



INTERNATIONAL SAIL TRAINING AND TALL SHIPS CONFERENCE  
2018

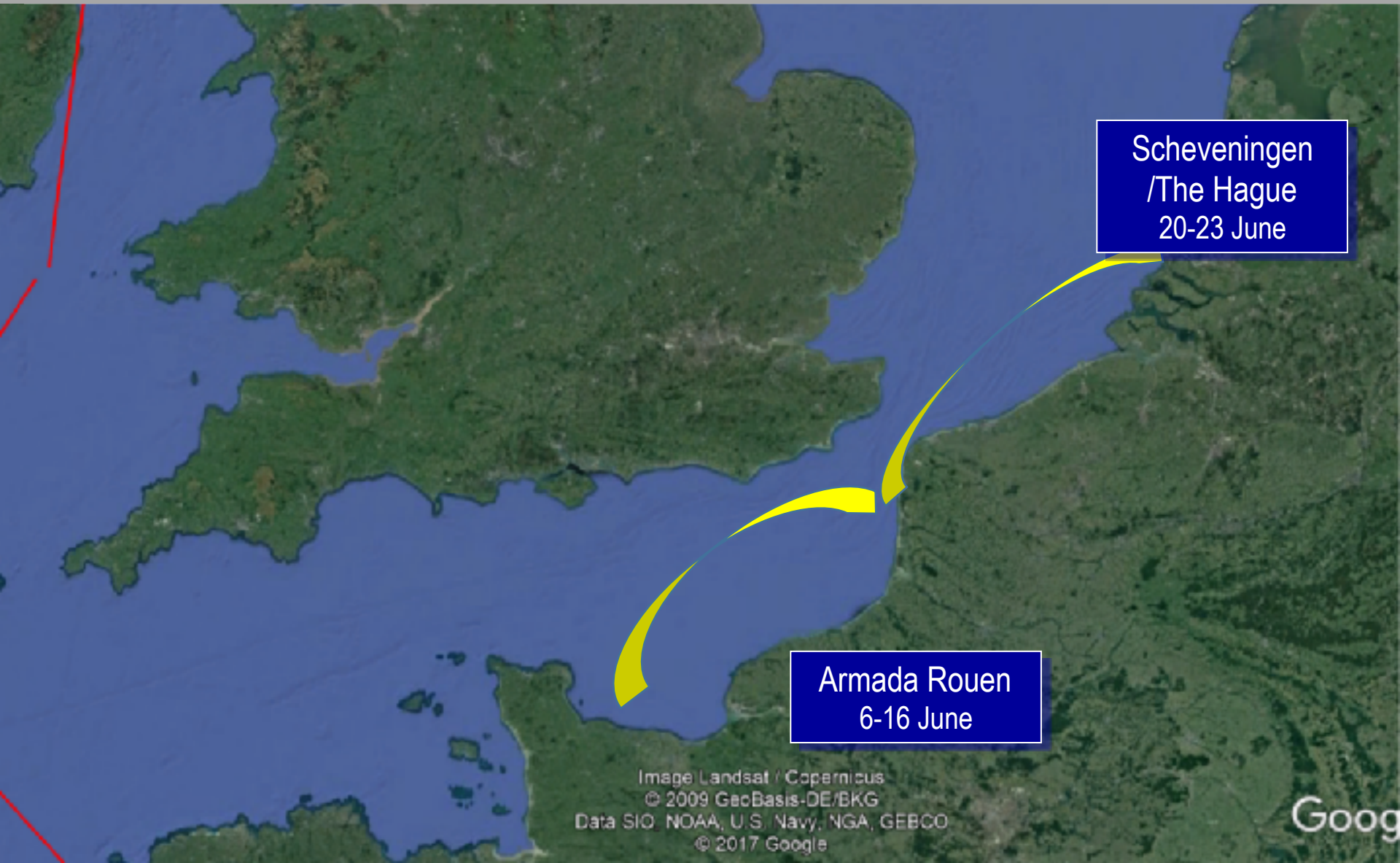
**SESSION 6B**

THE TALL SHIPS RACES AND REGATTAS  
2019 PREVIEW



# Liberty Tall Ships Regatta 2019

## *Race*



Scheveningen  
/The Hague  
20-23 June

Armada Rouen  
6-16 June

Image Landsat / Copernicus  
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Google

# The Tall Ships Races 2019

## *Feeder Race*



Aalborg  
3 – 6 July

Scheveningen  
/The Hague  
20-23 June



# Liberty Tall Ships Regatta 2019





# Sail Training International

## Liberty Tall Ship Regatta 2019 :

From all over the World to Rouen  
Then, from Rouen to La Hague  
(Scheveningen)

Rouen: 6 - 16 June

Start line: Baie de Seine on 17th at 10:00

Scheveningen: 20 - 23 June



# History of the Armada

- *The idea came as a result of a transatlantic race of multihulls between Rouen and New York, celebrating the 100<sup>th</sup> anniversary of the crossing of the Atlantic by the Statue of Liberty in 1886.*
- *The main founders are Patrick Herr and Jean Lecanuet.*
- *Thus it was decided to bring the world's largest sailing ships to Rouen for the bicentenary of the French Revolution in 1789.*
- *The 1989 event was so successful that it became a regular meeting.*



LIBERTY  
TALL SHIPS REGATTA 2019



# The Armada in Rouen at the bottom of the Cathedral from 30 years

- 1986 : La Course de la Liberté
- 1989 : Les Voiles de la Liberté
- 1994 : L'Armada de la Liberté
- 1999 : l'Armada du Siècle
- 2003 : l'Armada 2003
- 2008 : l'Armada 2008
- 2013 : l'Armada 2013



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# Arrival / Departure

## Arrival

- On 4<sup>th</sup> June at the earliest / 6<sup>th</sup> June at the latest for cat. A-B
- On 13<sup>th</sup> June at the earliest for cat. C-D

## Sailing Parade

- On 16<sup>th</sup> June
- From Rouen to down river
- Started at 8:30 for cat. C-D / Started at 9:30 for cat. A-B

## Departure of Liberty TSR

- On 17th June
- From Baie de Seine to The Hague



**L'ARMADA 2019**

10 days of extraordinary party!

