

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

VIP Port Sponsors:

 **Falck**

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FORMUE PLEJE

 **ProShop Europe**

Media Port Sponsor:

Stiftstidende
Århus



Effective host port management



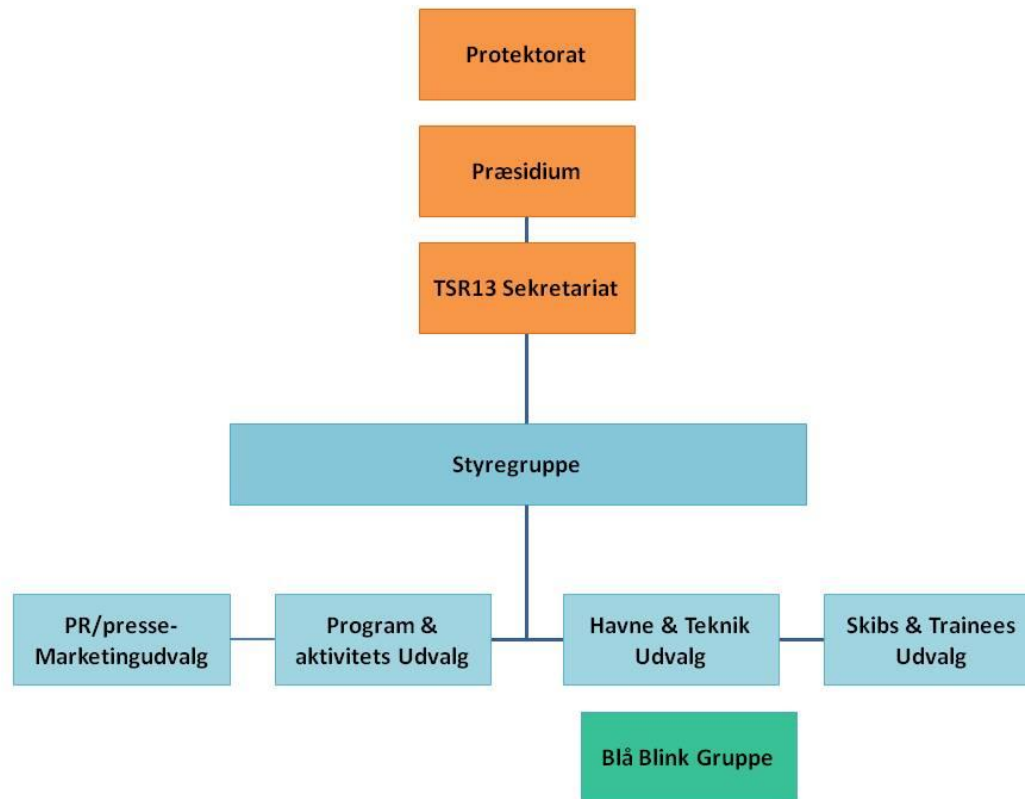


- Our ambitions with Tall Ships Races 2013
 - To attract 500.000 guests
 - To make a regional event with national interest
 - To make an event for all
 - To use the event as a platform for branding other strenghts in Aarhus
 - To keep it as a free experience free of charge
 - Last but not least - To keep the vessels in focus



Challenges

- New area of the port to be used
- Only few with experience from 2007
- Memory with sponsors and other partners short
- Holiday





- **Organization – what worked**
- Strong ties to the Mayor – power to decide
- Strong competences and power to implement in TSR-Aarhus organization
- Moving together 6 weeks before event
- Competent technical crew before-under-after
- Good planning and good cooperation with relevant partners/authorities



Organize so you can use your local strengths
and possibilities for cooperation

For instance pre-events.....







