



ANNUAL REVIEW 2019

04

FOREWORD

A round up of this year's events from the Chairman of Sail Training international, Jonathan Cheshire, OBE.

05

OBJECTIVES

The charity's objectives explained...

06

SAIL TRAINING INTERNATIONAL

WHO...WHAT IS... and WHY Sail Training?

08

RESEARCH

An update on the research elements of sail training including the Sail Training International Research Grant

11

SAILONBOARD.COM

Facts and figures from the website and an insight into the world of digital marketing and social media

13

HELPING YOUNG PEOPLE

Bursaries and funds available to help young people participate on sail training voyages.





14

EVENTS 2019

Facts and figures from this year's events - The Liberty Tall Ships Regatta and The Tall Ships Races 2019

16

SPONSORSHIP

When a Sail Training event visits a host port it is invariably the major visitor attraction in the city that year.

18

TESTIMONIALS

Sail Training can be life changing - hear from some of the trainees who have experienced this first hand!

20

CONFERENCE

The Sail Training International conferences and seminars are the perfect opportunity to meet like minded people from all over the world

22

FINANCIAL REVIEW

An overview of the income and expenditure of the charity and trading company

CONTENT

2018 has been a significant year for Sail Training International. As well as two successful tall ships events - the Liberty Regatta and the summer Tall Ships Races in the North Sea - we completed a comprehensive review of our long term strategy.

Our events (see p. 14) saw over 4000 young people taking part, of whom 536 were given free or subsidised places through host ports or our own direct funding. 87 vessels took part, and 5,954,000 visitors came to see the ships.

To complete our strategic planning, we spent over a year talking to all our stakeholders about how we serve their interests and, most importantly, how we can refine and better deliver our charitable mission of developing young people and promoting international understanding. We have now agreed a 5 year plan which aims to improve our events, support host ports and our member organisations, and provide direct assistance to vessels and young people.

Please see our website <https://sailtraininginternational.org/sailtraining/introduction/>

We now provide over £100,000 p.a of funding for:

- direct support to young people who would otherwise be unable to participate in sail training activities, with the generous help of the Royal Navy of Oman,
- project funding for activities that involve disadvantaged young people from Canada,
- support for projects that find new ways of targeting and improving outcomes for trainees from deprived communities round the world, and
- research into the effectiveness and demonstrable outcomes of sail training practice in different countries.

Our Sail on Board scheme helps young people find a suitable vessel for their sail training adventure and provides a range of useful background information on events, financial support, and practicalities of life at sea.


We now have an annual seminar and a dedicated stream at our winter conference to support the growing network of port cities that are keen to host our events, We are looking at ways to help develop our National Members' capacity and to recruit new countries to spread the mission and practice of sail training round the globe.

Two initiatives in 2018 were particularly pleasing:

STI is now the certifying authority for the Blue Flag kite mark for sailing vessels that comply with a code of environmentally responsible conduct covering the treatment of waste, use of plastics, and reporting of pollution and other potential damage to our fragile world. This is an area where young people, as the heirs to the planet, have taken the lead internationally this year, and we are pleased to do what we can to help them spread the message.

Keith's Crew was a special project in memory of Keith Robinson, our Company Secretary and a long-time champion of sail training and its benefits for young people. Keith, to our great sadness, died last year and many friends made donations to STI in his memory. These paid for a special voyage on the topsail schooner Gulden Leeuw. 16 young people were recruited from 8 countries in Europe, North America, and the Southern Hemisphere to take part in Race One from Aalborg out into the North Sea and finishing in Frederikstad. They had all faced challenges in their lives and it was very moving to hear how they came together as a group and made lasting friendships across international boundaries.

The mission and messages of sail training become more relevant every year. With the tremendous support we get from our unique family of ships, ports, partner organisations, and young people round the globe, we know that together we can hope to make a better world.



Jonathan Cheshire OBE
Chairman, Sail Training International





OUR VISION STATEMENT:

Fostering understanding across nations and cultures through providing sail training to young people around the world, inspiring them to live a fulfilling life.

MISSION STATEMENT:

We are a not-for-profit international organisation which promotes sail training to young people.

We enable and fund young people from different backgrounds - especially those with fewer opportunities - to have challenging experiences and opportunities to develop life skills through living, working and interacting together.

We work with ports and ships to provide experiences and contribute to host communities through our events (the best known are Tall Ships Races).

We offer an inspirational international cultural experience that is a powerful symbol of a better society.

OUR OBJECTIVES

SAIL TRAINING

6



SAIL TRAINING - WHAT, WHERE and WHO?

WHAT?

- An exciting, rewarding and fun outdoor sailing adventure.
- Experiencing hands-on sailing and being at sea, learning about every role on board
- Working as part of an inclusive and enthusiastic team, made up from people of all ages, nationalities and abilities
- Having a unique experience depending on the type of vessel and part of the world you choose. For example, sailing on board a large Class A vessel can be like stepping back in time... and you'll quickly get over your fear of heights. While joining the crew of a smaller Class C or D vessel is often more intimate and exhilarating
- Sailing on board a vessel that could be run by a charity, school, university, or private individual or company
- Ultimately, sail training is a life-changing adventure

WHERE?

Sail Training voyages take place all over the world and all year round, both in term time and during vacation periods. Many are within one country while others involve international voyages. The most famous of these international voyages are those that take place during our Tall Ships Races held every summer.

WHO?

