



INTERNATIONAL SAIL TRAINING AND TALL SHIPS CONFERENCE  
2018

**SESSION 5B**

DECK RENTALS – FRESH IDEAS FOR MAKING  
IT WORK



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TALL  
SHIPS  
RACES  
2018**



**'NEW HORIZONS'**

**WELCOME**

**Femke van Straten HARLINGEN  
SAIL**

**FOUNDATION TSRH 2018**

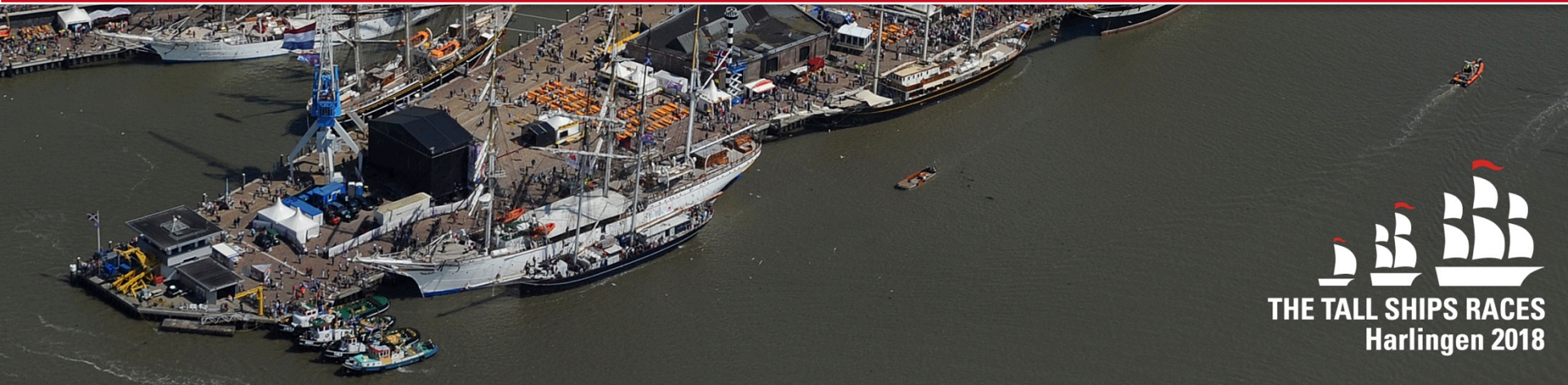


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# DECK RENTALS

Fresh ideas to make it work



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# AGENDA

- Why was hospitality a challenge
- Facts & Figures TSRH2018
- Opportunities
- Individual bookings
- Fresh ideas
- Questions



# Corporate Hospitality TSRH2018

Selling deck parties was challenging because:

- Time of year - Holidays
- Expenses, big differences between ships
- Competing venues on shore



# Facts & Figures TSR2018

## Harlingen

- 21 Deck Events
  - 6 Ships during the Sail In Parade
  - 11 Deck events, static and sailing trips
  - 4 Ships with sailing trips for individual bookers
- 1200 Tickets daytrips local fleet (individuals)



# Opportunities

- Time of year - focus on individual bookings instead of companies
- Adapt prices deck rent to country
- Invest in a social media campaign
- Use online booking platform
- Using local fleet as hotel vessels



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# Individual Bookings



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# Individual Bookings

TSRH2018 - 1200 tickets in total

- 3 Different types of ships: Tall Ships, local sailing fleet and motor vessels - different prices
- Sail In most popular - 350 tickets
- Lunch and afternoon trips almost sold out
- Evening did not sell as well
- Sail Out on Monday also successful



# Individual Bookings

Sales supported by online booking system:

- Buy and pay directly online - generates cash flow
- Customer receives an e-ticket directly after payment
- Sales up to day before
- Special promotions and discounts with newspaper and sponsor
- During the event check with scanners or manually with name lists
- Last tickets sold on the quay side



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# Fresh Ideas



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# Fresh Ideas - Companies

- Sell not just to one company but more smaller companies together - networking reception
- Breakfast sessions on board
- Special program Staff associations
- Exclusive guided tours with or without catering
- Find partners with which the above can be realised (business clubs, bus company,

# Fresh Ideas - Individual Bookers

- Exclusive guided tours with or without catering
- Shorter daytrips A & B class
- Cooperation with partners such as bus companies
- Board during open ship



