



**The Tall Ships
Races Kotka
12.-16.7.2017**

#TALLSHIPSKOTKA

#TSRKOTKA2017

What we had hoped for



What we got



What we were told before

- make sure the showers have enough warm water
- make sure the laundry service works
- make sure there is enough food at the crew party
- make sure the beer is cold



What we did



Festival Area

City Harbour – real harbour, real ships, real people





FESTIVAL SITE MAP

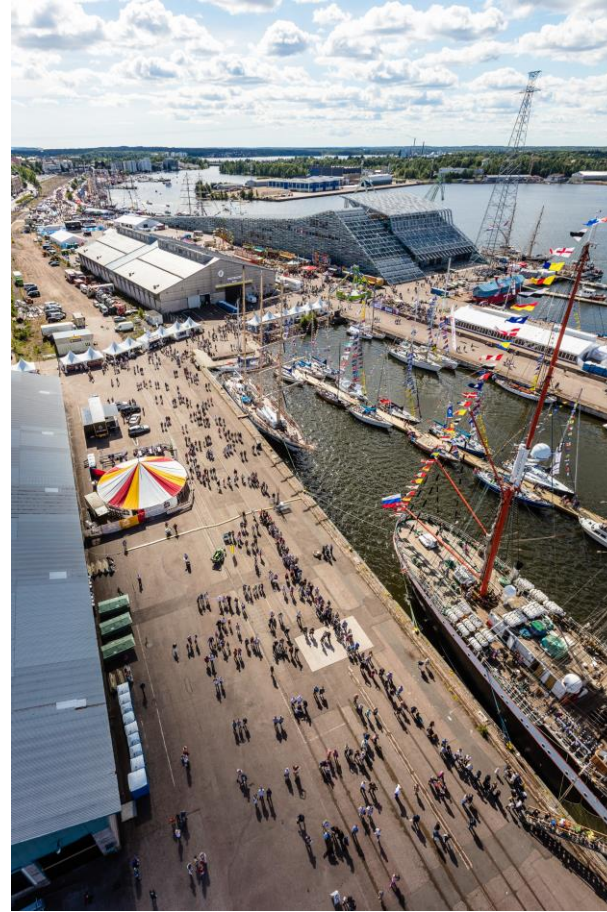
60° 27' 59.843" N 26° 56' 45.6" E



- Festival Area
- Market stalls
- 1 Market square
- 2 Itämeri Village
- 3 Wooden Boat Centre
- 4 Sail on Board/Suomen purjelaiva-säätiö (STAF)
- 5 Crew Centre Harbour Centre
- 6 City Theatre
- 7 Eagle Karting
- 9 Benji
- 10 BagJump
- 11 Kestotelilta 🍷
- 12 Restaurant Päätepyssäkki 🍷🍷
- 13 Viini & Bar Columbia 🍷
- 14 Event Restaurant Rossi 🍷🍷
- 15 Restaurant Varasto 🍷🍷 Meripaivaklubit 🍷
- 16 Wine & Cocktailbar KÖLL 🍷🍷
- 17 Sandro 🍷
- 18 Karaoke Bar Fregatti 🍷
- 19 Restaurant Laakonki 🍷🍷
- 20 Rommi Rudolf 🍷
- 21 Kotka Stage patio 🍷
- 22 Hyöky/Lightship Kotka/KTP 🍷🍷
- 23 KW Coffee ☕