**THE BIGGEST GATHERING OF VESSELS IN THE WORLD**

73<sup>th</sup> ANNIVERSARY OF THE D-DAY LANDINGS

**KEY FACTS & FIGURES**

- **50** vessels on the quays of the Seine in the heart of Rouen
- **20** represented countries
- **5000** sailors on the streets and at the quays of Rouen
- **7** millions of visitors

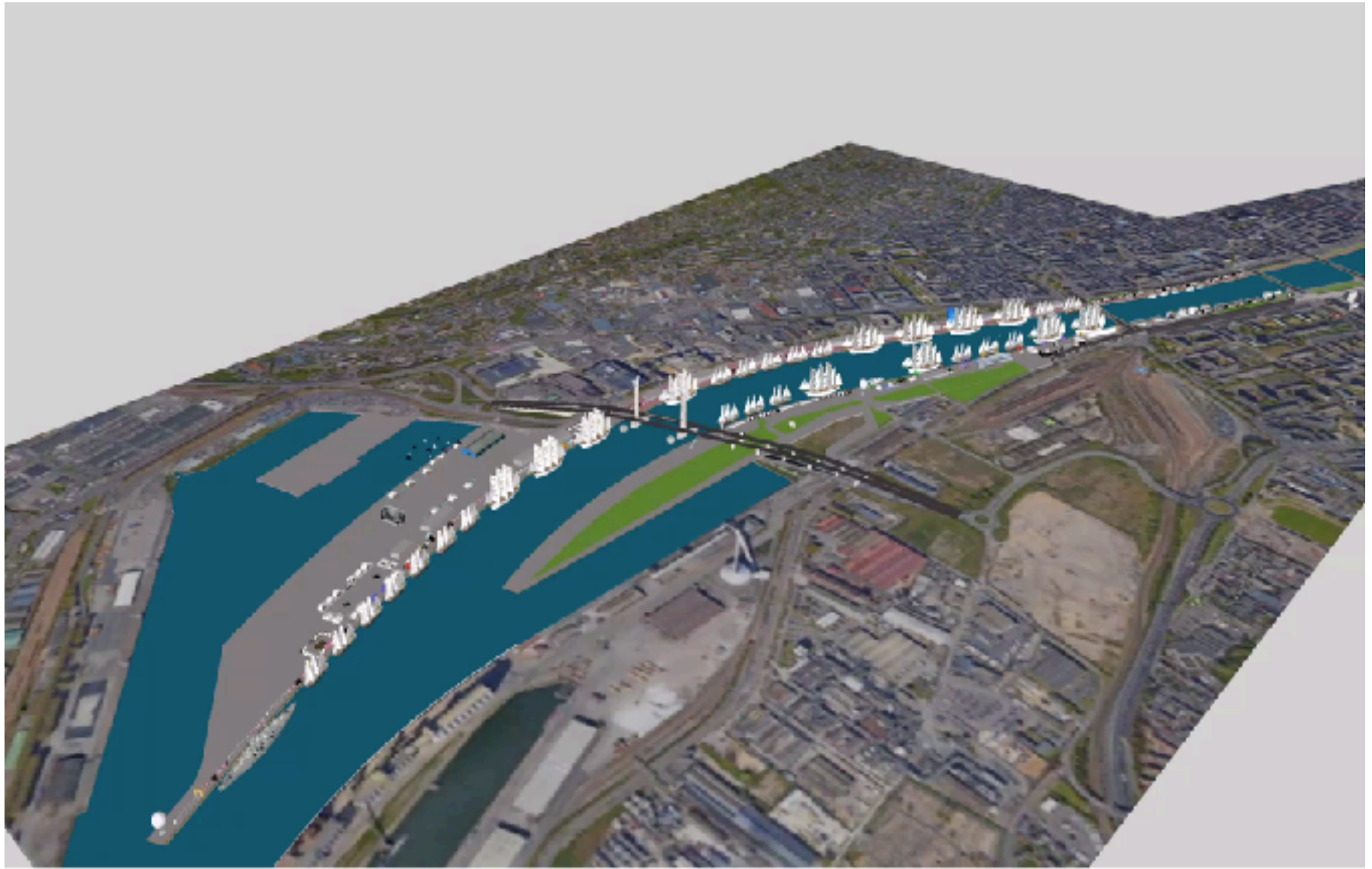


LIBERTY  
TALL SHIPS REGATTA 2019



# Berthing locations







# Provisional schedule





# More than 10 days of celebration

## Every days and nights :

- Animations on the docks
- Big live concerts organized by the Normandy Region every day
- Fireworks every evening
- Sports and cultural activities for the trainees every day



TALL SHIPS REGATTA 2019

June 5, 2019

## La Grande Pagaille

Crews try to cross the Seine without flowing aboard some crazy & original boats



Watch the launch of the 7<sup>th</sup> edition of the Armada with this crazy and emotional day



June 6, 2019

- **Ships arrival**

of the main part of the fleet  
berthing up to the Flaubert  
bridge

(40 tall ships and military  
vessels are expected)



June 8, 2019

- Official opening at 11am
- Captain's Diner





June 9, 2019

- **10h30 Sailors' Mass**

Between 2,000 and 5,000 people expected  
Mass animated by a choir of 700 children



June 7 to 15, 2019

- **Animations on the docks**  
all the day long
- **Big live concerts**  
organized by the Normandy Region