Anyone, but particularly young people aged 15-25 years old. It doesn't matter who you are, where you're from, what religion you are or if you have a disability. Plus, zero experience is necessary – the full time crew explain everything. With so many ships to choose from there is a vessel suitable for anyone and everyone. Some ships have an upper age limit; some take young people from the age of 12 and some specialise in taking people with physical disabilities.



RESEARCH

**SAIL TRAINING, AS AN
ADVENTUROUS LEARNING,
OUTDOOR EDUCATION
BASED OR PROFESSIONAL
SKILLS BASED EXPERIENCE
IS WELL ESTABLISHED
THROUGHOUT THE WORLD.**

Over recent years there has been a shift towards youth participation as a way of exploring and promoting personal growth and development through real-world stimuli and challenges.

Whether it be for personal development, education or developing professional sea-faring skills, sail training has an undeniable impact upon its participants. It is that impact that is still being explored with the body of research delving into program outcomes, short term and long term benefits to participants and their communities and even how the programs themselves work.

The international sail training community sought more research in efforts to improve programs, quantify and clarify aims, objectives and outcomes and use evidence based approaches to secure support and funding to allow more participants to experience the world of sail training.





In an effort to support this international community, and to promote further research, Sail Training international launched the STI Research Grant Fund (£20,000) with the first successful applicants announced in 2018. Three studies were funded in part or in whole and two of those studies will present their findings at the annual conference 2019.

Drawing on the success of the first round, applications for the STI Research Grant Fund have increase three-fold in 2019 demonstrating the growing interest in sail training as an exciting field of study. Successful applicants will be announced shortly and will go onto present their findings at the annual STI conference in 2020.

This developing library of research will be made available for use by the Sail Training International community providing evidence-based information that can be used to improve programs, generate community support and help sail training overall continue to grow and develop throughout the world.

Examples of areas now being explored by research include:

- self-confidence
- social capital - networking
- collaboration
- critical thinking
- leadership
- engagement with learning
- impact on community
- responsibility
- trust
- communication skills
- intercultural understanding
- impact of electronic device removal
- impact on mental health and wellbeing
- development of self-identify and the development of social communities.

Reports from researchers are available on the Sail Taaining International website:

<https://sailtraininginternational.org/sailtraining/research>



THRO
HA

PEOP

AVERAGE GOOGLE RANK:

17.3

TOTAL REFERRALS TO VESSEL WEBSITE:

16,001

STATS FROM OCT 2018 - SEPT 2019



**THROUGH SOCIAL MEDIA WE
HAVE REACHED NEARLY
3,000,000
PEOPLE ACROSS THE WORLD**



Launched in 2016, Sail on Board is the consumer facing brand of Sail Training International. It's purpose is to engage with, inspire and encourage 15-25 year olds to take part in a Sail Training Adventure.

2019 has seen the successful launch of the Vessel Voyage Information update to vessel pages on the Sail On Board website. Supporting Sail On Board's existing Find Your Adventure tool, this update allows young people to view and compare upcoming scheduled sail training adventures and sea based activities. Vessel operators are able to manage and update these voyages around the year using their dedicated Sail On Board database profile.

In addition to the Vessel Voyage Information update, 2019 has all been about three words; evolution, content and integration.

The Sail on Board website has seen an evolution towards richer content with the introduction of redesigned photo galleries, expanded in race coverage and the creation of more video content than ever before covering our Races and Regattas. Our focus on relevant, value adding content has seen us also introduce 'guest blogs' to our communications. Opening the wide reaching voice of Sail On Board to the international sail training community will help us to continue to support sail training in all of its forms around the world.

On the theme of integration, we are delighted to announce the launch of a video library for sail training stakeholders - further bringing the resources of Sail Training International and the sail training community together. This library of raw stock footage from across the world of sail training and our annual events will provide Vessel Operators, Host Ports and National Sail Training Organisations with the digital assets they need to create their own promotional content all year round.

TOTAL WEBSITE VISITS:

303,190

TOTAL WEBSITE PAGE VIEWS:

872,781

SAIL ON BOARD



KEITHS CREW

Keith's Crew is a bursary fund set up in memory of Keith Robinson, Sail Training International company secretary, long-time friend and sail training advocate. Keith's Crew gave 16 young people from around the world the opportunity to take part in the first leg of the Tall Ships Races 2019, from Aalborg to Fredrikstad sailing on the Class A Tall Ship Gulden Leeuw (Netherlands).

The young trainees hailed from nine different countries; Australia, Canada, Finland, Ireland, Liechtenstein, Portugal, New Zealand, the Netherlands and the UK. Their experience levels ranged from never having stepped on a ship before to limited sail training experience.

The voyage leg saw trainees put through their paces when it came to working as a team, personal challenges, sea sickness and working with people from differing cultures. It was a life changing experience for all during the race – they laughed, they cried and they made friends for life.





THE TALL SHIPS RACES AND REGATTAS ALSO GIVE US THE OPPORTUNITY TO MAINTAIN BURSARY SCHEMES.

THESE GIVE YOUNG PEOPLE FROM ALL BACKGROUNDS THE CHANCE TO TAKE PART - PARTICULARLY THOSE WHO WOULDN'T OTHERWISE BE ABLE TO PARTICIPATE.

THE OMAN BURSARY

The Oman Bursary Scheme is open to applicants who have never taken part in a Tall Ships Race or Regatta (training). We welcome financially or physically disadvantaged people between 15 and 25 years old, regardless of nationality, background, physical ability, or previous sailing experience. The maximum amount awarded is €500 each.

