



Concello da Coruña

# SAIL TRAINING INTERNATIONAL CONFERENCE 2024

## TSR 2024 Review One



@tallshipsraces

@sailtrainingyouth



@thetallshipsraces



Sail Training International



**START**

- **KLAIPEDA** - Lithuania  
27 June 2024 - 30 June 2024
- **HELSINKI** - Finland  
4 July 2024 - 7 July 2024
- **TALLINN** - Estonia  
11 July 2024 - 14 July 2024
- **TURKU** - Finland  
18 July 2024 - 21 July 2024
- **MARIEHAMN** - Åland Islands  
24 July 2024 - 27 July 2024
- **SZCZECIN** - Poland  
2 August 2024 - 5 August 2024

**FINISH**



# EVENT OVERVIEW



Sail Training International

# EVENT HIGHLIGHTS

- 6 ports
- 67 ships
  - 8 x Class A; 21 x Class B; 38 x Class C&D
- 3,695 trainees
- 459 host port funded trainees
- Total host port investment in trainees 525,000 Euros
- 2,840,000 visitors
- 58 deck rentals
- Great feedback from captains
- The Gateway was used for the first time



# THE TALL SHIPS RACES 2024



# THE TALL SHIPS RACES 2024





THE TALL SHIPS RACES 2024  
KLAIPĖDA

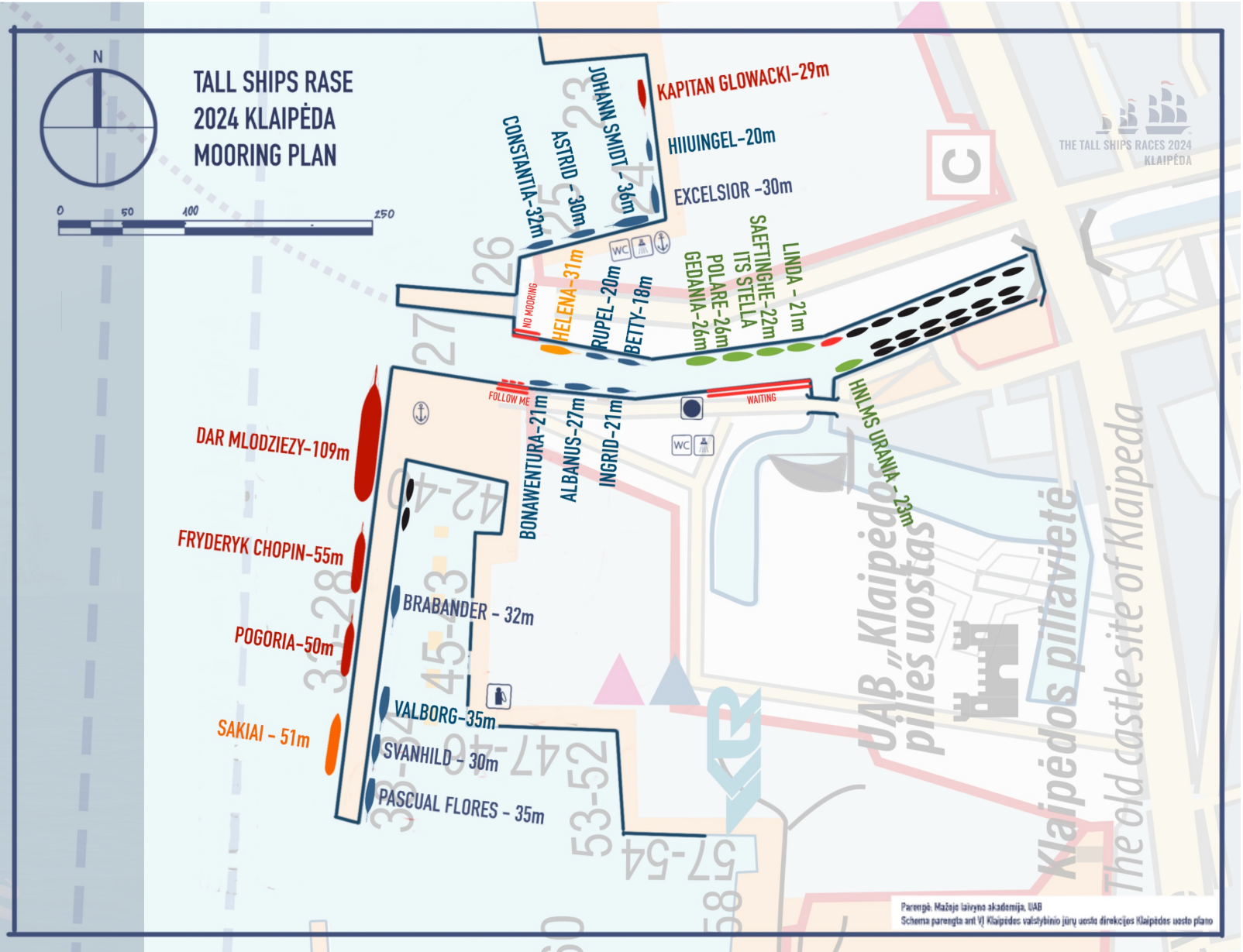
# KLAIPĖDA- START PORT CITY 2024



# PORT SIDE

Port manager –  
Valdemaras Vizbaras

Vessels in port during  
event - 40





## EVENT INFORMATION

Visitors – 300 000

Trainees – 56

Volunteers – 120

Deck rentals – 1

Media operations in  
year 2024 – 456



# TRAINEE PROGRAM

- Trainee coordinator – Iona
- Trainee number - 56
- Income from the trainees to the vessels – 37 910 €





# LIAISON PROGRAM

Liaison coordinator – Deividas



**REGISTERED – 164**



**PARTICIPATED - 120**

Šiuo metu jau yra gauti atsakymai iš laivų ir turime 50 laisvų vietų praktikantų išsiuntimui.

