

GSI Event Study

Hempel Sailing World Championships Aarhus 2018

Aarhus, Denmark

30 July – 12 August 2018



GSI Event Study

Hempel Sailing World Championships Aarhus 2018

Aarhus, Denmark

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World Sailing
Aarhus 2018 Organising Authority



GSI Event Study / Hempel Sailing World Championships Aarhus 2018

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Executive Summary

Executive Summary

Hempel Sailing World Championships 2018

<i>Date</i>	<i>City, Nation</i>
30 July – 12 August 2018	Aarhus, Denmark
<i>Venues</i>	<i>Organiser</i>
One city venue	Aarhus Events Danish Sailing Association Sailing Aarhus Sport Event Denmark
<i>Event Frequency</i>	<i>Owner</i>
Every four years	World Sailing

The Danish city of Aarhus hosted the Hempel Sailing World Championships Aarhus 2018 between 30 July and 12 August 2018. It was the fifth edition of the championships and the fourth to be staged in Europe. The championships were one of the largest sports event to have ever taken place in Denmark.

Sailing took place in the Bay of Aarhus with on-shore activities taking place in the newly developed Aarhus Ø quarter and the recently opened Aarhus International Sailing Centre.

Approximately 400,000 visits were made to the event according to city officials. Data derived from the spectator tourism survey suggests these visits were made by 151,414 unique spectators. Of the unique spectators, 22,708 were visitors to Aarhus whose primary reason for visiting was to attend the event.

The majority of spectators originated from Aarhus with 8.4 per cent of attendees coming from overseas.

The Hempel Sailing World Championships Aarhus 2018 was broadcast live and in highlights packages in 198 nations and territories on television. A total of 296 accredited media were in attendance.

Sailors competed across all ten Olympic sailing classes as well as kiteboarding. There were 1,247 sailors representing 84 nations in Aarhus.

Aarhus utilised its 'City of Smiles' strapline and European Capital of Culture 2017 title to engage and recruit a diverse volunteer workforce of 1,173 'Crew' members.

More than 100 sports clubs and organisations were involved with the Maritime Festival, a new standard for the championships which brought the sailing and other maritime sports together to engage with spectators.

Sustainability initiatives played an important role at the championships. A number of initiatives were introduced in order to raise awareness of major issues populations are faced with globally.

Key Statistics

ECONOMIC

Cumulative attendance	400,000
Unique event participants	5,074
Unique spectators	151,414

TOURISM

Origin of spectators

Aarhus	69.5%
Denmark (outside Aarhus)	22.2%
International	8.4%

EVENT EXPERIENCE

Overall experience (out of 5)

Event participants	4.48
Spectators	4.02

MEDIA

TV broadcasters	75
TV nations	198
TV continental reach	6
Accredited media	296

SOCIAL MEDIA

Posts	634
Reactions / Likes	88,615
New followers	7,868

SPONSORSHIP

Main sponsors	3
Official partners	15
Foundation partners	7

SPORTING

Athletes	1,247
Male	773
Female	474
Competing nations	84
Technical officials	83

SOCIAL

Volunteers	1,173
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Executive Summary

Hempel Sailing World Championships 2018

STAKEHOLDERS

The key stakeholders of the event were:

- **Governing body:** World Sailing
- **Host organisations:** Aarhus Events, Danish Sailing Association, Sailing Aarhus, Sport Event Denmark
- **Event organiser:** Aarhus 2018 Organising Authority
- **Government partners:** City of Aarhus, Region Midtjylland

ORGANISATION

- The organiser of the Hempel Sailing World Championships Aarhus 2018 was the Aarhus 2018 Organising Authority, established by four key stakeholders: City of Aarhus (Aarhus Events), Sport Event Denmark, the Danish Sailing Association and Sailing Aarhus
- The committee’s objective was to organise and deliver Aarhus 2018 via a collaborative approach, ensuring project synergies with all key stakeholders
- The City of Aarhus, Sport Event Denmark and the Central Denmark Region contributed significant funding for the event. Demonstrating the return on investment was an important requirement for all stakeholders
- The objectives of the technical department were to deliver a world-class event using local skills and knowledge in order to demonstrate Aarhus’ capability of hosting major sailing events
- From a marketing perspective, the organisers aimed to offset the event costs by bringing in commercial revenue by using an extensive sponsorship programme. This was supported by World Sailing, providing the opportunity to sign title sponsor, Hempel
- The communication strategies of the organisers and of World Sailing were aligned to promote the event both domestically and internationally. Social media was used extensively to tell the story of Aarhus and of the sailors competing
- Aarhus 2018 included an integrated sustainability plan which aimed to promote sustainable solutions for on and off the water activities as well as providing on-shore educational programmes promoting sustainable living

World Sailing key objectives

- Deliver the most successful Sailing World Championships to date, measured by:
 - Quality of competition
 - Sailor/official satisfaction
 - Broadcast results
 - Media/Social media reach
 - Sponsor/VIP satisfaction
 - Post-event impact assessment
- Showcase imagery from racing on the water using latest technology in broadcasting and graphics overlay
- Demonstrate the opportunity for commercial partners within the sport of sailing
- Improve the universality of the championships by registering more competing nations

Aarhus 2018 key objectives

- Grow the profile of the city as a major sports event and tourism destination
- Develop the cities sports infrastructure, knowledge and skills in order to build capacity to host future international events
- Use the championships in conjunction with a Maritime Festival which provides citizens of Aarhus with an experience to enjoy and be proud of

Executive Summary

Hempel Sailing World Championships Aarhus 2018

ECONOMIC

- Approximately 400,000 visits were made to the championships, Maritime Festival and ceremonies by 151,414 unique spectators
- Between 14,000-15,000 spectators attended the opening ceremony
- On average, spectators attended the event for 2.42 days whilst visitors attending specifically for the championships attended for 3.57 days
- The operating expenditure of the Aarhus 2018 Organising Authority totalled DKK 52.2 million (\$7.99m), with a net additional spend of DKK 6.90 million (\$1.05m)
- World Sailing's net additional spend totalled DKK 3.89 million (\$0.60m)
- The direct economic impact generated within the local economy as a result of Aarhus hosting the event totalled DKK 149.83 million (\$22.94m)

TOURISM

- 30.6 per cent of all spectators came from outside Aarhus
- 22.2 per cent were Danish whilst 8.4 per cent were from overseas
- The ratio of male to female spectators was 47.9 to 52.1 per cent
- Considering those spectators whose primary reason for being in Aarhus was to attend the championships, 22,708 were visitors to the city of Aarhus, staying for an estimated 7.2 nights on average, generating an estimated 52,179 bed nights
- The majority of Danish visitors made day trips to attend the event (83.3 per cent), rather than staying overnight in the city (16.7 per cent)
- The total amount spent by visiting spectators was DKK 77.36 million (\$11.84m)
- Overseas spectators generated DKK 53.95 million (\$8.26m) of this spend
- Event participants generated 35,299 bed nights and spent a total of DKK 38.98 million (\$5.97m) during the event, and an additional DKK 22.70 million (\$3.48m) as a result of the Test Event and pre-event training camps in Aarhus

EVENT EXPERIENCE

- Event participants rated the event 4.48 out of 5, whilst spectators rated it 4.02 out of 5, highlighting a high satisfaction rate amongst attendees
- 60 per cent of event participants said that Aarhus 2018 was better than other similar events they have attended, increasing to 64 per cent amongst sailors
- 94 per cent of participants liked the city of Aarhus, almost two in three participants are planning to return in the near future
- The help and support of volunteers was rated highly within the Event Experience survey, receiving a score of 4.53 out of 5.
- The general organisation of the event (4.34) and the on-shore venue facilities were also rated highly (4.13) across all participant groups
- Event participants responded neutrally when asked to rate the opening ceremony. Sailors enjoyed the ceremony more (3.17) than other groups
- Medal ceremonies also received a neutral score with media finding the set-up more preferable than other groups, scoring it 2.81

Economic - Detail

Cumulative attendance	400,000
Unique event participants	5,074
Unique spectators	151,414
Direct economic impact	\$22.94m
Visitor expenditure	\$21.29m
Operational surplus	\$1.65m

Tourism - Detail

Origin of spectators

Aarhus	69.5%
Denmark (outside Aarhus)	22.2%
International	8.4%

Spectator tourism impact

Unique visitors	22,708
Spectator visitor spend	\$11.84m
Domestic visitors	\$3.58m
International visitors	\$8.26m
Spectator bed nights (est.)	52,179

Event participant tourism impact

Participant visitor spend	\$9.45m
Participant bed nights	35,299

Event experience - Detail

Overall experience (out of 5)

Event participants	4.48
Spectators	4.02

Highest ratings (out of 5, event participants)

Volunteers at the event	4.53
General organisation	4.34
On-shore facilities	4.13

Lowest ratings (out of 5, event participants)

Opening ceremony	2.48
Medal ceremonies	2.55

Executive Summary

Hempel Sailing World Championships Aarhus 2018

MEDIA

- A total of 75 broadcasters showed live, delayed or highlights coverage of the championships on television
- Monitored television coverage from 29 key broadcasters identified more than 943 hours of aired content
- 183 hours of this monitored coverage was broadcast live, making up one fifth of all broadcasts in total
- The domestic coverage alone generated over 30 broadcast hours
- 7.55 million hours of television was viewed
- The total cumulative television audience was 15.67 million, with 3.3 million watching live coverage
- There were 269 accredited media present at Aarhus 2018 with the vast majority based in Europe (92.6 per cent)

SOCIAL MEDIA

- Six official social media accounts were measured by Sportcal over a 28-day period around Aarhus 2018
- These accounts combined contributed to 634 posts, 88,615 reactions and favourites, 4,156 shares/retweets and 4,611 comments and replies
- 7,868 new followers were gained across all accounts with World Sailing's Instagram account achieving the largest growth with 2,037 new followers
- Accounts administered by the organisers achieved a near-80 per cent increase in followers across its three social media channels; Facebook, Instagram and Twitter

SPONSORSHIP

- The event was supported by a total of 25 sponsors and partners
- This comprised three main sponsors, 15 official partners and seven foundations
- The Danish coatings manufacturer, Hempel, was the title sponsor of Aarhus 2018
- As part of the sponsorship, Hempel received significant on-water and on-shore branding rights
- Numerous activation campaigns were run by the event sponsors throughout the on-shore Maritime Festival
- 95.1 per cent of spectators were aware of Hempel's sponsorship of the championships

Media - Detail

TV broadcasters*

TV broadcasters	75
TV nations	198
TV continental reach	6

Broadcast hours and audience**

TV broadcast hours	943:17:08
TV hours viewed	7.55m
TV audience	15.67m

Accredited media

Accredited media	296
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*reported coverage (Sunset+Vine)

**monitored coverage (IRIS)

Social media - Detail

Posts	634
Reactions / Likes	88,615
Shares / Retweets	4,156
Comments / Replies	4,611
New followers	7,868
Avg. follower increase	2.26%

Sponsorship - Detail

Partner breakdown

Main sponsors	3
Official partners	15
Foundation partners	7

Prompted sponsor awareness (event participants)

Hempel	95.1%
SAP	69.6%
TDC Group	19.8%

Executive Summary

Hempel Sailing World Championships Aarhus 2018

SPORTING

- Aarhus 2018 featured 1,247 sailors representing 84 countries
- The number of competing nations was the highest at a Sailing World Championships since its inception in 2003
- 773 were male (62.0 per cent) and 474 were female (38.0 per cent)
- Europe accounted for 64.1 per cent of the 1,247 sailors
- Netherlands was ranked first in the medal table at Aarhus 2018
- European nations won 80.6 per cent of all medals
- Sailors were accompanied by 583 registered support staff
- World Sailing appointed a delegation of 56 international technical officials whilst Aarhus 2018 appointed 27 national technical officials

SOCIAL

- There were 1,173 volunteers, 96.7 per cent from Denmark
- Approximately 40 per cent were recruited via the city's volunteer pool
- A further two-fifths were recruited from local sailing clubs
- The final fifth were recruited via the university and student fairs
- The overseas volunteers originated from 11 countries from Australia to USA
- Educational and participation initiatives were held for both adults and children across the official event areas of Aarhus 2018
- More than 100 local clubs and organisations contributed towards the Maritime Festival by setting up stalls, workshops and activities for visitors