June 12, 2019

- **Crew parade,**  
in the streets of Rouen





June 11 & 13, 2019

- **Trips to Paris by bus for the crews**  
arranged by the Armada





June 14, 2019

- Congress of Godmothers' Cities



June 15, 2019

- **Sailors' jogging**  
on both sides of the quays



June 16, 2019

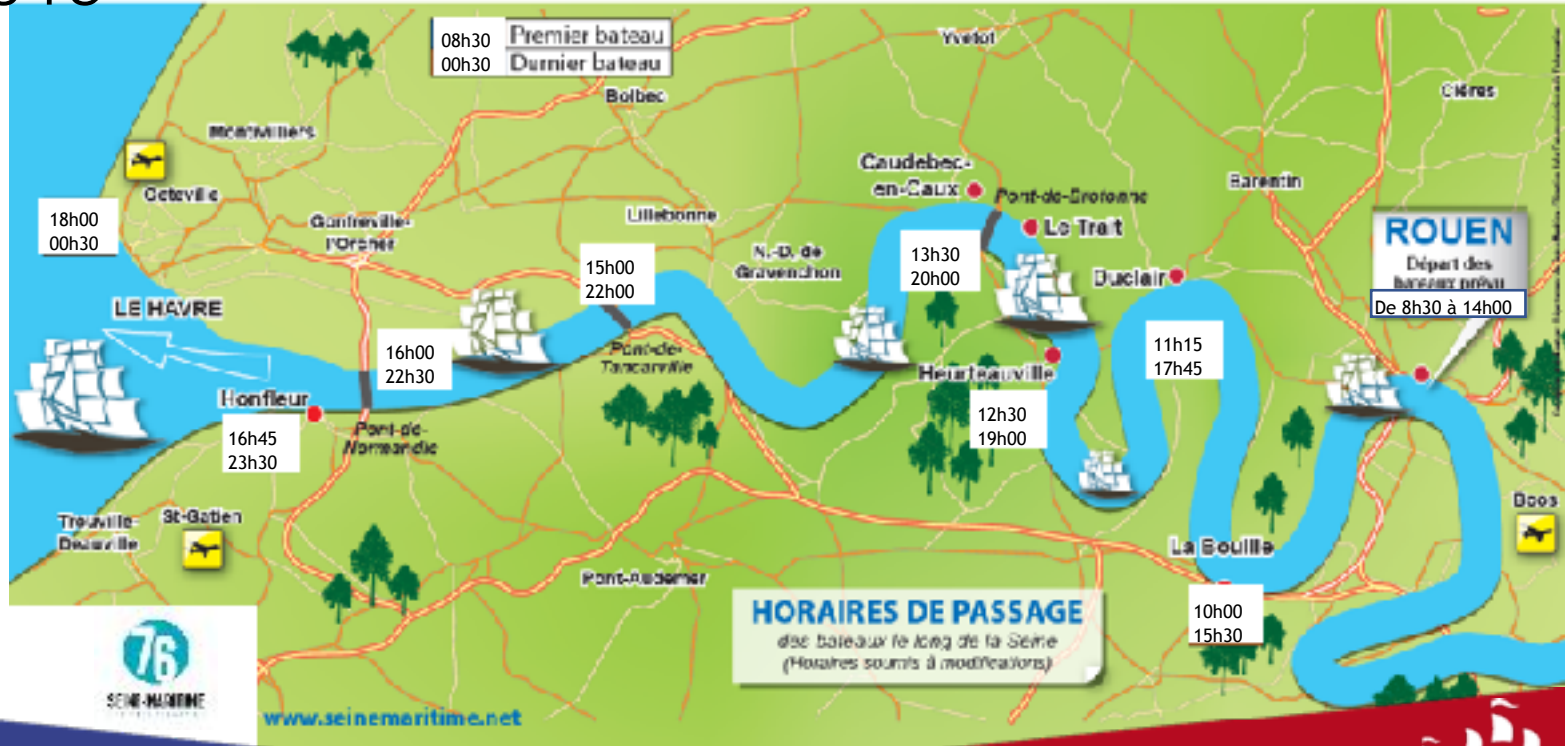
- **The Big Parade**  
from Rouen to the sea
- **The patrol of France**  
will fly over the Seine during the Grand Parade





Sunday 16th,  
June 2019

# LA GRANDE PARADE DE LA SEINE



# Institutional sponsors

- La Ville de Rouen
- La Métropole
- Le Département de Seine Maritim
- La Région Normandie
- Le Grand Port Maritime de Rouen
- La Chambre de commerce et d'Industrie de Rouen
- La Marine Nationale
- Sail Training International





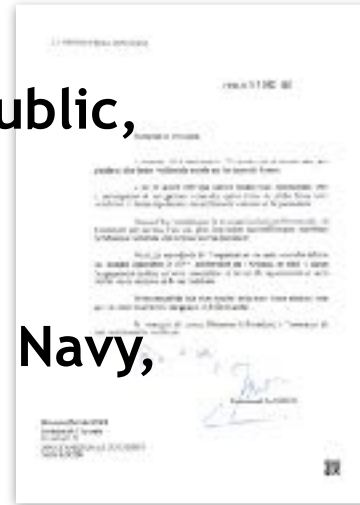
# Funding

- Budget (excluding VAT) 8 million euros
- Revenue from Local Communities and institutional grant: EUR 3 million
- Private revenue: EUR 5 million



# Exceptional sponsorings

- The President of the French Republic,  
Mr Emmanuel Macron
- The Chief of staff of the National Navy,  
Admiral Christophe Prazuck
- The President of the « Cluster Maritime  
Français », Frédéric Moncany de Saint-Aignan



Guest of Honor  
2019 :

L'HERMIONE

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LIBERTY  
TALL SHIPS REGATTA 2019



# Sail op Scheveningen

- The Hague: City of Peace and Justice
- Scheveningen is the North Sea port of the City of The Hague
- 1st edition in 2019: 20-23 June
- Ambition every 3/4 years
- Development Port of Scheveningen:





# Arrival / Departure

Thursday:

- 10.00 - 12.00 Parade of Sail In
- Captains dinner

Friday:

- Sports, Crew Parade, Crew party

Sunday:

- 16:00-18:00 - Parade of Sail Out

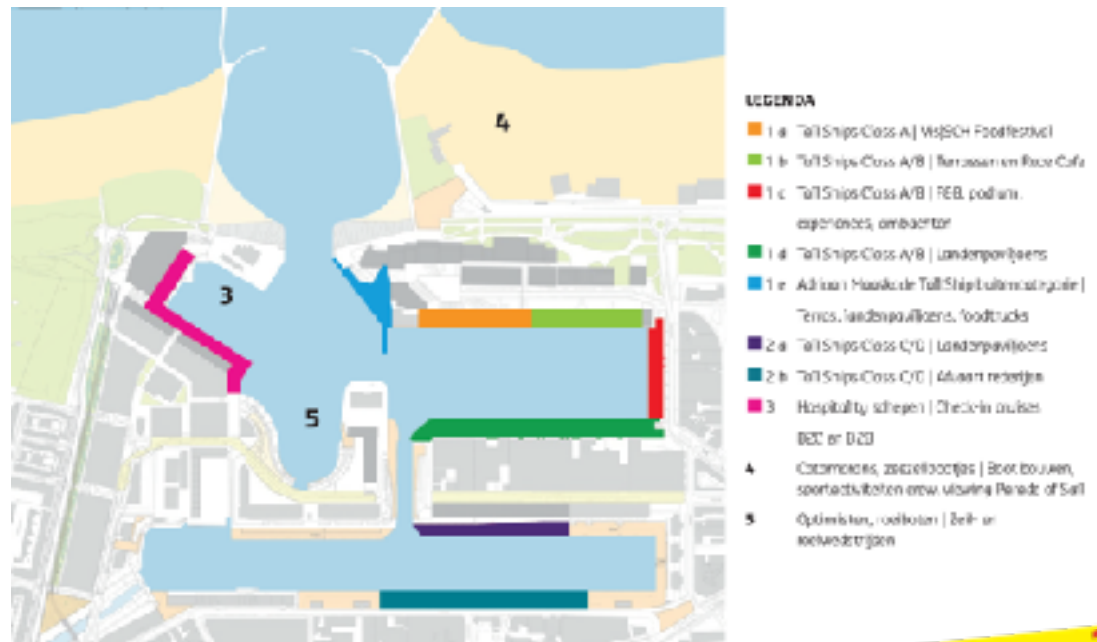
Every day program:

- Daysails BtoB dept 11.00, 15.30 and 19.30
- Deckparties from 17.00 onwards
- Daysails BtoC departure every hour.



