

June 14, 2024

APPLICATION DOCUMENT, CITY OF TURKU, PREPARED FOR HOSTING

The Tall Ships event at regular intervals and be associated Sail Training International and our core values of youth development, international friendship and understanding and protection of the environment. INCLUDING:

- The Tall Ships Races at regular intervals including Race Leg GOAL / THE CRUISING COMPANY / and/or START of the Race Leg
- The official PORT DAYS during the Fleet stay at the Port of Turku
- To help support other host ports who may be new to the Tall Ships Races or may not have hosted a Tall Ships Race in a long time
- To fulfil other ANCHOR PORT REQUIREMENTS mentioned in the ANCHOR PORT SCHEME and the ANCHOR PORT CONTRACT

INTRODUCTION

Turku is primarily known globally and locally as a maritime center of Finland. Our shipyard industry covers a history of 300 years of ship building beginning from tall ships, whalers, speed boats, leisure boats, war ships, submarines and commercial ships to the latest ocean cruising ships, biggest in the world.

In addition to five full-scale Tall Ships Races events, we have organised a full size regatta in 2011.

Turku has acted as host port to the following STI events:

1996 The Cutty Sark Tall Ships' Races

2003 The Cutty Sark Tall Ships' Races

2009 The Baltic Tall Ships Races

2011 The Culture 2011 Regatta

2017 The Tall Ships Races

2021 The Tall Ships Races (cancelled because of global covid situation)

2024 The Tall Ships Races

In 2011 Turku was the European Capital of Culture. A regatta was organised in honour of the year, which became the biggest public event of the year in Finland and in the entire programme of the year of culture. Earlier events have always been the biggest event of the year in Finland with attendance rising to approximately 500.000. This is a very high number considering the total population of Finland, which is approximately 5 million.

Turku has had excellent success in organising these events. Researches on the 2003, 2009 and 2017 events (2024 coming soon), as well as the tourism award from 2003 speak of the success. Feedback from STI has always been very positive.

Turku has also hosted several international Swan owners club regattas, classic boat regattas, and other traditional maritime events during past decades. Turku has also being one of the finalists in the Volvo Ocean Race 2012 European stop over ports competition.

What then are the core factors behind our success? The most important reasons include:

- The entire city, its administration and its inhabitants love the event and look forward to it eagerly time and again.
- We have organised six events in a shorter period of time, than almost any of the other ports, within the space of 30 years. This is why the organisation, planning the next event, has always included a good mix of experienced and fresh, inspired people.
- Ships are not brought into the commercial harbour, but right into the middle of Turku, in its "living room" on the banks of the River Aura.
- Turku has very good working relations with the authorities (The Finnish Navy Headquarter is situated in Turku) as well as continued cooperation with the Sail Training Association Finland.
- Turku has been active in building twin city relations with Baltic cities for 70 years already.
- The Port of Turku has a history of nearly a thousand years, and the route through the archipelago with the most islands in the world is spectacular.
- Turku has invested in acquiring sponsors and, in particular, in branding the event so that it has always received a fantastic look and nationwide marketing.
- The central location for the sailing vessel events also hosts a national speciality museum, the Forum Marinum Maritime Centre.
- Turku is a connection to Sweden and Central Europe through our Stockholm car ferry connections and straight flights to Stockholm, Riga and Helsinki hubs.

Obviously, all ports have issues that must be solved differently to other ports. In Turku, the issue is piloting. The difficulty of navigating through the archipelago and the scattered nature of the entire Finnish shoreline have led to a law that obliges the port to pilot large vessels into port from quite far out in the open sea. This is why Finland has an effective pilotage service.

In earlier events, we invested in coordination with other host ports. This has helped others and we have learnt from the organisations in other ports. We participate annually in the STI annual general meeting. After Helsinki, Turku is the most vibrant conference city in Finland. We are constantly developing our sailing vessel events, even in the intervening years between TSR events.

The Turku City Board unanimously granted 1.8 million euros for the 2024 event, and the rest of the budget was covered by sponsor support. 2017 the overall expenditure was to some 2.5 million euros, including city invest resources and new investments in the three years of preparation.

Turku is prepared for cooperation with all ports on the Baltic Sea routes selected by STI. We are also committed to supporting the organisations of other ports.