LEGACY

- Aarhus 2018 and the Maritime Festival generated tangible economic, tourism and social benefits for the host city
- The new International Sailing Centre has provided the city with the capacity to host future major sailing events alongside a now established pool of race officials and volunteers
- Maritime clubs and organisations in Aarhus believe they will receive a greater level of interest and an uptake in memberships from residents as a result of the championships taking place in the city alongside the festival

SUSTAINABILITY

- Aarhus 2018 partnered with World Perfect to deliver an integrated sustainability plan, based upon the World Sailing Sustainability Agenda 2030
- World Sailing was able to use Aarhus 2018 as a baseline to strive towards its Agenda 2030 goals
- The Maritime Festival played a key role in communicating and showcasing the sustainability initiatives being adopted by the championships and the city
- 95 per cent of spectators stated that initiatives such as the sorting of waste was a positive measure at the championships. However, 62 per cent of spectators were not aware of the sustainability measures implemented at Aarhus 2018

Sporting - Detail

Sailors	1,247
Male	773
Female	474
Continental reach	6
Nations (competing)	84
Boats	922
Sailing support staff	583
Technical officials	83
OA-appointed	27
WS-appointed	56

*Social - Detail***Volunteer programme**

Volunteers	1,173
Female / Male	539 / 634
Domestic / Overseas	1,134 / 39
Nations	12
Applications	1,400

Education & participation

Local sports clubs and organisations engaged	100+
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*Sustainability - Detail***Awareness of initiatives**

Waste sorting	33%
Organic food stalls	16%
Bicycle parking	13%
Sustainability volunteers	10%
Clean-up of waters	9%
Use of wind power	8%

Attitude towards the waste sorting initiative

Very positive	88%
Positive	7%
Neutral	1%
Negative	1%
Very negative	0%



Overview

Overview

Event History

Overview

The Sailing World Championships were first held in Cádiz, Spain in 2003. The event has taken place every four years with the exception of a change in cycle from 2011 to 2014, in order to take place in even years for which a summer Olympic Games do not take place.

The Hempel Sailing World Championships Aarhus 2018 (Aarhus 2018) was the fifth edition of the Sailing World Championships and was the fourth time a European nation has hosted the event. Including the sixth edition, which will take place in The Hague, Netherlands in 2022, only Perth, Australia has hosted the event outside of Europe, in 2011.

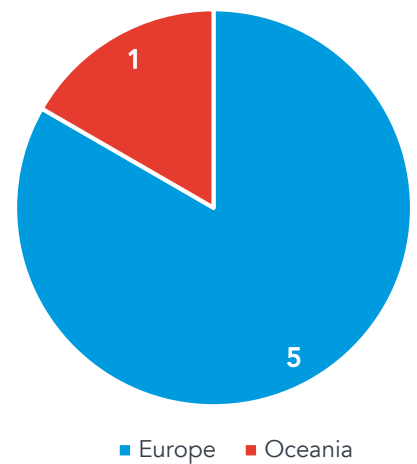
Aarhus was selected by World Sailing (formerly ISAF) to host the event on 10 May 2014. The ISAF Evaluation Commission made their recommendation to the ISAF Executive Committee who unanimously endorsed the recommendation.

The Danish bid defeated rival bids from Busan, Korea; Gdynia, Poland and The Hague, Netherlands.

The Danish bid partners - the Danish Sailing Association, Sport Event Denmark, Sport Aarhus Events (City of Aarhus) and Sailing Aarhus - were cited as bringing together proven regatta organisation experience. The successful bid followed three previous attempts to host the world championships, highlighting the desire of the Danish authorities to secure the prestigious event.

Aarhus 2018 became the largest Sailing World Championships in history after 12 events took place, one more than the 11 events competed during each of the first two editions in Cádiz, Spain (2003) and Cascais, Portugal (2007), and two more events than at each of the previous two editions in Santander, Spain (2014) and Perth, Australia (2011).

CONTINENTAL HOSTING DISTRIBUTION (2003-2022)



Sailing World Championships hosts (2003-2022)

YEAR	CITY	NATION	CONTINENT
2003	Cádiz	Spain	Europe
2007	Cascais	Portugal	Europe
2011	Perth	Australia	Oceania
2014	Santander	Spain	Europe
2018	Aarhus	Denmark	Europe
2022	The Hague	Netherlands	Europe

Overview

Event History

Events and Equipment

Events and equipment at Sailing World Championships (2003-2018)

EVENT	EQUIPMENT	GENDER	2003	2007	2011	2014	2018	TOTAL
Men's two-person dinghy	470	Male	✓	✓	✓	✓	✓	5
Women's two-person dinghy	470	Female	✓	✓	✓	✓	✓	5
Men's one-person dinghy	Laser	Male	✗	✓	✓	✓	✓	4
Men's windsurfer	RS:X	Male	✗	✓	✓	✓	✓	4
Women's one-person dinghy	Laser Radial	Female	✗	✓	✓	✓	✓	4
Women's windsurfer	RS:X	Female	✗	✓	✓	✓	✓	4
Men's keelboat	Star	Male	✓	✓	✓	✗	✗	3
Men's one-person dinghy (heavyweight)	Finn	Male	✗	✗	✓	✓	✓	3
Men's skiff	49er	Male	✗	✗	✓	✓	✓	3
Open multihull	Tornado	Open	✓	✓	✗	✗	✗	2
Women's keelboat	Yngling	Female	✓	✓	✗	✗	✗	2
Women's skiff	49er FX	Female	✗	✗	✗	✓	✓	2
Men's kiteboarding	Formula Kite	Male	✗	✗	✗	✗	✓	1
Men's one-person dinghy	Finn	Male	✓	✗	✗	✗	✗	1
Men's windsurfer	Mistral	Male	✓	✗	✗	✗	✗	1
Mixed multihull	Foiling Nacra 17	Open	✗	✗	✗	✗	✓	1
Mixed multihull	Nacra 17	Open	✗	✗	✗	✓	✗	1
Open one-person dinghy	Laser	Open	✓	✗	✗	✗	✗	1
Open one-person dinghy (heavyweight)	Finn	Open	✗	✓	✗	✗	✗	1
Open skiff	49er	Open	✗	✓	✗	✗	✗	1
Open two-person dinghy	49er	Open	✓	✗	✗	✗	✗	1
Women's kiteboarding	Formula Kite	Female	✗	✗	✗	✗	✓	1
Women's match racing	Elliott 6m	Female	✗	✗	✓	✗	✗	1
Women's one-person dinghy	Europe	Female	✓	✗	✗	✗	✗	1
Women's windsurfer	Mistral	Female	✓	✗	✗	✗	✗	1
TOTAL EVENTS			11	11	10	10	12	

Overview

Event Format

Held every four years, the Sailing World Championships is the pinnacle event for sailors hoping to qualify for the summer Olympic Games and compete against former and future world champions. All Olympic sailing classes are contested at the Sailing World Championships alongside showcase events proposed by World Sailing.

Aarhus 2018 was the first and most significant qualification event for the Tokyo 2020 Olympic Games with 40 per cent of nation quota places available.

Sailors competed in all 10 Olympic sailing classes as well as men's and women's kiteboarding events at Aarhus 2018, marking the first time that kiteboarding had been included on the world championships programme.

Additionally, the Nacra 17 foiling equipment was used for the first time at a Sailing World Championships following a review conducted by the Nacra 17 Class Executive and the Board of World Sailing in April 2017. The Nacra 17 foiling equipment produces less drag and increases speed, making for a better spectacle for spectators and television audiences. The equipment was rolled out strategically to allow for sailors to train and provide feedback before it was used in elite competition. The equipment was also used at the Aarhus 2018 Test Event.

Key Statistics

OFFICIAL EVENTS

Medal events	12
Male	6
Female	5
Mixed	1

EVENT LENGTH

Total event days	14
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Hempel Sailing World Championships Aarhus 2018 events and equipment

EVENT	EQUIPMENT	BOATS	SAILORS	QUOTA	% QUOTA
Men's one-person dinghy	Laser	165	165	165	100.0%
Men's one-person dinghy (heavyweight)	Finn	90	90	90	100.0%
Women's one-person dinghy	Laser Radial	119	119	120	99.2%
Men's windsurfer	RS:X	85	85	100	85.0%
Mixed multihull	Foiling Nacra 17	68	136	80	85.0%
Men's skiff	49er	86	172	105	81.9%
Women's windsurfer	RS:X	62	62	80	77.5%
Women's skiff	49er FX	60	120	80	75.0%
Men's kiteboarding	Formula Kite	65	65	90	72.2%
Women's two-person dinghy	470	47	94	70	67.1%
Men's two-person dinghy	470	64	128	105	61.0%
Women's kiteboarding	Formula Kite	11	11	30	36.7%
TOTAL		922	1,247	1,115	82.7%

Overview

Previous Edition

2014 ISAF Sailing World Championships



Key Statistics

ECONOMIC

Total Attendance (est.)	400,000
Venues	1

MEDIA

TV Broadcasters*	23
TV Nations*	45
Accredited Media	500

SPORTING

Sailors	1,167
Boats	836
Competing Nations	83

SOCIAL

Volunteers	800
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*Live, delayed, highlights coverage only

Date

8 - 21 September 2014

City, Nation

Santander, Spain

Venues

Prince Felipe High Performance
Sailing Centre (CEAR)
Royal Yacht Club of Santander

Organiser

Real Federación Española de Vela (RFEV)
International Sailing Federation (ISAF)

Santander, Spain hosted the fourth edition of the Sailing World Championships in 2014. The event received applications from seven destinations in total, including Canada, China, Denmark, Korea, The Netherlands, Poland and Spain. Santander's bid was selected by the ISAF Evaluation Committee ahead of 2018 host Aarhus, Denmark and 2022 host The Hague, The Netherlands.

Santander received high praise for its modern infrastructure and sailing heritage. The facilities available to sailors and their proximity to the city centre were also deemed as key strengths of the bid.

An estimated 400,000 spectators attended the two-week event in Santander with 30,000 estimated to have attended the opening ceremony.

1,167 sailors from 83 nations competed in the 10 sailing events in Santander.

Coverage of the championships was aired live, delayed and as highlights by 23 broadcasters reaching 45 nations and territories. More than 265 hours of live and delayed content was broadcast with an additional 4.5 hours of highlights.

Overview

Host Profile

Denmark



Denmark aims to be a leading nation in hosting major sports events, with a strong sports culture, and in particular summer sports. As of the 2018 edition of the Sportcal's GSI Nations Index, it ranked in 14th position with 19 scoring events across 14 cities over the 14-year period of 2012-2025.

The Hempel Sailing World Championships 2018 was one of three scoring events that the country hosted in 2018, alongside ice hockey's IIHF World Championships and the ITU Multisport World Championships.

The Sailing World Championships was projected as the most valuable scoring event under Denmark's allocation.

In the coming years, Denmark will host world championships in other sports including gymnastics, curling, cycling, and handball

Key Facts

Size	43,560 km ²
Population	5, 769, 603 (2017)
GDP(PPP)	\$56,308 (2017)
Capital	Copenhagen

GSI Nations Index* 14th (2018)

* GSI Nations Index is Sportcal's proprietary index which analyses the hosting and bidding of major sports events and ranks nations by the cumulative score of the events that nation has hosted.

More information on GSI Nations Index
www.sportcal.com/impact

Selected events hosted in Denmark (2009-2018)

YEAR	SPORT	EVENT	CITY
2009	Taekwondo	World Taekwondo Championships	Copenhagen
2010	Cycling – Track	UCI Track World Championships	Copenhagen
2011	Cycling – Road	UCI Road World Championships	Copenhagen
2011	Curling	World Women's Curling Championship	Esbjerg
2013	Canoeing	ICF Canoe Marathon World Championships	Copenhagen
2014	Badminton	BWF World Championships	Copenhagen
2015	Handball	Women's World Handball Championships	Various
2015	Archery	World Archery Championships	Copenhagen
2017	Surfing	ISA World Stand-up Paddle and Paddleboard Championship	Various
2018	Ice hockey	IIHF World Championships	Various
2018	Sailing	Sailing World Championships	Aarhus
2018	Triathlon	ITU Multisport World Championships	Various

Overview

Host Profile

Aarhus



Aarhus is the second-largest city in Denmark with a population of 326,612. The city is 59th on the GSI Cities Index, as of 2018, with projected scores of 1,719 and 837 for the Hempel Sailing World Championships Aarhus 2018 and the IAAF World Cross Country Championships 2019, respectively.