# Development Port of Scheveningen:

- Tall Ship friendly port
- Maritime events:
  - Volvo Ocean Race finish 2018
  - Sail op Scheveningen 2019
  - Volvo Ocean Race stopover 2021/2022?
  - Sailing World Cup Championships 2022
  - Sail op Scheveningen 2022/2023?



# The ships



LIBERTY  
TALL SHIPS REGATTA 2019

# Organizing Partners

- Municipality/Port of The Hague
- Nautisch Evenementen Bureau - maritime/hospitality
- DB Aktiviteiten - land/catering
- Event-Broker - sponsoring
- Windseeker - trainees





# Key Figures

- 300-400K visitors
- Budget 1,2M
- 30-35 Tall Ships
- Foundation (Board of 5 members)
- All hospitality/business is on board
- In delivery of the event co-operation with local business community



# Trainee programme

- Special focus Embassy program
- Partnership with Windseeker
- Target of 140 trainees  
(buddy-system: NL + international)
- Content for the event / regatta:
  - Social Media feeds during the Regatta
  - Trainees presentations in the Regatta Caré
  - News items



# Liaison System

- CLO - 1 February
- DLO - 1 May
- LO's - 17 June
- All communication before arrival



# Marketing & promotion

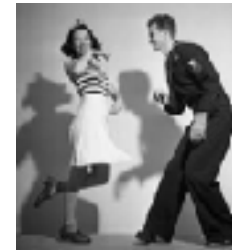
- Mediapartner
- Social Media focus
- Database / DM / E-mailing





# Liberty Regatta

- UN theme: Youth 2030
- Workshops
- Trainees
- Parade of WWII vehicles
- Liberation parties



# Voyage to the next economy

- Congres
- Workshop
- Exhibition
- City at the sea



# Crew programme

- Beachsports
- Cultural
- Crew Parade
- Crew Party



For any request :



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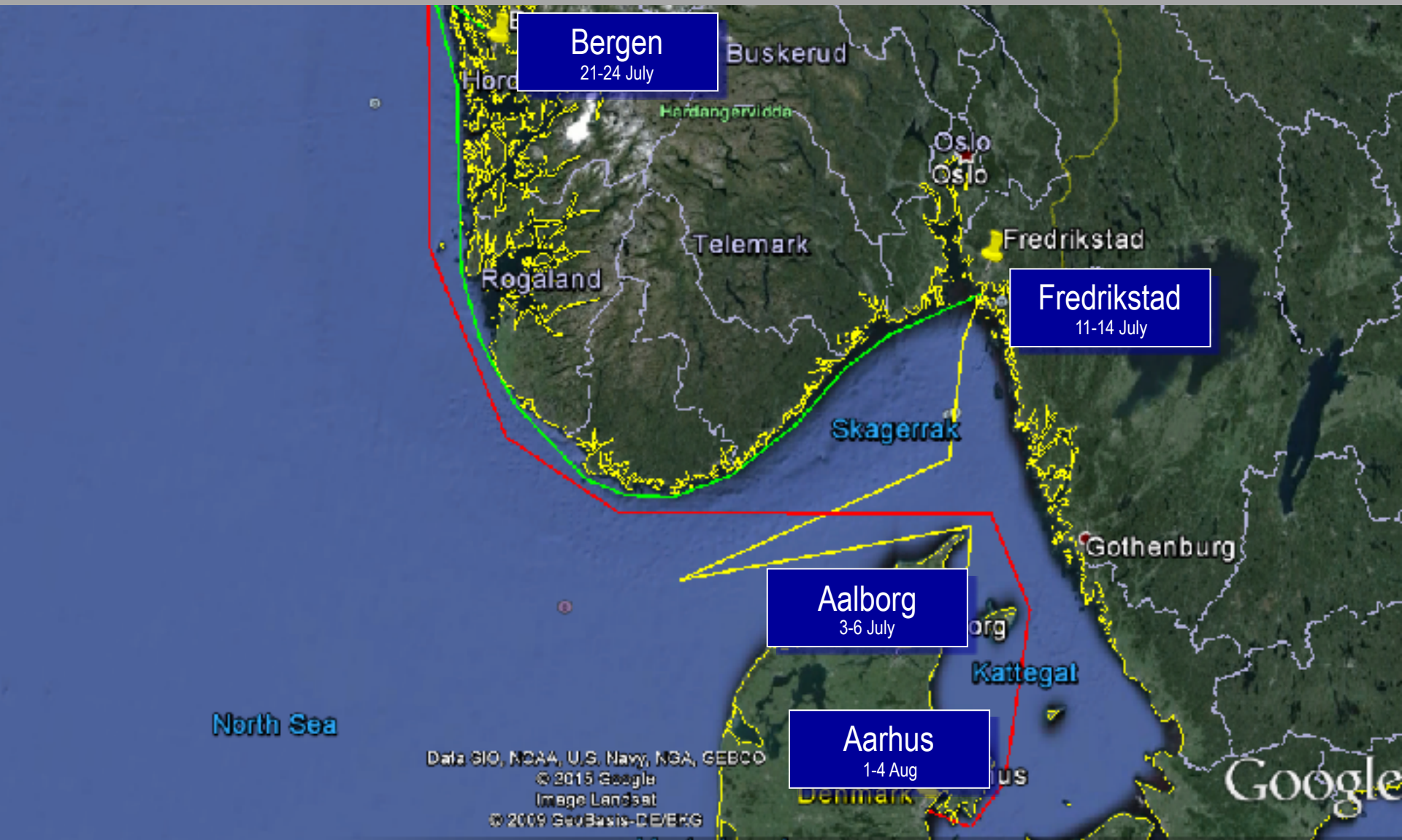


