WING SAILS and FOILS : Increasing the attractiveness and economic impact to coastal destinations from cruise tourism and operators

CHALLENGE:

- Increased revenue per visitor for coastal economies
- Local acceptance of cruises by businesses and SME's
- Cruise season extension
- Synergies – Increased frequency of cruises and new cruise destinations

Reality

- Non prime destinations (middle points) accept small amount of cruise tourism with minimal economic benefits to local businesses due to short visitation schedules and cruise tourist fatigue

Effect

- Local societies and businesses view cruise tourism as a burden who use public infrastructure (ports, roads etc.) with no real ROI and therefore new infrastructure that would enhance visitor experience is not planned/funded by municipal and regional governments
- Cruise operators not returning and increasing their planning costs yearly due to discontinuation of destinations
- One lost destination by one cruise operator will likely become a “no sail zone” for others

Opportunities and Impact – Global Audience

- Technology driven sailing regattas such as the America's Cup, Volvo Ocean Race etc. is followed by almost 149 million viewers globally and 5 % of all tourists would visit coastal and island destinations for sailing races of such level.
- Cruise operators should use the attention by creating new packages and cruise on the "tides" of sailing routes

Global TV Footprint from AC 32

AC 32 campaign

USA
Total Coverage | **107 hrs**
Total Audience | **6.29 m**
Live Race | **88 hrs**

EUROPE
Total Coverage | **1,155 hrs**
Total Audience | **2,155 m**
Live Race | **800 hrs**

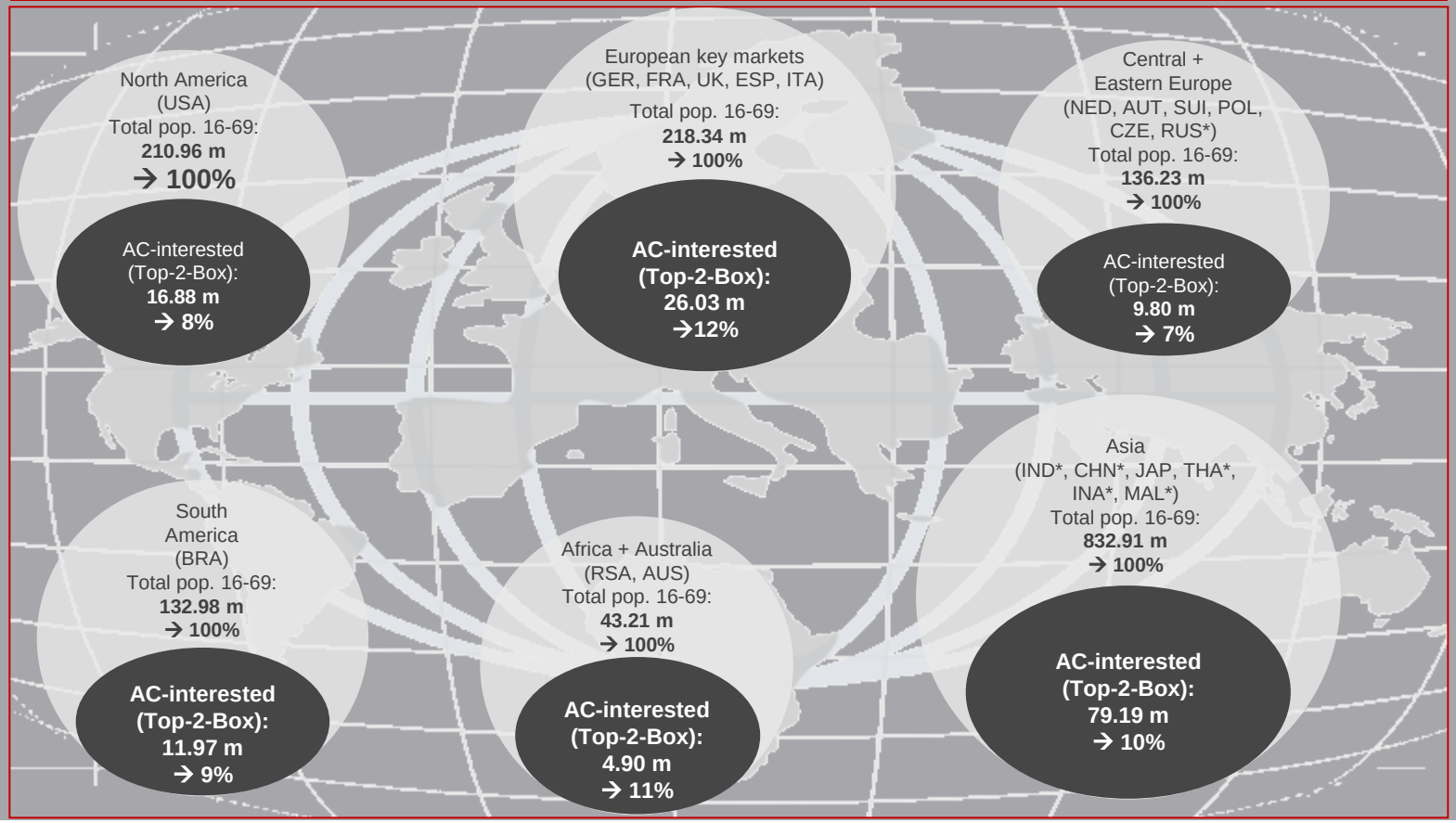
China
Total Coverage | **7.5 hrs**
Total Audience | **276.5 m**
Live Race | **4.8 hrs**

Global Main Markets
Total Coverage | **1,269.5 hrs**
Total Audience | **2,437.79 m**
Live Race | **892.8 hrs**

Source: IFM 2010

America's Cup Public Interest

Average worldwide interest in America's Cup: approx. 149 m (Top-2-Box)



Urban sample: RUS, IND, CHN, THA, INA, MAL.