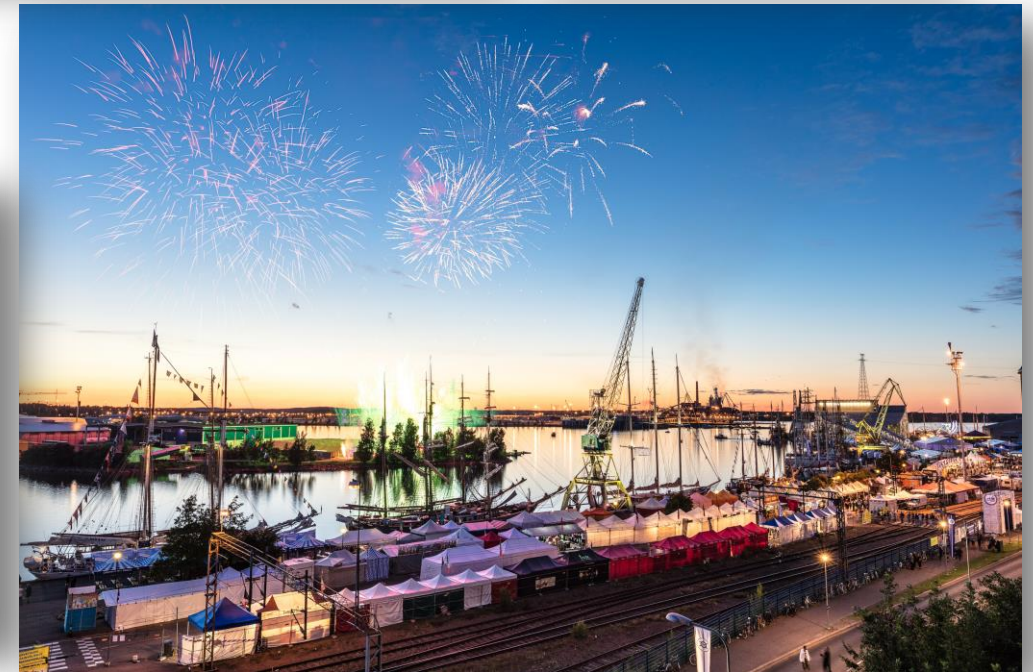
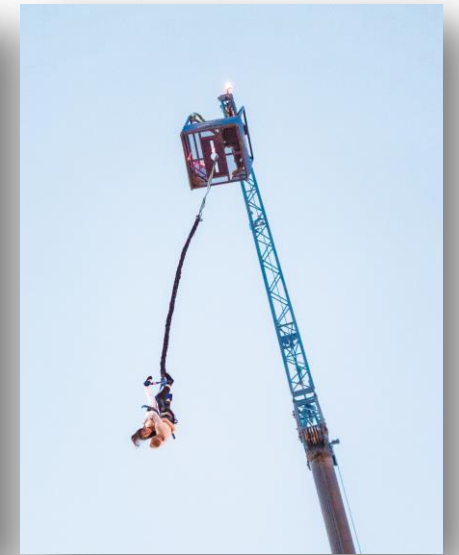
Key side



Quality & enjoyment

Our event was seen, heard and felt

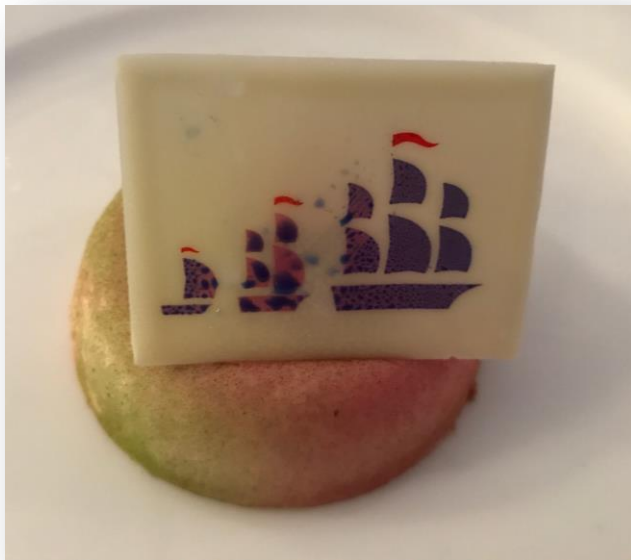






We promised

- 25 trainees
- 12 deck events
- About 100 ships / 10 class A



We delivered

- 47 trainees
- 30 deck events
- About 80 ships / 16 class A



Impact and Economy

Goals

- 300 000 visitors
- Economical impact 10 M €
- Estimated budget 1.2M €

Results

- 355 000 visitors
- 2 hosts, 6 main sponsors, 4 media sponsors, 13 other national sponsors and 16 local sponsors
 - Sponsoring and event marketing association awarded the Tall Ships Races Finland with the event of the year award last week
- Economical impact 15-20 M €
- Final budget approx. 1.4M €

- Increased expenses as a result of additional need for safety, technical services and marketing
- Large festival area was challenging
- Budget was planned in 2015 and some expenses were not known at that time



Circular Economy

- **Kotka Mills** – all disposable cups and plates from our festival restaurants, deck events, crew party and back stage areas were recycled and used again in the local paper mill right next to the festival site – reborn as egg cartons
- **The Finnish Innovation Fund Sitra** – Bicycles for visitors who arrived in Kotka using public transportation
- **Neste** - Renewable Diesel for busses, ships and festival electricity (generators)
- **Lassila & Tikanoja waste management co** – Collected and recycled anything possible... trash, water from showers, grease, urine...
- **Arazzo** – re-use of fence banners as bags and clothes etc



Because we care!





Thank you for your visit...please come back soon