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# Questions



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**SEE YOU IN 2022**

# THE TALL SHIPS RACES 2018

**THANK YOU**  
[INFO@HARLINGENSAIL.COM](mailto:INFO@HARLINGENSAIL.COM)

  
**THE TALL SHIPS RACES**  
**Harlingen 2018**  
organised by Sall Training International



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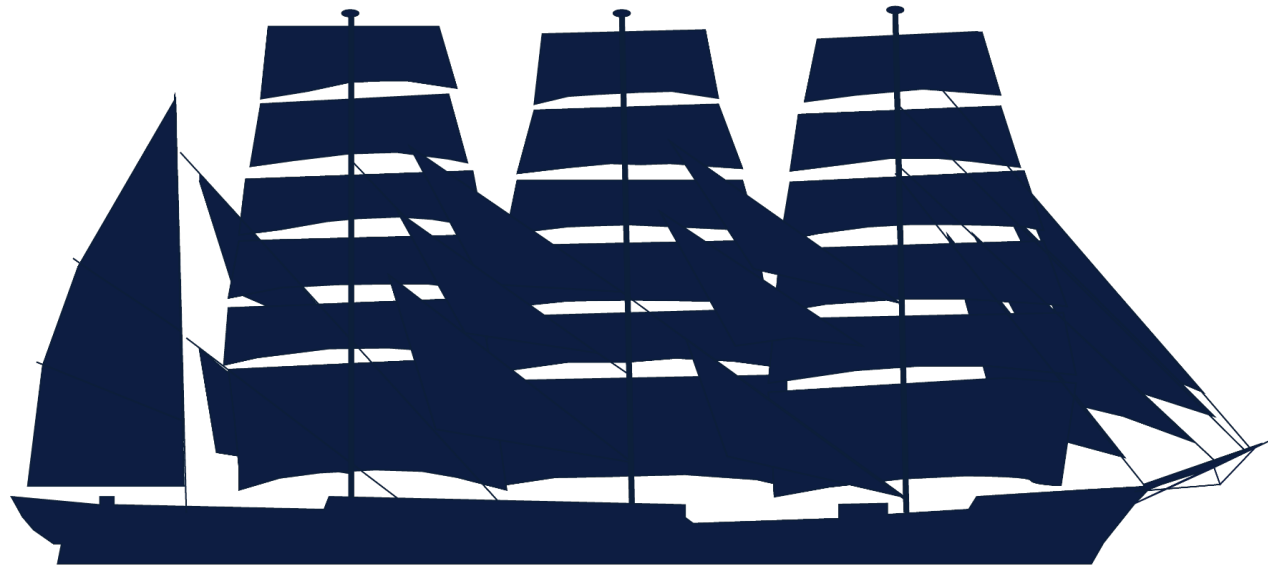
Marine



Koninklijke Marine









# The Tall Ships Races Sunderland 2018

## Commercial Opportunities

Ian Flannery

Project Officer



# SCOPE

- Situation
- Selecting a delivery partner
- Issues
- Opportunities
- Learning points



# THE TALL SHIPS RACES 2018

- Tue 10<sup>th</sup> - Sat 14<sup>th</sup> July
- First time host port
- Contracted for 40 deck activities
- High interest
- Pressure to exploit opportunities



# EVENT ZONES



## Plan

- Day sails from Manor & Stand quays
- Deck events in Red zone



WEAR ON BOARD

# TENDER FOR PARTNER

- Pressure on City to recover some costs
- Initial deal collapsed
- 2<sup>nd</sup> and 3<sup>rd</sup> tender rounds
- Complexity of internal processes
- Agreed deal



WEAR ON BOARD

# ISSUES

- Situation changed continually
- Initial interest evaporated
- Main efforts diverged
- Marketing failures
  - Party host drop out
  - Failure to support partner



# OPPORTUNITIES

- Sub-contracting sales
- Media partners - event organisers
- Artistic performances
- In-event day sail demand



WEAR ON BOARD

THE TALL SHIPS RACES  
Sunderland 2018  
organised by Tall Ships Sunderland

Sunderland  
City Council



# LEARNING POINTS

- Don't be greedy
- Listen to your partner
- Trust your partner
- Simple contract - early
- Volunteers will/won't do
- Plan logistics
  - Catering/supplies
  - Personnel/clients' parking
- Have a clear disability policy



# SUMMARY

- 27 Day sails
- 9 other decks
- Lots of satisfied customers
- Few complaints
- Lots of opportunity missed



WEAR ON BOARD

# QUESTIONS