Organize so you can use your local strengths
and possibilities for cooperation

During the event











**Sail Training
International**



 **ARRIVA**

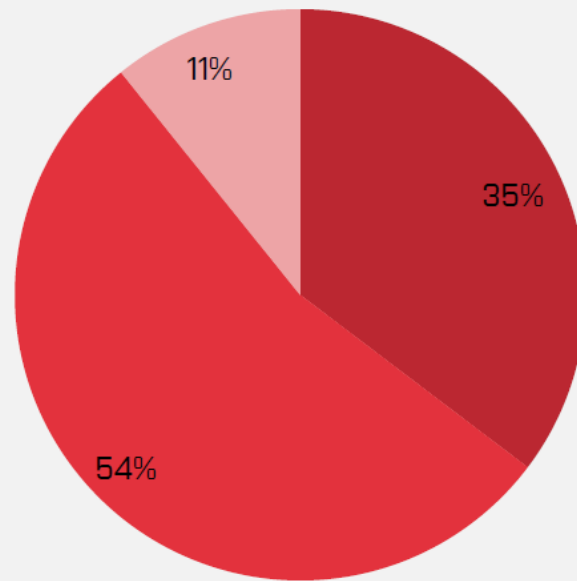
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55 06 101 1028A
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Gæsternes bopæl



■ Gæster fra det øvrige Danmark

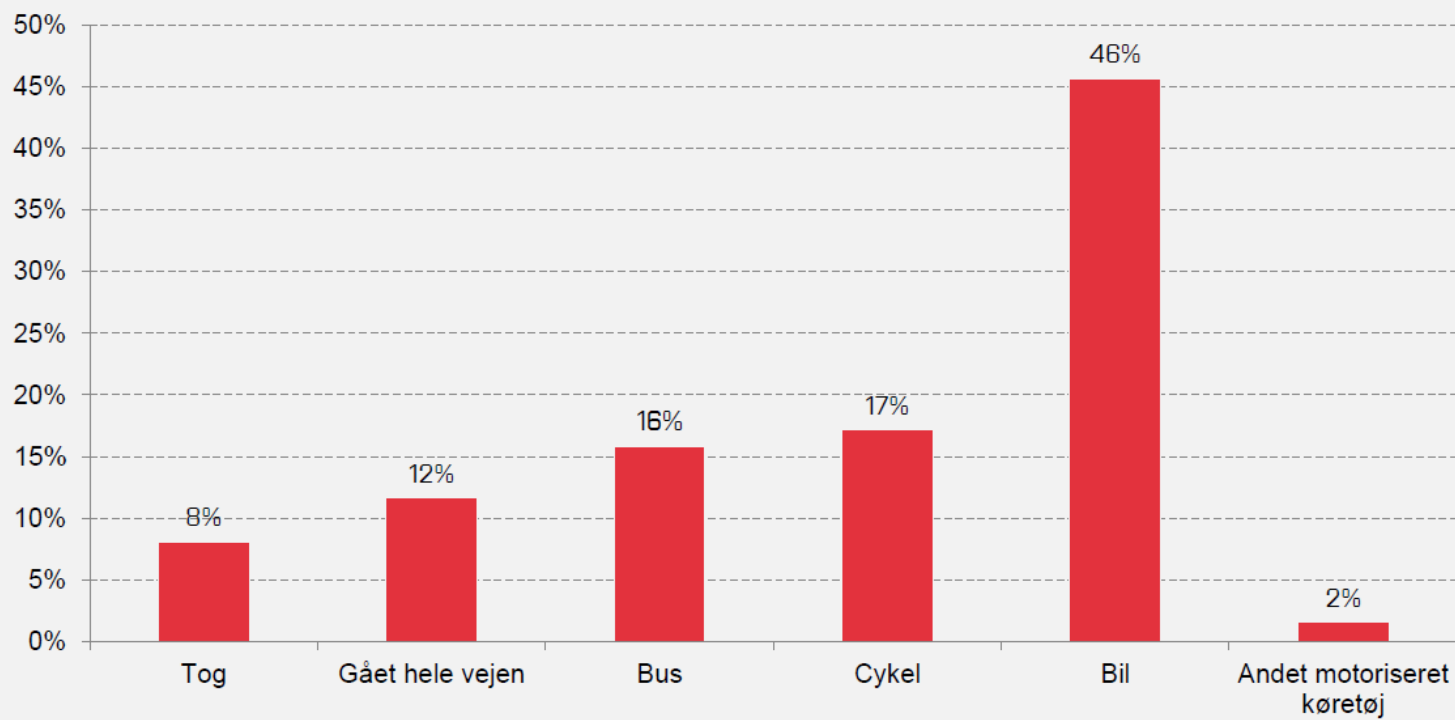
■ Gæster fra Aarhus Kommune

■ Gæster fra udlandet

n=1.093



Hvilket transportmiddel har du benyttet for at komme til Tall Ships Races?