Aarhus is known for hosting many sailing events, having previously held a number of elite European and world championships as well as various youth events such as the Youth Sailing Championships in 2008.

The Hempel Sailing World Championships Aarhus 2018 is the largest sporting event ever to be held in Aarhus. Prior to this, Aarhus has hosted major sports events such as the Artistic Gymnastics World Championships 2006 and Men's EHF Euro 2014.

Key Facts

Size	91 km ²
Population	326,612 (2015)
GSI Cities Index*	59 th (2017)

* GSI Cities Index is Sportcal's proprietary index which analyses the hosting and bidding of major sports events and ranks cities by the cumulative score of the events that city has hosted.

More information on GSI Cities Index
www.sportcal.com/impact

Selected sailing events hosted in Aarhus (2009-2018)

YEAR	EVENT	CITY
2009	World Match Racing Tour - Danish Open	Aarhus
2010	505 World Championship	Aarhus
2011	A-Class Catamaran World Championship	Aarhus
2011	X-35 World Championship	Aarhus
2012	Soling and Yngling European Championship	Aarhus
2013	29er World Championship	Aarhus
2013	49er & 49erFX European Championship	Aarhus
2014	49er & 49erFX Youth World Championship	Aarhus
2014	Zoom 8 World Championship	Aarhus
2015	470 European Championship	Aarhus
2015	Laser Standard & Laser Radial European Championship	Aarhus
2018	Sailing World Championships	Aarhus

Overview

Venue Overview

Aarhus 2018 took place in the Port of Aarhus with race courses situated in the Bay of Aarhus. The championships utilised the Aarhus Yacht Harbour and newly developed Aarhus Ø, a modern city quarter which has provided an expansion of the harbour area.

The harbour houses two of the six sailing clubs which together form Sailing Aarhus. The Danish Olympic Sailing Team, the Sailing Aarhus Talent Centre, Sailing Academy Aarhus and Match Racing Aarhus are all situated at the harbour, as well as a number of other elite maritime sports organisations.

The port itself is approximately 1.5km long and 1km wide and provided ample space for the championships’ boat parks and Maritime Festival programme.

MARITIME FESTIVAL

Each basin of the harbour front was used to maximise the space available for the Maritime Festival.

The festival included boats of all sizes, tall ships, stand-up paddle boarding, educational workshops, give-it-a-go sessions, music performances and street food stalls.

NON-COMPETITION VENUES

The Aarhus International Sailing Centre, located on the waterfront of Aarhus Ø, was the focal point of the event. The newly-constructed centre hosted the World Sailing and Organising Authority (OA) meeting rooms, media working room, sailors changing rooms and lounge and VIP lounge. The centre provides 180-degree views out across the Bay of Aarhus.

Navitas, Aarhus University’s engineering campus, housed the race office, accreditation centre, volunteer centre and hosted various receptions for delegates and VIPs.

Four boat parks were set up for the championships, located strategically to provide easy access, space and security. The boat parks were opened on 19 July and were available until 17-19 August.

Boat parks and equipment

Boat Park 1	Nacra 17
Boat Park 2	49'er, 49'FX
Boat Park 3	Laser, Laser Radial, 470, Finn, RSX
Boat Park 4	Kites

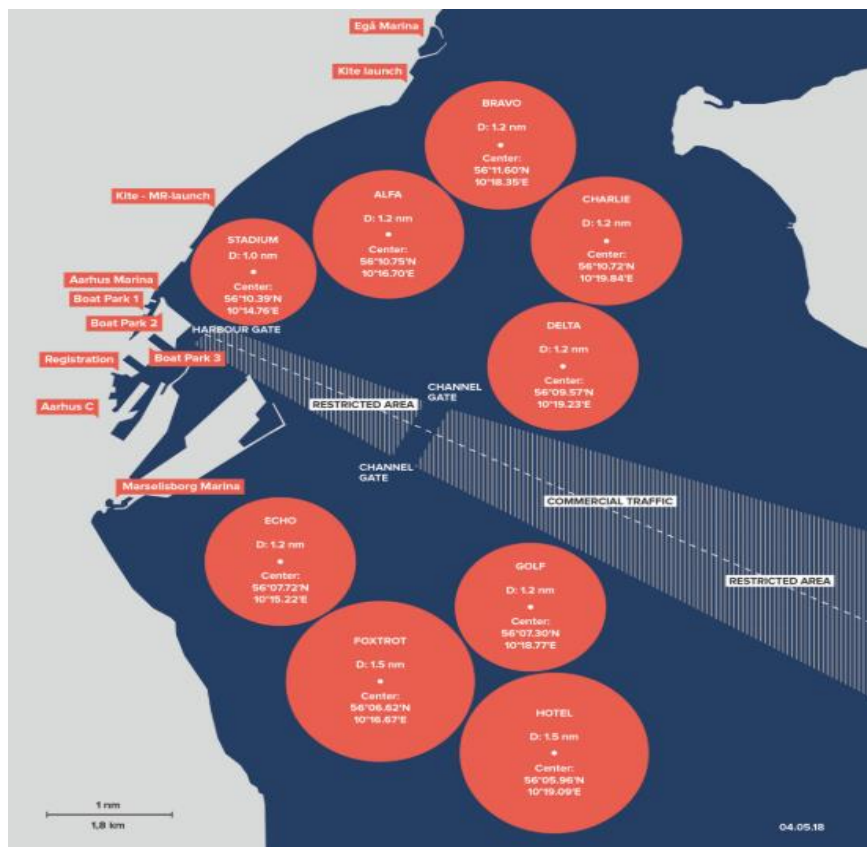


Overview

Venue

Race Course Areas

RACE COURSE AREAS



<i>Race courses</i>	<i>Diameter (nautical miles)</i>
Alfa	1.2nm
Charlie	1.2nm
Bravo	1.2nm
Delta	1.2nm
Echo	1.2nm
Foxtrot	1.5nm
Golf	1.2nm
Hotel	1.5nm
Stadium	1.0nm
Total	11.2nm

Overview

Venue

Spectator Areas

The spectator grandstand was constructed on the Aarhus Ø waterfront and promenade, providing the best views of the medal races.

The set-up provided a stadium-like atmosphere, bringing the spectators close to the action. The compact design of the championships allowed easy access for spectators with all areas being within walking distance of Aarhus city centre.

Extensive use of video screens, 3D GPS tracking and regular race announcements enhanced the spectator experience at the championships. Live commentary was provided by experienced sailors, helping the spectators understand what was happening and why. Loudspeakers and video screens provided spectators with a clear view and in-depth analysis of the races as they happened.

The fan zone itself stretched across Aarhus Ø and included a stage which hosted many of the Maritime Festival events and performances. This area also included a commercial village where event partners could demonstrate and sell products, and a street food village which offered local and international cuisine.

Havnepladsen Aarhus, adjacent to the harbour's second basin and Navitas, hosted the opening ceremony as well as multiple stalls, give-it-a-go activities and tall ships. World Sailing's eSport demonstrations and the Danish Sailing Association stall were also based there, attracting crowds who then made their way to Aarhus Ø to experience the grandstand and other festival areas.



Overview

Test Event

Hempel Sailing World Championships Test Event



Key Statistics

ECONOMIC

Total Attendance (est.)	2,000
Venues	1

TOURISM

Event participant tourism spend

Event participant spend	\$1.30m
Sailors	\$1.05m
Support staff	\$0.25m

MEDIA

Media representatives	15
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SPORTING

Sailors	370
Competing Nations	54

SOCIAL

Volunteers	325
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Date

7 – 17 August 2017

City, Nation

Aarhus, Denmark

Venues

Egå Marina, Bay of Aarhus

Organiser

Aarhus 2018 Organising Authority

The Hempel Sailing World Championships 2018 Test Event, titled 'Aarhus Sailing Week', was held at the Egå Marina in Aarhus, Denmark in August 2017. The event organisers aimed to comprehensively test plans and preparations for the world championships and provided sailors with the opportunity to acclimatise to the local waters, courses and sailing conditions.

Functions and processes of the Sailing World Championships were tested such as the race management teams, field of play, competition format, equipment, technology, and the overall management structure.

The organisers estimate that 2,000 spectators were present at the event.

More than 370 sailors from 54 nations participated including a number of Rio 2016 Olympic medallists. The event featured all 10 Olympic sailing classes.

The tourism expenditure generated by sailors and support staff attending the Test Event is estimated to be DKK 8.47 million (\$1.30m).



Stakeholders & Organisation

Stakeholders & Organisation

Overview

Governing body – World Sailing



Host city – City of Aarhus (Aarhus Events)



National sports federation – Danish Sailing Association



Local sailing organisation – Sailing Aarhus



National sports event organisation – Sport Event Denmark

**SPORT EVENT
DENMARK**

Stakeholders & Organisation

World Sailing

World Sailing, the world governing body for the sport of sailing, was first established in Paris, France in October 1907. It was initially titled the International Yacht Racing Union (IYRU) before the name was changed to the International Sailing Federation (ISAF) on 5 August 1996. Following a rebrand in 2015, the federation now operates as World Sailing and today represents 145 Member National Authorities, close to 60 per cent of which competed at the Hempel Sailing World Championships Aarhus 2018.

For the ISAF Executive Board at that time, Aarhus had a very compelling and professional bid which gave huge commitments from the city. The bid was well-aligned to the city development plan which provided the opportunity for the Sailing World Championships to leave a lasting legacy.

World Sailing's main objective for the event was to deliver the most successful Sailing World Championships to date. Each championships offer the sport the opportunity to be more engaging and more universal, providing the best showcase for the sport.

Both World Sailing and the city of Aarhus made significant changes following the award of the event which resulted in negotiations over commercial rights and other matters. An arrangement was made whereby all parties benefitted and stakeholders could work together in order to meet shared objectives.

The hosting agreement was very much a partnership between the federation and the city of Aarhus. World Sailing believes that Aarhus did an outstanding job and was a strong partner in developing the event.

As a result of the success of the partnership, this approach has been adopted for future editions of the event. The requirement of partnership working has been embedded in to the host city bid manual and will also be introduced at other World Sailing events such as the World Cup Series.

Commercial objectives for World Sailing revolved around demonstrating the opportunity for commercial partners within the sport of sailing. The championships demonstrated what is unique about sailing in terms of visibility and audiences. The full potential for commercial partners was realised following a record international broadcast reach.

The continuing relationship between Hempel, the event title sponsor, and World Sailing, acts as a commercial legacy of the championships. Hempel first engaged in the project by sponsoring the Test Event in the lead up to the championships.

In terms of broadcast, the event organiser pays a host broadcast fee to World Sailing, and both parties work in partnership on a tender which will deliver on both domestic and international broadcast objectives.

World Sailing wanted to use the event to set a new standard in broadcast production at an Olympic multi-class event, that seamlessly combined stunning imagery on the water, with broadcast graphics and analytics, to provide a better explanation of the sport and a seamless viewing experience for audiences.

Key objectives

- Deliver the most successful Sailing World Championships to date, measured by:
 - Quality of competition
 - Sailor/official satisfaction
 - Broadcast
 - Media/Social media reach
 - Sponsor/VIP satisfaction
 - Post-event impact assessment
- Showcase imagery from racing on the water, combined with graphics and analytics, to provide seamless broadcasting and a better explanation of the sport
- Demonstrate the opportunity for commercial partners within the sport of sailing
- Improve the universality of the championships by registering at least 85 nations to compete at the Hempel Sailing World Championships Aarhus 2018

INTERVIEW

Andy Hunt

Chief Executive Officer
World Sailing

Stakeholders & Organisation

World Sailing

Another objective for World Sailing was to improve the universality of the event by registering at least 85 nations to compete in Aarhus. In the end, sailors from 84 nations took part across the 12 events. Nevertheless, this made the Hempel Sailing World Championships Aarhus 2018 the largest Sailing World Championships in history in terms of nations competing.

World Sailing used the event to help to achieve its Sustainability Agenda 2030 targets, for example reducing the number of coach boats on the water. The 2018 championships was the first major event in which an integrated sustainability plan was introduced. The event provided a platform for the sailing community to build on and to share best practice in sustainability.

The success of the event has been measured based upon the quality of the competition, sailor and coach satisfaction, broadcast, media and social media reach as well as sponsor and VIP satisfaction, all outlined within a post-event event impact assessment.

