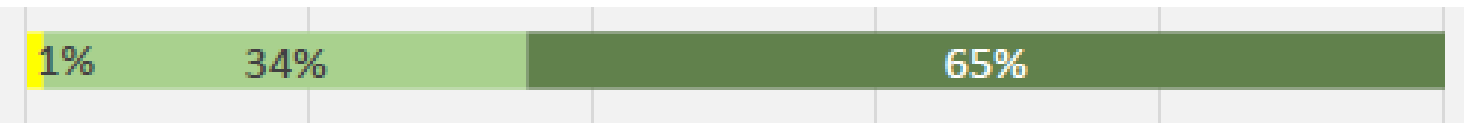


Evaluation by guests



Evaluation by guests

General satisfaction with the event

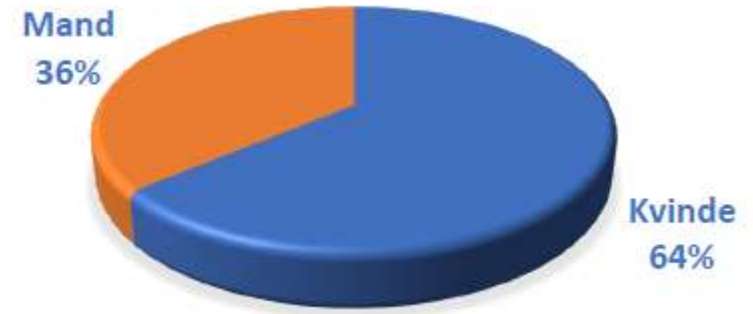
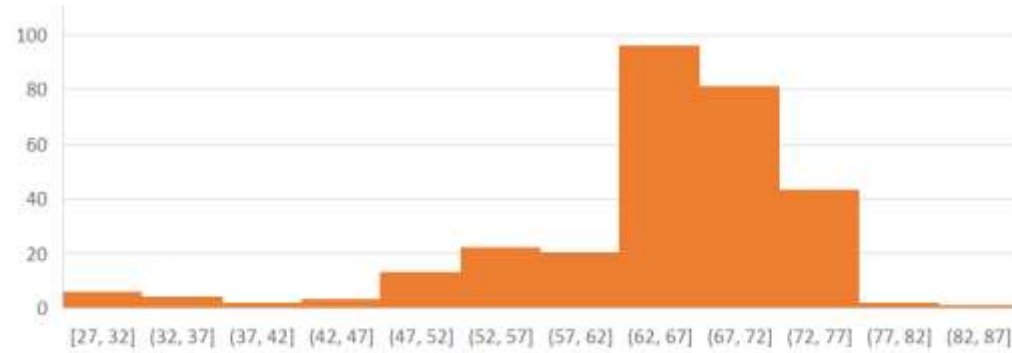


Volunteer profile



Volunteer profile

Age

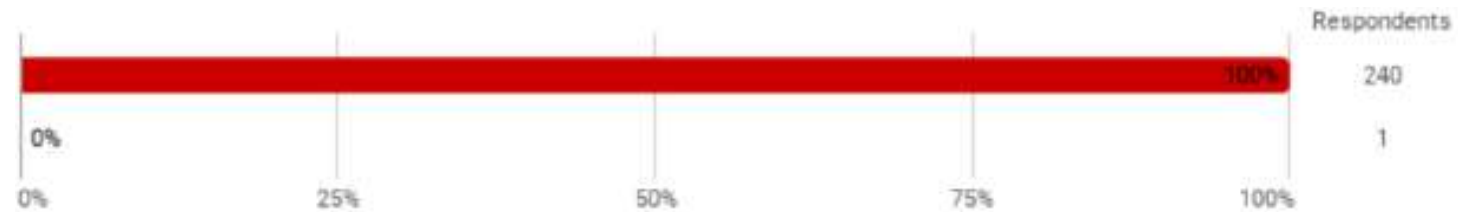
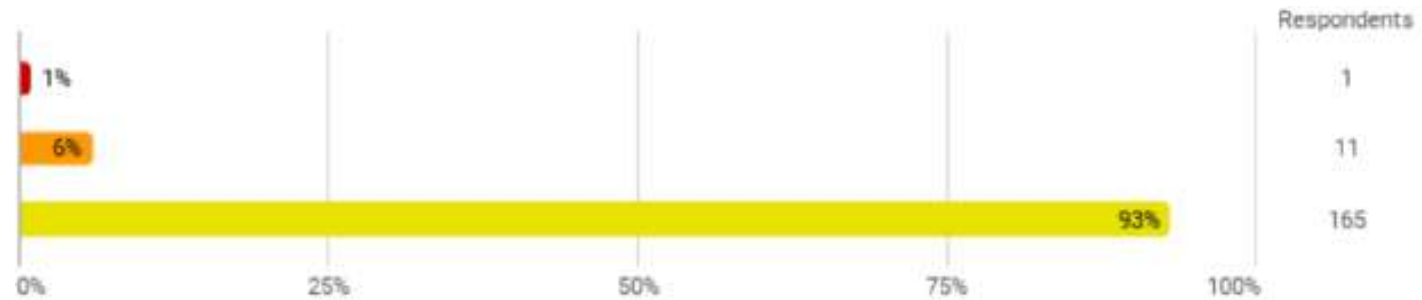