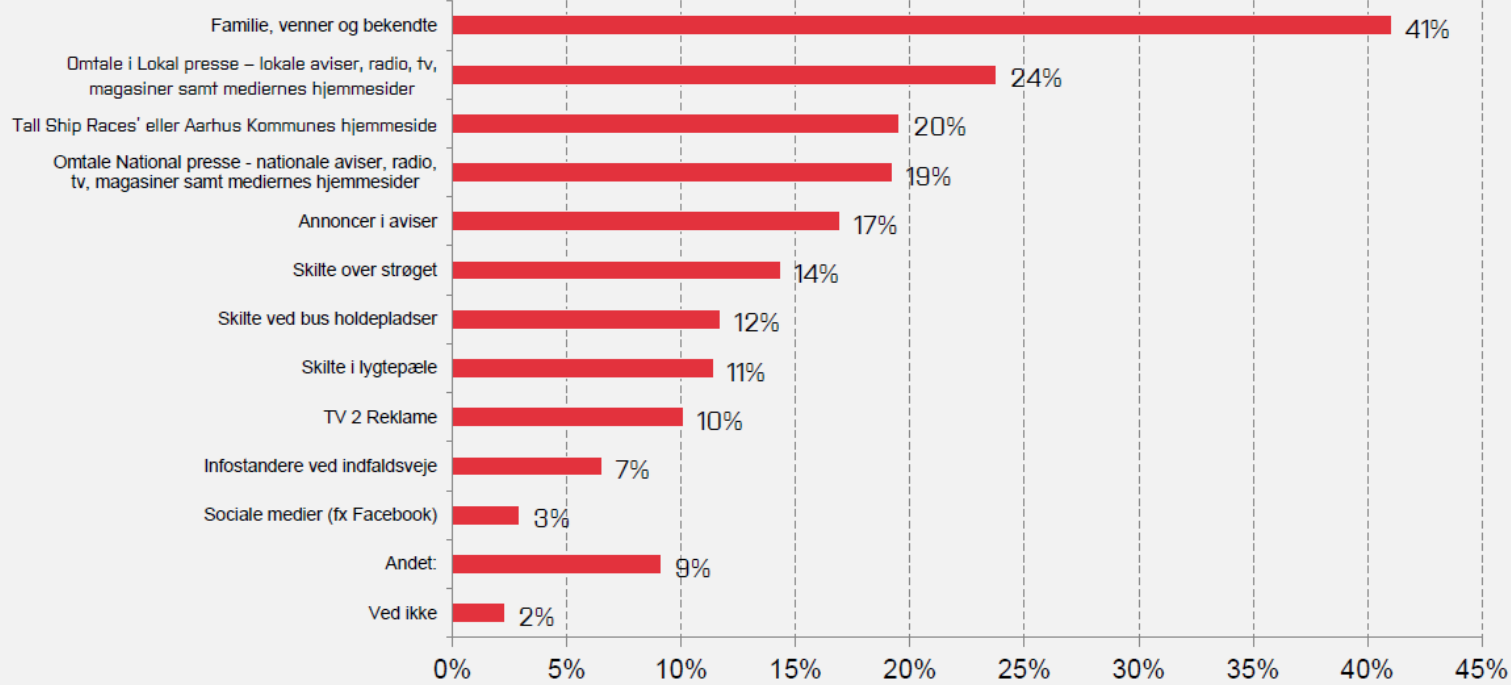


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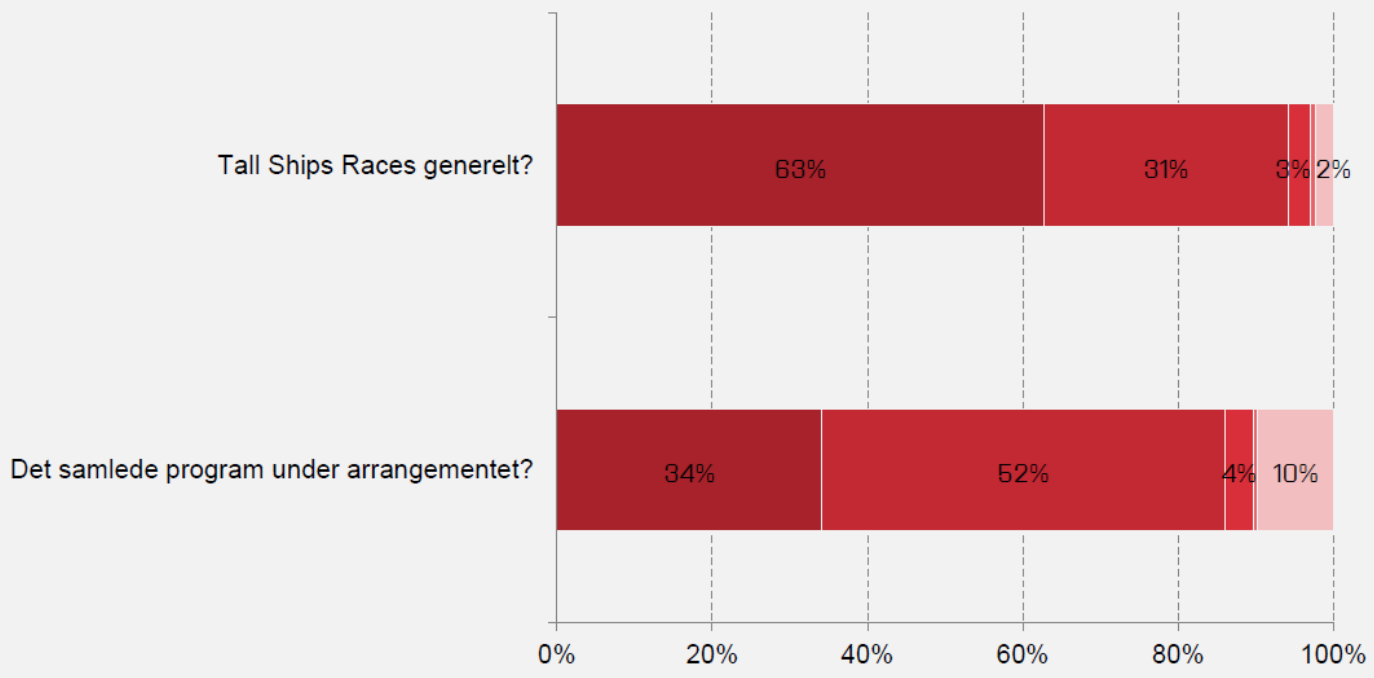
Hvor har du fået din information om Tall Ships Races fra, inden dit besøg?



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Hvor tilfreds eller utilfreds er du med...