*Questions?*





# The Tall Ships Races 2019





# The Tall Ships Races Aalborg 3 – 6 July 2019

**Event preview**  
Rikke Dahl Jensen  
Steering committee and Secretariat





# The Tall Ships Races 2019 Aalborg

**Host port experience; 1999, 2004,  
2010 and 2015**

**20th anniversary celebration**

**Highlight of the city event  
programme with an expected  
750.000 visitors**

**Registrations so far:**

- 17 Class A vessels
- 15 Class B vessels
- 7 Class C vessels
- 8 Class D vessels



**TALL SHIPS  
RACES  
2019**

# EVENT AREA

## Event programme

- Opening ceremony
- 20th anniversary celebration
- 5 stages with music and entertainment all day
- The largest fireworks display ever seen in Denmark (from Limfjord Bridge)
- Closing concert
- A variety of activity areas such as children's area with a maritime theme

## Facilities

- Infrastructure
  - In the city centre
  - Vessels are berthed along two visible stretches on both sides of the Limfjord
- Crew service centers
- Food and drink provision of a high standard
- Infopoints
- Shuttle- and tour boats
- TSR 2019 headquarters with crew center





# CREW ACTIVITIES

## Sport and cultural activities

- Sport and games - friendly competitions - watersports, football and much more
- Access to swimming baths and other leisure activities
- Sightseeing tours to city attractions and local landmarks
- Use of public transport and TSR 19 shuttle boats without costs

## Social activities

- Crew party at Nordkraft with good food and a wide variety of music
- Crew parade
- Captains' dinner
- Ships afterguard/officers' party



# TRAINEES

- Race 1 from Aalborg to Fredrikstad from 5 - 13 July
- Recruitment campaign initiated in September - 71 have signed up to date
- Trainee sponsorships - local businesses





# CORPORATE HOSPITALITY

**30 requests** for deck events so far:

- included in sponsorships
- To local / regional businesses and organization
  - Contact to vessels - placement of deck events

**Aim:** 70 - 80 deck events

**Direct marketing** to potential customers (local / regional businesses, organisations and the public)

**TSR 19 Aalborg** serves as **intermediate** between customers and vessels



# SEE YOU IN AALBORG 3 – 6 JULY 2019!



S RACES  
org 2019

organised by Sailing Association









© Johnny Leo Johansen



Welcome on board!