Evaluation by volunteers



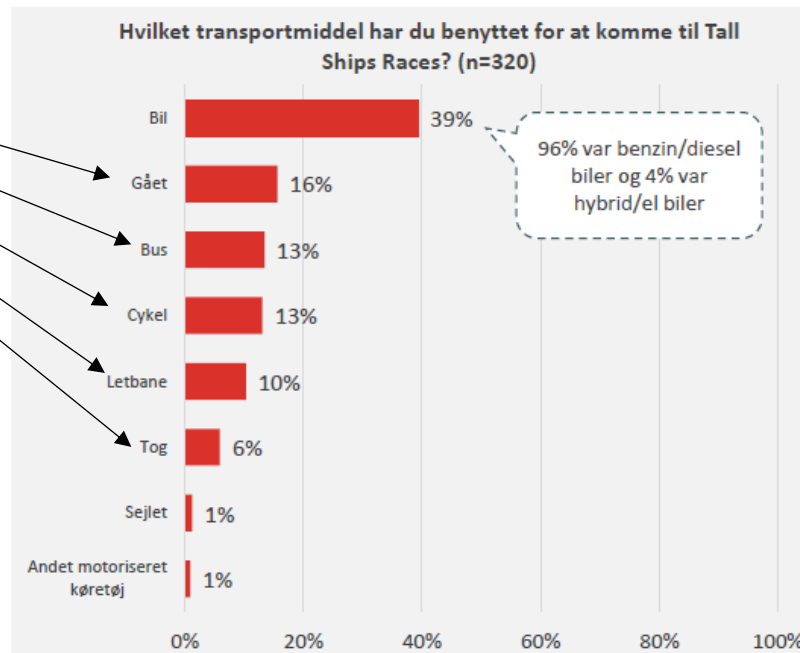
Evaluation by volunteers

Do you want to volunteer again?



Sustainability - Transport

- We made it easy to get to/from the event on bike or with public transport
- Our volunteers and staff drove electric cars
- 58% of our guests walked, biked or used public transport to get to the event.



Sustainability – waste sorting

Waste sorting for ships in **SIX** categories



Waste sorting for guests in **FIVE** categories



Sustainability – food waste

- Partnership with Daka ReFood on food waste. Daka ReFood turns food waste into biogas
- During the event, we collected 1,100 kg food waste.

This turns into enough biogas to heat a house for 36 days.



Sustainability - Recycling

- Partnership with local recycling station ReUse.
- ReUse facilitated a workshop where children could build ships from recycled material.



Sustainability – Electricity and energy

- Electricity used at the event came from windmills, including the electricity used for our 50m Ferriswheel.



