

THE TALL SHIPS RACES

4.-7. juli 2013



Ta' på opdagelse
På havnen i Aarhus
tsraarhus.dk

**GRATIS
ADGANG**

Main Port Sponsor:

AARHUS HAVN
PORT OF AARHUS

Lighthouse*
A LANDMARK TO LIVE IN

 **ARRIVA**


spar nord

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HOST PORT FEEDBACK – AARHUS 2013





Agenda

- General facts about TSR13 Aarhus
- Best moments
- Happy crews
- Beneficial partnerships
- What would Aarhus do differently next time





FACTS

- 104 vessels – 3.000 crew members
- 500.000 visitors - 94% guest satisfaction
- 84% came because of the vessels
- 600 volunteers
- 159 trainees
- Media coverage advertising value equivalent DKK 10,904,538
- Budget of DKK 12 mio. (1,6 mio. Euros)





HAPPY CREWS AND CAPTAINS





FORENINGEN TIL SØFARTENS FREMME
Promotor: Hverdes Målestøt Ordrungen



aarhusvand

ARKITEKTSKOLEN AARHUS



Studenterhus ÅRHUS



VisitAarhus



hummel ATEA



KATTEGATCENTRET GRENAÅ
- at hav af oplevelser



Den Gamle By



BESÆTTELSESMUSEET
i Århus 1940-45



STENO MUSEET
Danmarks Videnskabshistoriske Museum



aarhus musikskole

AARHUS JAZZ ORCHESTRA

SPOTFESTIVAL



LanterneModerne.dk
Helie Bull Søring



AARHUS BILLED- OG MEDJESKOLE

High:five
300 til unge på kanten



LINDBERG



DALUIISO A/S

Finnlines
a Grimaldi Group company

EPINION



RETHINK

2017 AARHUS EUROPEISK KULTURHØVEDSTAD
WWW.RETHINK2017.DK



AAMS

Aarhus Maskinmesterskole
Aarhus School of Marine and Technical Engineering



Vilhelmsborg Festspil

NATURHISTORISK MUSEUM AARHUS



Salling



friheden
WWW.FRIHEDEN.DK

ÅRHUSPRODUKTIONSSKOLE



ARoS

CIRKUS TVÆRS

KVINDEMUSEET

NETDESIGN

TDC















What would Aarhus do differently next time:

- Free event vs. tickets – how to sell more tickets
- More focus on selling half-day sailing
- More pop-up – more vessels – no large stage?
- Better atmosphere around the bars to increase sales
- Bring the event even closer to the city
- Flow of persons vs. architectural set-up







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