We receive applications from a huge variety of young people from all walks of life and from all over the world. Trainees' support letters often reveal their dedication, motivation and sometimes the difficulties that they've faced, such as health and personal problems. Those who are awarded the Oman Bursary achieve something special – they become part of a team of people from different nationalities in a new and exciting environment, form friendships and make memories that last a lifetime.

The scheme started in 2012 and to date has helped over 500 young people from over 35 countries.

HOST PORT BURSARY

Our agreement with host ports commits them to provide funding for young people in their area to sail on board Tall Ships participating in our races. This encourages a high number of local young trainees to take part. Usually, a trainee will join a race leg that sails into, or out of, the host port.

In 2017 and 2018, the ten host ports provided funding for 548 young people to get involved. We estimate that the scheme as a whole has an equivalent value in excess of €430,000.

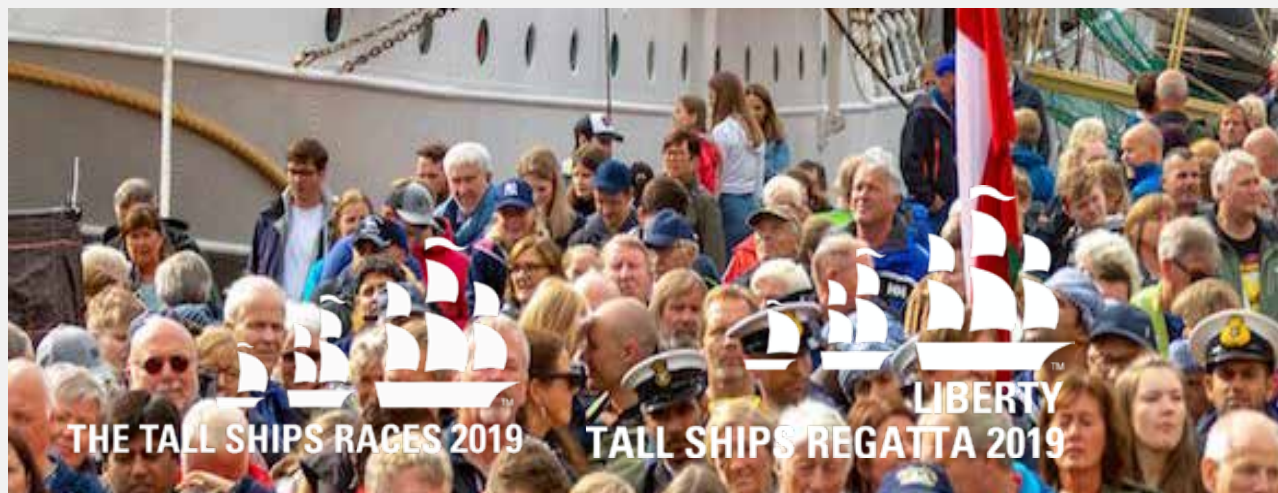
THE CANADA LEGACY FUND

Following the success of the RDV 2017 Tall Ships Regatta, the Canada Legacy Fund has been set up with a generous donation from Rendez-Vous Naval de Quebec, with \$25,000CAN per year to be awarded in grants to successful applicants. The Canadian Legacy Fund is under the management of the Sail Training International Trustees, and is administered by the Legacy Fund Committee.

Sail Training International is proud to continue to support organisations (preferably non-profit) to help deliver youth sail training programmes. The Canada Legacy fund will seek to support organisations' sail training programmes that look to reach disadvantaged young Canadians aged between 14-25 years, to help with one or more of the following:

- Improve trainees' personal, social and/or educational development
- Enhance international friendship and understanding
- Demonstrate replicable models of innovation and good practice in sail training

EVENTS 2019



IN 2019 OUR EVENTS CONTINUED TO CREATE TRULY FANTASTIC EXPERIENCES FOR SAIL TRAINING FOLLOWED BY THRILLING PORT PROGRAMMES CULMINATING IN T

Sail Training International, organised The Liberty Tall Ships Regatta and the annual Tall Ships Races 2019. June saw us join forces with L'Armada Rouen, to celebrate its 30th anniversary and coincided with the 75th Anniversary of D-Day and the liberation of occupied territory in North Western Europe. The Liberty Tall Ships Regatta 2019 reiterated our values of international friendship and understanding with our impressive International fleet, then, go on to race towards Scheveningen (The Hague) to commemorate 75 years of liberation.

July saw the start of our regular summer event, The Tall Ships Races 2019, comprising of two exciting race legs, ideal for young people who had never sailed and powerfully demonstrating that no experience is necessary to partake in a sail training adventure.