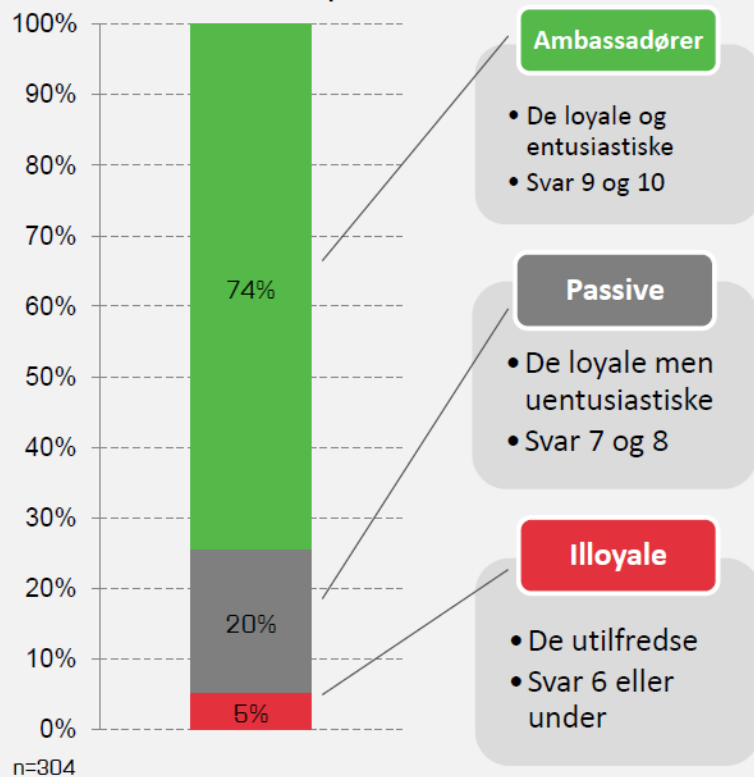


■ Meget tilfreds ■ Tilfreds ■ Hverken/ eller ■ Utilfreds ■ Meget utilfreds ■ Ved ikke

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Vil du anbefale Tall Ships Races (0 til 10)?