Sponsoring 21+ 2008 Base: Representative citizens between the ages of 16-69

GREEK
CHALLENGE
MESSINIA
GRE
BMW EfficientDynamics
SLAM
bmworacleracing.com

TO GILLES MARTIN-RAGET

LV CUP
Fly Emirates
OMEGA
CAMPER
Fly Emirates
NEW ZEALAND
OMEGA
NESPRESSO.
NESPRESSO.
NEW ZEALAND
CAMPER
OMEGA
OMEGA
NESPRESSO.
NEW ZEALAND
CAMPER
FINISH
AMERICA'S CUP
8

Synergies

- Municipalities and cruise operators plan and host existing and new sailing regattas on a yearly basis
- Small islands and coastal regions without adequate hotel infrastructure use cruise ships as “hotels” and attract cruise tourism during off season periods
- SME’ and local business achieve year round and balanced operating expenses thus increasing profits by offering “sailing packages – products” with cruise operators
- Chambers of Commerce and municipalities use cruising ships as “global ambassadors” by branding their area as high level sailing and cruise destination

Opportunities and Impact to small islands and coastal destinations – Economic

- up to 39 million Euros per pre - regatta and up to 120 million Euros per stop-over for local economies from visiting tourists and teams
- Hosting of sailing bases with economic impact of 60 million euros per winter season
- New cruise destinations
- Extended cruise season
- Yearly occurrence hence continuous economic activity and job creation / retention.

AMERICA'S CUP WORLD SERIES HOST BENEFIT HIGHLIGHTS

*KEY ECONOMIC IMPACT VALUES

- The direct impact is estimated to be almost €39m per event and providing a significant and tangible boost to the host economy. The key driver of expenditure is forecast to be spectators attending the event.
- Indirect impacts increase the total impact to €55m per event. A host port may also receive up to 140 hours of cumulative broadcast coverage around the globe to a potential TV audience of 320m over the course of the event.
- Competing teams are estimated to deliver spending of €3.4m to the host port.
- ACEA anticipate spending €5.7m locally in support of the event, with key expenditure areas related to operational expenditure and the 200 staff onsite. In addition, 2,000 corporate visitors are anticipated, on high end programs.
- ACWS events are anticipated to draw a significant number of media, with +1,000 media accreditations per event, of which 600 are non-local visitors, and an associated spend of €0.4m.
- Projected to be extremely popular with spectators, with total attendance of 720,000 per event.
  - Attract 20,000 non-local domestic visitors
  - 6,000 international visitors
- Spectators are expected to be the largest source of direct economic impact at an estimated €24.8m.
- The innovative super yacht program is estimated to attract around 40 super yachts per event with associated spending of €4.5m. This does not include the estimated spend and net worth of the super yacht owners.

- * From draft ACWS Economic Impact Study by Deloitte LLP

Multipurpose sailing bases used for:

- hosting professional sailing teams

XL
CUP

- hosting sailing regattas and attracting high income tourists and cruise tourism thus increasing the economic impact to local societies.

- terminals for high capacity amphibian aircraft, helicopters, WIG crafts, hovercrafts etc. thus supporting transportation and interconnecting region and island, becoming a hub for cruise operators.

21512
202
652

Synergies

- Municipalities and cruise operators plan and host existing and new sailing regattas on a yearly basis
- Small islands and coastal regions without adequate hotel infrastructure use cruise ships as “hotels” and attract cruise tourism during off season periods
- SME’ and local business achieve year round and balanced operating expenses thus increasing profits by offering “sailing packages – products” with cruise operators
- Chambers of Commerce and municipalities use cruising ships as “global ambassadors” by branding their area as high level sailing and cruise destination

INDIRECT BENEFITS: THE MONACO EFFECT

- Cluster creation of highly skilled composite materials (carbon fibre) professionals, a prerequisite for Mega / Super Yacht maintenance

- Development of Mega Yacht / Super Yacht Marina's servicing yachts between 40 and 130 meters. EI – 60 million Euros in local economies yearly per 50 yachts that berth in such marinas. (H2O Riders study)

- Sailing and maritime academies in synergy with universities, connecting competitive sailing (leadership, teambuilding and discipline among others) with future careers in yachting and shipping, attracting international exchange students and enhancing skills of professionals from fishing trawlers to Mega yachts

- Global branding and international outreach by promoting with teams participating in technologically driven regattas, est. value: 80 million Euros value

GREECE
GREEK
CHALLENGE
LOUIS VUITTON PACIFIC SERIES

GREECE
GREEK
CHALLENGE
LOUIS VUITTON PACIFIC SERIES
GREEK
CHALLENGE
GRE
www.emirates.com
NEW ZEALAND
SKYCITY
AUCKLAND

GREEK CHALLENGE

…sail with your heart….

win with your mind