536

**TOTAL
HOST PORT
FUNDED
TRAINEES**



150

**TOTAL
DECK
RENTALS**



218

**TOTAL
ACCREDITED
MEDIA**

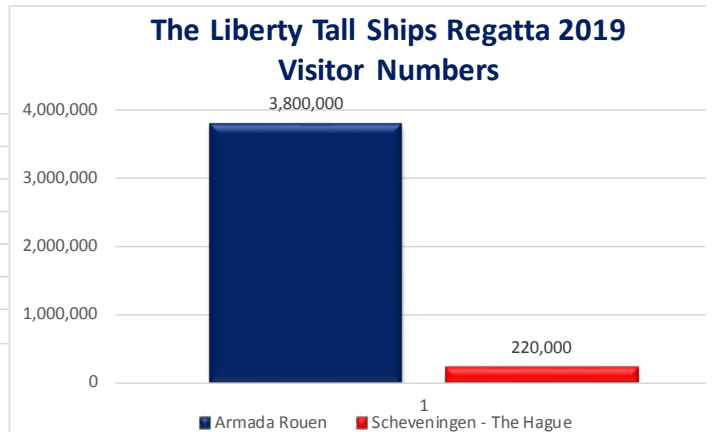
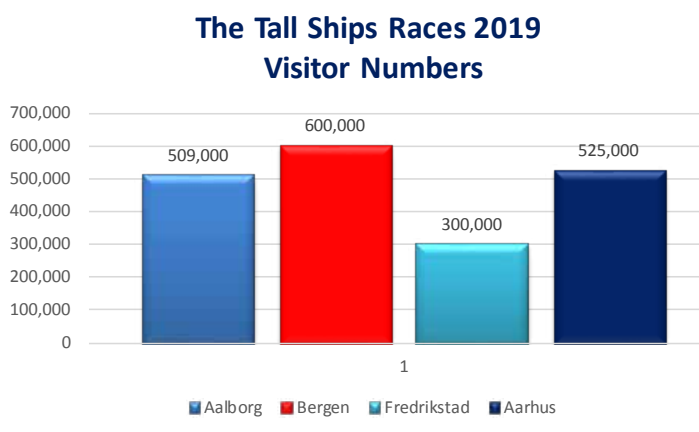


YOUNG PEOPLE, HOST PORTS, TALL SHIPS AND SPECTATORS ALIKE. FEATURING INVIGORATING THE COMING TOGETHER OF PEOPLE FROM DIFFERENT BACKGROUNDS AND ALL WALKS OF LIFE.

There was a fleet of 68 vessels with over 3300 trainees. The race started in Aalborg with trainees working together to race to Fredrikstad, Norway. Followed by a Cruise-in-Company off the coast of Norway which made its way to Bergen, Norway before the final race toward Aarhus, Denmark.

2020 sees us venture towards the Iberian sea for #TSR2020. We continue to create more opportunities for young people across the world to gain a valuable sail training experience.

Late summer will see us organise the SCF White Sails of Peace Tall Ships Regatta. The TSR programme is contracted up to 2023, however we are open to Regatta opportunities and invite host ports to continue to work together with us to create as much opportunities for young people across the world.



5,954,000

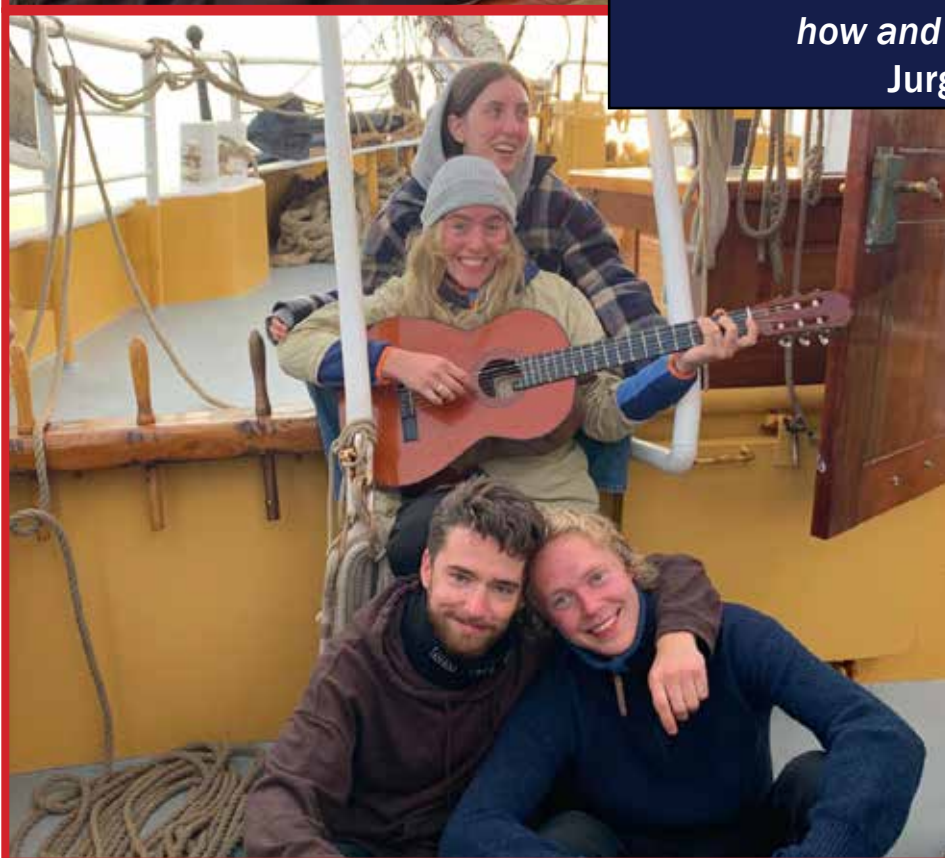
TOTAL VISITOR NUMBERS OVER THE TWO EVENTS

4014

TOTAL NUMBER OF YOUNG TRAINEES WHO PARTICIPATED IN OUR EVENTS IN 2019



I've learned to understand other people by how and why they do things
Jurgis, 23, Latvia