# FINANCIAL OVERVIEW



Funding for the event allotted by Klaipėda City Municipality	EUR 1,009,200.00
The amount of the funding allocated by Klaipėda City Municipality used for the organisation of the event	EUR 638,501.80
Income from permits issued authorising temporary trade during the festival	EUR 22,750.00
Funds allocated by the sponsors	EUR 16,631.00
The equivalent of the value of the contribution of volunteers to the organisation of the event	EUR 64,323.60

# HOST PORT ORGANIZATION COMMITTEE OVERVIEW



Public institution  
„Klaipėdos šventės“



Project manager

Port manager

Liaison coordinator

Trainees coordinator

Stage coordinator

Cultural event coordinator

# CONCLUSIONS



# Fair winds and following seas!

## **VIEŠOJI ĮSTAIGA „KLAIPĖDOS ŠVENTĖS“**

Turgaus g. 22–8, Klaipėda

### **Robertas Petraitis**

Project manager

+370 695 19 599

[robertas@jurossvente.lt](mailto:robertas@jurossvente.lt)

 [klaipedosssventes](https://www.facebook.com/klaipedosssventes)

 [klaipedosssventes](https://www.instagram.com/klaipedosssventes)

[klaipedosssventes.lt](https://www.klaipedosssventes.lt)

[tallships.lt](https://www.tallships.lt)

# THE TALL SHIPS RACES

Helsinki 2024





# Host port review Tall Ships Races Helsinki 2024

Marianne Saukkonen  
Sail Training International Conference 2024  
A Coruna 22.11.2024

# Throwback to The Tall Ships Races Helsinki 2024



**THE TALL  
SHIPS RACES**  
Helsinki 2024

  
THE TALL SHIPS RACES  
Helsinki 2024

Helsinki





## Tall Ships Races Helsinki 2024 in numbers

- 50 vessels, 1200 crew members
- 400 000 visitors
- 60 liaison officers, 80 volunteers, 30 *Jobd* - employed young persons
- 95 trainees
- 40 production team members working during the event
- 15 sponsors and partners
- 22 sales stalls and 2 restaurant areas
- 130 free of charge program numbers for the public
- 12 events for the crew
- 270 500 m<sup>2</sup> event area in total and over 1,5 km of dock
- 15 host port committee meetings with 40 members
- over 40 presentation events, training and information sessions

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## We did this!

- Host port and contracted partner **City of Helsinki**
- **Host port committee**, led and set by the City executive office, members from all major divisions of the city and from the authorities
- Production of the event: **Helsinki Events Foundation**, a subsidiary of the city
- **Project Manager** 26 / 18 prior event
- **Technical Producer** 26 / 8 months prior event
- **Marketing Communications Coordinator** 11 months prior event
- **Program Producer** 10 months prior event
- **Volunteer Coordinator** 3 months prior event
- 6 **Production / area managers** during the event
- Outsourced services: **Partnership sales and production, Harbour master, Head of Security**
- Helsinki events foundation permanent staff before and during event
- City of Helsinki permanent staff before and during event, specially communications unit and the youth services
- **Volunteers** in event production
- Volunteers in **liaison officer** duties: The Finnish Navy, reservist organisation, volunteers