World Sailing acknowledges the challenge it faces in attracting new audiences to the sport. Great strides have already been taken with the introduction of new technologies aimed at bringing people closer to the action such as VR and 3D graphics, sailing eSport, which targets a younger audience to take interest in the sport, and a communications strategy which aims to tell the story of the sailors via engaging and creative content online and via social media.

Stakeholders & Organisation

City of Aarhus

Aarhus Events, the events division of the City of Aarhus, was a lead partner of the championships bid and established the Organising Authority (OA) which planned and delivered the Hempel Sailing World Championships Aarhus 2018.

The sport of sailing is considered to be very much a part of the Danish DNA, and in particular for the city of Aarhus as a result of its natural resources and traditions. As a city, Aarhus first discussed the feasibility of hosting the Sailing World Championships in 1999, ahead of the inaugural edition in its current form which took place in Cádiz, Spain in 2003. The city, together with Sport Event Denmark and Sailing Aarhus, aimed to bid for the event in 2007 before deciding against submitting and was again unsuccessful in its bid for the event, this time for the 2014 edition.

Aarhus has hosted continental championships, class-specific world championships and the Youth Sailing World Championships in recent times. This is considered to be the logical development plan in order to host the Sailing World Championships, highlighting the long-term vision of the city, according to the Organising Authority and the City of Aarhus.

The City of Aarhus sets three main objectives for the events which Aarhus Events supports and delivers:

1. Support city growth, including national and international branding
2. Develop and contribute to the wider city development plan
3. Provide citizen experiences, both for residents and visitors to Aarhus

Events support city growth via tourism and international branding. Both short-term and long-term objectives are set by the city council. An event such as the Sailing World Championships delivers a large tourism impact as well as global media coverage. The television coverage associated with the event in particular showcases the city landscape, skyline and culture to both domestic and international audiences.

Events hosted in Aarhus are interlinked with the city development plan and often seek partnerships with commercial organisations and foundations which share similar aims. The development of Aarhus Ø, the city's newest quarter, was supported by the construction of the International Sailing Centre and associated jobs that came as a result of the increased capacity of the sailing community.

Citizen experiences are important to the city, both for those resident to Aarhus to ensure Aarhus continues to be considered a good place to live, as well as for tourists and prospective students visiting the city and who may be encouraged to make Aarhus their home, further contributing to the growth of the city. Experiences are believed to be an important factor in Aarhus being considered a good place to live.

"Welcome to Denmark - and welcome to Aarhus, the ancient capital city of the Vikings."

"Over 1200 years ago, the Vikings settled right here on this spot - by the shore and the forest, the perfect place for a harbour town."

"Now "the Danish sailors - with fiery Viking blood in their veins - are once again fighting for honour and gold, this time on their home turf."

Jacob Bundsgaard

Mayor of Aarhus

Hempel Sailing World Championships
Aarhus 2018 Opening Ceremony

Stakeholders & Organisation

City of Aarhus

The objectives set by the city council were achieved in a number of ways. Early planning and the creation of partnerships have been highlighted as key contributors to the delivery of the event.

At an early stage, the city worked to establish the infrastructure requirements of the event before reserving a certain number of hotel rooms to ensure the correct capacity was available for participants. An unforeseen influx in the use of rental accommodation platforms such as Airbnb in recent years meant that hotel rooms reserved ahead of the event were not fully utilised, resulting in a somewhat detrimental effect to the event budget. However, as the expenditure was still entering the local economy, this was not an issue for the city council or OA.

Partnerships, such as those with domestic broadcasters, assisted the city with its aims of generating exposure nationally. The Opening Ceremony was broadcast live in Denmark, raising the profile of the event and encouraging people to attend.

A survey was conducted by the department for commercial business in the city which helped identify partners which could contribute to the success of the championships and which shared similar values.

The Port of Aarhus was a key partner due to its vast experience in managing the harbour area, shipping and logistics. A close working relationship between the organisers and the port authorities ensured safe race areas and shipping route crossings between events, minimising any possible disruption in the Bay of Aarhus.

Aarhus held the title of European Capital for Volunteering in 2018, following on from its European Capital of Culture title in 2017. The city harnessed the benefits of holding such a title by recruiting more than 1,100 volunteers for the event without issue thanks to the profile of volunteerism.

Its experience of hosting cultural events throughout 2017 gave the city fresh inspiration which it has transferred into sport and cultural events. This could be seen in the delivery of the Maritime Festival, an innovative concept which aimed to bring sailing to the shores and provide an engaging and family friendly atmosphere for people to enjoy maritime sports both on land and at sea.

The city believed that if tax payers money was to be used for the event, it is important that citizens receive something in return. As a result, the Steering Committee agreed that the Sailing World Championships could not happen without a Maritime Festival that would provide a wide range of experiences for the public.

A further focus of the Steering Committee was the need for a sustainability programme integrated within the event. Denmark is world-renowned as a leader in sustainability. This connected well with World Sailing which has made sustainability a priority for the global sailing community. Aarhus was afforded the opportunity to showcase and trial innovative solutions which aim to make sailing events more sustainable and to raise awareness of the issues faced.

Further details on these initiatives can be found within the Sustainability chapter.

Key objectives

- Support city growth, including international branding
- Develop and contribute to the wider city development plan
- Provide citizen experiences, both for residents and visitors to Aarhus

INTERVIEWS

Jørn Sønderkjær Christensen

Head of Aarhus Events

City of Aarhus

Stakeholders & Organisation

The Danish Sailing Association

The Danish Sailing Association (DSA) is the national federation for the sport of sailing in Denmark. The association represents 270 sailing clubs across Denmark and is a member of the national Olympic committee and Sports Confederation of Denmark. The DSA was the underwriter of the Aarhus bid, as required by World Sailing; however, it was Sailing Aarhus, together with the City of Aarhus and Sport Event Denmark, which drove the project as the host club.

The Danish Sailing Association had four key objectives in its capacity as a key stakeholder in the planning and delivery of the championships:

1. To win medals and secure quota places for Tokyo 2020
2. To build up the capacity required to host international sailing events in Denmark
3. To make sailing visible as a sport across Denmark
4. To promote Danish "heroes" in order to change perceptions of sailing as an expensive sport

The main focus of the Danish Sailing Association was to support its sailors in their preparation and training in order to give them the best chance of winning medals and qualifying for the Tokyo 2020 Olympic Games.

The association has done this by supporting elite sailors and by developing a pathway strategy for talented sailors of the future. In hosting a test event ahead of the championships, these sailors had the opportunity to compete at the highest level and on home waters in preparation for the championships. Although sailors compete as individuals, the Danish Sailing Association provides a team set-up in order to ensure all elite athletes have access to the best facilities, equipment and staff.

The DSA also aimed to use the event as an opportunity to build capacity in order to host future events. The association contributed knowledge and expertise to the Organising Authority and race official pool, including the provision of training for race officials who came from sailing clubs across Denmark. The association coordinated training for officials in order to improve the knowledge and skillset required to manage and deliver a major sailing competition. This was delivered as value-in-kind to the event in the absence of a financial contribution. The association will maintain the pool of skilled race officials for future events.

It was important for the association that the population of Denmark saw the full potential of the sport and it aimed to make Danish heroes more visible to encourage a greater following. In this respect, communication of the event was deemed to be key.

The broadcast partnerships for the championships focussed upon making the sport visible across Denmark from the outset of the tender stage. Working in conjunction with Danish Radio, the free-to-air television and radio broadcaster in Denmark, which recently moved its sports broadcasting headquarters to Aarhus, meant that a value in kind partnership was beneficial for all parties involved.

The association's social media strategy focussed on telling the story of the athletes using short engaging video clips. A new social media quiz was also developed which allows people to answer a short set of questions in order to gauge which sailing discipline would best suit them. The quiz acts as an outreach programme and follows on by showing the respondent how they can participate in their calculated discipline, listing his/her local club alongside its contact details. The one downside is it is not able to ensure or at least remind the respondent to actually follow through on the results and visit the club.

Key objectives

- To win medals and secure quota places for Tokyo 2020
- To build up the capacity required to host major international sailing events in Denmark
- To make sailing visible as a sport across Denmark through significant media output
- To promote Danish "heroes" in order to change perceptions of sailing as an expensive sport

INTERVIEW

Mads Kolte-Olsen

Secretary General

Danish Sailing Association

Stakeholders & Organisation

Sailing Aarhus

Sailing Aarhus is the representative body of six sailing and windsurfing clubs located in and around the City of Aarhus and is a member of the Danish Sailing Association. Sailing Aarhus was founded in 1999 and became a permanent organisation in 2008, although collaborations between the clubs have been taking place for a number of years before that.

The purpose of Sailing Aarhus is to represent the interests of its member clubs and to promote sailing, including knowledge of the sport, by arranging a wide range of sailing activities around Aarhus. The organisation has three key aims:

1. Promote the sport of sailing in Aarhus and across Denmark
2. Deliver activities which helps to educate people about sailing
3. Host major international sailing events

As a key stakeholder in the planning and delivery of the Hempel Sailing World Championships Aarhus 2018, Sailing Aarhus provided its knowledge, expertise and access to its member clubs for the event.

Around 40 per cent of all volunteers recruited for the event came from Sailing Aarhus' member clubs, whilst a significant proportion of race officials were also members of the local sailing clubs. Race officials and volunteers from these clubs have significant experience in major events thanks to the various international events the city has hosted in recent years according to Sailing Aarhus.

In order to meet its objective of hosting major international events, Sailing Aarhus realised that it would need a home that could be the symbol for sailing in Aarhus. The Aarhus International Sailing Centre came as a result of this vision. Although it is believed that the centre would have been constructed eventually even if the Sailing World Championships had not taken place, the fact that the bid process was strongly contested, and given the city's history of bidding for the event, meant that funding could be sought and planning progressed sooner.

In January 2014, four candidate cities were in the running to host the Sailing World Championships 2018. During the final bid questionnaire phase, the funding required for the International Sailing Centre was secured thanks to the A.P. Møller Foundation, owner of the A.P. Møller-Maersk group, the Danish transport, logistics and energy conglomerate. The confirmation that the International Sailing Centre had received the required funding was included within the final bid submission. This is believed to have been a key milestone in what resulted in a successful bid.

Such is the interest in the sport of sailing within Aarhus, the six clubs collectively have a total membership of approximately 2,800 and are at full capacity. Many other sailing clubs within the City of Aarhus are also at full capacity, with space only to be found at clubs based on the outskirts of the city.

The main challenge for Sailing Aarhus is aligning the interests of the six clubs in order to best promote sailing and provide further opportunities for people to participate. Schools programmes, activity days and the free provision of equipment are some of the initiatives taken by the clubs to promote the sport.

Key objectives

- Promote the sport of sailing in the City of Aarhus
- Deliver a wide range of activities for all ages which helps to educate people about sailing
- Host major sailing events in and on Aarhus Bay

INTERVIEWS

Jon Koch Hansen
Secretary General
Sailing Aarhus

Stakeholders & Organisation

Sport Event Denmark

Sport Event Denmark was established on 1 January 2008 by the Danish Government and the National Danish Sports Organisations.

As an organisation funded by the public lottery, Sport Event Denmark has three key objectives;

1. To bring major international sports events and congresses to Denmark
2. To showcase Denmark as a brand globally
3. To provide opportunities to develop sport in Denmark

When seeking to attract major events to Denmark, the organisation operates in close cooperation with the event rights holder, the local organising committee and the host city. It has an active involvement from the bidding stage, throughout the event planning stage and up until the event is delivered. This approach has resulted in a knowledgeable and skilled domestic workforce thanks to the experience hosting major events has provided Danish cities, national sports federations and local clubs.

Sport Event Denmark was the lead bid partner together with Sailing Aarhus and Aarhus Events for the Hempel Sailing World Championships Aarhus 2018, both developing and delivering the bid in collaboration. The slogan "Right place. Right time." was used to promote the bid and the vision of the city which became a reality in May 2014 when World Sailing (then ISAF) announced that its bid was successful.

The budget for the event was complex, but collaboration between key stakeholders meant that the event was planned and delivered in a cost-effective manner. Sport Event Denmark contributed DKK 9.025 million (€1.21m, \$1.38m) to the budget – this included DKK 0.675 million for the bid, DKK 0.35 million for the Test Event and DKK 8.0 million for the championships themselves.

