



PARTNERING FOR FUTURE - WHY DO IT AGAIN?

GDYNIA - POLAND

Joanna Leman



GENERAL FACTS

- ⚓ **PORT CITY ON THE BALTIC SEA**
- ⚓ **POPULATION OF NEARLY 250,000 PEOPLE**
- ⚓ **CITY OF MARITIME TRADITIONS**
- ⚓ **SAILING HUB**
- ⚓ **POLISH NAVY HEADQUARTERS**
- ⚓ **ACADEMIC CENTRE
(MARITIME AND NAVAL ACADEMIES)**
- ⚓ **HOME PORT OF FOUR CLASS A TALL SHIPS**
- ⚓ **TRADE METROPOLIS**
- ⚓ **POLISH CAPITAL OF FILM**


GDYNIA





HISTORY OF HOSTING TALL SHIPS RACES

4 TIMES GDYNIA PLAYED HOST TO:

- **THE CUTTY SARK TALL SHIPS' RACES 1974**
- **THE CUTTY SARK TALL SHIPS' RACES 1992**
- **THE CUTTY SARK TALL SHIPS' RACES 2003**
- **THE TALL SHIPS' RACES 2009**

AND NEXT YEAR GDYNIA WILL ONCE AGAIN
WELCOME THE FLEET DURING:

- **THE CULTURE 2011 TALL SHIPS REGATTA**



CUTTY SARK TALL SHIPS' RACES 1974

- ⚓ **challenging times**
- ⚓ **integrating magic of tall ships**
- ⚓ **sailing does not know any limits
(including those of political nature)**
- ⚓ **great success**





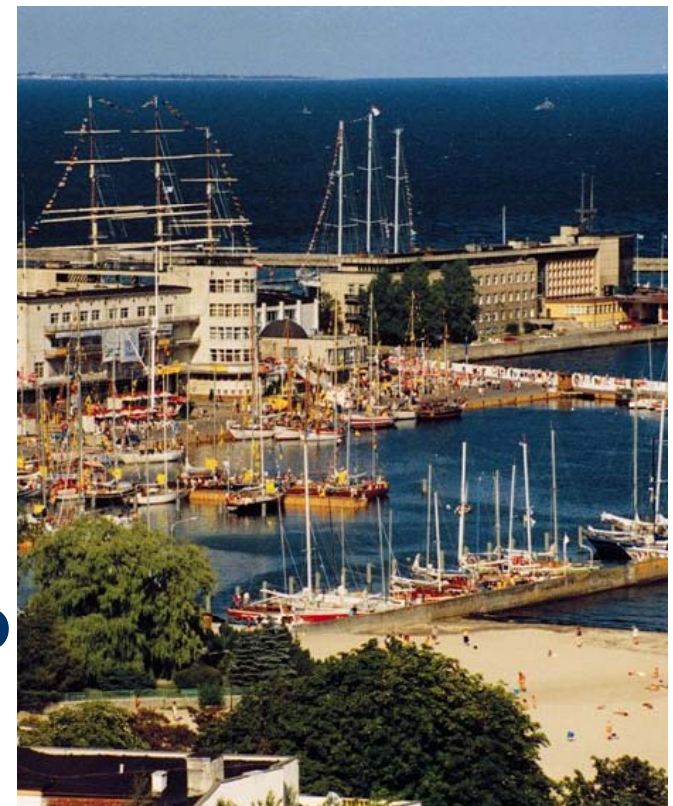
CUTTY SARK TALL SHIPS' RACES 1974





CUTTY SARK TALL SHIPS' RACES 1992

- ▶ **new political reality**
- ▶ **festival of freedom**
- ▶ **magic of tall ships
attracting thousands
of visitors**
- ▶ **international friendship**
- ▶ **great success**





CUTTY SARK TALL SHIPS' RACES 1992





CUTTY SARK TALL SHIPS' RACES 2003

- 🚢 **symbolic time
(eve of Poland's
accession to the
European Union)**
- 🚢 **87 vessels
(12 Class A)**
- 🚢 **extensive
media coverage**
- 🚢 **1.2 million visitors**
- 🚢 **great success**