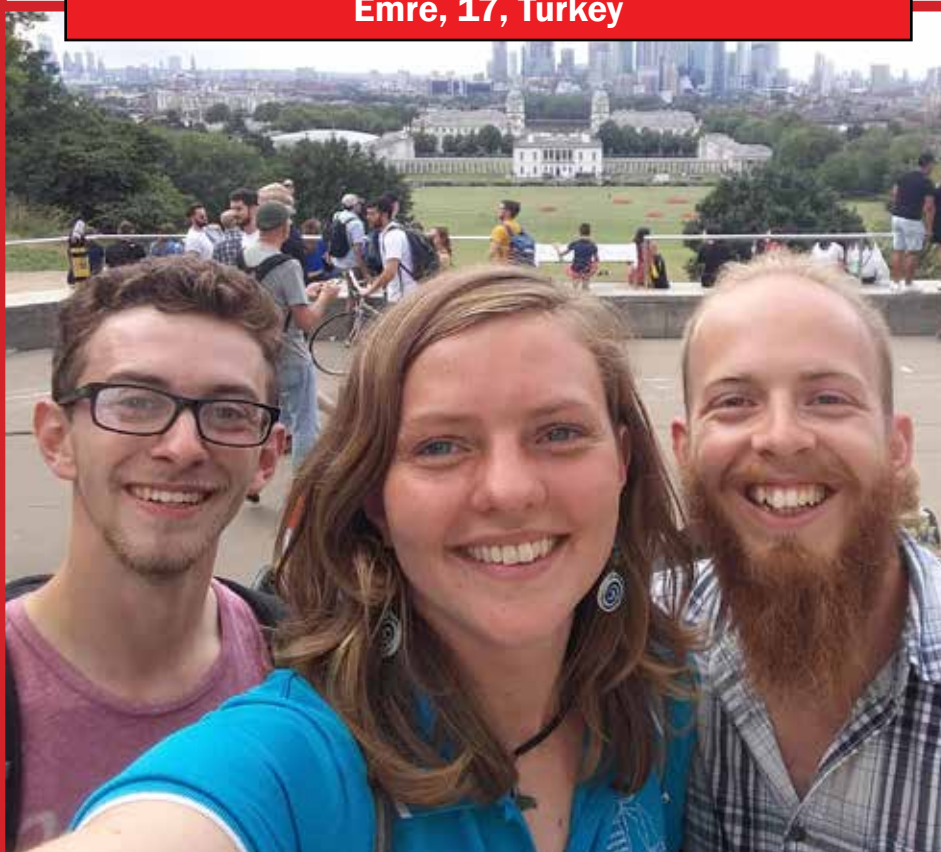
Sailing is freedom. It gives you a chance to connect to nature and yourself as nothing else does - **Annick, 22, The Netherlands**

I would say it is a once in a lifetime experience and I would definitely recommend it. It is an amazing atmosphere and I think everyone should participate because it gave me a different perspective on life. Life on board is so different, but amazing!!
Jeremy, 23, Australia

TESTIMONIALS



*Sailing is beautiful. Just you and nature.
The Tall Ships Races is a special world where the
sea and people meet each other.*
Emre, 17, Turkey



*Sometimes its tough and you're tired, but the overall feeling of
cooperation and sailing an enormous ship is so awesome. The
sea is huge and intimidating, you feel small but yet very free.*
Mikkel, 24, Denmark

*Every day you can learn something new about the vessel, maps, knots,
traditions, rules, safety, sea, wind, other people and yourself as well! -*
Daniels, 14, Latvia



Sail Training International and the Tall Ships Races and Regattas we organise, offers potential partners and sponsors a unique opportunity to align themselves with our core values of helping young people develop into confident, emphatic, skilled and successful adults and also that of promoting international friendship and understanding between all nations. In our current times these values are becoming more and more important and we believe that there are a great number of organisations and business which also strive to achieve the same objectives.

Wherever around the world a tall ship event takes place, it is invariably one of the biggest events, if not the biggest, to take place in any particular city or port. We find that each and every host port we work with excels itself in its efforts to create a magical event for the local communities, the ships, the trainees, local businesses, partners and sponsors. They do so by working with us and by embracing our core values to ensure that all those who take part in the event have the experience of a lifetime.

The unique spirit and spectacle of a tall ship event offers unique partnership opportunities to all manner of companies and organisations, destination marketing organisations and brands and we would welcome the opportunity to tailor our events to a partner's or sponsor's specific needs and requirements.



THE TALL SHIP RACES

Our flagship Event, which takes place once a year during the summer holidays and which normally calls into between two and five different countries and can attract up to 80 tall ships from all over the world is a fantastic opportunity for anyone who has an interest in promoting and aligning their brand and values on the international arena.

The Races benefit from a very well tried and tested programme of events within each port and offer a number of different partnership opportunities such as: overall sponsorship of the race series, sponsoring of individual ports, naming rights, brand exposure during all the in-port events (Crew Parade, Crew Party, Captains' Dinner; Prize Giving; Captains' briefing, Parade of Sails, etc.)

TALL SHIPS REGATTAS

These can take place anywhere in the world and can be tailored to suit different partners. They would usually involve 2 or more countries, but we can also run single country regattas involving several ports within the same country.

These, usually smaller, but more tailored events offer much more flexibility to sponsors and partners and the in-port programmes can be adjusted to suit any specific requirements.

SPECIFIC TALL SHIP EVENTS AND PROJECTS

Provided that we remain true to our core values and objectives, we are able to organise tall ships events and projects which match the specific requirements of any particular partner and we would work with them to develop an event or project ideally matched to a special occasion, celebration of an historical event, etc.