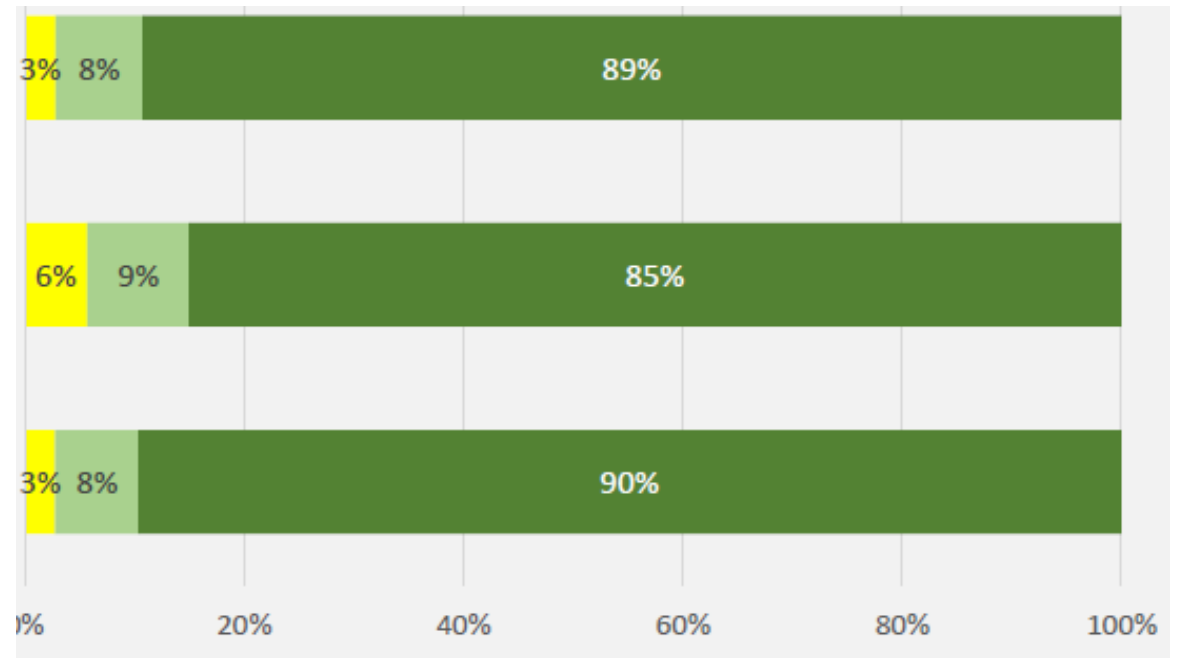
Sustainability – importance for guests

How do you feel about?

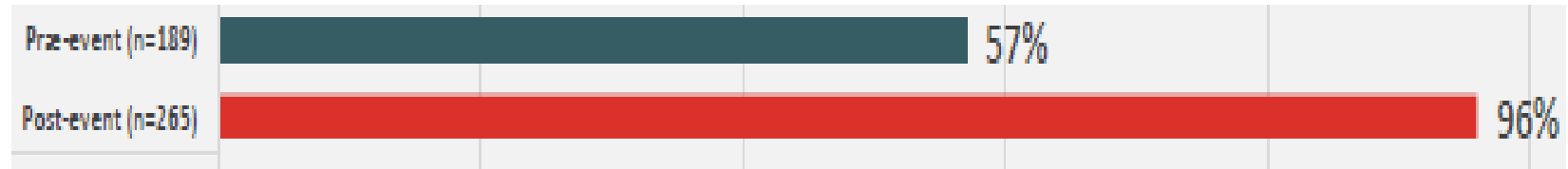
The possibility to sort your waste

The Ferriswheel is driven by windenergy

TSR Aarhus strives to use renewable energy



Communication and reach



Communication and reach – digital assistant

We launched a digital assistant

3.206 visitors used it

10.190 total dialogues



Communication and reach – wayfinding

- No program on paper
- Almost no banners on the eventsite
- Instead, we used electronic wayfinding-screens.
- Screens guided visitors to activities about to start and open ships