CUTTY SARK TALL SHIPS' RACES 2003





TALL SHIPS' RACES 2009

- ⚓ symbolic time
(eve of Poland's accession to the European Union)
- ⚓ 101 vessels
(21 Class A)
- ⚓ extensive media coverage
- ⚓ 2.5 million visitors
- ⚓ great success





REASONS – CITY'S PERSPECTIVE

- national and international promotion of your city
- extensive media coverage of your city
- positive impact on local economy
- positive relations with sponsors





REASONS – CITIZENS' PERSPECTIVE

- 🚢 **identity building**
- 🚢 **sense of pride**
- 🚢 **contribution to success of the event
(LO volunteers)**
- 🚢 **millions of visitors**
- 🚢 **positive impact on local economy
(business people)**





REASONS – CITIZENS' PERSPECTIVE

- interesting entertainment offer
- a lot of fun
- interest in sail training





REASONS – SAIL TRAINING INTERNATIONAL

- ✦ stimulation of interest in tall ships and sail training (local community, media people)
- ✦ promotion of home tall ships and maritime academies
- ✦ better understanding of the ethos of races





DEMAND FOR RACES COMES FROM ...

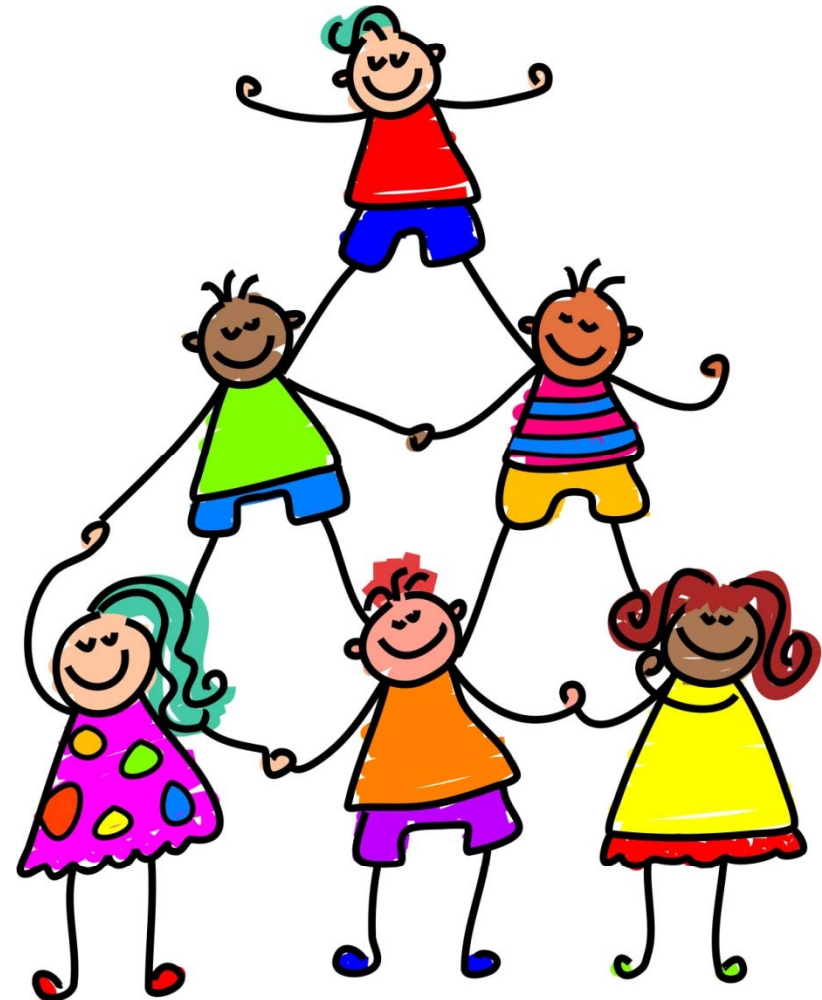
- 🚢 **politicians**
- 🚢 **businesses
(potential
sponsors)**
- 🚢 **enthusiasts
of sailing**
- 🚢 **local
people**
- 🚢 **media**





PAST EXPERIENCE

- ▶ repeat the same organisational model (if it worked well)
- ▶ rely on the same people
- ▶ learn from the past experience
- ▶ improve the things that were not perfect last time
- ▶ and get inspired!





WHAT ABOUT DOING IT AGAIN?