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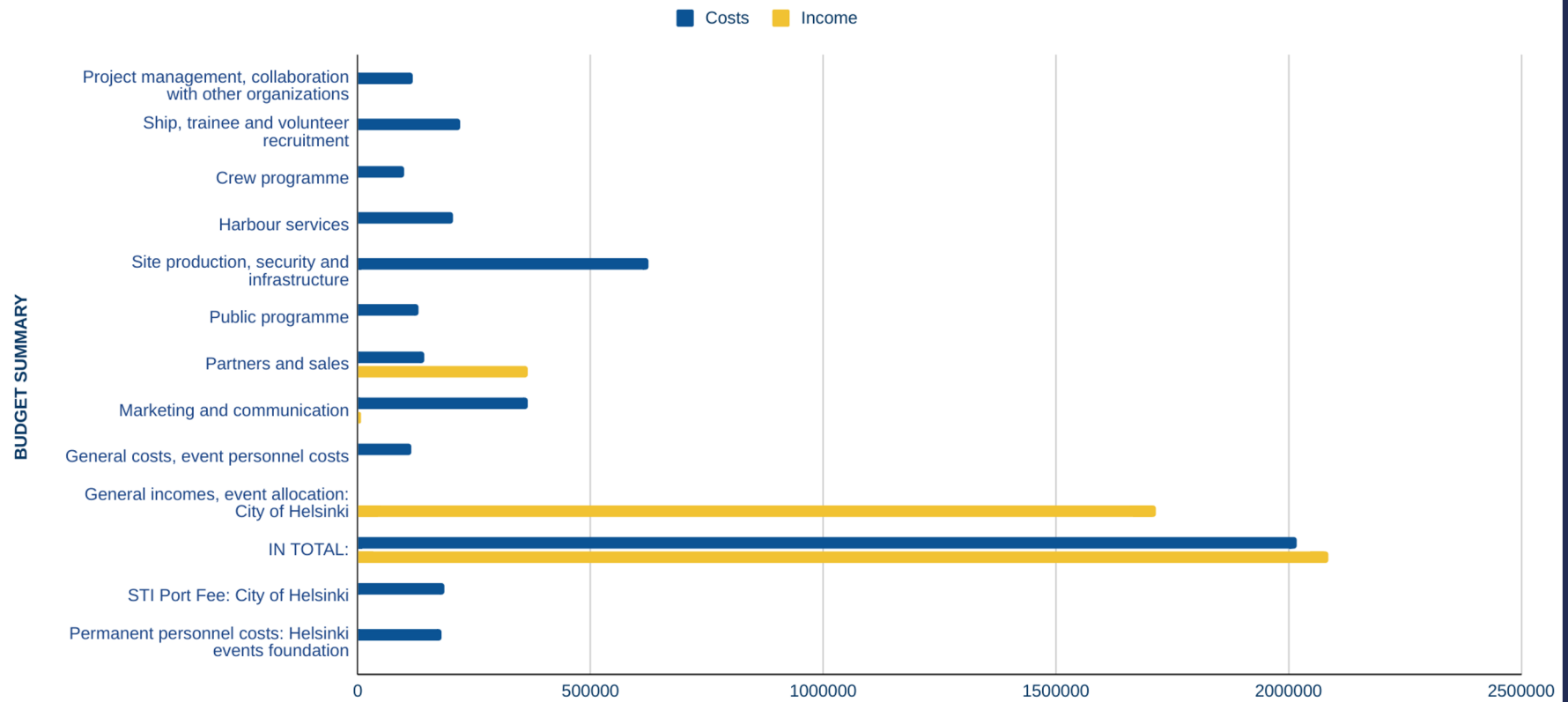


# Financial Overview

- Event budget, total costs 2,2 M €
- Other event related costs 365 K €
- Event allocation City of Helsinki 1,715 M €
- Partnership and sponsor income 370 K €
- Mostly barter deals / in kind services
- Partnership sales and restaurant sales did not reach target
- The marketing and program budgets were cut
- Salary costs outside the budget

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Helsinki 2024

## Costs and Income





## Economic Impact

- Expenditure in Helsinki during the event in total 22,5 – 25,0 M €
- Accommodation expenditure 3,5 – 3,9 M €
- Restaurant services expenditure 10,2 – 11,3 M €
- Other expenditure 8,8 – 9,8 M €
- On average, a TSR event visitor spent about 79 € in Helsinki, for those arriving from outside Helsinki, the average was about 115 €.

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Helsinki 2024





# Media and communication

- Communication with various messages: volunteer and trainee recruitment, event content, sustainability actions, sail training, maritime Helsinki, partners' messages
- 5 press releases before the event, 1 post-event release
- Media hits during the event: 181
- Television: national MTV news and Huomenta Suomi (live) and YLE news (10 hits in total)
- All major national media outlets (HS, IS, IL, MTV, HBL, Keski-suomalainen group) reported on the event
- Accredited media: 54
- International media: AP
- The messages of sail training and the protection of the Baltic Sea were communicated effectively

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# What did the public think? A public survey

- Nearly 90% of the respondents came from the capital area - a local event
- Average time spent at the event 3 hours
- On average respondents visited the event 1,34 times
- 44% of answerers visited a Tall Ships Races event for the first time
- Customer satisfaction rate, net promoter score (NPS): 56

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# What did the public think? A public survey

- What did influence your decision most to attend the event?
  - The exclusivity of the event and the need of experiencing it onsite
  - Shared time among the own entourage
  - Locality of the venue
  - The desire to discover or experience something new
  - Interesting venue
- How would you describe the atmosphere at the event?
  - Maritime
  - Suitable for all ages
  - Warm hearted
  - Atmospheric
  - Appealing

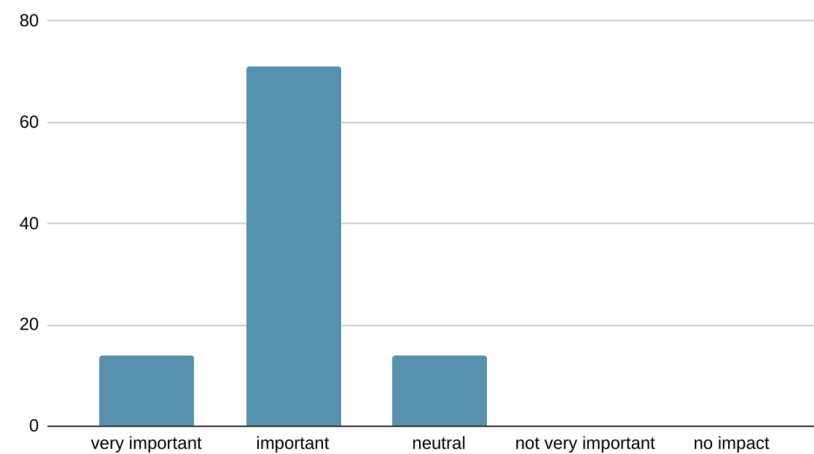
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## Feedback Partners

- Feedback survey partners 4,78 (the average of the responses to all the questions on a scale 1 to 5)
- How significant a factor the event Tall Ships Races itself and its represented values were in your decision to act as partner?  
85% responded that it was important or very important.