THE SAIL TRAINING INTERNATIONAL ANNUAL CONFERENCE

Partners are able to sponsor the Sail Training International annual conference, which takes place each time in a different country and attract delegates amongst sail trainers, port representatives, event organisers, youth council, national sail training organisations and researchers from all over the world.

RESEARCH

Sail Training International runs research programmes every year into various aspects of sail training and the impact it has on young people, sail training practices and much more and would welcome the opportunity of working on this aspect of its activities with interested partners

All of the above partnership opportunities would present a number of different sponsorship options including:

- **Naming Rights**
- **Customer Engagement**
- **Hospitality**
- **Brand Awareness**
- **Content**
- **Brand Ambassadors**

THE INTERNATIONAL SAIL TRAINING AND TALL SHIPS CONFERENCE

The annual international conference is the optimum setting for our delegates to engage with Tall Ship Operators, port authorities, city representatives, sail trainers, members of the youth council and other maritime and related organisations and it is traditionally a major and anticipated event in our calendar.

Conference delegates are able to participate in and contribute to a number of different workshops and seminars on different aspects of sail training and hosting a tall ships event that affect us all. The aim is to offer advice, share experiences and lessons learnt and encourage best practice on all aspects of Sail Training and Hosting an Event in port, whilst at the same time working together to enhance the development of young people through a sail training environment.

Aspects such as safety and security, sustainability and taking care of the environment, sponsorship, trainee welfare and safeguarding and much more are at the heart of this year's conference programme.

In 2018 the International Sail Training Conference was held in the beautiful city of Seville, Spain and we were joined there by a total of 352 delegates from 45 countries.

Of our delegates in Seville:

XXx were sail trainers and ship operators

XX were Host Port and City representatives

XX were STI staff, volunteers and guest speakers

This year we are looking forward to welcoming in Antwerp - XXX delegates from XX countries and to feel confident that our strong and varied conference programme will include something which will be of interest to everyone.

In December 2019, the conference will be held in Antwerp, Belgium.

Please visit our website :

www.sailtraininginternational.org

for further information on next year's conference

WOULD YOU LIKE US
TO BRING
**THE INTERNATIONAL
SAIL TRAINING AND
TALL SHIPS
CONFERENCE**
TO YOUR CITY IN 2021
AND BEYOND?

PLEASE CONTACT

VANESSA MORI

COMMERICAL DIRECTOR

SAIL TRAINING INTERNATIONAL

FOR MORE DETAILS

VANESSA.MORI@SAILTRAININGINTERNATIONAL.ORG

THE BENEFITS OF HOSTING AN INTERNATIONAL SAIL TRAINING AND TALL SHIPS CONFERENCE IN YOUR CITY

Every year we aim to hold our Annual conference in a different city around the world, and typically in a city which is contracted to host the Tall Ships Races the following year (however, this is not always the case).

There are significant advantages to hosting an International Sail Training and Tall Ships Conference in your city or port and they include:

- Attracting a high number of delegates from all over the world to your city
- Promoting your city and highlighting all it has to offer to Sail Trainers and ship operators, researchers, members of the youth council, representatives of national sail training organisation and all other delegates
- It is an excellent ship recruitment opportunity for the event coming to your port
- The name and logo of your city will be included in all our marketing activities and material for the conference
- You will have the opportunity to take part in and contribute to conference sessions which are of specific interest to you



HOST PORT SEMINAR

The Sail Training International Host Port Seminar is another important event in our calendar. This is held during the Tall Ship Races each summer and is specifically for those cities already contracted to hold a future STI event, or those interested in doing so. The Host Port Seminar offers delegates the opportunity to both experience the unique atmosphere of Tall Ship Races event at first hand and also to benefit from a series of relevant presentations and the opportunity to network with fellow delegates and share experiences.

In July 2019, 48 delegates from 22 cities joined the Host Port Seminar which was held at The Create University Building, Aalborg, Denmark.

A deck reception was held on board the Class A vessel Bark Europa

The content included:

- Project reviews from Aalborg
- Developing an effective trainee programme
- Trainee recruitment - best practice
- Supporting local sail training

