

# **Session 4A**



**Helping Ships Generate Income  
Whilst in Port**



**Annie Hadjidemetri**

Deck events/  
Restaurant  
ship concept

**TSRB  
2019**



BERGEN  
KOMMUNE



Bergen  
Havn



  
VIKING



**THE TALL SHIPS RACES  
Bergen 2019**

organised by Sail Training International

# CONTRACTED DECK EVENTS

- Contracted for 36 deck events via Sail Training International contract





# OBSTACLES BERGEN FACED FINANCIAL CLIMATE

- Many large companies were negative due to bad experiences from the UCI Road World Championships in Bergen in 2017. Event went well, but financially poor result with the agency responsible for corporate hospitality going bankrupt, many vendors could not be paid

## DAYS OF THE WEEK

- TSR Bergen 2019 took place on a Sunday, Monday, Tuesday & Wednesday.

Fridays or Saturdays were preferred



  
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# SPONSOR DECK EVENTS

## SPONSORED DECK EVENTS:

1. BIR deck event on Tuesday for drinks, music & fireworks on Gulden Leeuw
2. PWC deck event on Grossherzogin Elisabeth (ship placement very important), also on Tuesday afternoon/ evening
3. Radisson Blu hotel (partner) pirate party for their employees/ family day on board Shtandart on Monday (AM event)
4. Rolls Royce party on the Statsraad Lehmkuhl on Tuesday evening (firework night) – they used the quayside and bar as well as the ship to fit their numbers



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www.tallships.com



# WHAT ABOUT THE REST?

## RESTAURANT SHIP CONCEPT

- Working with a colleague with a lot of experience running restaurants and bars we carefully planned out how we could sell a dinner buffet on the most suitable ships we positioned closest to Bryggen by one of our stages

## OTHER PUBLIC TICKETED EVENTS

- Children's pirate parties (Shtandart, Atyla)
- Parade of Sails/ sail out event on Wednesday

## OTHER

- Local event company/ DMC had a group of people on board Dar Mlodziezy on Tuesday evening for drinks/fireworks with live band



# WHAT ABOUT THE REST?

## OTHER (cont'd)

- VIP Sponsor ship - Loyal – 2 sittings a day for 3 days (added up to 6 deck events)
- Open ship with food, drink, live music/ dance – Statsraad Lehmkuhl (self-managed). Also had some events on the quayside (tattoo stand, merch sales, artists)
- VIP/ Sponsor Sail Out - Gulden Leeuw





# RESTAURANT SHIPS

- Buffet dinner on board a tall ship (17:00 – 20:00), with bar until 23:00 and 23:30 to inc. Fireworks on Tuesday
- Could use ships with their own catering or provide external catering
- We looked to secure 6 ships. They would be paired together 2 by 2 (ships own catering vs external catering). Had to be careful about which ships could fit together safely. Tickets purchased enabled access to both ships in a pair
- Tickets to be sold via our website and promo was carried out via social media channels and newspaper articles
- It was crucial that we would have to use a