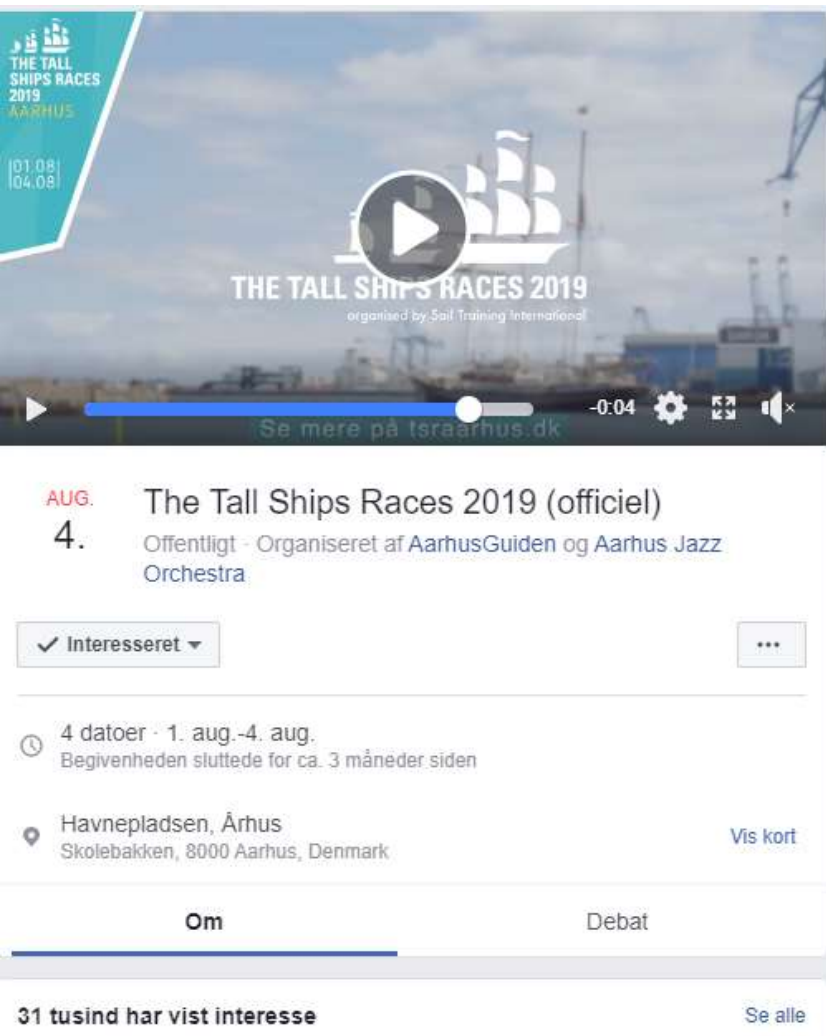


Communication and reach – city dressing

- 25 banners on the main shopping street
- 80 lamppost-banners
- 78 banners in the city and near busstops
- TSR19 – flags
- 8 digital screens
- 2 foiled trains



Communication and reach – social media



THE TALL SHIPS RACES 2019
AARHUS
01.08 | 04.08

THE TALL SHIPS RACES 2019
organised by Sail Training International

Se mere på tsraarhus.dk

AUG. 4. The Tall Ships Races 2019 (officiel)
Offentligt · Organiseret af AarhusGuiden og Aarhus Jazz Orchestra

✓ Interessert ▾

4 datoer · 1. aug.-4. aug.
Begivenheden sluttede for ca. 3 måneder siden

Havnepladsen, Århus
Skolebakken, 8000 Aarhus, Denmark [Vis kort](#)

Om Debat

31 tusind har vist interesse [Se alle](#)

- This year, we communicated through a facebook EVENT
- 31,000 users ”participated” or declared themselves ”interested”

Communication and reach

- Accredited media: 40
- Number of articles: 434
 - 63% web sources
 - 17% regional and local papers
 - 11% national papers
 - 6% Local newspapers
 - 2% Business magazines
 - 1% Tv coverage
- Media audience reach: 55,930,385
- Advertising value equivalent (EUR): 1,520,817

Jyllands-Posten
The Tall Ships Races satte besøgsrekord
Over en halv million mennesker besøgte i år The Tall Ships Races i Aarhus. Arrangementet satte dermed ny rekord.

Farvel: En armada af århusianere fulgte de store skibe på vej
Af JENS THAYSEN
Publiseret 04. august 2019 kl. 19:12

Mere end 400.000 mennesker besøgte havnen i Aarhus under The Tall Ships Races. Organisationen er imponeret over byen og vender gerne tilbage med skibene.

AARHUS: Utallige er de ikke, men kommunens folk skal først lige have kigget en masse dronebilleder igennem, før de vi komme med et bud på hvor mange mennesker, der de sidste fire dage besøgte The Tall Ships Races i Aarhus. Man der...

Så' det sommer besøger Tall Ships Races i Aarhus
Nyhedsudsendelse: Torsdag 1. aug. 2019 - kl. 19.30

What's next for Aarhus?





Commercial Summary



Event Q & As