% of answers



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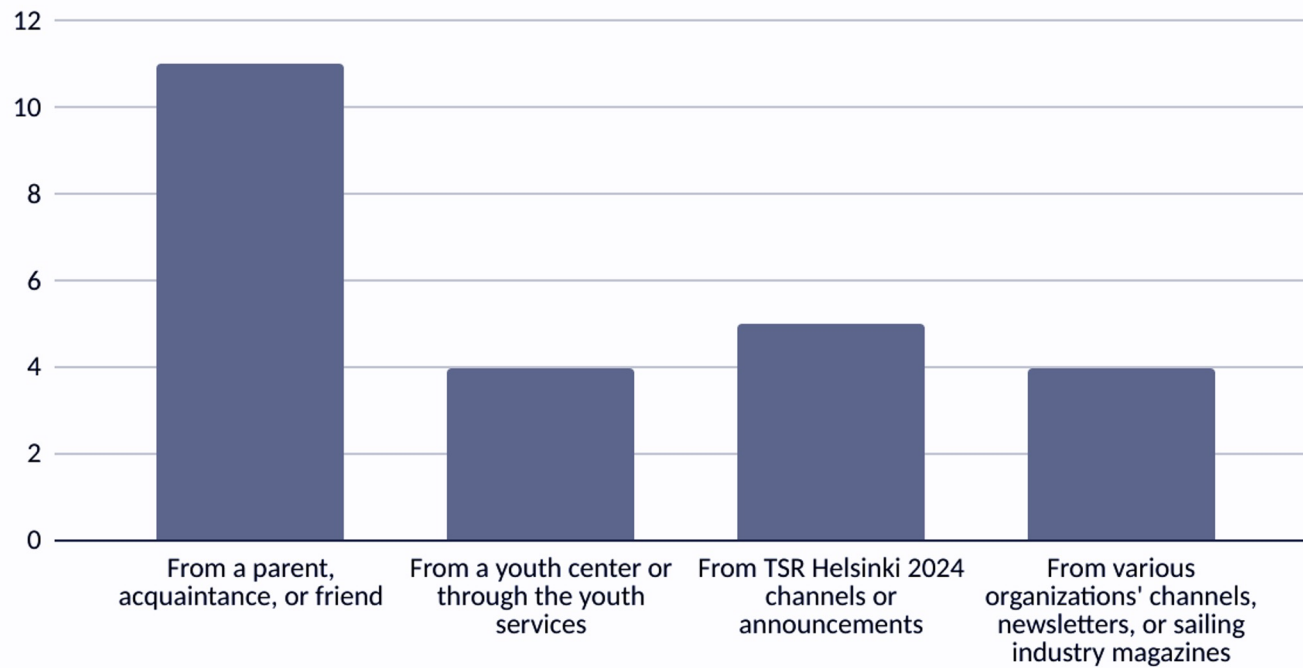
## Feedback Trainees

- Feedback survey trainees 4,01 (the average of the responses to all the questions on a scale 1 to 5)
- *"This whole concept is DIAMOND. As a family, we are truly grateful for this opportunity on behalf of our youngster. He/she does not have a large circle of friends and does not go out much. The sailing experience has been really important to her/him and has strengthened the sense of belonging to a group."*
- 95 trainees on the legs: Klaipeda-Helsinki and Helsinki-Tallinn
- 30 trainees recruited from the youth centres, by the youth services. Voyage in co-operation with Sail Training Association Finland. Helsinki covered all costs.
- 65 trainees recruited by open call. Helsinki covered the costs - trainees paid 500 € deposit. Vessel placement and co-operation with Windseeker.
- Joint travel arrangements for all trainees

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# Trainees

Where did you get the information about the opportunity to participate in The Tall Ships Races as a trainee?





## Feedback Liaison officers and Volunteers

- Feedback survey Liaison officers 4,11
- Feedback survey Volunteers 4,55 (the average of the responses to all the questions on a scale 1 to 5).
- "I am grateful for the opportunity to have been involved! We were well taken care of, and I heard from many that it was so nice to be involved, as people were in a good mood and excited."
- Easy to find the volunteers
- All volunteers very committed and excited to be involved

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## Deck events

- 8 day sails and 4 deck events in harbour (public and corporate)
- **Public day sails easy to sell**, fullybooked in advance
- Deck events were included in partner agreements but were not used due to holiday season
- **Corporate deck events difficult to sell** due to holiday season, high deck hires and costs, lack of (or late) deck information.
- Open ships very popular, specially the bigger ships are the most important attraction of the event. Most feedback from the visitors about lack of information of opening hours of ships.