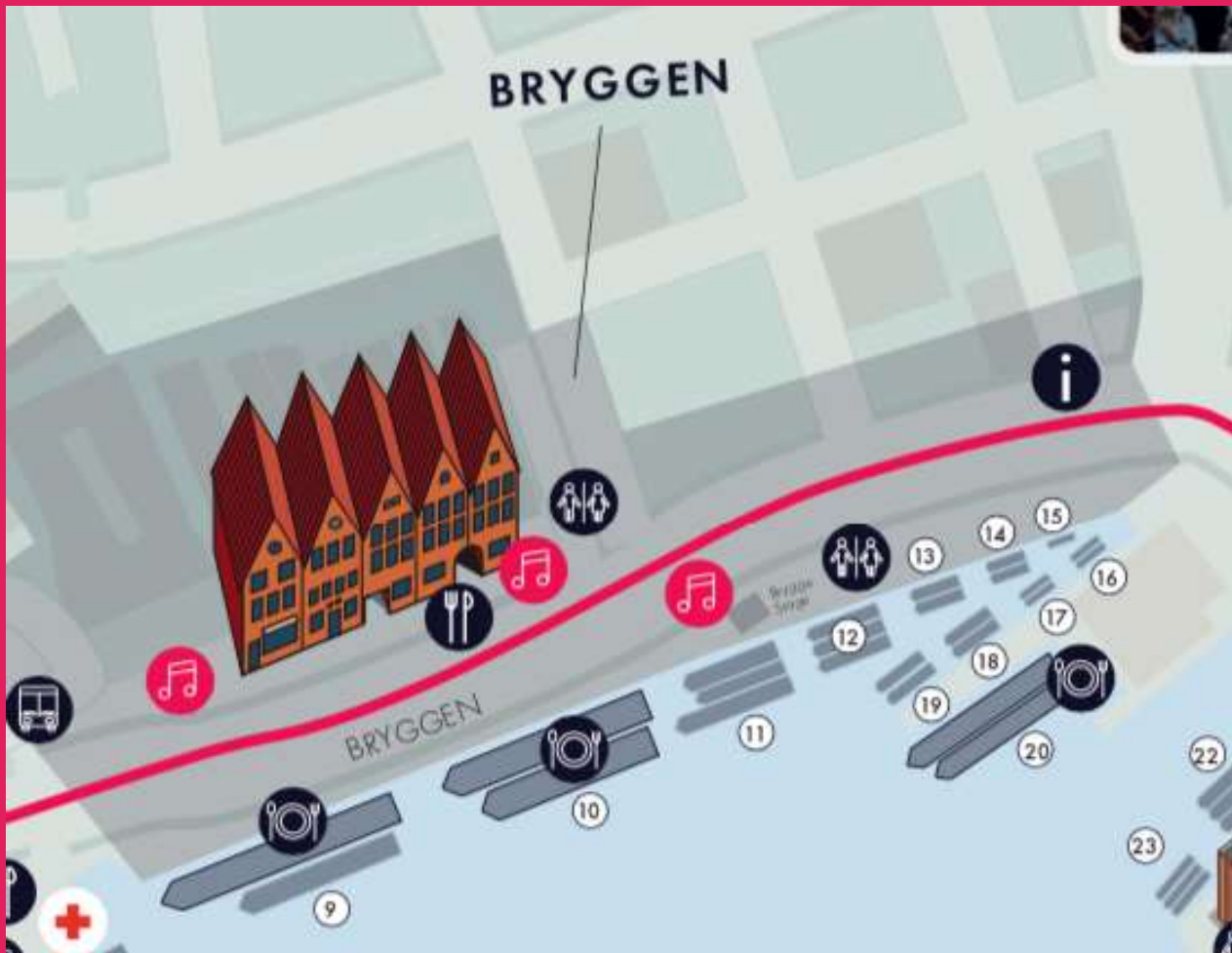


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**Mat og drikke**  
Food and drink



**Restaurantsskuter**  
Restaurant ships

We ended with 5 restaurant ships. Some ships had restaurant ship concept on board for all 3 days in port, one for two nights and one for just one evening



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# RESTAURANT SHIPS

We planned & calculated carefully & were transparent with our calculations and reasoning for pricing with the ships we cooperated with:

	A	B	C	D	E	F	G
1	Ship	Number of guests	price per person	Number of days	Total		Set fee minimum
2	Sørlandet	75	kr 167	3	kr 37,575	Norsk	kr 60,000
3	Alexander Von Humboldt	75	kr 167	3	kr 37,575		kr 60,000
4	Christian Radich	160	kr 152	3	kr 72,960	Norsk	kr 100,000
5	Gulden Lueew	160	kr 152	3	kr 72,960		kr 100,000
6	Oosterschelde	75	kr 167	3	kr 37,575		kr 60,000
7	Wylde Swan	75	kr 167	3	kr 37,575		kr 60,000
8		620		Grand total	kr 296,220	Eks mva	kr 440,000
9							
10							
11			1860	Total guests			