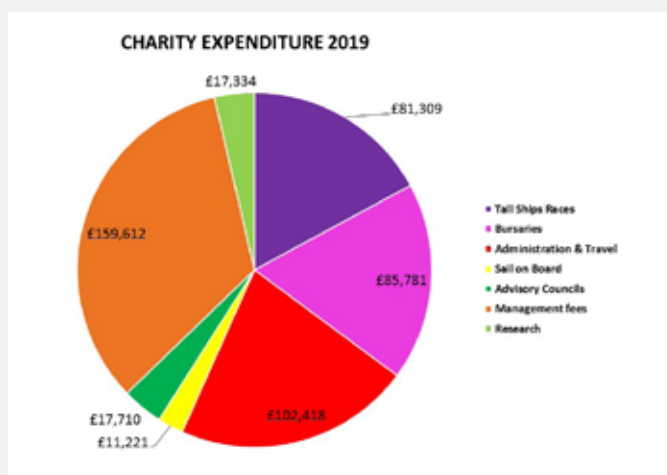
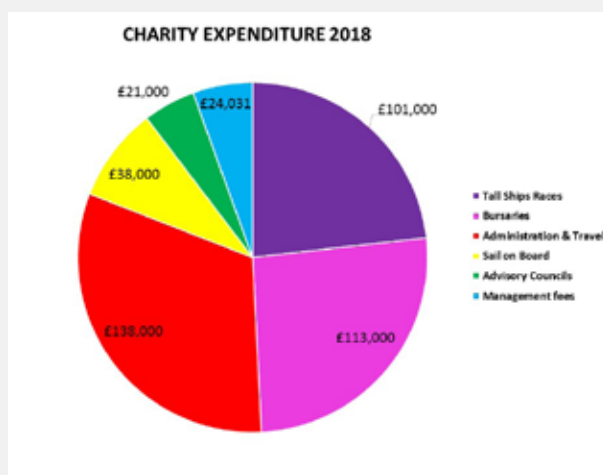
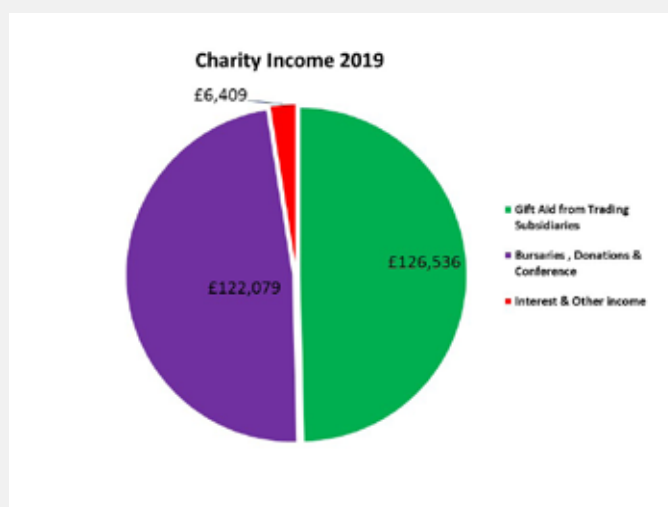
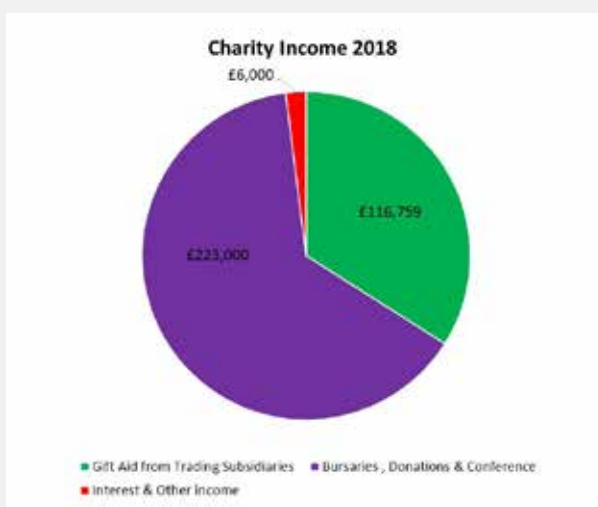
The consolidated income of the Charity and its wholly owned trading subsidiaries amounted to £1,319,509 (2018: £1,478,421). Expenditure during the period amounted to £1,564,294 (2018: £1,659,228). At the consolidated level this resulted in a reduction in reserves of £244,785 (2018: reduction in reserves £180,806). Reserves at the year-end stood at £722,099 (2018: £966,883) of which £185,568 are held as restricted funds.

The primary sources of income to the Charity were from bursaries and donations and gift aid from a trading subsidiary company.

In turn, our principal source of trading income during the period comes, as in prior years, from sponsorship income and Host Port fees drawn from long term contracts for our events. Overall our trading activities made a surplus of £219,985 (2018: £23,310). This resulted from our main trading company Tall Ships Races International and generated a Gift Aid payment of £126,536 to the Charity.

Despite the increased Gift Aid payment over the previous year, the Trustees decided, with the approval of the Members, to continue with a modest increase in the level of expenditure on charitable activities recognising this would be funded from the Charity's reserves.

A copy of our most recent Financial Statements for the period ending 31st March 2019 are available to download from our website www.sailtraininginternational.org.