Hvad er NPS?

Gæsterne er blevet stillet spørgsmålet: "Hvor sandsynligt er det, at du vil anbefale begivenheden til familie eller venner, hvis du blev spurgt?". De har svaret på en skala mellem 0 og 10, hvor 0 betyder "Slet ikke sandsynligt" og 10 betyder "Meget sandsynligt". Gæsterne opdeles herefter i ambassadører, passive og illoyale, som bekskrevet til venstre.

Den såkaldte Net Promotor Score (NPS) udregnes så som forskellen mellem andelen af ambassadører og andelen af illoyale.

The Tall Ships Races 2013 opnår en NPS på 69, hvilket er meget højt og vidner om en stor loyalitet og anbefalingsvillighed blandt gæsterne.

$$\text{NPS: } 74 \div 5 = 69$$



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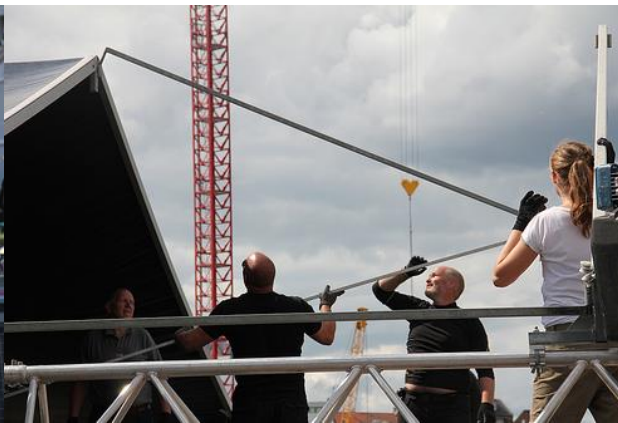
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The Volunteers

- Volunteers, 300 persons
- Club Volunteers (payment), 150 persons
- Schools & Institutions (payment), 100 persons