July 11-14 2019



**THE TALL SHIPS RACES**  
**Fredrikstad 2019**  
organised by Sail Training International

**BORG**  **HAVN**



**FREDRIKSTAD KOMMUNE**





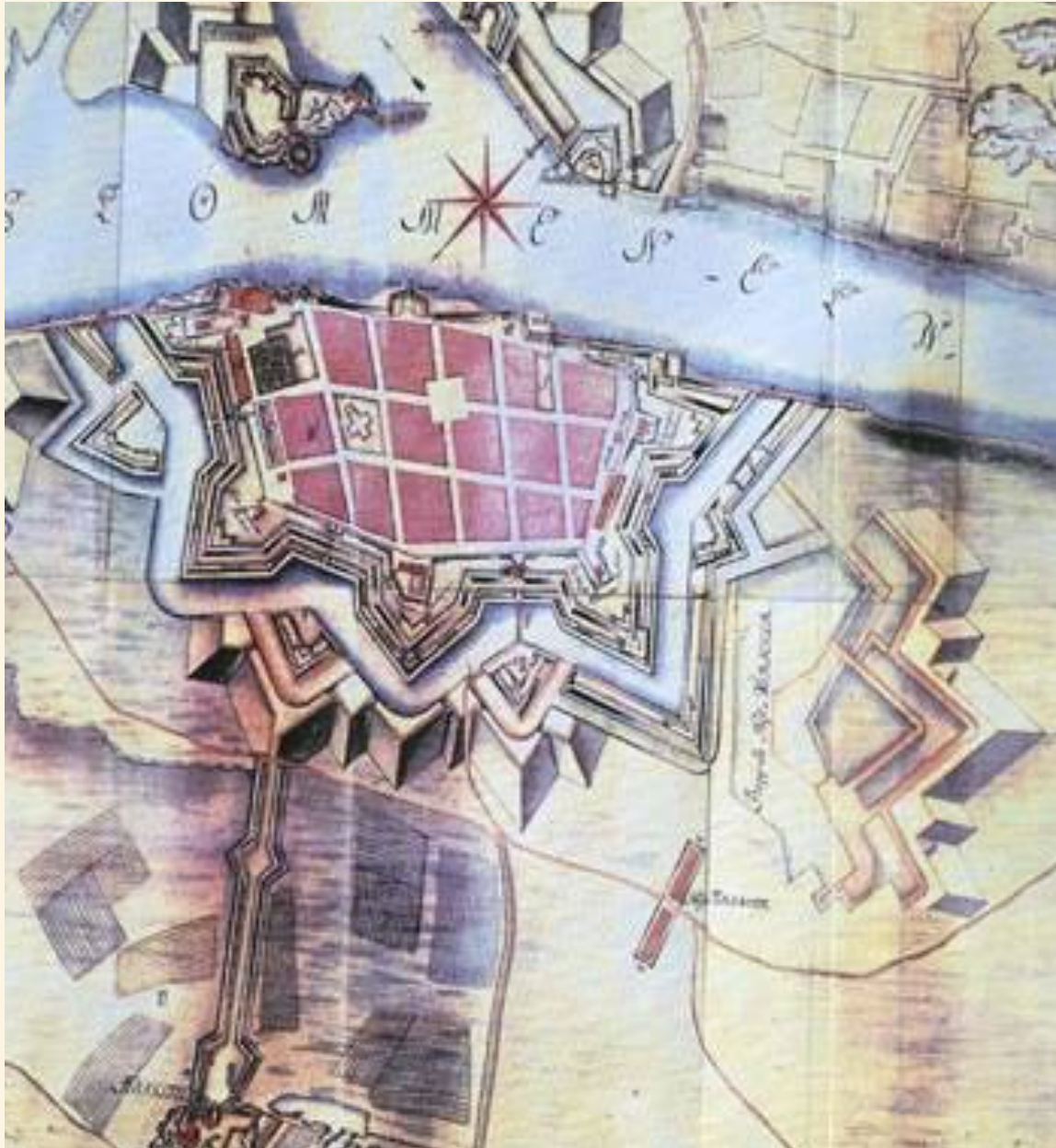
# Third time host

Host port 2005 and 2015

Large team of expertise



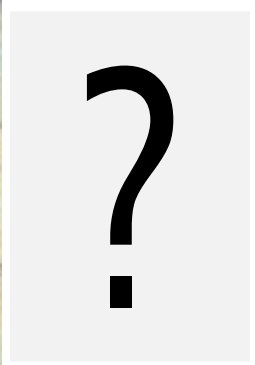




# 750 years of maritime history

13th century - Alv Erlingsson

1567 the city of Fredrikstad was founded





## Our heritage

17th century – naval base

Early 18th century – Tordenskiold

19th century – largest sail ship fleet in Norway





# Bjarne Aas

IOD – International One Design





Bringing the  
world to our  
mini metropolis

July 11-14 2019



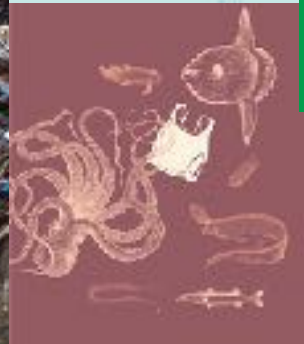




... awareness of marine



*Become a  
«clean ocean  
ambassador»*



?

Sending 160 trainees



Choi

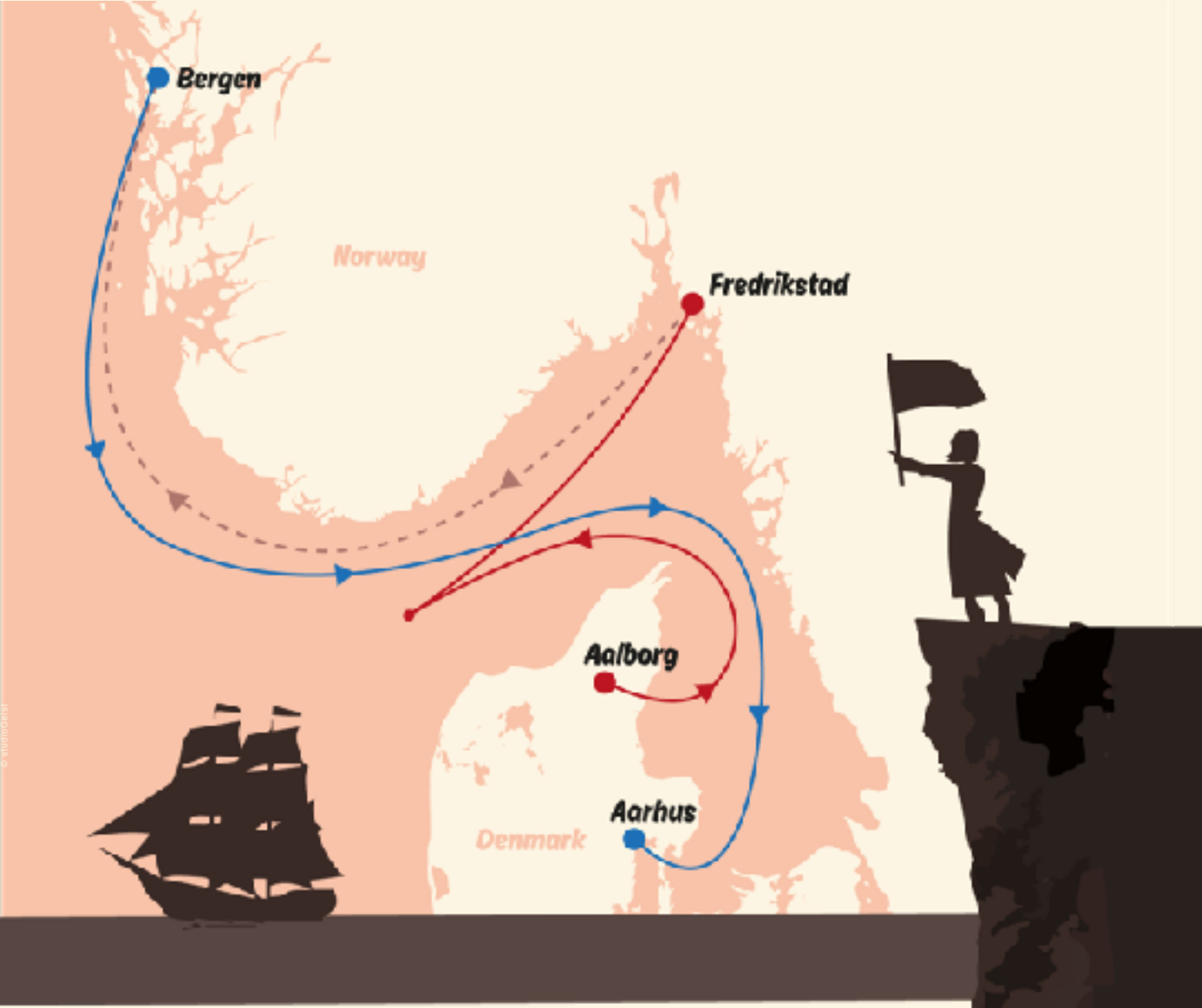


© Sail-Training-International





# Sailing route 2019





## What makes Fredrikstad special

- All the ships in centre of town
- Our unique coastline
- Our maritime history
- We are a mini metropolis





© Walter Schoffthaler

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PROJECT MANAGER

**Ingar Guttormsen**  
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# Welcome on shore!

July 11-14 2019

[www.tallshipsfredrikstad.no](http://www.tallshipsfredrikstad.no)

**BORG**  **HAVN**



**FREDRIKSTAD KOMMUNE**



**THE TALL SHIPS RACES**  
**Fredrikstad 2019**  
organized by Sail Training International



Welcome  
on board!

# TSRB 2019



THE TALL SHIPS RACES  
Bergen 2019  
organized by Tall Ships International



# BERGE N





# TALL SHIPS RACES BERGEN 21 – 24 July

## 2019

July 2019 will mark Bergen's 5th Tall Ships Races. Our city has a strong history of hosting successful Tall Ships Races (most recently in 2014).

Bergen is a UNESCO World Heritage City, surrounded by 7 mountains. Bergen is also **the gateway to the Norwegian fjords**. All this wonderful nature is accessible within a short distance of our harbour.

The city is structured around the port, and is therefore the perfect place to be stationed.