Based on past experience of TSR events, the tasks of the Port Committee are divided into five subsections, each of which have a designated area of responsibility: Sea and safety, Ground and traffic, Programme and visitor services, Communications and marketing, Law and economics.

• ***In-port facilities, infrastructure and arrangements***

The Turku River Harbour an old river port that is nowadays used by charter and pleasure yacht vessels. The river port is not an ISPS area (International Ship and Port Security Code).

Length of quay space and water depths:

Depth more than 6 metres: 1,262 metres (depth of class A vessel berthing places on the river is approximately 6–8 metres.)

Depth more than 4 metres: 310 metres

Depth more than 3 metres: 220 metres

In total approximately **1,800 metres**

Marina 52 places LOA max 16m long vessels: **780 metres**

TOTAL 2,580 metres + (Commercial harbour 1800 metres)

Only class B, C or D vessels are placed side by side, and only after careful consideration.

The banks of the River Aura running through Turku have become the "living room" of the city's inhabitants. The banks have been systematically improved over the last few years. An old shipbuilding area, *Telakkaranta* (shipyard), is currently being developed by building squares and housing. The development of the shipyard area was initiated in 2011 and it is complete now. The development of the area completes the mouth of the river so that the eastern banks will also be available to the public. The shipyard area creates a new element to events organised on the River Aura, an area with a long history of shipbuilding. One of the starting points for developing the area has been utilising the piers as event piers, with the possibility to berth larger vessels. The pier area is equipped with power and water supply points for ships.

The development of Port of Turku ferry terminals has begun. The old terminals are moving, and the surrounding areas of medieval Turku Castle will be renewed. The former terminal quays and fields will be rebuilt as an event and leisure area. That means that Turku will have even more space to host world class events in the renewed port in years to come.

The river harbour enables a symmetrical and balanced event area accessible from several directions. In addition to this, the event transportation is also aided by the Föri river ferry currently in daily use and a temporary ferry connection set up for the event at the southern end of the area.

Turku has received positive feedback on the cleanliness and accessibility of the public areas during previous large-scale events. Previous sailing vessel events have been profiled as easy-going family events, where the ships lining the river on both sides create a lively and compact atmosphere.

The Port of Turku is the oldest public port in Finland. One of the cornerstones of the Port of Turku is the connection to Scandinavia and Germany. There is also a weekly direct cargo ship connection between the UK and Turku. The passenger ferries operating between Turku and Stockholm create a very efficient way of changing crews from Scandinavia or continental Europe. The ferries carry approximately 2 million passengers each year. Turku also has an airport used by Air Baltic, SAS, Finnair and Wizzair, among others, which means that flight connections from both the east and the west are excellent. The airport is located approximately 20 minutes from the banks of the River Aura.

The river Aura (eng. *plow*) provides a backdrop for grand sail ships. Turku has always emphasised services for ships and crews. We have vast experience and excellent cooperation partners for organising these services. The experts at the Port of Turku are familiar with the intricacies of ships, and the berthing plans are carefully considered, taking all possible factors into account.

The Port of Turku has strong relationships with other authorities, such as customs, the coastguard, Finnpilot Ltd. (the state-owned piloting company), the Marine Traffic Service, the Ministry of Transport and Communications, the police, the rescue services as well as the Finnish Navy, whose general staff headquarters are located in Turku. Turku's strategy when organising large sailing ship events is to utilise the Port's shipping experts. The harbour master is a shipping and harbour expert and knows the ins and outs of the water areas and piers, as well as the race manoeuvres of the former Tall Ships Races.

Services to ships are produced with a computer programme developed for the operations coordination of liaison officers, which will be operated by the 24/7 Harbour Centre during the event. The Race Office and the Crew Centre are located in close proximity to each other and in the middle of the event area. During the event, road ferries and other transport vessels will be available to transport crew and the public across the river. Additionally, a regular river ferry transports people on extended schedules. Ferry transport will be free of charge to the public and the crews.

The renovation of the river's eastern bank, *Telakkaranta*, into a residential area makes it possible for the crews of Class A ships to move safely in the area and the square being built in the area enables services needed by the crews to be placed very close to the ships. Quays provide fresh water and sewage disposal facilities.