Sport Event Denmark regularly integrates its staff within the organising committees of the major events it supports. This helps to ensure that its objectives are met, whilst at the same time it allows for sharing knowledge and major event experience with local organisers and other stakeholders. Sport Event Denmark's communications manager was seconded to the Organising Authority for the duration of the event. Working with DR, the Danish national television broadcaster, Aarhus Events in collaboration with Sport Event Denmark ensured that the broadcast and media output had a strong focus on the city of Aarhus and on Denmark, with many camera shots and published images containing backdrops of the Danish coastline.

As an organiser and funding partner of the championships, Sport Event Denmark hopes to engage people in the sport of sailing, particularly through the innovative and ambitious Maritime Festival concept. The Festival involved a collaboration between more than 100 maritime sports organisations across the city.

Sport Event Denmark hopes that the Maritime Festival, alongside the championships themselves, will act as a strong driver in developing maritime sports both in Aarhus and across Denmark.

Key objectives

- To attract and deliver major international sports events and congresses in Denmark, acting as a driver of tourism
- To showcase Denmark as a brand globally
- To provide opportunities to develop sport in Denmark

Sport Event Denmark's involvement with events in Aarhus has also seen it provide support for the hosting of SportAccord in 2017, the largest annual gathering of the global sports community. Other projects supported include the IAAF World Cross Country Championships which will take place in Aarhus in March 2019.

INTERVIEW

Hanne Sejer

Deputy Chief Executive Officer
Sport Event Denmark

Kim Mejnert Frydensbjerg

Events Consultant
Sport Event Denmark

Stakeholders & Organisation

Overview

Aarhus 2018 Organising Authority

Aarhus was awarded the Sailing World Championships 2018 in May 2014 following a unanimous decision of the World Sailing (formerly ISAF) Executive Committee. The host city agreement was signed in April 2015.

A Steering Committee consisting of six representatives from key stakeholders was established to oversee the progress of the organisation of the event.

The City of Aarhus took a lead role in the planning and delivery of the championships with a number of staff seconded to the official Organising Authority which was established for the event. Experienced staff were also recruited from local clubs.

Various working groups were established in order to plan and deliver all elements of the championships.

In October 2016, senior World Sailing officials visited Aarhus to undertake a site visit. This included briefings on race management, supporting emerging nations, broadcasting, marketing and media, city activities and commercial operations.

The qualification system was published by World Sailing in January 2017, signalling the various requirements sailors had to meet in order to qualify for the championships in 2018.

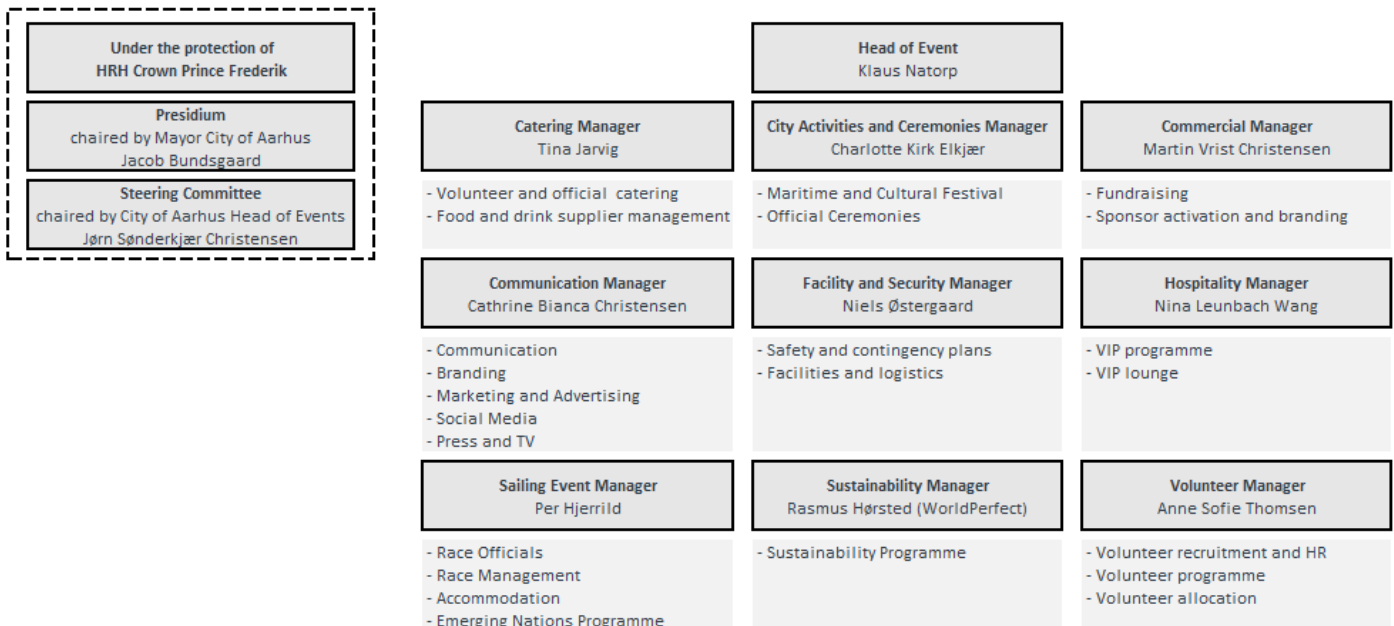
Domestic broadcaster, Danish Radio (DR), promoted its coverage of the event across Denmark and this was supported by a coordinated social media campaign from the organisers and from World Sailing.

The city of Aarhus marketed the event locally by dressing the city with banners, billboards, adverts on bus stops and in local press.

Key dates

May 2014	Aarhus awarded event
Apr 2015	Host city agreement signed
2015	Organising Authority established
Oct 2016	World Sailing site visit
Jan 2017	Qualification system published by World Sailing
Aug 2017	Aarhus 2018 Test Event
Jul-Aug 2018	Hempel Sailing World Championships 2018

Aarhus 2018 organisational structure





Economic

Economic

Attendance

Overview

According to figures reported by local authorities, approximately 400,000 visits were made to Hempel Sailing World Championships Aarhus 2018. These visits were made by 151,414 unique spectators, 22,708 of which were visitors to the City of Aarhus.

Between 14,000 and 15,000 spectators attended the opening ceremony of the championships on 2 August according to authorities.

TDC Group, the Danish telecommunications company, as part of its sponsorship of the event, provided tracking data of mobile phone sim cards in order to establish the differences in inner city visitation compared to baseline levels.

This data shows that there were 9,273 additional people in inner city Aarhus on average for each day of the competition, when compared to baseline data. The data does not differentiate between those visiting specifically for the Hempel Sailing World Championships, but it does indicate a significant uplift in the number of people in the area during that time, supporting the visitor data derived from the spectator tourism survey.

Attendance - Overview

Cumulative attendance	400,000
Total unique attendance	156,488
<i>Unique spectators</i>	151,414
<i>Unique event participants</i>	5,074
Total unique visitors	25,170
<i>Visiting spectators</i>	22,708
<i>Visiting event participants</i>	2,462

Attendance – Event participants

Sailors	1,247
Sailor support staff	583
Media	296
Organising Authority staff	238
World Sailing staff and guests	85
Suppliers	100
VIPs, sponsor, guests	1,352
Volunteers	1,173
Total	5,074

Economic

Boat Hires

The Aarhus 2018 Organising Authority sourced more than 1,900 boat days in order to meet its obligations for the championships, pre-event training, Test Event and Emerging Nations Programme (ENP). These boats were hired from various suppliers at various costs.

Close to 1,500 boat days were required for the Hempel Sailing World Championships specifically. A number of boat hires also occurred outside the capture of the organisers and of the figures reported by local clubs.

Boat hires (sum of boat x number of days hired)

SUPPLIER	SWC	TEST EVENT	OTHER*	TOTAL
Local yacht clubs	339	196	45	580
Yacht clubs (regional, internationals)	288	112	-	400
Other locals (private owners, diving clubs etc)	210	28	-	238
Professional suppliers (locals or internationals)	614	35	-	649
VIP and Tall Ships	42	-	-	42
Total	1,493	371	45	1,909

* Emerging Nation Programme, tests etc.

The average number of days per boat hire during Aarhus 2018 was 10 days. For the Test Event, hires were made for an average of seven days.



A18 ENP

The organisers contracted a number of Laser- and Finn-dinghies in order to service the Emerging Nations Programme delivered in Aarhus (A18 ENP). In total, 20 Laser-dinghies were hired over a period of 15 months whilst six Finn-dinghies were hired for the two-week duration of the championships.

Sailor Boats

All 285 Laser/Radial dinghies were hired for Aarhus 2018 for practice during the days prior to the competition races.

All other boats were supplied by the sailors and their member national authorities, either transported from home or from elsewhere in Europe following the completion of other competitions.

Coach Boats

All coach boats were supplied either by the member national authority themselves or hired directly via a third-party supplier, both during the event, Test Event and pre-event training.

VIP Boats

The organisers hired three Tall Ships with various capacity (60, 120 and 200 guests), two sailing vessels (12 guests) and a motor yacht (6 guests).

These were used to service commercial partnerships and VIP delegations as well as provide opportunities for the general public to view as part of the Maritime Festival.

In addition, partners liaised directly with rental companies for excursions in 10-12-person ribs.

Economic

Financials

The operating expenditure of the Hempel Sailing World Championships Aarhus 2018 totalled DKK 52.2 million (\$8.0m).

The organisers' break-even budget relied primarily on public support and city funds, whilst sponsors, entry fees, sales and commissions contributed towards 28.6 per cent of total revenues.

The largest expenditure came from logistics and facilities, contributing towards almost one quarter of the event budget.

The net additional spend of the Organising Authority within the City of Aarhus totalled DKK 6.90 million (\$1.05m).

Aarhus 2018 final budget (millions)

	2018	
	DKK	USD
Public support	27.6	4.2
Funds	9.7	1.5
Sponsors	9.7	1.5
Entry fees	3.0	0.5
Sales	1.5	0.2
Commissions	0.7	0.1
Total revenue	52.2	8.0
Salaries and project management	7.5	1.1
World Sailing fees and services	10.4	1.6
Logistics and facilities	12.7	1.9
Race management (on/off shore)	6.7	1.0
Athletes and officials	1.5	0.2
Marketing, communication, media and PR	4.5	0.7
Cultural festival	3.0	0.5
Sales and sponsor activation	1.5	0.2
Volunteers	2.2	0.3
Security	0.7	0.1
Side projects	0.7	0.1
Total expenditure	52.2	8.0

Figures may not sum due to rounding

Budget received in Euros and standardised to DKK

Exchange rate used at 12/08/2018: DKK 1 = USD 0.1531

EUR 1 = DKK 7.4562

In terms of infrastructure, the city of Aarhus and Sailing Aarhus invested in the new state-of-the-art International Sailing Centre which acted as the focal point for the sailors, VIPs and press at the championships. Infrastructure costs are not included within the economic impact assessment.

World Sailing's event-related accounts indicate a total net additional spend within the host economy worth DKK 3.89 million (\$0.60m). The majority of this expenditure related to charter boats and insurance, procured from local suppliers.

Economic

Economic Impact

Direct Economic Impact – Total

The total direct economic impact generated by the Hempel Sailing World Championships 2018 has been calculated using 1) the net additional spend of the Organising Authority and World Sailing in the City of Aarhus, and 2) the tourism spend of visiting spectators and event participants. The direct economic impact resulting from Aarhus hosting the event is estimated to be DKK 149.83 million (\$22.94m).

Based on budget information provided by World Sailing and the Organising Authority, the net local event organiser spend within the local economy has been calculated as DKK 10.79 million (\$1.65m).

Visiting spectators are estimated to have spent a total of DKK 77.36 million (\$11.84m) during the championships.

Event participants spent DKK 62.69 million (\$9.45m) during their visit to the Hempel Sailing World Championships Aarhus 2018, the Test Event and throughout their pre-event training period in Aarhus. This money includes expenditure on items such as accommodation, food and drink, car and boat hires and other miscellaneous spend during the championships, Test Event and pre-event training period.

Direct economic impact

Tourism spend	\$21.29m
Spectators	\$11.84m
Event participants	\$9.45m
A18	\$5.97m
Test Event	\$1.30m
Training	\$2.18m
Surplus expenditure (OA and World Sailing)	\$1.65m
 Total direct economic impact	 \$22.94m

Exchange rate used at 12/08/2018:
DKK 1 = USD 0.1531



Tourism

Tourism

Overview

The analysis in this section looks at the tourism impact generated by spectators who visited Aarhus specifically to attend the Hempel Sailing World Championships Aarhus 2018.