base case scenario

Food + entrance	COVER	Supplier/ caterer	TSR2019	Beer / Wine	Non Alcoholic	
kr 500	kr 200	kr 250	kr 50	70	35	
				1860	600	
	kr 372,000	kr 465,000	kr 93,000	130200	21000	kr 151,200.00
Fee for the ship	kr 440,000				10 % of total	kr 15,120.00
Profit to TSR2019	-kr 68,000		kr 93,000	Total:	kr 25,000	
Bar revenue	10% TRS2019					
Cover after 20.00	kr 200	100 kr	Ship 50%	Provider 50%		





# RESTAURANT SHIPS

Ticket cost: 500kr per person

- 250kr per person for catering (ship or external)
- 200kr cover charge to ship
- 50kr per ticket sales to TSRB2019

Extra 100kr for entry on board after buffet finished at 20:00 split 50/50 between TSRB2019 & ships

10% of bar revenue to TSRB2019

MUST FACTOR IN:

- Security costs
- Furniture rental costs
- Volunteers/ workers to scan tickets & sell at entrance
- Extra charges/ percentages taken by software/ POS partner (TicketCo 2.9% + 1kr per transaction)
- Allow good time for delivery of alcohol to ships & setting up/ explaining the tech. used





# RESTAURANT SHIPS

We had drink order & return forms for the ships to keep track of orders & what each ship was entitled to post event:

<b>TSRB2019 Hansa RETURN form</b>				
<b>Christian Radich</b>				
<b>Item</b>	<b>Size</b>	<b>Price</b>	<b>Multipack (Units per) Return only if undamaged</b>	<b>Number of returns</b>
Wine cup red (Botter Merlot)	0,1875 litres	NOK 27.90	30	
Wine cup white (Botter Chardonnay)	0,1875 litres	NOK 27.90	30	
Cider (Grevens Pærecider på boks)	0,5 litres	NOK 28.92	24	
Cola / Coke Zero	0,5 litres	NOK 17.72	24	
Olden (water) <i>sparkling</i>	0,5 litres	NOK 14.37	24	
Olden (water) <i>still</i>	0,5 litres	NOK 14.37	24	
Clausthaler (alcohol free beer)	0,5 litres	NOK 11.90	24	
Hansa (beer) Lite Glutenfri	0,5 litres	NOK 26.77	24	
Sangiovese Di Puglia (Red wine)	Flaske	NOK 90.92	6	
wine)	Flaske	NOK 92.92	6	
Prosecco bottle	75cl	NOK 99.90	6	
Hansa box/canned beer	0,33cl	NOK 17.90	24	
Moet Champagne ( <i>via Måkestad</i> )	75cl	NOK 348.50	6	
For Christian Radich		For TSRB2019		
Signed by:		Signed by:		
<input type="text"/>		<input type="text"/>		
Full name:		Full name: Morten Guntveit		
Date: /Place:		Date: /Place:		



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# RESTAURANT SHIPS

We assessed furniture requirements per ship:

STAND/ AREA/ SHIP	Item	Dimensions/ desc/ details	Quantity
CHRITSIAN RADICH - RESTAURANT SHIP	poseur tables / bar tables		20
	foldable chairs		10
SØRLANDET - RESTAURANT SHIP	poseur tables /high tables		15
	foldable chairs		10
WYLDE SWAN - RESTAURANT SHIP	poseur tables /high tables		20
	chairs		10
"OOSTERSCHELDE- RESTAURANT SHIP"	poseur tables /high tables		10
ALEXANDER VON HUMBOLDT II - RESTAURANT SHIP	poseur tables /high tables		25
	foldable chairs		10
"LOYAL - VIP/ SPONSOR SHIP"	poseur tables /high tables		5
GULDEN LEEUW - VIP PARADE OF SAIL & BIR DECK EVENT TBC"	chairs	folding chairs	0 - have seating Updated 4 months



