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Cruise in Company Coordinator

The Tall Ships Races 2018

Cruise in Company

An opportunity to add value

What



- Cruise In Company opportunities is often not used to its full potential
- My claim and my driver is to show that a well organised Cruise in Company can deliver added value to:
 - Ships
 - Trainees
 - Official host ports
 - Engage a larger number of CiC ports
- However, we have to be aware of certain aspects and act accordingly

Why



- Cruise in Company is an add on activity to one leg of a Tall Ships Race event.
- I assume that few ports bidding for host status are adding a lot of effort into what a Cruise in Company leg could do to increase its attractiveness.
- It will normally require an effort outside the plans and budgets of an official host port to make something more out a CiC leg.

How



- By using CiC to attract more ships to the next port
- By using CiC ports to add trainees
- By offering participating ships more income opportunities
- By giving more people an opportunity to meet parts of the fleet, in new ports
- By offering a wider group to get a taste of what The Tall Ships Races are about.

Can this work ?



- My claim is yes
- Based on a single locations track record
- And what we now see as part of our 2018 preparations

The Sirevåg 2014 experience



Backdrop

- CiC between Aalesund and Kristiansand in Norway
- My track record as active in various roles around Tall Ships Races since 1997
- A municipality with a small port en route, with a Mayor wishing to boost the port and its community
- A motivated and eager local community with systematic support from the municipality and its administration

Fundamentals



- It is the local community/municipality that is responsible
- The CiC coordinator is to act as advisor only
- Agree on your local Unique Selling Points (USP's)
 - Willingness to provide trainees
 - Facilitate for deck events
 - Day sailing to or from the CiC port
 - What can we do for trainees onboard when visiting
- Open dialogue with suitable vessels, about what their triggers for visiting could be:
 - Trainees?
 - Deck events?
 - Day sailing to e.g. the next port or from a pick up point ahead of the the CiC port?
- Enter into a written agreement tying both parts to the mast

The Sirevåg case



- Challenged in roughly 8 months ahead of the event
- Kick off January
- Political back up – committee formed as a joint project between the local community and the municipality
- Suitable vessels approached and offered income opportunities
- Terms agreed and agreement of appearance / income agreed
- Committees working on the in-port program
- No appearance fees