A tourism survey was used to assess the spectator experience and tourism impact, from which the answers by respondents were analysed and extrapolated.

Spectators were categorised into different groups, based on how far they had to travel to Aarhus to attend the event: within the City of Aarhus, within Denmark but outside the City of Aarhus, and from outside Denmark. Simplified, the three categories are: Local, Other Denmark and Overseas.

The total tourism spend generated by the 22,708 unique spectators from 'Other Denmark' and 'Overseas' was DKK 77.36 million (\$11.84m).

The 2,482 event participants from outside of Aarhus contributed a further DKK 38.98 million (\$5.97m).

Using similar expenditure estimates for the Test Event and training periods directly related to the championships, an additional DKK 22.70 million (\$3.48m) in tourism spend can be attributed as a result of the championships taking place.

Methodology

The event participant tourism survey was conducted with four groups between August-September 2018 by Sportcal, in collaboration with World Sailing, the City of Aarhus and Sport Event Denmark:

- Sailors
- Support Staff
- Media
- VIPs

The spectator tourism survey was conducted by Epinion, in collaboration with City of Aarhus and Sportcal. 311 surveys were conducted at different times of the day during the event, ensuring a representative sample.

Breakdown of spectator spend

	TOTAL	LOCAL TO AARHUS	OTHER DENMARK	OVERSEAS	VISITORS TO AARHUS
TOTAL SPEND (DKK)	DKK 79.69 m	DKK 2.33 m	DKK 23.41 m	DKK 53.95 m	DKK 77.36 m
TOTAL SPEND (USD)	USD 12.20 m	USD 0.36 m	USD 3.58 m	USD 8.26 m	USD 11.84 m

Breakdown of event participant tourism spend

	SAILORS	SUPPORT STAFF	MEDIA	VIPs	WORLD SAILING STAFF, TECHNICAL OFFICIALS & VOLUNTEERS	TOTAL
TOTAL SPEND (DKK)	DKK 18.92 m	DKK 13.69 m	DKK 2.25 m	DKK 2.27 m	DKK 1.85 m	DKK 38.98 m
TOTAL SPEND (USD)	USD 2.90 m	USD 2.10 m	USD 0.34 m	USD 0.35 m	USD 0.28 m	USD 5.97 m

Breakdown of sailor and support staff tourism spend during Test Event and training

	SAILORS TEST EVENT	SAILORS TRAINING	SUPPORT TEST EVENT	SUPPORT TRAINING	TOTAL
TOTAL SPEND (DKK)	DKK 6.83 m	DKK 11.98 m	DKK 1.64 m	DKK 2.25 m	DKK 22.70 m
TOTAL SPEND (USD)	USD 1.05 m	USD 1.83 m	USD 0.25 m	USD 0.35 m	USD 3.48 m

Figures may not sum due to rounding.

Further detail available on pages 42 and 44.

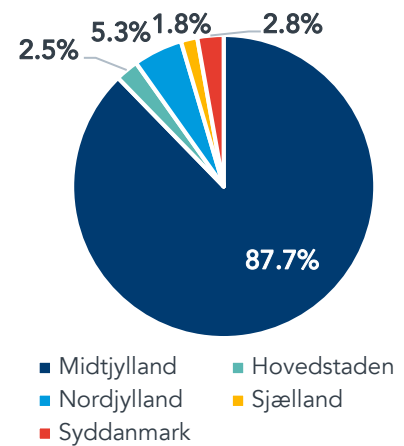
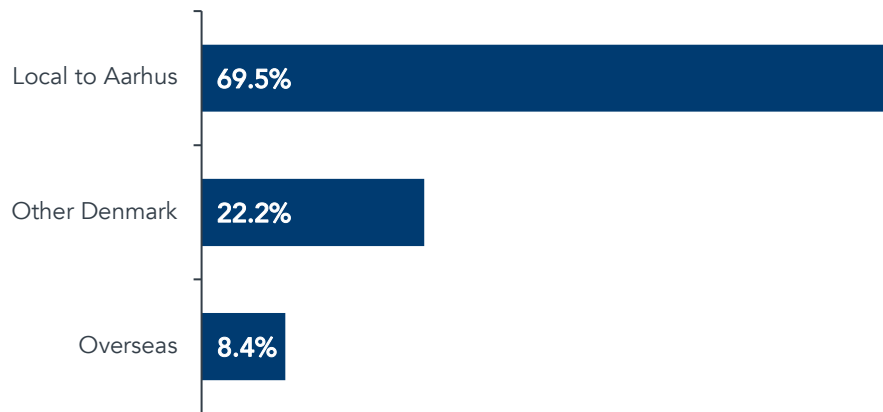
Exchange rate used at 12/08/2018: DKK 1 = USD 0.1531

Tourism

Spectator Demographic Profile and Origin

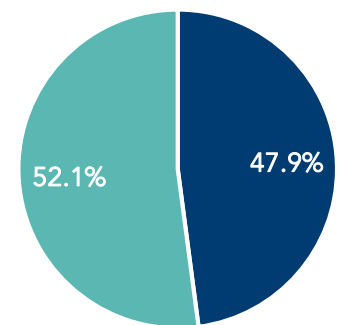
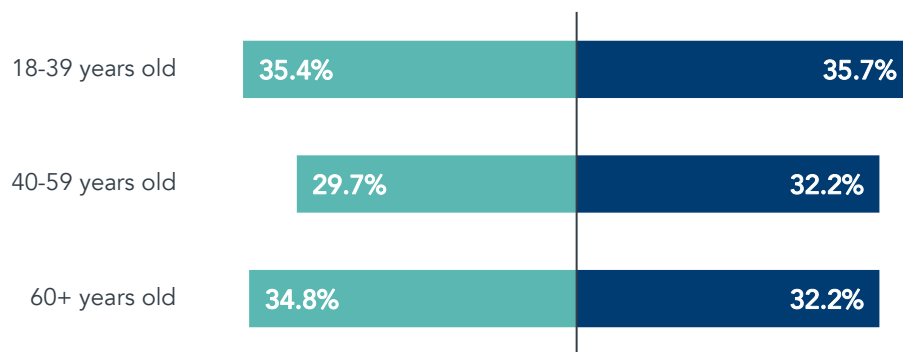
Origin of spectators

- 87.7 per cent of attendees came from Region Midtjylland making it predominantly a locally attended event
- 69.5 per cent reside in the City of Aarhus
- 22.2 per cent came from elsewhere in Denmark, outside of the city
- 8.4 per cent came from overseas, with Great Britain, Norway, Sweden, Germany and Netherlands all represented



Age and gender profile of spectators

- Adult fans were equally split by gender, as was the age profile, indicating that Aarhus 2018 had a broad appeal



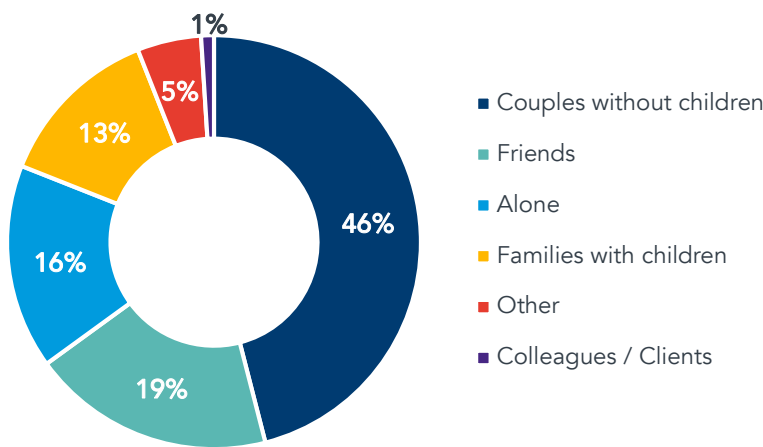
■ Female ■ Male

Tourism

Spectator Attendance

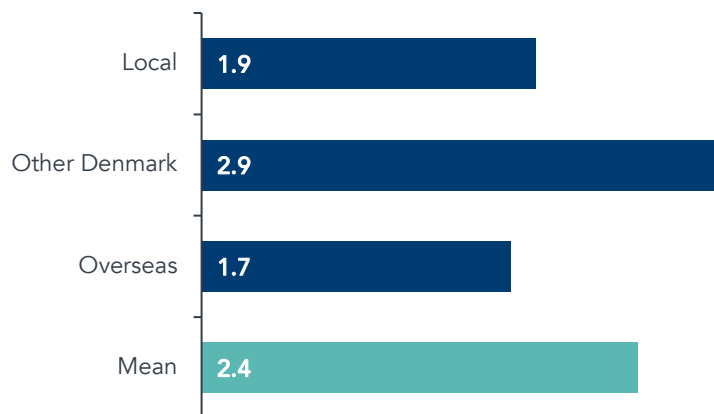
With whom did spectators attend Aarhus 2018?

- Spectators at Aarhus 2018 were most likely to be in attendance with a spouse/partner, without children. This group attended 4.2 days on average
- Close to one fifth of spectators attended with friends
- 16 per cent of spectators attended alone, this group also attended the most days on average with 6.7 days



Average size of group

- The most common group size was two (62 per cent of respondents attended with one other person). However, six per cent came in a party of five or more, impacting the average group size
- The average group size of spectators local to Aarhus was 1.9
- Overseas visitors averaged a similar group size of 1.7
- Those traveling from elsewhere in Denmark tended to have a larger group size at 2.9 on average

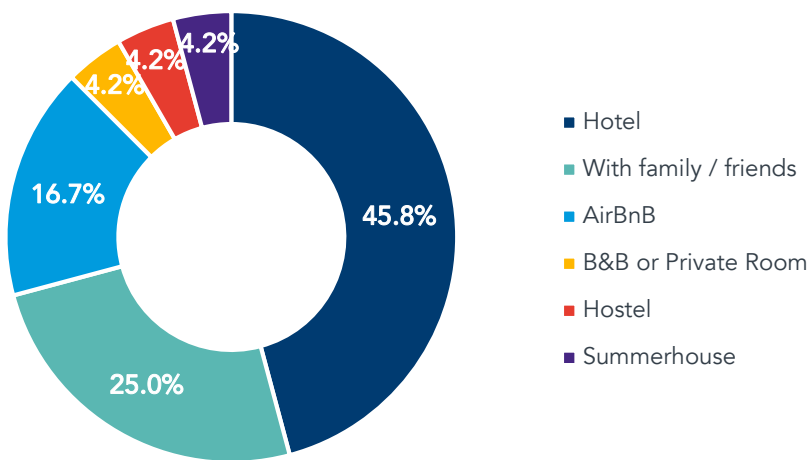


Tourism

Spectator Accommodation

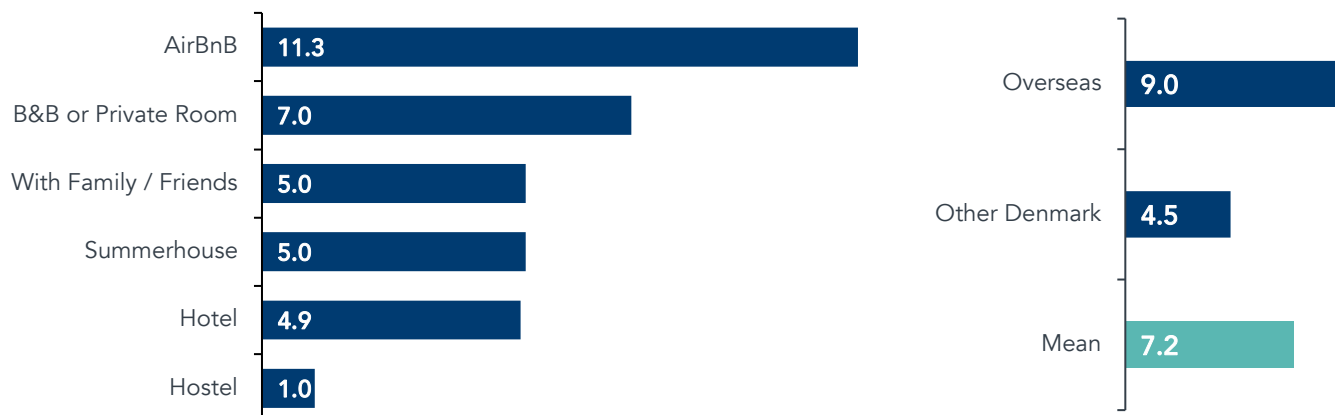
Where did spectators stay during Aarhus 2018?