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# RESTAURANT SHIPS

## DETAILS

- We used TicketCo POS system for sales on the ships for ticket sales on the day, scanning pre-purchased tickets and sales in the bar
- Wi-Fi connectivity required – was possible to find a solution in most cases
- A lot of hardware! TicketCo included this in their deal/ package costs. Takes some time to pair





# RESTAURANT SHIPS



## Bien i Vågen - Restaurantskutene: Sørlandet & Alexander von Humboldt II / Restaurant ships: Sørlandet & Alexander von Humboldt II

ARRANGEMENTSINFORMASJON



BESTILL BILLETTER

Billetter er dessverre ikke tilgjengelig i våre systemer. Dette kan skyldes at arrangøren berytter en annen billettleverandør eller at arrangementet er utsolgt.

HVOR SKJER DETT

### Bryggen, Bergen

Please refer to the map of the event for the exact placement of the ship in the harbour.



OM ARRANGØREN

The Tall Ships Races Bergen 2019

Kontakt arrangøren



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# RESTAURANT SHIPS

## DETAILS

- From TicketCo post event we received reports/exports of the sales to work out what we owed the ships back in income from their events
- Allowed for a standardised approach across all the ships – same prices, products available etc
- We also made banners to mark the location of the restaurant ships & made an icon for the key in the event map. Also made sure you could buy tickets from the event app
- We allowed some time to market the event, but a month before is when interest/ ticket sales began to rise





# RESTAURANT SHIPS



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# RESTAURANT SHIPS



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THE TALL SHIPS RACE 2014



THE TALL SHIPS RACE 2014



# RESTAURANT SHIPS

## WHAT WENT WELL? (1)

- **Customer service & communication**  
any complaints were followed up within a day, one person given this role so we could keep consistency/ track of who we contacted and reports were kept of the phone calls
- external catering supplier/ ships were regularly checked up between 2 managers both of who knew the ins & outs of each ship/ event. Attended to quickly. Radio contact was key when operating vast distances
- TicketCo & Wi-Fi support around for the busy times when we had events if we needed technical support





# RESTAURANT SHIPS

## WHAT WENT WELL? (2)

- Role handover/ appointing secondary corporate hospitality manager over the festival day (over 9 deck events at one time)
- External catering company – Bien - popular among locals – helped ticket sales
- TicketCo ticketing & payment system. Worked well in the main bar, as a tool for vendors and also on the restaurant ships. Good to keep track of payments, though some extra work involved!
- Standardising prices. Norwegian tax laws and alcohol licensing restrictions very strict. Had licenses on all ships with deck events for serving alcohol.
- Ticket sales better than expected –a lot of interest from passers by - sold out on the Tuesday on every ship



  
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# RESTAURANT SHIPS

## LEARNINGS (1)

- Cover charge to enter ships after 20:00 - we ended up giving 100% of the cover charge to ships, in some cases this charge was dropped completely because people did not want to pay to board
- ‘Restaurant’ ships – the way it was conceptualised people had the impression they would all be seated. We did the best we could by adding extra chairs and tables onto the ships. Standing buffet should have been specified on all tickets/ web pages
- Connectivity on board the ships/ limited time to test. We worked around as much as possible and only one ship had to use their own system – otherwise they used 3G wireless routers and wireless hotspot connections to power the ticket sales tablets, bar terminal iZettles etc
- Should have agreed the exporting format ahead of time as at first VAT was not indicated on the