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## Sustainability work

- Fundraising campaign with the John Nurminen Foundation
- Information about the state of the Baltic Sea shared in various ways at the event area (installations, exhibition, signs, communication)
- A responsibility criteria included in all partner, subcontracting, and sales agreements
- A responsibility briefing for all partners, vendors, volunteers, liaison officers, trainees and in all crew materials.
- An environmental program related to the following areas:
  - Minimizing energy consumption
  - Minimizing the environmental impacts of waste
  - Communicating about environmental issues and goals
  - Increasing environmental awareness among the event's stakeholders
  - Only responsible and environmentally friendly goods and services
  - Reducing unnecessary traffic and improving logistics
  - Striving for carbon neutrality, calculation of footprint
- Based on an audit at the event, an EcoCompass environmental certificate was granted.

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## Our sustainability goals

- We want to make an impact:
  - make the importance of the protection of Baltic Sea visible
  - make waste sorting aboard and in port more systematic
  - to point out that drainable septic tanks should be obligatory in the race, an environmental issue, especially at the Baltic sea!
- We share our environmental programme and sustainability criteria if needed
- If the fleet would be encouraged to responsible actions such as sorting of waste, usage of shore power, taking care of the sea (proper care of sludge) etc. also by STI, would it be easier for host ports to get the message through.
- If all the host ports would be encouraged to environmental actions (especially in waste sorting) in materials like the host port manual, would the sustainability work be more coherent and consequent throughout the whole race.

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## Helsinki's event goals

- Targeted youth work with a specific focus on young people aged 15-25 who are at risk of social exclusion.
- Development of the maritime strategy and services in the city.
- Effective and concrete measures in protection of the Baltic Sea.
- Revitalization of the city centre in connection to the event.
- Supporting the events industry and Helsinki-based businesses.
- An experiential content for the city residents to enjoy.
- Strengthening city-level collaboration with a cooperative network and new operational models.
- **Post-event legacy - an operational model for similar large-scale future events in Helsinki based on the experience of The Tall Ships Races Helsinki 2024 event.**

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Helsinki 2024



## Our challenges

- Lack of joint crisis communication plan
- Readiness in port 3 days prior to event, did not serve the vessels or the port (unnecessary costs)
- Entry formalities at sea and lack of information and experience from authorities
- Event area in the busy city centre with lots of actors and actions
- Helsinki is too large and eventful city for an event like this to make a huge difference, the event is one among others
- More big (A-class) vessels would have been needed to make the event extraordinary
- The needs of infrastructure and security eats the budget
- The Nordic alcohol legislation flattens the visitor experience and is expensive
- A local event, no effects on domestic tourism
- 11 years since last time, start from scratch

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## Our successes

- Good co-operation with STI, the flexibility and the will to make it work and the sparring open dialogue with the race director highly appreciated
- Event area in the busy city centre with lots of actors and actions
- We learned a lot as an organization
- New production methods, tools and solutions
- Good cooperation with the authorities
- The opportunity to influence the development of the city organization, the legacy work of the event
- Sustainability work, the protection of the Baltic Sea and the local youth work - the opportunity to make an impact
- New networks, e.g. city's youth services
- Happy volunteers
- Satisfied audience
- A good mood event and enthusiastic atmosphere

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## Our greetings to future ports

- Focus on few instead of doing little of everything
- Value is in every host ports own tone and speciality, boring if every event is the same
- Hardest part is to make the sail training visible to the visitors, give it big efforts
- Enjoy the ride and the event itself

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Helsinki 2024



**Thank you and fair winds!**

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Helsinki 2024



Helsinki



# THE TALL SHIPS RACES TALLINN

11.-14.07.  
2024



THE TALL SHIPS RACES  
Tallinn 2024



# Facts about Tallinn

- Population 430 000
- Length of the coastline 46 km
- Seaside is a quickly developing area
  
- 15 years of Tallinn Maritime Days
- Cutty Sark Tall Ships Race in 1992
- The Cruise-in-Company in 2017
- ~~The Tall Ships Races Tallinn 2021~~



THE TALL SHIPS RACES  
Tallinn 2024

# Goals

- Promote sailing and focus on Tallinn's seaside area
- Offer young people a challenging and life-changing opportunity to take part in sailing regatta
- Highlight environmental and sustainability issues
- Raise the knowledge of accessibility
- Give a boost to the creative economy
- Raise the potential of inclusivity and volunteering
- Engage partners through shared values
- Promote Tallinn as a tourist destination