- Of those respondents reported to have stayed at least one night in Aarhus for the purpose of attending the Sailing World Championships, almost 46 per cent stayed in hotels
- One quarter stayed with family or friends in Aarhus in order to attend
- There was an even split of spectators opting to stay in hostels, B&B's, private rooms and summerhouses (4 per cent each)



Number of nights in paid accommodation

- AirBnB rentals, utilised by almost 17 per cent of overnight visitors, generated the largest average length of stay at 11.3 nights
- Hotels, although utilised by 46 per cent of overnight visitors, contributed a lower average length of stay at 4.9 nights
- Visitors from overseas averaged 9.0 nights in their accommodation, whilst visitors from elsewhere in Denmark averaged 4.5 nights



Tourism

Spectator Survey

Breakdown of attendees

The results of the spectator survey analysed alongside visitor data provided by the City of Aarhus, Sport Event Denmark and Visit Denmark suggest that 102,426 visits were made to the event by 28,679 unique spectators, whose primary reason for visiting Aarhus was to attend the Hempel Sailing World Championships.

Those traveling to Aarhus from elsewhere in Denmark and overseas contributed 87,932 of these visits, accounting for 22,708 of the total number of unique spectators whose primary reason for visiting Aarhus was to attend the event.

For the purposes of this study, only those whose primary reason for visiting Aarhus was to attend the event have been considered within the tourism impact assessment.

Breakdown of spectators at the Hempel Sailing World Championships Aarhus 2018

	TOTAL	LOCAL TO AARHUS	OTHER DENMARK	OVERSEAS	VISITORS TO AARHUS
Total spectator visits	400,000	277,814	88,746	33,441	122,186
Total spectator visits (with primary reason for visit)	102,426	14,494	41,067	46,865	87,932
Average number of days attended	3.57	2.00	2.36	8.82	3.87
Unique spectators	28,679	7,247	17,393	5,315	22,708

Totals may not add up as individual figures have been rounded up



Tourism

Visitor Spend

Spectators

In order to establish the visitor expenditure generated by the championships, Sportcal has consulted with the City of Aarhus, Sport Event Denmark and Visit Denmark in order to cross-reference survey data with national visitation statistics.

The tourism assessment shows that the gross spend generated by visiting spectators totalled DKK 77.36 million (\$11.84m), of which DKK 53.95 million (69.7 per cent) was generated by overseas visitors.

Spectators from elsewhere in Denmark spent DKK 23.41 million (\$3.58m).

Due to the number of overseas spectator surveys completed, overseas spectator expenditure data has been cross-referenced with that of sailors, support staff, media and VIPs, as well as other visitation data collected across Denmark.

For the purposes of this analysis, the average daily overseas spectator expenditure has been estimated to be equal to that of support staff.

Total visitor spend related to Aarhus 2018

	TOTAL	LOCAL TO AARHUS	OTHER DENMARK	OVERSEAS	VISITORS
Unique spectators	28,679	7,247	17,393	5,315	22,708
% of unique spectators in paid accommodation	24.2%	-	16.7%	81.8%	31.9%
No. people staying overnight in Aarhus	7,247	-	2,899	4,348	7,247
Average number of nights stayed	7.20	-	4.50	9.00	7.20
Bed nights (estimated)	52,179	-	13,045	39,134	52,179
Average spend per person per day (DKK)	1,374.00	-	1,374.00	1,374.00	1,374.00
Overnight visitor spend in Aarhus (DKK)	71,694,175	-	17,923,544	53,770,631	71,694,175
% of unique spectators attending as day trips	75.80%	100.0%	83.3%	18.2%	68.1%
No. people day tripping to Aarhus	22,708	7,247	14,494	966	15,460
Total daily expenditure per day tripper	166.00	161.00	186.00	186.00	186.00
Average number of days attended	2.00	2.00	2.03	1.00	1.97
Day trip spend in Aarhus (DKK)	7,995,008	2,333,568	5,481,711	179,728	5,665,034
Total visitor expenditure (DKK)	79,689,182	2,333,568	23,405,255	53,950,359	77,359,209
Total visitor expenditure (USD)	12,200,414	357,269	3,583,345	8,259,800	11,843,695

Figures may not sum due to rounding

Overnight visitor spend per day includes cost of one bed night

Spend figures provided in Danish Krone (DKK).

Exchange rate used at 12/08/2018: DKK 1 = USD 0.1531

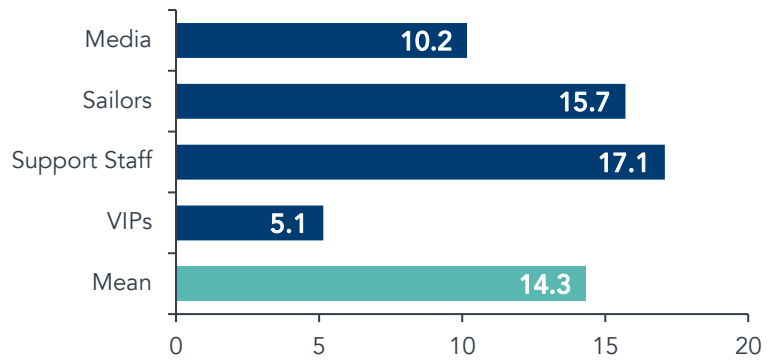
Tourism

Event Participant Visitation

Media, Sailors, Support and VIPs

Number of nights in paid accommodation

- Across all event participant groups, the mean length of stay in Aarhus was 14.3 nights
- Support staff stayed for 17.1 nights on average, more than any other group
- VIPs stayed for the shortest time, at 5.1 nights
- These surveyed event participant groups generated 35,299 bed nights within the City of Aarhus during the championships

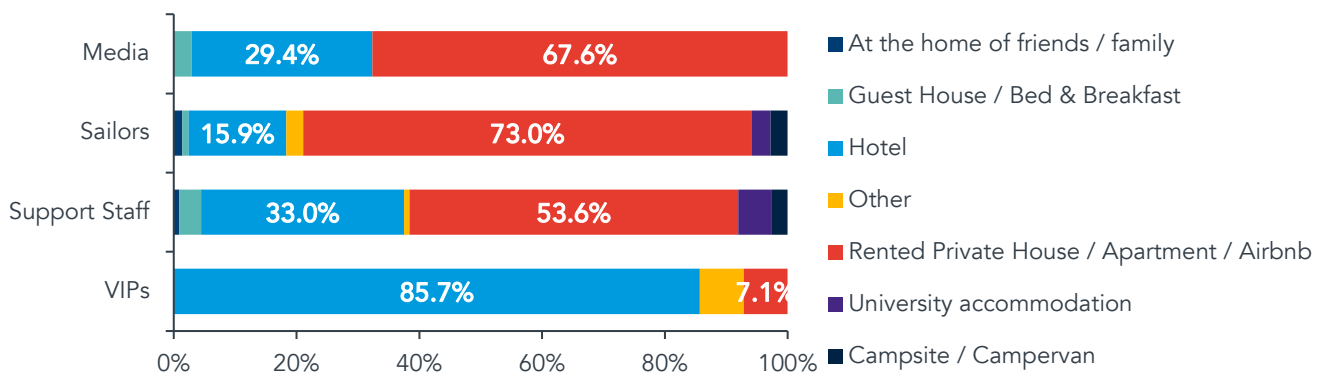


- In addition to the championships themselves, sailors also spent 13.1 nights in Aarhus on average for the Test Event and 12.2 nights for pre-event training on average
- Sailor support staff spent 13.4 and 9.2 nights for the Test Event and pre-event training, respectively
- The Test Event and pre-event training contributed an additional 9,653 visitor days to the City of Aarhus according to data collected by the organisers. These additional visitor days come as a direct result of hosting the Hempel Sailing World Championships Aarhus 2018

LOCATION	EVENT	SAILOR & SUPPORT STAFF DAYS
Egå Marina	Test-Event 2017	4,048
Aarhus	Pre-event training 2018	1,266
Egå Marina	Pre-event training 2018	3,737
Kaløvig	Pre-event training 2018	182
Marselisborg	Pre-event training 2018	420
TOTAL		9,653

Where did event participants stay during Aarhus 2018?

- Rented accommodation was most popular type of accommodation amongst event participants
- 73 per cent of all sailors used rented accommodation
- More than 85 per cent of VIPs staying overnight did so in hotels within the city



Tourism

Visitor Spend

Event Participants

Breakdown of daily expenditure: event participant survey (DKK, USD)

	ACCOMMODATION	FOOD & DRINK	MISCELLANEOUS	DAILY SPEND (DKK)	DAILY SPEND (USD)
Sailors	DKK 569.96	DKK 248.25	DKK 147.63	DKK 965.83	\$ 147.87
Support Staff	DKK 762.03	DKK 376.19	DKK 236.21	DKK 1,374.43	\$ 210.43
Accredited Media	DKK 727.71	DKK 450.79	DKK 150.94	DKK 1,329.44	\$ 203.54
VIP, Sponsor, Guest	DKK 1,209.06	DKK 686.11	DKK 309.84	DKK 2,205.01	\$ 337.59

Daily expenditure figures include cost of one bed night

Figures may not sum due to rounding

Event participant total spend: Hempel World Sailing Championships Aarhus 2018 (DKK, USD)

	VISITORS	AVERAGE STAY	DAILY SPEND	TOTAL SPEND (DKK)	TOTAL SPEND (USD)
Sailors	1,247	15.71	DKK 965.83	DKK 18,922,876	\$ 2,897,092
Support Staff	583	17.09	DKK 1,374.43	DKK 13,692,500	\$ 2,096,322
Technical Officials	83	12.00	DKK 612.40	DKK 609,950	\$ 93,383
Media	166	10.18	DKK 1,329.44	DKK 2,245,816	\$ 343,834
VIP, Sponsor, Guest	200	5.14	DKK 2,205.01	DKK 2,268,012	\$ 347,233
Volunteers	100	12.00	DKK 612.40	DKK 734,880	\$ 112,510
World Sailing	83	10.00	DKK 612.40	DKK 508,292	\$ 77,820
TOTAL	2,462			DKK 38,982,326	\$ 5,968,194

166 overseas accredited media and production staff

100 volunteers estimated to have required accommodation

83 overseas World Sailing staff, suppliers and guests

200 out of town VIPs, sponsors and guests

Daily expenditure figures include cost of one bed night for all groups except for technical officials, World Sailing and volunteers which has been captured within the operational budgets of the Organising Authority and World Sailing

Daily expenditure for technical officials, World Sailing staff and volunteers is assumed to be similar to that of the daily expenditure of sailor support staff, excluding accommodation

All estimated data should be treated as conservative and taken as an indication only

Figures may not sum due to rounding

Exchange rate used at 12/08/2018: DKK 1 = USD 0.1531

DKK 1 = EUR 0.1341

Tourism

Additional Visitor Spend

Sailors and Support Staff

Sailor and support staff additional spend: Test Event 2017 (DKK, USD)

	VISITORS	AVERAGE STAY	DAILY SPEND	TOTAL SPEND (DKK)	TOTAL SPEND (USD)
Sailors	540	13.10	965.83	DKK 6,832,275	\$ 1,046,021
Support Staff	200	13.40	612.40	DKK 1,641,232	\$ 251,273
TOTAL				DKK 8,473,507	\$ 1,297,294

Test Event visitors based upon survey of sailors and support staff as well as data provided by the Organising Authority and World Sailing

Test Event daily expenditure assumed to be similar to the event period expenditure

Test Event expenditure relating to World Sailing staff, Organising Authority staff, technical officials and volunteers captured within event budget

Figures may not sum due to rounding

Sailor and support staff additional spend: Pre-event training (DKK, USD)

	VISITORS	AVERAGE STAY	DAILY SPEND	TOTAL SPEND (DKK)	TOTAL SPEND (USD)
Sailors	1,000	12.40	965.83	DKK 11,976,281	\$ 1,833,569
Support Staff	400	9.20	612.40	DKK 2,253,632	\$ 345,031
TOTAL				DKK 14,229,913	\$ 2,178,600