Sirevåg facts

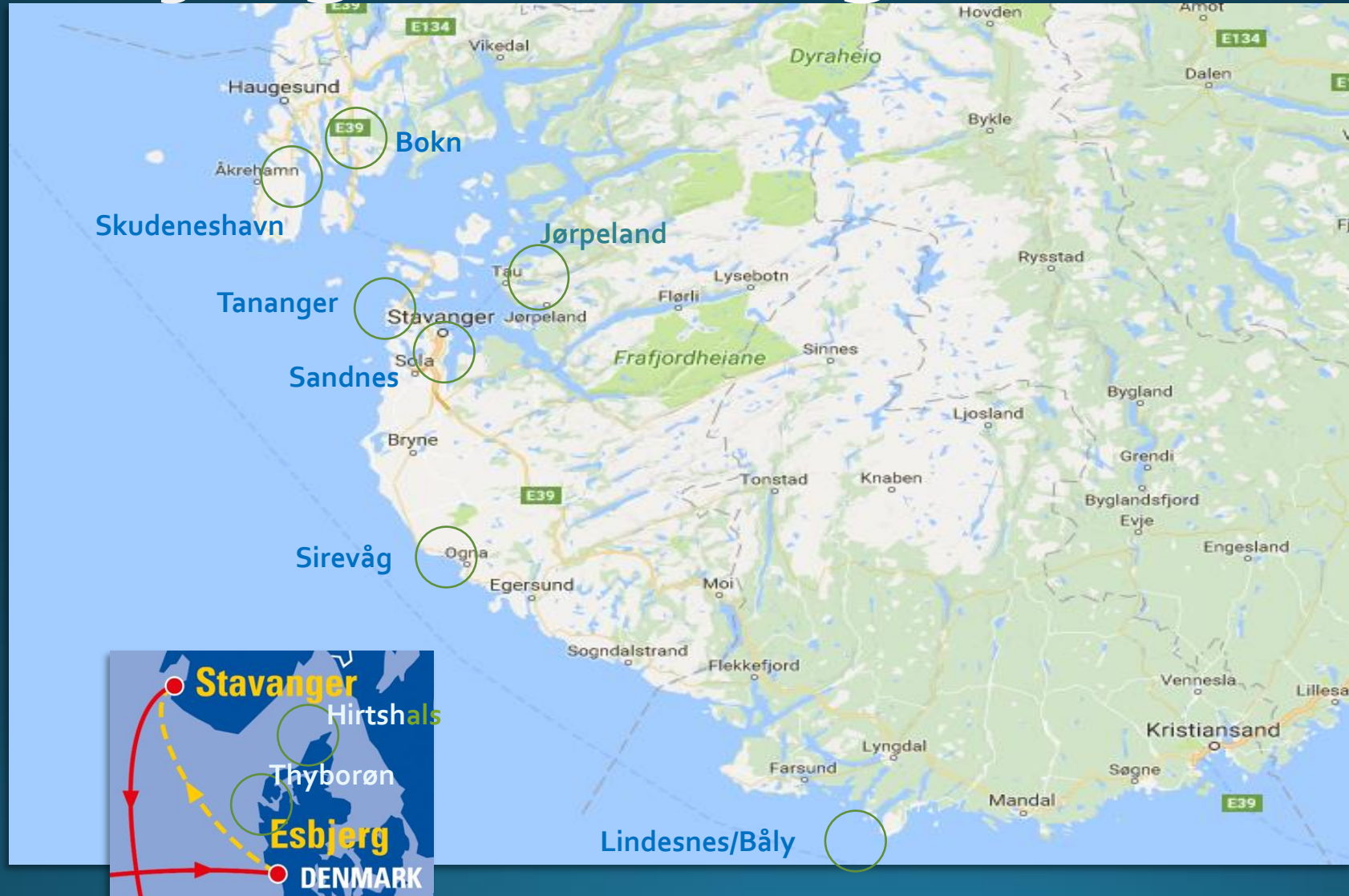
- Approximately 60 km south of Stavanger (1 hrs drive)
- Trainstop
- 500 inhabitants
- Port facility but partly idle, the hey days as fishery port are gone
- A place that most people not stop by, nice but not known for much really



What did they achieve

- About 10 000 visitors
- Visited by 4 vessels that all got income opportunities in line with their wishes:
 - Sørlandet - 15 trainees
 - Gulden Leeuw – Deck event
 - Morgensteer – Day sailing prior to the visit (pick up en route)
 - Shtandart – Event and day sailing whilst in port
 - All trainees taken to off site party, the evening of the in port event
- A new era started it is now: Before and after the Tall Ships visited in 2014

CiC Esbjerg ->Stavanger 2018



*Bekreftede havner per 1. november 2017

CiC 2018



- Joint CiC working group with the CiC ports
- Sharing experiences as well as competing
- Joint marketing
- Connecting with the Danish CiC ports: Tyborøn and Hirtshals

The ports and their offerings

- Lindesnes
 - USP's: Southern point of Norway, deck events, trainees
- Sirevåg
 - USP's: Trainees, deck events, day sailing, on shore event for trainees
- Tananger
 - USP's: Trainees, deck events, day sailing to Stavanger
- Bokn
 - USP's: Trainees, deck events, on shore event and hike for trainees, day sailing to Stavanger
- Jørpeland
 - USP's Trainees, deck event, hike to the Pulpit Rock for trainees, day sailing to Stavanger
- Sandnes
 - USP's: Trainees, deck events, day sailing to Stavanger
- Skudenseshavn:
 - USP's: Trainees?, deck events, port side festival and concerts, the old sailships town, day sailing to Stavanger

The Pulpit Rock /Jørpeland



Southern point of Norway /Båli



The sailships village /Skudenes



The old fishing port /Tananger



To take home and consider

- More emphasis on the Cruise in Company opportunities may give:
 - Income potential for the vessels
 - More trainees
 - Engage more communities and citizens
 - More vessels for the host ports before and after a CiC

Welcome to Norway and Stavanger in July 2018



Please feel free to get in touch
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