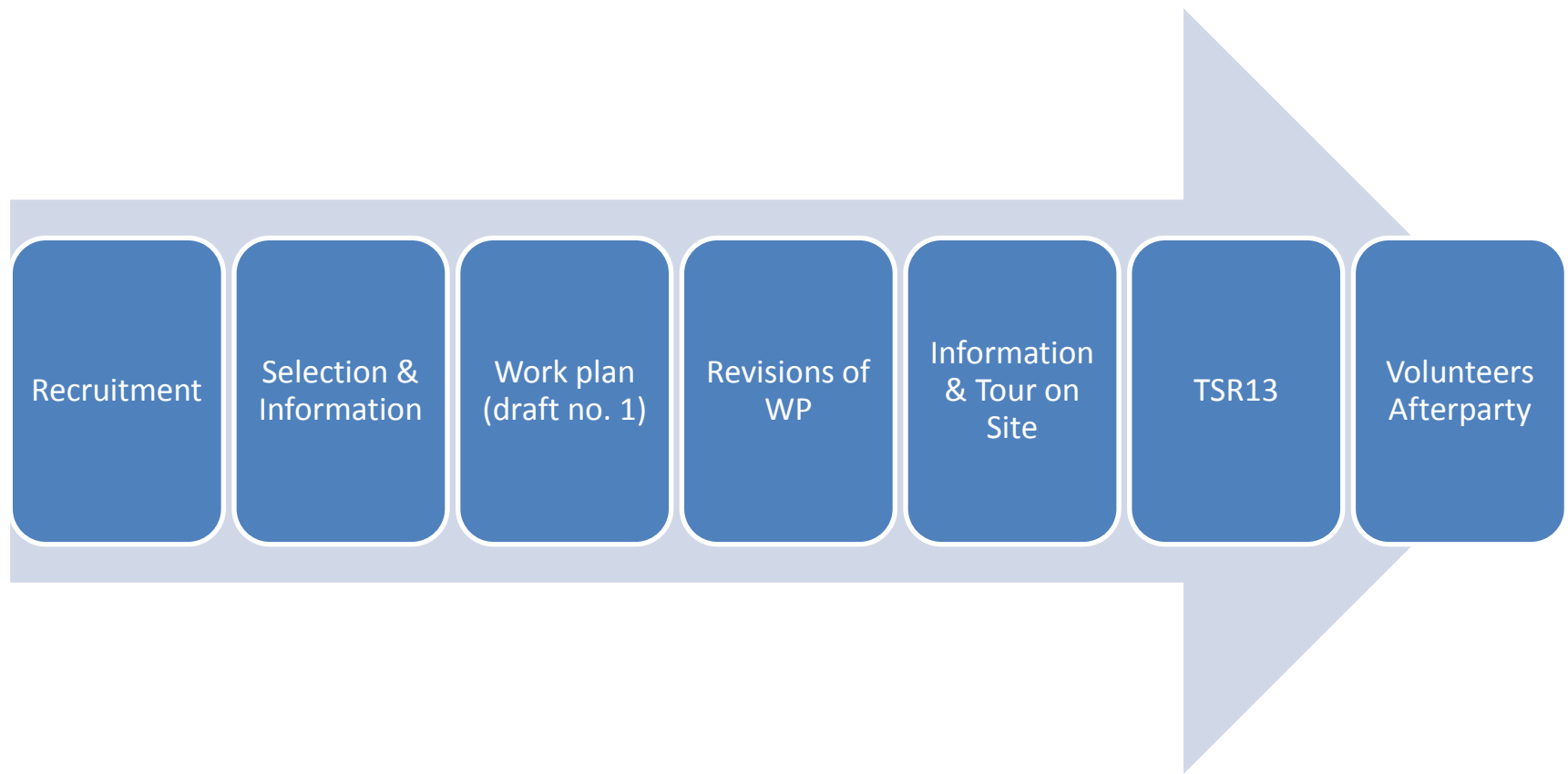
Host Port Volunteers – 3 groups

- Laisson Officers
- Catering
- Event Team Volunteers





Recruitment – Retention - Recognition





- Basic: t-shirt, food
- Afterparty
- LO's: Special training day (new skills)
- But why?
'To be part of...'; 'fun!'; 'new skills'; social reasons.



