

**THE INTERNATIONAL SAIL TRAINING & TALL SHIPS CONFERENCE 2023**

# **6B: Ports and Ships Forum: Making The Tall Ships Races Financially Viable for the Fleet**



# PORTS & SHIPS FORUM 2023



# OUTCOMES FROM GRAN CANARIA 2022

- WE HEARD YOU!
- LARGER NUMBER OF TRAINEES ON BOARD = THE PREFERRED SOLUTION FOR MANY SHIPS
- ALLOW SHIPS TO “MAKE THEIR OWN MONEY” WHILST IN PORT
- STI HOST PORT CONTRACT CHANGES & OTHER INITIATIVES
- WE ARE STILL LISTENING ...



**WHERE ARE WE WITH IT ALL?**



**Sail Training International**

# HOST PORT CONTRACT CHANGES

- Increased freedom for ports and ships to find the best “commercial fit”
- Host ports are now required to commit to funding a minimum of 100 local young trainees to take part in the TSR the year they are hosting
- Host ports are also required to undertake a wider marketing campaign to attract local young trainees who do not need funding

**+ We have been working with our Youth Council to explore how we can widen the net of young people to take in the TSR. We are reviewing branding, target audiences and channels, messaging, etc.**



# FINDING THE BEST COMMERCIAL "FIT"



# The Tall Ships Races 2023

How did it go?



# Vidar Paderstad Christian Radich





CHRISTIAN RADICH

# Improvement Ideas

## Vidar Pederstad



# Limited participation

## Why we chose 3 of 5 destinations

For the ships:  
■ No income  
■ Income

Fredrikstad



Cruise in Company



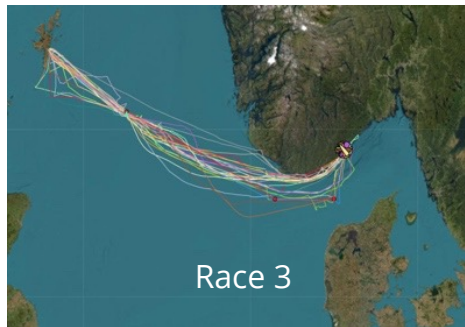
Port days

Sea days



→ Income potential limited to the voyage

Lerwick



Race 3



Port days

Sea days



# Decline in income

## Fewer ships

For the ships:  
■ No income  
■ Income

Fredrikstad



Port days

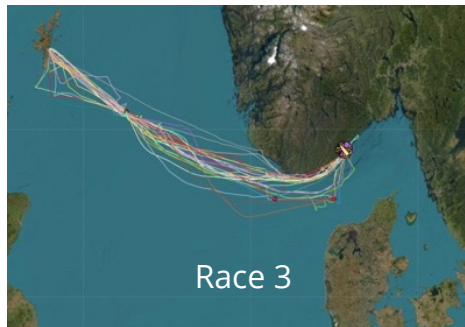
Sea days



→ Income potential limited to the voyage

→ Deck events income declined towards zero

Lerwick



Port days

Sea days





Arendal

Port days



# Decline in income Fewer ships

For the ships:  
 No income  
 Income

Fredrikstad



Port days

Sea days

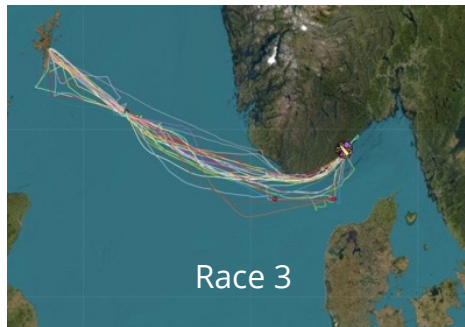


→ Income potential limited to the voyage

→ Deck events income declined towards zero

→ Deck events and partying with alcohol are contra-productive to the purpose of Tall Ships Races.