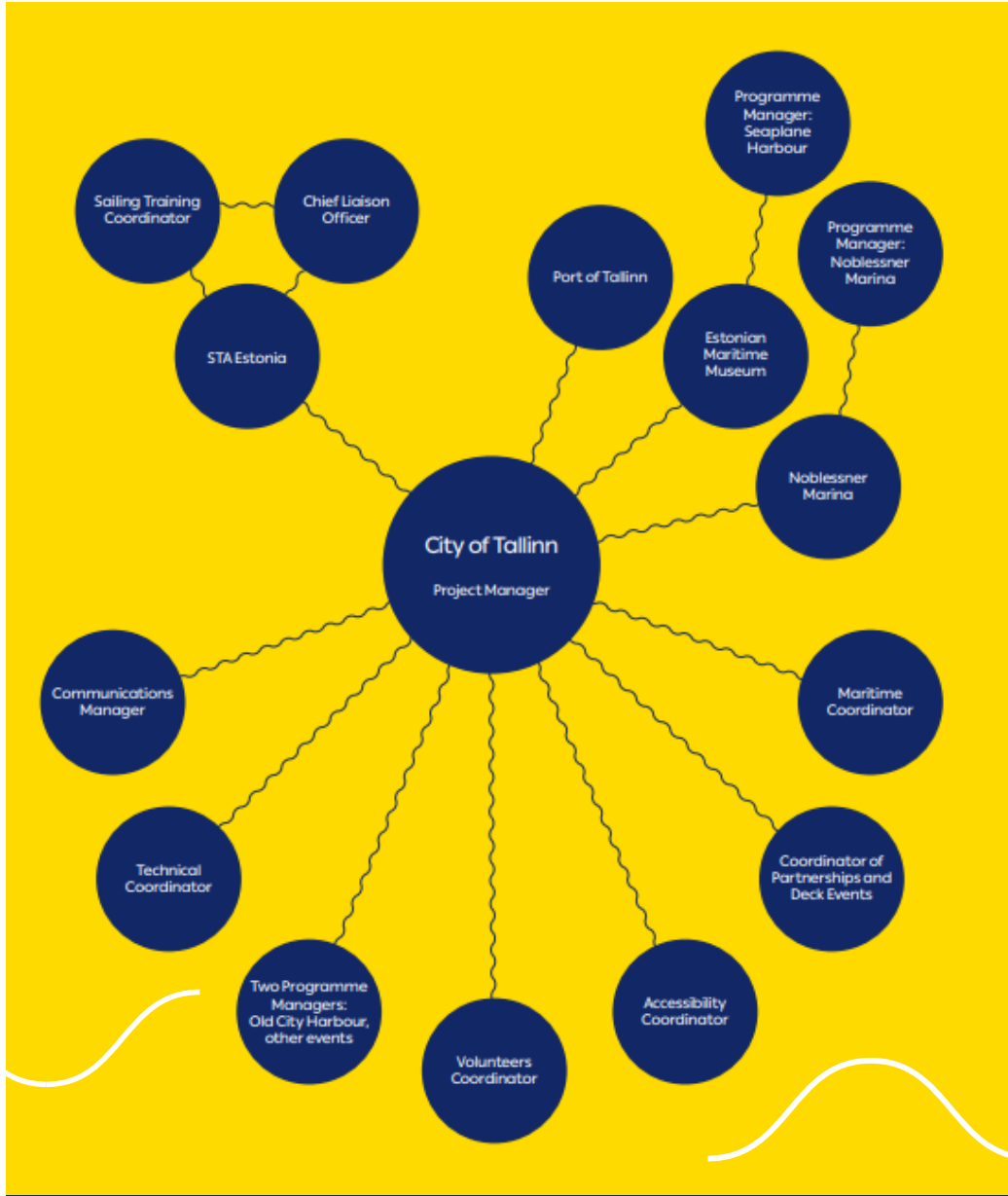


# TSR Tallinn in Numbers

- 58 vessels from 14 different countries
  - 7 A-class vessels
  - 16 B-class vessels
  - 21 C-class vessels and 14 D-class vessels
- 1277 crew members visited Tallinn
- 851 sailing trainees visited Tallinn
- Tallinn supported the participation of 134 young people in the regattas
- Sailing trainees' expenses - 86,140.10 euros
- 18 deck events, income for the vessels 16,000 euros
- 11 stages in five different areas and more than 60 concerts and performances



THE TALL SHIPS RACES  
Tallinn 2024



# Organisation

**Main organiser: Tallinn Culture & Sports Department**

**in cooperation with the following partners:**

- **Port of Tallinn**
- **Estonian Maritime Museum**
- **Noblessner Marina**
- **Estonian Youth Sailing Learning Society  
STA Estonia**

**Over 50 partners**



Over 50  
partners

TALLINNA  
LINNAMUUSEUM



Nordic  
Experience



MUSICGEAR  
Hell - Valgus - Lava

Tallinna Lennujaam  
Tallinn Airport

EKKM

Kai



tuul

RONIMISMINISTEERIUM



LIVIKO  
anno 1898



PÄHKLINÄPP



# Budget

## Expenses:

Programme 685,000

Production 206,000

Crew 345,000

Sail training 304,000

Marketing and  
communication 278,000

**in total 1,818,000**

## Revenue:

City of Tallinn 1,660,000

Ports and partners 118,000

Own revenue 40,000

**in total 1,818,000**



**THE TALL SHIPS RACES**  
Tallinn 2024



# Economic impact

**110,000 visitors**

**Economic impact  
3.6 million €**

- Measuring methods - mobile positioning, on site questionnaire
- 60% of the companies saw an increase in the number of visitors, sales revenue increased in half of the companies.
- 40% of entrepreneurs considered the regatta to be very important for their company, 72% of entrepreneurs consider holding of events similar to Tall Ships Races (for example, Tallinn Maritime Days) to be very important in the following years as well.
- Foreign visitors stayed in Tallinn for an average of 1.9 days and 1.1 nights
- The average expenditure of a visitor from a foreign country was 88.8 euros.
- After the regatta, the assessment of Tallinn by residents of foreign countries improved for 46% of respondents