THE MEMBERS OF SAIL TRAINING INTERNATIONAL ARE NATIONAL



Finland



Italy



Portugal



Belgium



Bermuda



Canada



Croatia



Czech Republic



Australia



Denmark



Estonia



Germany



Greece

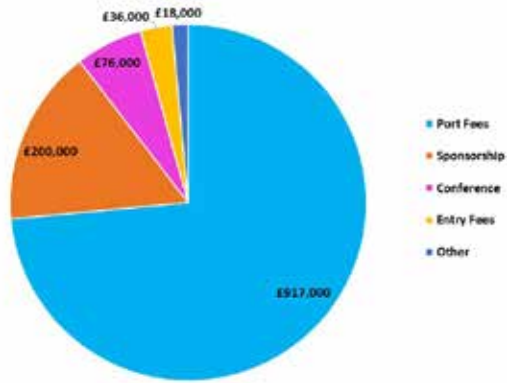


France

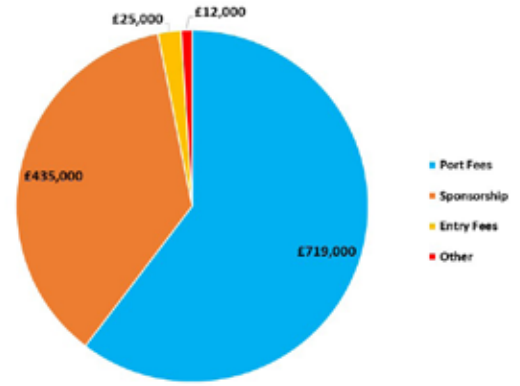


Hungary

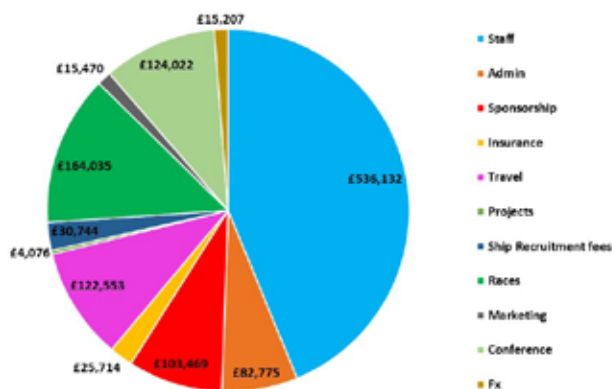
Trading Companies Income 2018



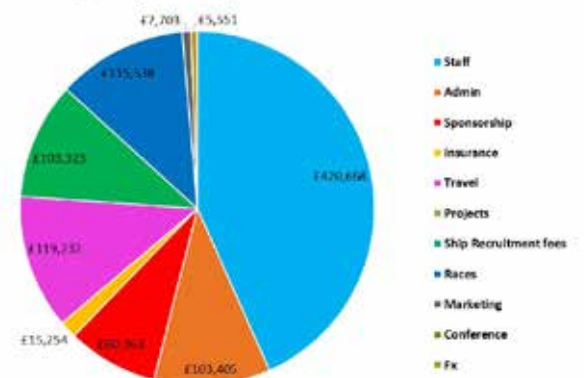
Trading Companies Income 2019



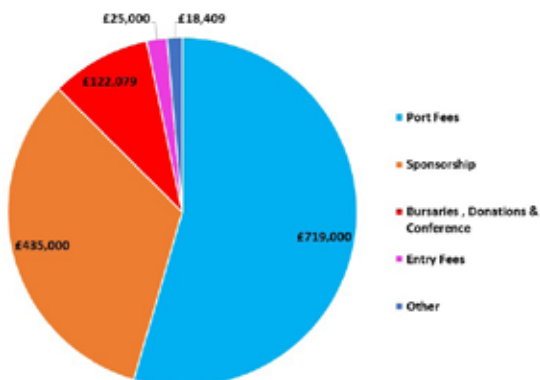
Trading Companies Expenditure 2018



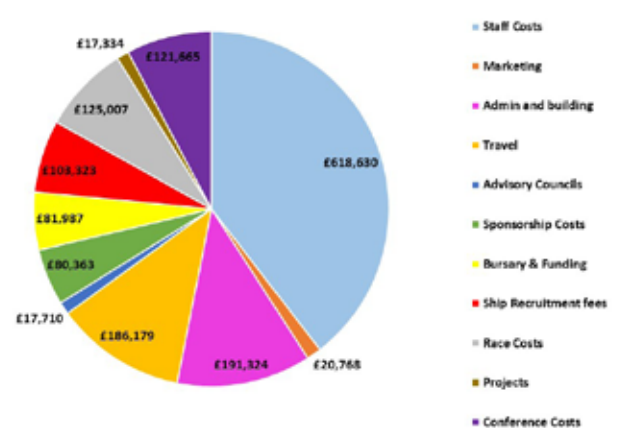
Trading Companies Expenditure 2019



Consolidated Income 2019



Consolidated Expenditure 2019



REPRESENTATIVE SAIL TRAINING ORGANISATIONS FROM AROUND THE WORLD



FUTURE RACES, FESTIVALS AND EVENTS

The Tall Ships Races 2020



THE TALL SHIPS RACES 2020

| | |
|------------------|---------------|
| Lisbon, Portugal | 2 to 5 July |
| Cádiz, Spain | 9 to 12 July |
| A Coruña, Spain | 24 to 27 July |
| Dunkirk, France | 6 to 9 August |

The Tall Ships Races 2021



THE TALL SHIPS RACES 2021

| | |
|--------------------------|---------------------|
| Klaipeda, Lithuania | 27 to 30 June |
| St Petersburg, Russia | 8 to 11 July |
| Tallinn, Estonia | 15 to 18 July |
| Mariehamn, Åland Islands | 22 to 25 July |
| Szczecin, Poland | 31 July to 3 August |

Endorsed Events 2020



12 - 16 August 2020



19 - 23 August 2020

The Tall Ships Races 2022



THE TALL SHIPS RACES 2022

| | |
|----------------------------|---------------|
| Esbjerg, Denmark | 7 to 10 July |
| Harlingen, The Netherlands | 14 to 17 July |
| Antwerp, Belgium | 22 to 25 July |
| Aalborg, Denmark | 4 to 7 August |

SCF 'White Sails of Peace' Regatta 2020



SCF 'White Sails of Peace' Regatta 2020

| | |
|---------------------|------------------|
| Yeosu, Korea | 8 to 13 August |
| Nanao, Japan | 20 to 25 August |
| Vladivostok, Russia | 1 to 7 September |

The Tall Ships Races 2023



THE TALL SHIPS RACES 2023

The Tall Ships Races 2023 will take place in North West Europe. Ports and dates will be announced in May, 2020.

CONTACT

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