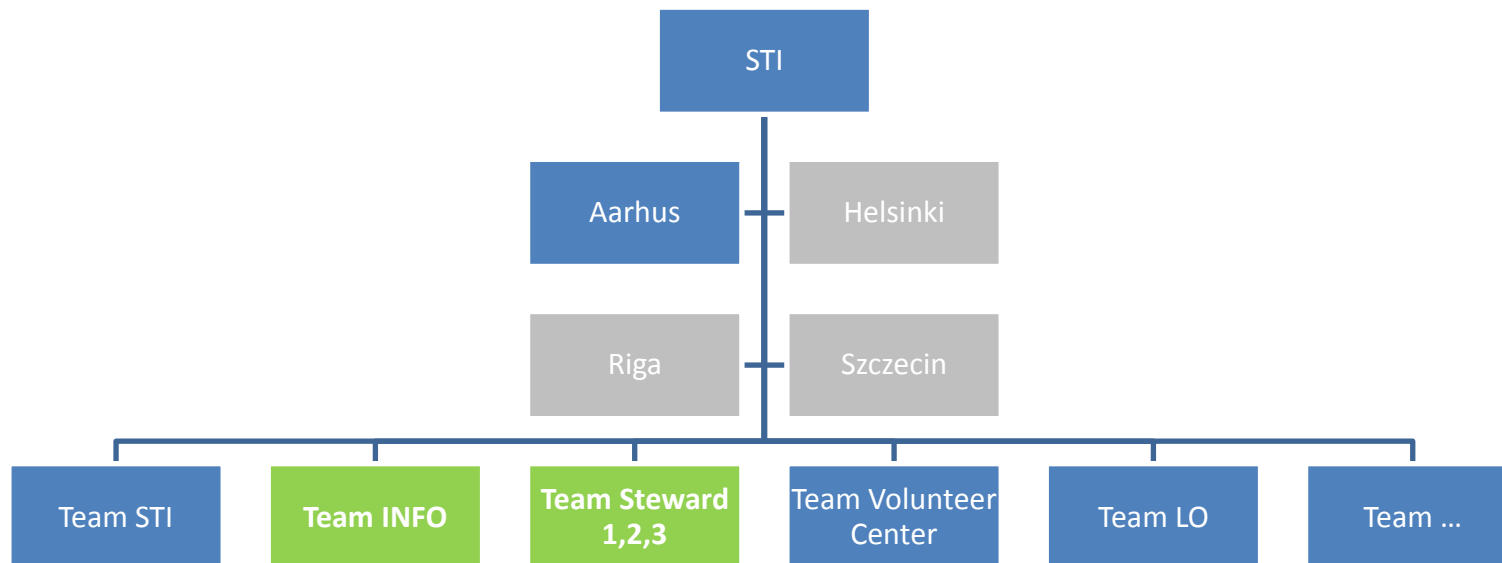


LO First Aid & Fire Fighting





Team work



No volunteers zones!





The Volunteers – What did they do?

- Positions

Stewards, Hospitality, Administration, Crew Center, Backstage, Activity Crew, Information desk, ..., ...,
General Volunteers

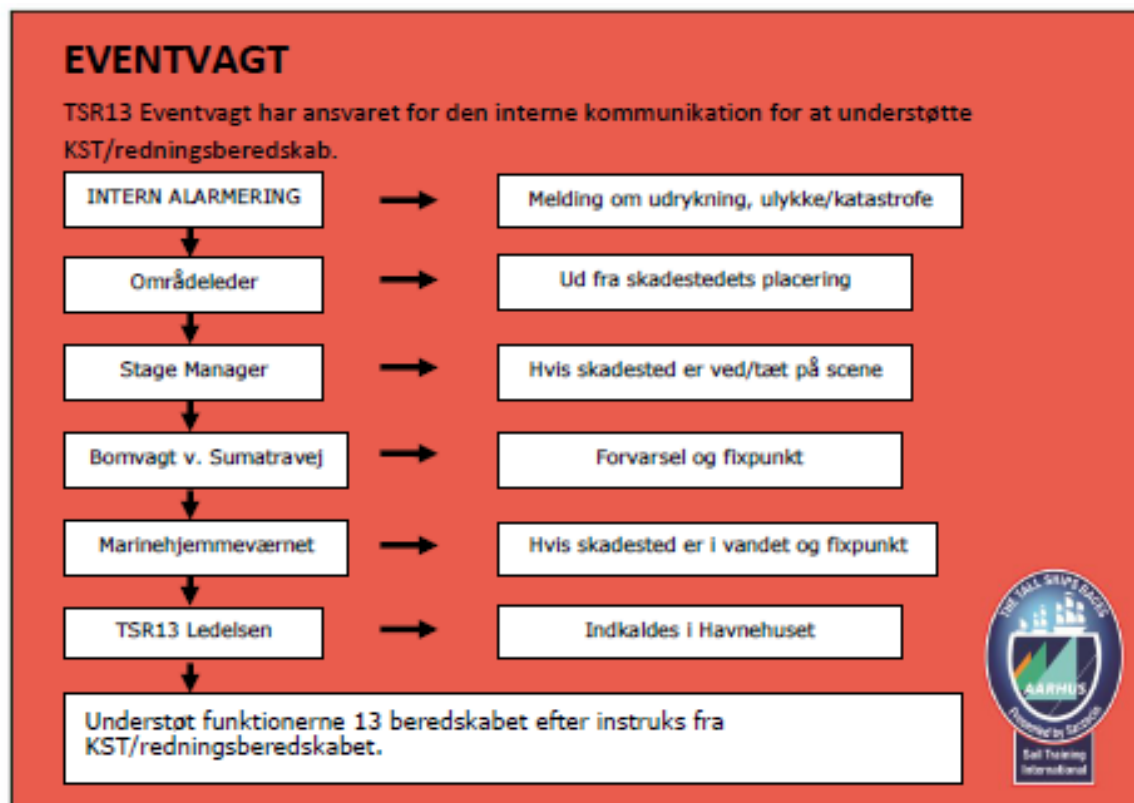
- Role

Event Guides, Service & Security





Position specific action cards, ex.





How did it go?

- 86% would – for sure - join the team again!
- But...
- Too many LO's
- More volunteers for food/beverage
- 10% no-show