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Tallinn 2024

**You managed such a powerful and awesome event, and it was a proud feeling to participate in this project. (event management company)**

**Thank you for the opportunity to participate in the Tall Ships Races maritime parade. /.../ We would be happy to assist in organizing future maritime-themed events and would like to present sailing as an easy and enjoyable hobby, breaking the myths that sailing is an incredibly expensive pastime only accessible to the privileged.  
(sailing club leader)**



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Tallinn 2024

# Trainees

134

Recruitment from November 2023

- social media campaigns
- schools visits
- Tallinn Boat Show (maritime fair)
- media coverage/experience stories

Budget

- 86 000 euros
- cost for a trainee 300 euros



THE TALL SHIPS RACES  
Tallinn 2024

# Moments to Remember

**Crossing the finish line and then celebrating with the whole crew. /.../ Looking back, the most positive moment of the regatta was that I ended up on the Spaniel's boat at all, because sailing with them was a wonderful experience.**

**The other young people I was with on the boat: there was a lot of laughing, a lot of chatting and we grew close quite quickly.**

**My ship's crew was amazing! /.../ These people were the best part of it all, and they made the experience wonderful.**

# Volunteers

**158 volunteers**  
**3,480 working hours**

## Main roles:

- liaison officers
- information point assistants
- crew centre assistants
- children's area staff
- media team members
- accessibility area helpers
- maritime taxi docking and queue management assistants
- interviewers
- green ambassadors



**THE TALL SHIPS RACES**  
**Tallinn 2024**

**I have been thinking about the event I attended as a volunteer for the first time for the past two weeks. The emotions are still running high. /.../ I will never regret the decision to become a volunteer. /.../ This has been the BEST event I have participated in over the last five years.**

**We had an incredibly close-knit team of LO's, we made many new acquaintances, supported each other, and shared experiences. /.../ It was wonderful to later hear that the LO's from Tallinn were remembered fondly in Turku – this means our efforts were successful.**




**THE TALL SHIPS RACES<sup>TM</sup>**  
**Tallinn 2024**

# Search for the Lost Ring

Kroonika STAAR KUNINGLIKUD LOOD EUROVISION 2024 FILM-TV MUUSIKA PILETITASKU EMA

17.07.2024, 19:30

**VIDEO | Piret Järvis-Milderi abikaasa sai kadunud abielusõrmuse imekombel tagasi: keegi lootust enam ei andnud (8)**



Egert Milder ja Piret Järvis-Milder

FOTO: TAAVI SEPP | DELFI MEDIA

Instagram Log In

SUKELDUJA EGERT KÄMENIK TÕTTAS APPI

egertmilder • Follow Original audio

egertmilder Mu abielusõrmus kadus Lennusadamas mere põhja

958 likes July 17

Log in to like or comment.



# Media Channels

The Tall Ships Races Tallinn 2024 official accounts:

- Website: [tallshipstallinn.ee](http://tallshipstallinn.ee)
- Instagram: [instagram.com/tallshipstallinn](https://www.instagram.com/tallshipstallinn)
- Facebook: [facebook.com/tallshipstallinn](https://www.facebook.com/tallshipstallinn)
- TikTok: [tiktok.com/@tallshipstallinn](https://www.tiktok.com/@tallshipstallinn)

**1,319,562 views of  
the website from  
June 20 - July 18**

Digital advertising

Content marketing through media partner/other partners

City of Tallinn/VisitTallinn platforms

Podcast “Mere kutse” (Call of the Sea)