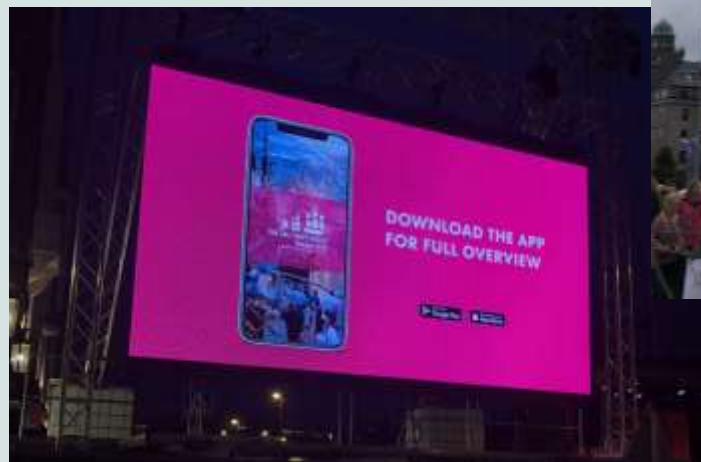
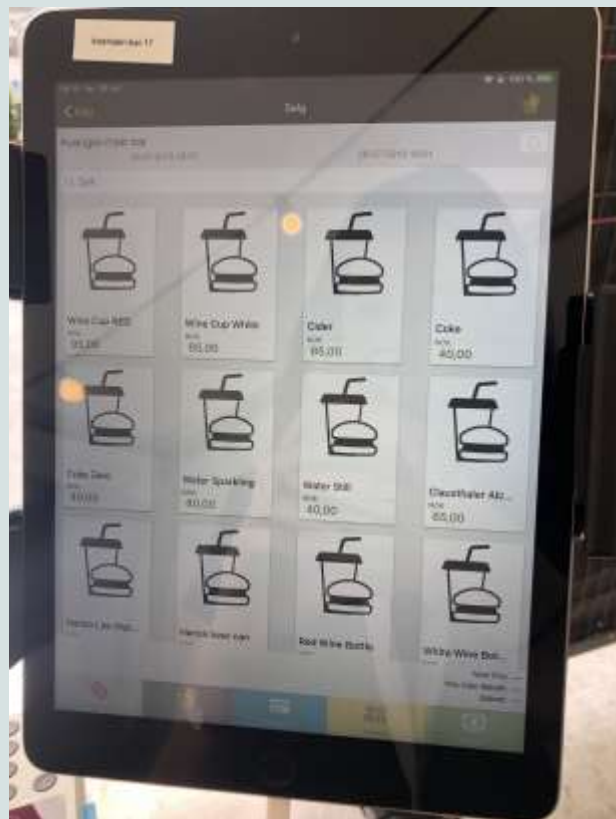
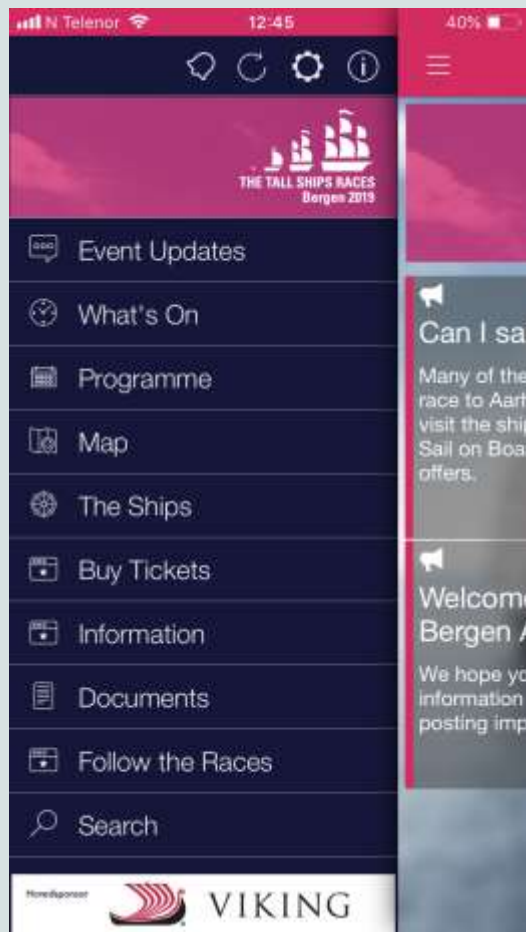
# RESTAURANT SHIPS