Turku can provide power to all the vessels. Each berth for the smallest ships with a maximum of 125A will provide electricity. Furthermore, our cooperation partner will provide the event with silent, eco-friendly generators that are able to produce electricity for larger ships.

The operations of the Port of Turku are guided by certified quality, environmental and security systems, which together form the operations system of the Port. The systems are based on international standards ISO 9001, ISO 14001 and OHSAS 1800. The sufficient level of services for the customers of

the Port regarding quality, environment and security is guaranteed by certified operations. Moreover, the operations system forms a basis for the continuous development of the processes and customer service of the Port. The environmental work of the Port focuses on the improvement of the condition of the Baltic Sea, prevention of climate change, improvement of energy efficiency and reduction of noise pollution.

Emissions into the air: The Port of Turku has been a member of the working group for air protection in the Turku region since 2006. The group, comprising municipalities and major industrial actors, controls the monitoring of air quality in the area. The control also includes the environmental permit requirements concerning ports, and the Port itself monitors emissions into the air caused by all the port operations (including vessel traffic) on an annual basis.

Noise: The Port of Turku implements noise monitoring in accordance with the environmental permits of both the inner harbour and Pansio Harbour. The noise measurements are concentrated in the Ruissalo area, but measurements have also been made elsewhere in the urban environment.

Waste management: In addition to the basic waste management of the vessel traffic and the port area, the Port of Turku is responsible for the waste management of its own premises. The other premises and their tenants shall arrange their waste management themselves. The Port of Turku has separate instructions on waste management for vessels and companies operating in the area and for companies representing the ships. All instructions for waste management can be found here.

• ***Race Course Planning***

Turku has been the finish port, the start port and a cruise-in-company port in earlier TSR events. All these set-ups have been successful.

The start and finish line can be located outside the archipelago in open sea, which is about half a day's journey away from Turku (a distance of 53 NM).

Depending on wind directions, the start and finish line can be placed in various directions. The area is accessible from Turku on a fast boat in two hours, which means that the press can also access this area easily.

The Finnish Navy has assisted us efficiently each time we have sent ships off; the finish line has been marked with navy ships and the mine carrier Hämeenmaa has operated as the command ship. We have also been able to fire starting shots from the ship's deck.

According to law, class A ships must be piloted in Turku and the entire Finnish coast. The port and the pilotage service as well as the VTS cooperate on the issue and Turku is responsible for the costs of pilotage.

Parade of Sails

The densest natural archipelago in the world offers an unforgettable backdrop for the parade of sails. The ships are escorted to Airisto, an open sea area, where the public can watch the parade from boats. Thousands of yachts have gathered for the parade in previous years.

Ships are located close to each other on quays in Turku, which makes it possible to send them off in quick succession.

• ***Marketing of the event***

Marketing and promotional plans to promote the event to the local community and nationally

The media have showed significant interest in the past events. In previous events, large publishing houses have sponsored the event and the entire Finnish media has covered the proceedings. During the 2011 regatta, CNN transmitted video images of the boats sailing through the archipelago taken from a helicopter for global distribution. 2017 was outstanding in social media overall and the TSR 2017 got biggest amounts of followers of all Finnish events.

Marketing outline

Have the Finnish President be patron of the event.

Start communications immediately after a possible decision in our favour by the STI. After this, we will communicate regularly on various subjects, such as eco-friendly measures connected with the event, recruiting trainees, ship registrations, etc.

The event will receive a uniform look that will penetrate all our operations and communications from up to one year before the event. The event will receive a versatile website in good time before the event with comprehensive information and all the latest news. Turku has a vast archive of images of ships. Social media will be utilised by means of various competitions and campaigns to get people involved and committed to the event.

Marketing tools include:

- Tourism and boating trade fairs in Finland and abroad
- Media marketing (all media)
- Social media marketing incl. influencers
- Cooperation partners' advertising and communications
- General brochure
- Other brochures and maps for the public
- Screen advertising, car stickers, posters, billboards
- A special postmark
- Advertising on the outside of buses
- Press releases
- Internet websites
- Cooperation with Turku Touring tourism marketing. Making the event one of the top tourism events of 2017
- Main seasonal Turku tourism brochure "Fun by the Sea" available in several languages

Running the Media Centre through events.

• ***In-port programme and plans for community involvement***

The Port Committee programme and visitor services subsections organise the programme and leisure time activities for crews.