# TALL SHIPS RACES BERGEN 21 – 24 July 2019

Bergen is the leading cruise port in Norway. There are many things to do and see whilst you're here, for instance:

- Funicular to Mount Fløyen
- Bryggen – UNESCO World Heritage Site
- Ulriken 643 (cable car up to the highest mountain in Bergen & restaurant overlooking the city)
- KODE art museums
- Hiking in Bergen's 7 mountains
- Ole Bull's Villa & Lysøen Island
- Maritime Museum
- Edvard Grieg Museum – Troidhaugen
- Bergen Aquarium
- Sea kayaking





# THE STATISTICS

- In 2014, The Tall Ships Races in Bergen had a total of approximately 500,000 visitors across the four days in port
- We are aiming for 80 ships to Bergen. We currently have 46 ships confirmed
- 1,000,000 NOK spent on deck events last TSR in Bergen that went directly to ships. In 2019 we aim to do the same
- We currently have 45 trainees signed up via our website. We aim to send 150 trainees from Hordaland
- We have already received 475,000 NOK from various sources towards trainee places in 2019 and we are expecting at least 1.5m NOK in total spending



# CORPORATE HOSPITALITY

**TSR Bergen deck event target numbers: 36  
(minimum)**

TSR Bergen have already signed contracts with sponsors who we will allocate deck events for in July 2019 on board several vessels, and have already started to plan these allocations.

We are looking at partnering with TicketCo to facilitate corporate hospitality and to allow ticket sales and pre-ordered drinks and food via our website, as well as to allow sales on the day.





# EVENT AREA / VENUES



THE SHIPS WILL FILL UP  
THE HARBOUR FROM  
BØRSHOPEN TO  
FESTNINGSKAIEN



# EVENT AREA / VENUES



THERE WILL BE TWO STAGES:

1. KOENGEN
2. FESTNINGSKAIEN

THESE AREAS WILL ALSO HOST  
THE MAJORITY OF MARKETPLACE  
STANDS

## EVENT AREA / VENUES



THE CREW PARTY WILL  
TAKE PLACE IN A MARQUEE  
SET UP IN KOENGEN,  
CLOSE TO THE STAGE SO  
NO ONE MISSES OUT ON  
THE CONCERTS AND  
FESTIVAL ATMOSPHERE!



# MOOD BOARD





# CULTURAL PROGRAMME / CREW

Activities for the crew in Bergen will likely involve:

- Beach volleyball
- Football
- Rowing contest in the harbour
- Group excursion (hike or cable car) to Mount Ulriken with concert by Bergen Philharmonic Youth Orchestra playing Edvard Grieg iconic classical music
- Trip to Mount Fløyen
- KODE art museum tour
- Maritime museum tour
- Trip to Edvard Grieg's house – Troidhaugen
- Guided walking/ jogging tour of Bergen
- Sea kayaking
- Tug of war



# BLÅTT HAV / BLUE OCEAN

We are placing a big focus on ocean environment at the 2019 Tall Ships Races Bergen.

The aims of our Blue Ocean project are to:

1. Raise awareness about the challenges related to the environment and sustainability
2. Create commitment around new thinking and innovation
3. Establish an interdisciplinary arena and meeting place for business, research and innovation environments, youth and decision makers.

# BLUE OCEAN PARTNERS



CITY OF BERGEN



BTO



NORDCAP



Global Centres of Expertise  
GCE Subsea







# CRUISE IN COMPANY PORTS



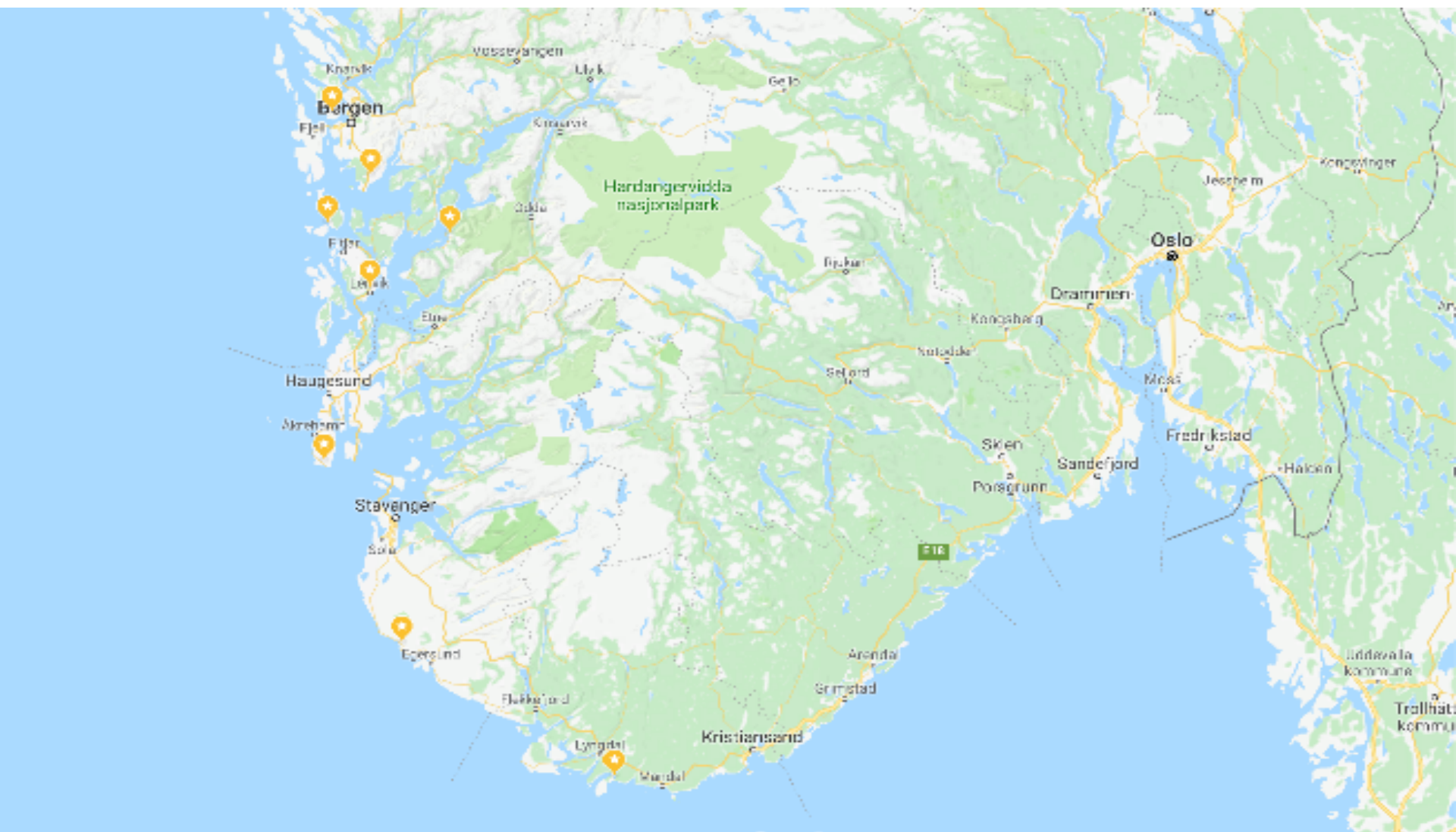
THE TALL SHIPS RACES  
Bergen 2019  
organized by SAIL Training International