## LEARNINGS (2)

- Variety of standard across the ships/ buffet choices. Wanted some variation so there was a difference in choice to customers, but some ships had better quality buffet than others. This led to disappointment/ complaints and we had to fix the situation
- Listing on website/ ticket sales. Mistake in listing for a short period of time – wrong buffet type suggested on one ship – had to refund etc. Be very careful with the listings! Same for pirate party activities suggested.. Important to **manage expectations**
- Would have been good to agree help from the ships regarding de-rig of all the chairs & tables
- A lot of detail in the restaurant ships – things like the commission taken from TicketCo was mistakenly not brought up pre-event with the ships & of course







# SUMMARY

- TSRB2019 ended with 34 deck events sold, with an extra 7 deck event opportunities offered but not taken
- The Restaurant Ship concept added income opportunities to ships that were otherwise not available via traditional sponsorship routes
- TicketCo was a useful tool for ticket sales in the lead up to and during the event – easy to use and to teach to volunteers / sales for bar etc
- A lot of extra work and time both pre and during event ensuring it's all running smoothly
- Give yourself a fighting chance!





# SUMMARY (2)

- Be careful with how you market the event – set realistic expectations
- Start early – it takes time to work out your concept, have everyone agree and complete negotiations
- Use available resources around you & don't underestimate the amount of work it is on the days in port to provide a good service to all
- Good communication across port
- Use all the marketing channels available and make events clear during the festival in port
- Themed concepts popular/ partner with locally recognised brands/ businesses



  
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# THANK YOU!

Contact:  
[annie@coevent.no](mailto:annie@coevent.no)

# TSRB 2019



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**Alfonso Garzón**



Helping ships  
generate  
income  
whilst in port





A group of approximately 15 people are on the deck of a wooden sailing ship. They are dressed in outdoor gear like jackets and hats. Many are waving their hands. The ship is on a large body of water with hills in the distance under a cloudy sky. The text "Much more than just a cool location" is overlaid in the center.

**Much more than just a cool location**





**Much more than just a cool location**





**Much more than just a cool location**





A large three-masted sailing ship named 'ATYLA TRAINING SHIP' is the central focus. The ship's sails are partially visible, with the name 'ATYLA TRAINING SHIP' printed on a large white sail. The ship is docked, and a large crowd of people, including families and individuals, is gathered on the deck. A red canopy tent is set up on the deck. The background shows a clear blue sky and a body of water.

# Ways of generating (or helping to generate) income:

Trainees > Participants

Previous years' trips

Deck events & day trips (corporate, groups or ticketed events)

Spots for deck rental clients (before or after the regatta)

Specific sponsorships and collaborations

Visits (donations, ship's stamp)



A large three-masted sailing ship named 'ATYLA TRAINING SHIP' is docked. The ship's sails are visible, with the name 'ATYLA TRAINING SHIP' printed on a large white sail. A crowd of people, including children and adults, is gathered on the deck. A red canopy tent is set up on the deck. The background shows a clear sky and a body of water.

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A large three-masted sailing ship named 'ATYLA TRAINING SHIP' is the central focus of the image. The ship's sails are partially visible, with the name 'ATYLA' and 'TRAINING SHIP' printed on a large white sail. The ship is docked, and a large crowd of people, including families and individuals, is gathered on the deck. A red canopy tent is set up on the deck, and a yellow stroller is visible. The background shows a clear blue sky and a body of water.

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# Good practices





A woman with long brown hair, wearing red sunglasses and a black jacket, is smiling and steering a boat. She is holding the wooden steering wheel. The boat is on a blue lake, and the background features green, forested mountains under a clear sky. The text "Much more than just a cool location" is overlaid on the image in a bold, black font.