The event area will include at least two or two stages with programmes on each day of the event.

Based on experience, the Captains' Dinner and the Crew Party are organised with a special emphasis on catering, sufficient food and the international atmosphere and programme of the events. We conducted a large survey in 2009 and 2017 (one will be coming after 2024 event) in which crews were interviewed, and we gained plenty of information on what they would like to do and see in Turku. We are looking at new, athletic, but simple and fun competitions.

Turku has a great climbing and adventure theme park, Flow Park, and the world-famous Moominworld is located right next to the city. Based on previous experience, crews are interested in visiting local sights, such as the Forum Marinum Maritime Centre, with its museum ships located right in the event area, as well as the medieval Turku Castle and Museum and the Dome – the largest cathedral in Scandinavia.

The City of Turku has a good resource of volunteers, as legacy from its year as European Capital of Culture and other international events. Additionally, a large number of active Sea Scouts also operate in Turku, and the Navy (in duty and retired) offers its strong support in all marine events in the city.

Turku is also a student city, with three universities and a technical college with a total of over 30,000 students. These sources will provide a good group of volunteers with excellent language skills. We possess a partner list of over forty different parties, which we use to commit various groups. The list includes associations and operators in various areas, such as first aid and sea rescue, traffic control and bicycle parking, etc.

Turku has organized full sized music festivals on side of the last two races to support the official programme and for entertaining crowds to stay overnight during the Tall Ships Races event.

• ***Provision of trainees***

The City of Turku is committing to the number of trainees.

One person is recruited solely for this process. Social aspects are also considered when comprising crews of young trainees. Sponsorship contracts will include an opportunity for companies to "adopt" a trainee.

We aim to have a minimum 50 trainees on board within this exceptional schedule of one year.

• ***Opportunities for large vessels income in port***

Based on experience, July is not the easiest month to organise corporate events due to summer vacations. We have, however, developed a system which provides events on decks. We will not build the sponsor VIP area on the shore, but we will be using a suitable ship for this purpose for the entire duration of the event and rent the deck as a VIP area during a specific period each day (4).

We will be organising the city's own events on decks
(4 – 6)

Embassy events usually create a few deck events (3)

We will also connect deck events to sponsorship contracts (4 - 6)

Berthing plans will accommodate cruising ships so that they can make day cruising.

These procedures are estimated to generate at least 20 corporate hospitality bookings or cruises. The number may be greater depending on the effectiveness of sales and activity of the ships themselves (proper marketing material, price lists and connections).

• ***Support for and involvement in sail training for young people***

The Port's involvement, current or planned, to support and encourage sail training for young people year-round, including sending trainees on race series in prior years.

In 2008, a sea programme was started in the Turun Suomalainen Yhteiskoulun lukio (a Finnish high school in Turku) as a city-specific special course. The course's goal is to provide an overview of shipping and be in close cooperation with operators in the sea cluster. The City of Turku supports the sea programme to the tune of approximately 30,000 euros annually. Turku cooperates with the Sail Training Association Finland in the form of various training sailing excursions. In 2011, the City of Turku recruited and funded 33 sailors in the Culture Tall Ships Regatta. Some of the funding came from the local Rotary. Additionally, the City of Turku has an annual agreement with Sail Training Association Finland, which enables ten young people to participate in youth sailing annually. Turku is also home to a maritime educational institution and a sailing event will surely inspire these students as well. Sea Scout operations in Turku are comprehensive, and some of these scouts also participate in the event.

• ***Event funding***

The state of emergency because of the pandemic had some effects on the fundraising. It is impossible to have a clear vision of any amounts, but regarding to previous events (600 000 – 1M), we could estimate to have some total of 200 000 – 300 000 euro for becoming races.

Turku has always secured the best possible sponsors and brands for the event, and we have some big companies and labels, like media houses, ferrylines, breweries, fuel, cars etc. who are always interested to support The Tall Ships Races in Turku.

IN CONCLUSION

We hope that we full all the requirements of the ANCHOR PORT of Finland at the Baltic Sea races.

Our sights are set on port services, the programme concept and the development of youth sailing, and we strive to continually develop the event's concept in cooperation with other ports.

The City of Turku is ready to welcome the Sail Training International sailing ship fleet in the future – anytime.

SIGNATURE