





## Tall Ships Races Waterford 2011



## Positives/Benefits

 Half a million people came to the Tall Ships in Waterford, filling all accommodation within a 50 mile radius.





- Positive Coverage in National Press and on Radio and T.V.
  - 2 Hours of Prime time National T.V.
  - Photos and Coverage in all National Broadsheets + Tabloids
  - Publicity to the value of €7,596,000



 Tall Ships showed the beauty of the Waterford and Suir Estuary to the media and thousands of visitors.





 Community bought into the Tall Ships Waterford.

700 volunteers, huge attendance. Great Pride in the event.





 Gave Waterford a new Source of Confidence and Pride in that the City could host a World Class Festival.





 Tall Ships Waterford delivered an estimated economic windfall of €25.6 million to the area





 It introduced over two hundred young people to the benefits of Sail Training.





## Areas Where Waterford Could Improve

 Improve on Communication with Major Sponsors on ongoing opportunities



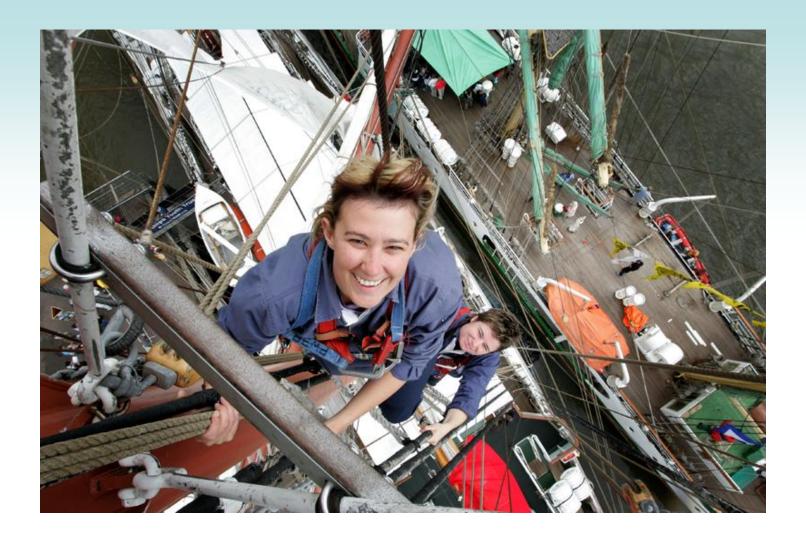


 Charge a small fee into the headline concerts.



 The Cultural Regatta negatively impacted on the number of Ships in Waterford and Greenock.





## **Thank You**