Lerwick



Port days

Sea days



Arendal

Port days



# Our solution

## Making 2/3 of port days profitable

For the ships:  
■ No income  
■ Income

Fredrikstad



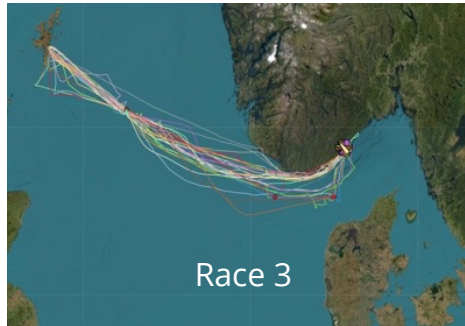
Port days

Sea days



→ We sold the voyage including two days quayside

Lerwick



Port days

Sea days

Port days

Arendal

Port days

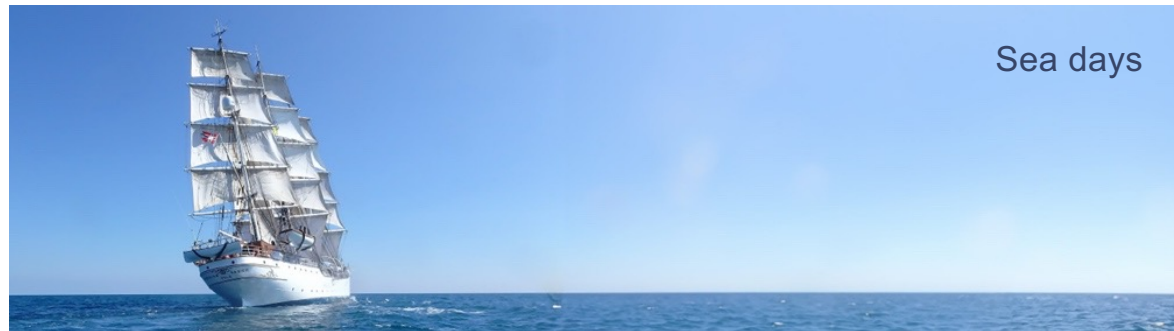
# Our proposal

## A new standard plan for port days

For the ships:  
■ No income  
■ Income



### Port days



### ***After arrival:***

- Crew Parade
- Trainee farewell dinner

### ***Before departure:***

- Familiarisation trainees/crew, safety briefing, rig training and preparations for the voyage
- All trainees on board in due time



# STADSRAAD LEHMKUHL

- Fully booked with trainees for all legs
- Some ports were better than others
- 46,811 visitors visited the ship in the 5 ports
- Fredrikstad offered them the same deal as in 2019, which worked really well
- Lerwick was able to arrange an alcohol licence so that they could sell drinks on board & included them in their cultural programme by having music and choirs on board
- They were able to sell food, drink and souvenirs on board
- Arendal was excellent in terms of helping to generate income and made it a real success
- In addition to trainees, total income was 1.1m NK (= approx. 85,000 Euros)



**The TSR2023  
was a  
financial  
success!**



Sail Training International

# Emma Miller

# TSR2023 Lerwick





# In-Port Commercial Income Options



Reflections from a Host Port – Lerwick 2023

Emma Miller  
Project Manager



# Our Challenges

- Limited 'large' business community
- Information provision from ships
  - Pricing
  - Catering and other facilities
  - Confirmation of bookings



# Solutions and Delivery



- Sponsor benefit packages – 11 corporate deck hires
- Deck Hire sales – 6 private bookings
- Income of £36,673 for eight ships
- Alternative arrangement – Statsraad Lehmkuhl
  - Public Bar
  - 10,485 visitors
  - Retained all income



# Reflections and Future Planning



- Deck hires challenging – but still valuable
- Consider self-generated income solutions for ships
- Bespoke, tailored options for smaller ships
- Assistance from Host Ports



# Gemma Ptak

# TSR2023 Hartlepool



# THE TALL SHIPS RACES HARTLEPOOL



THE TALL SHIPS RACES  
Hartlepool 2023  
organised by Sail Training International

6<sup>TH</sup>-9<sup>TH</sup> JULY 2023 HARTLEPOOL

FREE ENTRY

LIVE MUSIC & ENTERTAINMENT

FOOD & DRINK

GEMMA PTAK

ASSISTANT DIRECTOR PREVENTATIVE AND  
COMMUNITY BASED SERVICES

HARTLEPOOL BOROUGH COUNCIL

[www.tallshipshartlepool2023.co.uk](http://www.tallshipshartlepool2023.co.uk)



HARTLEPOOL  
**TALL SHIPS**  
6-9 JULY 2023

# Why did we host the Tall Ships Races 2023



- To change the lives of local young people
- To improve civic pride and community engagement
- To raise aspirations of our residents and businesses
- To improve and highlight the importance of sustainability
- To offer opportunity, adventure and education
- To develop meaningful partnerships
- To put Hartlepool on the map as a visitor destination
- To tell the story of Hartlepool and create a lasting legacy