**Much more than just a cool location**





**Much more than just a cool location**





**Much more than just a cool location**





# Questions?

**Alfonso Garzon**

Atyla Ship Foundation

[www.Atyla.org](http://www.Atyla.org)

[atyla@atylaship.com](mailto:atyla@atylaship.com)



**ATYLA  
FOUNDATION**

ADVENTURE SAILING EXPERIENCES  
LIFE SKILLS FOR A BETTER WORLD







**Caroline Strouss**



# Helping Ships generate income whilst in port – what works and the challenges of coming up with innovative ideas

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## I. Introduction



Caroline Strouss, Director of Marine Operations, Sail Boston, Inc. & Conventures, Inc.





# Helping Ships generate income whilst in port – what works and the challenges of coming up with innovative ideas

## II. Understanding the certain requirements of each ship



**Request for Tall Ship Specifications**  
Sail Boston, Inc. is pleased to extend a gracious invitation to your Tall Ship to participate in our celebration. In order to better prepare for your arrival and berthing arrangements, we request that you complete the following information request and return it to Alicia Morse.

Ship Name	Owner	
Main Contact		
Address		
State/Province	Zip Code	Country
Phone	Email	
Captain	Captain Phone	Captain Email
Naval Attache	Naval Attache Phone	Naval Attache Email
On Ship Contact	On Ship Contact Phone	On Ship Contact Email

LOA \_\_\_\_\_

LWL \_\_\_\_\_

BEAM \_\_\_\_\_

DRAFT \_\_\_\_\_

# OF GANGWAYS \_\_\_\_\_

GANGWAY LOCATIONS \_\_\_\_\_

LENGTH OF GANGWAY \_\_\_\_\_

ACCOMMODATION LADDER \_\_\_\_\_

MAX SPEED \_\_\_\_\_

FUEL \_\_\_\_\_

OIL GRADE \_\_\_\_\_

NO. OF OFFICERS \_\_\_\_\_

NO. OF CADETS \_\_\_\_\_

NO. OF CREW \_\_\_\_\_

MEN/WOMEN \_\_\_\_\_

RIG TYPE \_\_\_\_\_

RIG HEIGHT \_\_\_\_\_

LOWERED TOPS \_\_\_\_\_

TONNAGE \_\_\_\_\_

DESIGNER \_\_\_\_\_

BUILDER \_\_\_\_\_

YEAR BUILT \_\_\_\_\_

PLACE BUILT \_\_\_\_\_

**Sail Boston will provide the following at no expense:**

- DOCKAGE
- LINE HANDLERS
- TUG BOATS
- PILOTS
- POTABLE WATER
- ELECTRICITY

*\*Please provide your electricity requirements*

\_\_\_\_\_

\_\_\_\_\_

• TRASH REMOVAL

Please check if you will have foreign garbage

**\*Boston Harbor is a non-discharge area**

Please check all ports which you plan to visit

<input type="checkbox"/> ROYAL GREENWICH	<input type="checkbox"/> BOSTON
<input type="checkbox"/> SEVES	<input type="checkbox"/> QUEBEC CITY
<input type="checkbox"/> LAS PALMAS	<input type="checkbox"/> HALIFAX
<input type="checkbox"/> BERMUDA	<input type="checkbox"/> LE HAVRE

REMARKS:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Please return to:  
Alicia Morse  
Sail Boston, Inc.  
One Design Center Place  
Boston, MA 02210  
Phone: +1 617-204-4326  
Fax: +1 617-391-1328  
Email: amorse@sail-boston.com

For updated information, please visit our website at [www.sailboston.com](http://www.sailboston.com)



# Helping Ships generate income whilst in port – what works and the challenges of coming up with innovative ideas

## III. Military Ships - “Floating Embassies”

- Stipend to offset fuel, etc.
- Budget Reduction Opportunities (in port services)
- Understanding the ships mission beyond sail training and serving as traveling ambassadors





# Helping Ships generate income whilst in port – what works and the challenges of coming up with innovative ideas

## IV. Privately Owned Ships

- Appearance Fees
- Budget Reduction Opportunities (in port services)
- Deck Rentals
- Trainees





# Helping Ships generate income whilst in port – what works and the challenges of coming up with innovative ideas

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V. Questions?