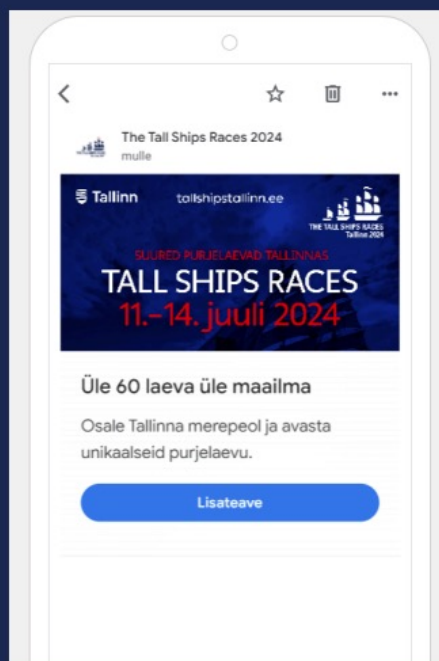
“Minu Meri” (My Sea) video series

Partnership with influencers

Foreign journalists

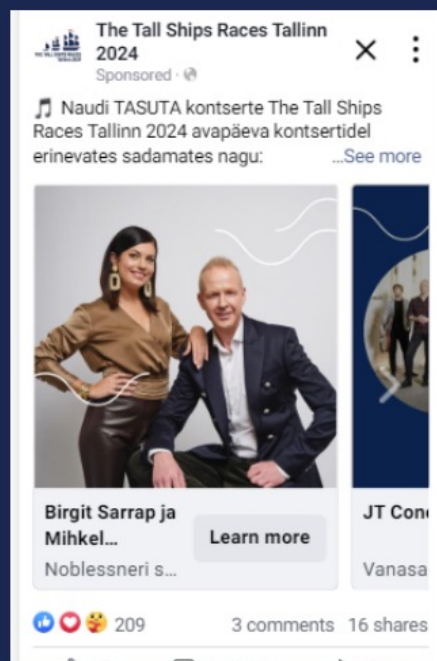
**Over 400 articles**

# Social Media



Google AD

Gmail placement



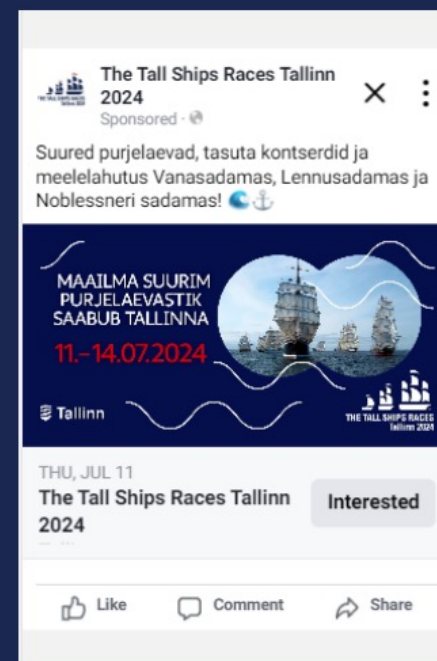
Facebook ja instagram

Artistide karussell - avapäev



Facebook ja instagram

Merelised tegevused



Facebook ja instagram

Ürituse boost

# Pre-event Engagement

- Drawing competition “Wind in the sails”
- TSR Family Sunday in the maritime museum
- TSR theme month in the PROTO Invention Factory
- TSR exhibition in the centre of the city
- Podcast “Mere kutse” (Call of the Sea)
- Let’s Do It collective cleaning day



# Green Festival

- All food and drink containers were reusable
- Free drinking water in all ports
- Vegan food options
- Waste sorting and separation
- Minimize printed materialist
- Use of organic/recycled materials
- TSR merch was made on site
- Bicycle parking; promoting public transport



# Accessibility

- Accessibility Coordinator
- Guide for ALT texts for the website and social media photos
- Accessible website
- Accessibility training for the team and the volunteers
- Festival area was tested with accessibility consultants
- Accessible information points and toilets
- Tactile maps of the festival area
- Accessibility area (info point, blind masseuse, Hearing Bus, sign language tent, wheelchair obstacle course, handicraft fair)
- Two concerts featured sign language and written interpretation
- Accessible tours on board the vessels
- 'Special Sailors' programme



THE TALL SHIPS RACES  
Tallinn 2024

**Feedback from a hard of hearing attendee:**

**I attended the event on two days, it was really great – large in scale yet accessible. As a hard of hearing person, I tried out the loop amplifier and the writing translation services, and everything worked well. You've done a tremendous job!**

**Feedback from the chair of the hard of hearing association:**

**The event was very well organised, the location was fantastic, the other partners were lovely, and the volunteers and team were very cooperative. The audience showed interest in us /.../.**



**The Tall Ships Races Tallinn 2024 received the "Act of the Year 2024" award from the Estonian Blind Union!**

# Sustainable Development Goals

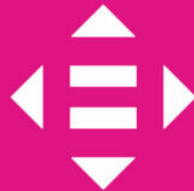
**3** GOOD HEALTH AND WELL-BEING



More than 150 volunteers will be part of co-creating the event.

We connect people of different backgrounds and expertise to be part of an exciting and fun preparation period.

**10** REDUCED INEQUALITIES



Tall Ships Races supports equality and welcomes everyone. We promote universal social and economic inclusion throughout all our activities during and leading up to the event.

**13** CLIMATE ACTION



We support environmental responsibility via organizing the green event

**14** LIFE BELOW WATER



Tall Ships Races educates about challenges and opportunities in connection to the sailing and living by the sea.

**17** PARTNERSHIPS FOR THE GOALS



Our event is part of a larger ecosystem in Tallinn and the global Tall Ships community. We encourage local and international collaboration and friendship, the same offers sail training for young people.

# Challenges

- Festival area (long, scattered)
- Vessels (changes, specialities)
- Deck events
- To create a common understanding for lots of partners
- Small team, big ideas
- Lack of international media attendance



THE TALL SHIPS RACES  
Tallinn 2024



# Successes

- Pre-event engagement and events
- Sail training programme
- Engagement of sailing community
- Festival programme (music, activities)
- Partnership programme
- Support from the city departments
- Accessibility programme
- Historical sea parade
- Raising awareness of the seaside city



THE TALL SHIPS RACES<sup>TM</sup>  
Tallinn 2024



# Thank you!



# QUESTIONS?



Sail Training International

**THANK YOU**



Sail Training International

**Thank you for joining us.  
Scan the QR code to give us your thoughts.**



**@tallshipsraces**  
**@sailtrainingyouth**



**@thetallshipsraces**



**Sail Training International**