[www.tallshipshartlepool2023.co.uk](http://www.tallshipshartlepool2023.co.uk)



*Alignment and understanding of host port, ship  
and Sail Training International outcomes  
and expectations*



# Sponsors and Investors



# Hospitality

- Bespoke packages
- Consideration for who the client is and what would they want
- Ship location and access
- Forward planning – maximising opportunities considering dates, times, tides.
- Understanding the unique offer of ships and scale of function
- Changing climate and businesses not wanting to be seen to be ‘spending money’
- Other opportunities...?



# Adopt a Ship...relationships locally



THE TALL SHIPS RACES  
Hartlepool 2023  
organised by Sail Training International

THE TALL SHIPS RACES  
Hartlepool 2023  
organised by Sail Training International

CLAVERING PRIMARY SCHOOL

**Has adopted**

GULDEN LEEUW

The 'Gulden Leeuw' is a big, sturdy sailing ship reminiscent of the 30's and with the deck layout of a classic yacht. The ship was built in 1937 on behalf of the Danish Ministry of Agriculture and Fisheries.

Captain Robert Postuma



**Gulden Leeuw**

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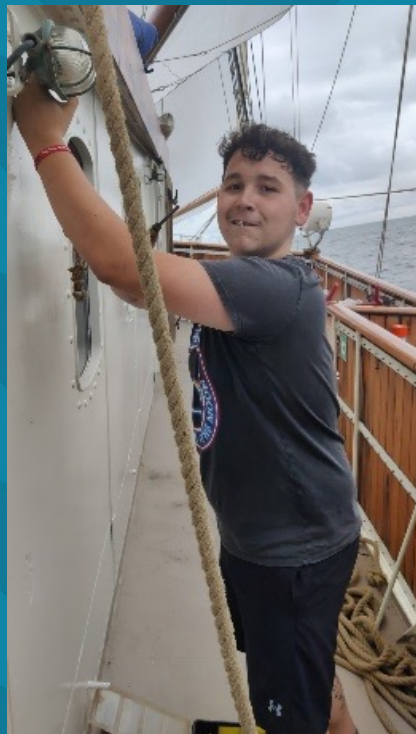
**Ship Details**

Class:	A
Hull Material:	Steel
Colour:	Black
Home:	Netherlands
Size:	54.54m
Height:	39.33m
Race:	Den Helder - Hartlepool - Fredrikstad 2023
Captain:	Captain Robert Postuma

[www.tallshipshartlepool2023.co.uk](http://www.tallshipshartlepool2023.co.uk)

HARTLEPOOL  
**TALL SHIPS**  
6-9 JULY 2023

# Our Sail Trainees



“We saw some killer whales!! I’ve enrolled in Marine School” Louis, 18 years

“Experience of a lifetime, I cant believe I did it, my confidence has grown so much!” Poppy 15 years

“I loved meeting new people and making friends for life” Tegan, 15 years

“It was really hard work, but worth it for the experience” Charlie, 24 years



[www.tallshipshartlepool2023.co.uk](http://www.tallshipshartlepool2023.co.uk)



# Summary

- Start early and allocate resource
- Local relationships to ensure you can connect your offer
- Diversify opportunities
- Maximise Sail Trainees
- Engage ships early to understand their expectations



[www.tallshipshartlepool2023.co.uk](http://www.tallshipshartlepool2023.co.uk)



# Sylvia Jacobsen

# TSR2023 Arendal

*(no PowerPoint)*



# What is the key to finding the right financial solution for both port and ship?

- What do ports need from the ships?
- What do ships need from the ports?
- What are the challenges?
- Does “one size” fit all?
- What timeline should we be working to?
- How can we collectively make it easier?
- Now that we can, how do we make best use of the new flexibility?



# YOUNG PEOPLE WILL ALWAYS BE AT THE HEART OF OUR EVENTS





**THANK YOU**  
**And see you at**  
**THE TALL SHIPS RACES 2024**



Sail Training International

# THE INTERNATIONAL SAIL TRAINING & TALL SHIPS CONFERENCE 2023

**Thank you for joining us.  
Please complete the conference evaluation at  
<https://www.surveymonkey.co.uk/r/STID23>**