## **CONFIRMED CRUISE IN COMPANY PORTS:**

Strusshamn, Båly havn (Lindesnes), Skudeneshavn and Sirevåg

## **TO BE CONFIRMED:**

Bekkjarvik, Leirvik (Stord), Rosendal and Os in Hordaland



# SIGN UP REMINDER

**1 December 2018\*** is your last chance to sign up to The Tall Ships Races 2019 for a reduced price:

ENTRY FEES (note: prices including VAT)	Entries received before 1 September 2018		Entries received before 1 December 2018		Entries received before 1 May 2019	
	2 Races	1 Race	2 Races	1 Race	2 Races	1 Race
Length Overall (excluding bowsprit)						
Vessels over 40m (131.2ft)	£380	£260	£380	£500	£1,110	£750
Vessels from 25m to 40m (82ft to 131.2ft)	£285	£200	£285	£500	£625	£560
Vessels from 15m to 25m (49.2ft to 82ft)	£200	£140	£200	£265	£560	£360
Vessels up to 15m (49.2ft)	£105	£75	£105	£140	£380	£195

\*STI have confirmed the cut off date will be extended slightly for representatives of ships attending this conference.



**THE TALL SHIPS RACES  
Bergen 2019**  
organised by Sailing Training International



# THANK YOU

We hope you will join us in  
Bergen in July 2019!



**Morten Dahl Sebjørnsen**

Project Manager

Tall Ships Races Bergen 2019

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**THE TALL SHIPS RACES  
Bergen 2019**  
organized by Tall Ships International



# Aarhus 2019

Thursday 1. august – Sunday 4. august





## The city of Aarhus – in five facts

1. Aarhus was founded by vikings in year 750
2. Aarhus is the second-largest city in Denmark
3. The city of Aarhus has 340,000 residents
4. The city attracts students from all of Denmark, and the average Aarhus resident is only 37 years old
5. Aarhus goes by the nickname "Smilets by" – city of smiles



## Aarhus as a maritime hub

- Aarhus has great sailing traditions
- The best sailors of Denmark train in Aarhus and are gathered in Aarhus International Sailing Center
- The students of Aarhus hosts the biggest event for students in Northern Europe, where faculties row against each other with more than 30.000 spectators
- Even the Mayor of Aarhus has a relation to sailing. He goes by the nickname "Captain Bundsgaard"



## Aarhus as a maritime hub

In 2018 Aarhus hosted the Hempel Sailing World Championships

A great event with loads of visitors

Showed what we are capable of

Showed that the residents of Aarhus love sailing events

- Many visitors
- Many volunteers





# Aarhus as a host of Tall Ships Races 2019

Aarhus hosted Tall Ships Races in 2013



# Aarhus as a host of Tall Ships Races 2019

- Located in the heart of the city
- Creating a unique regatta-atmosphere
- Arranging a wide range of activities for crews and visitors



## What does Aarhus offer as host?

- A great city, great visitors
- Huge interest in maritime events and the Tall Ships Races 2019
- It will be a maritime festival lasting four days
- The event will be well organized and smoothly running
- Maybe the best volunteers in the world!





## What does Aarhus offer as host?

- 150 trainees from Aarhus will be sailing from Bergen to Aarhus in cooperation with Windseeker
- Primarily A and B-vessels
- 'Help yourself to fundraising' workshop
- Buddies and mentor programme



## What does Aarhus offer as host?

We are throwing **50** deck parties

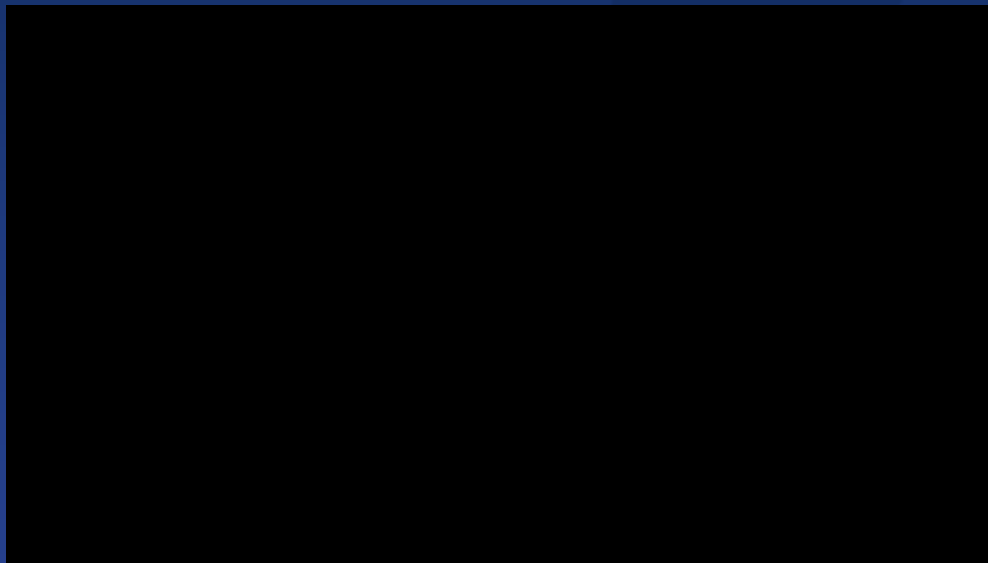
Receptions, cultural activities and sailing

Tell us what you can offer

Catering by vessels



See you in Aarhus  
1-4 august 2019!





# TSR19 AARHUS TEAM





# SCF Black Sea Tall Ships Regatta 2019

## TBC



Varna  
21-24 Sept.

Novorossiysk  
6-9 Oct.

Sochi  
1-4 Oct.