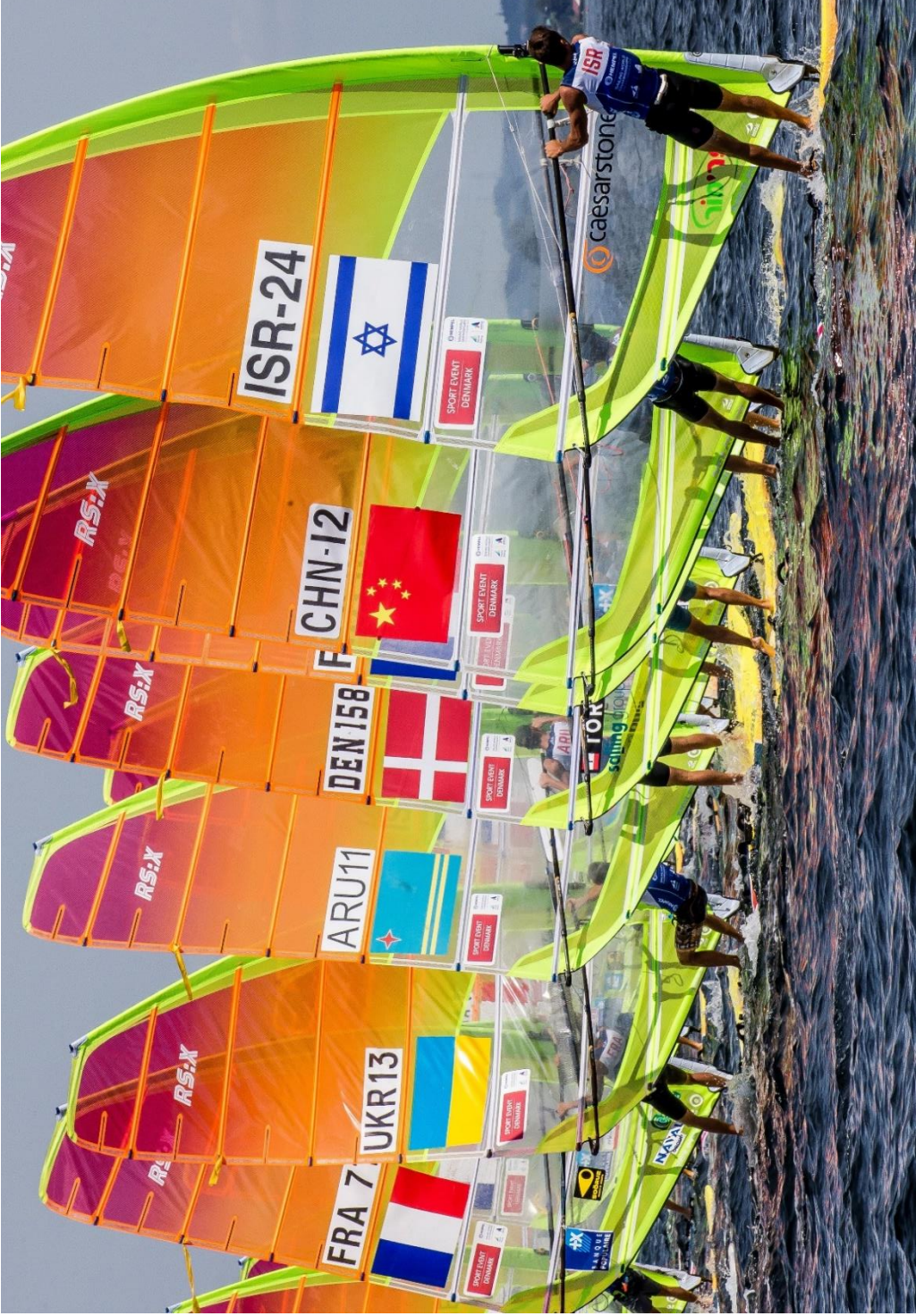
Pre-event training visitors based upon survey of sailors and support staff as well as data provided by the Organising Authority

Pre-event training daily expenditure assumed to be similar to the event period expenditure

Figures may not sum due to rounding

Exchange rate used at 12/08/2018: DKK 1 = USD 0.1531

DKK 1 = EUR 0.1341



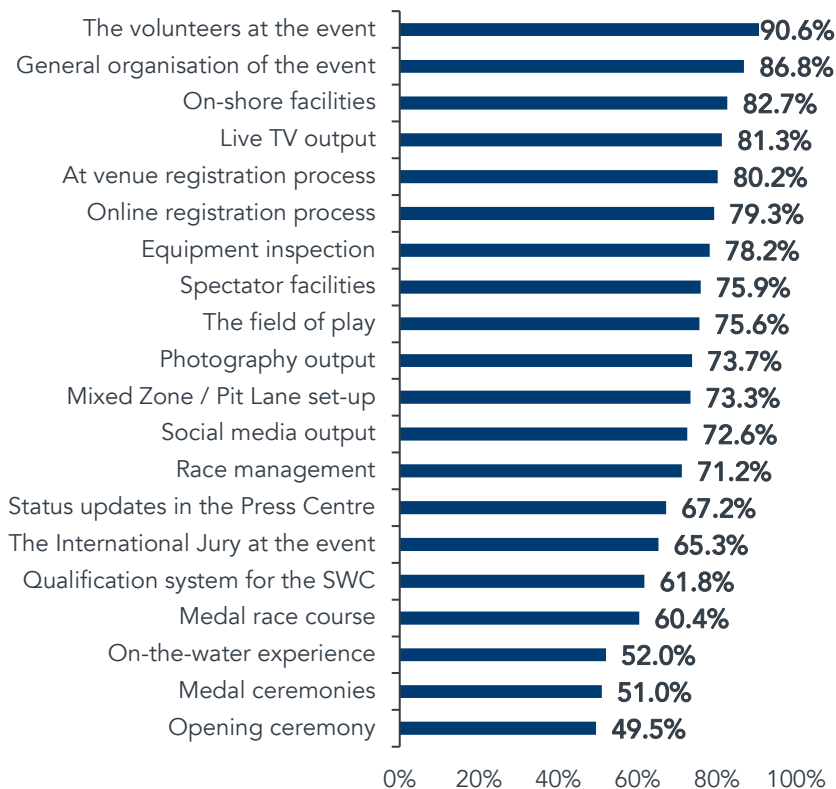
Event Experience

Event Experience

Overview

The Hempel Sailing World Championships Aarhus 2018 event experience surveys identified that 92 per cent of all event participants had a positive experience at the event. Individual event elements were also scored by participants in order to establish what went well and what could be improved at future events.

Hempel Sailing World Championships Aarhus 2018 event experience ratings



Note: mean score in all respondent groups; Sailors, Support Staff, VIPs and Media

KEY FINDINGS

- The helpfulness and knowledge of the volunteer workforce was rated highest, at 90 per cent
- The general organisation of the event was also highly rated (87 per cent)
- Facilities for participants and spectators were both rated highly, whilst the online and venue registration processes also achieved good ratings
- The on-the-water experience of event participants, predominantly the media, was rated lower, at 52 per cent
- The opening ceremony also received a lower rating, with one of the main reasons for sailors scoring it lower being the amount of time they had to stand waiting prior to and during the event

Methodology

The event experience study was conducted in August-September 2018 by Sportcal, in collaboration with World Sailing, the City of Aarhus and Sport Event Denmark. Four participant groups were surveyed:

- Sailors
- Support Staff
- Media
- VIPs

Respondents were asked to assess their experience of different organisational areas of Aarhus 2018 and score them appropriately. A rating of 1 (very poor or very unlikely) to 5 (very good or very likely) was used and mean scores were calculated to establish the GSI Rating of the event.

A fifth participant group, Spectators, were surveyed by Epinion, and were asked to rate their overall event experience, resulting in rating of 80.4 per cent (4.02).

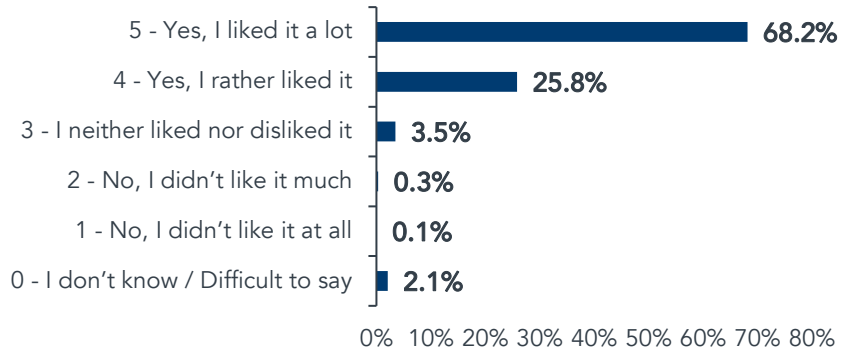
Event Experience

Host City

Did you like Aarhus as a city?

Respondents: Sailors, Support Staff, Media, VIPs.

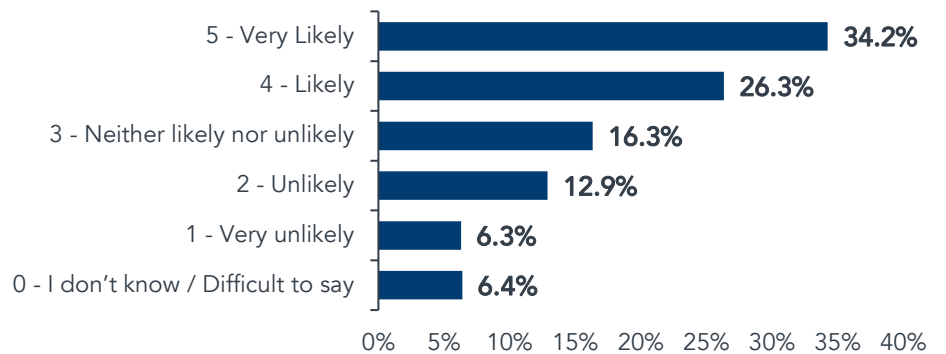
- An overwhelming majority of respondents liked the host city of Aarhus.
- VIPs and Media in particular rated the city with the highest score.



How likely would you be to visit the city again in the next couple of years?

Respondents: Sailors, Support Staff, Media, VIPs.

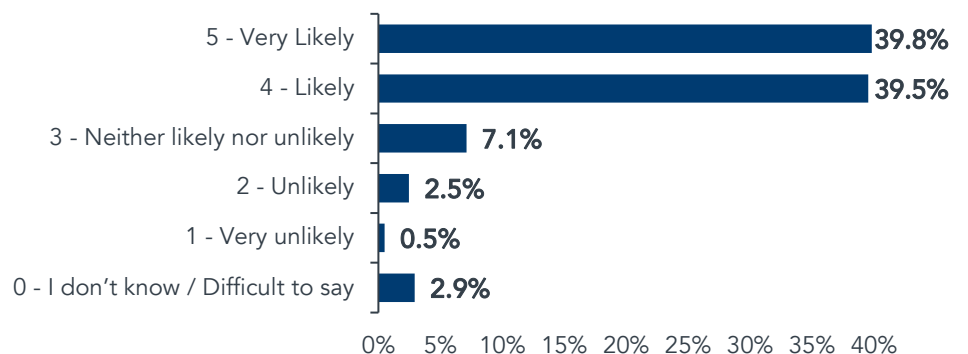
- More than 60 per cent of all respondents are likely or very likely to visit the city again in the next couple of years.
- More than half of all sailors would be likely or very likely to visit the city again.



How likely would you be to recommend the city to another person?

Respondents: Sailors, Support Staff, Media, VIPs.

- Almost 80 per cent of all respondents would be likely or very likely to recommend the city to another person
- VIPs and sailor support staff are most likely to recommend the city



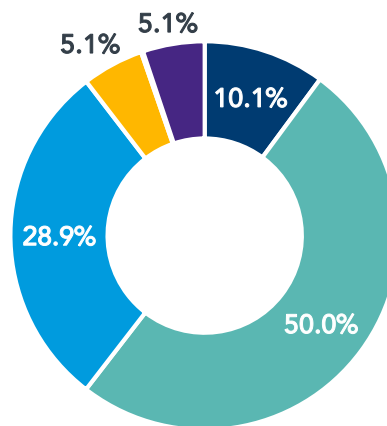
Event Experience

Overall Experience

Generally, how would you rate your experience at this event compared to other similar events you have attended?

Respondents: Sailors, Support Staff, Media, VIPs.

- Most participants said that Aarhus 2018 was better than most other events they have attended.
- For one in 10 event participants, Aarhus 2018 was the best event they have attended.
- Almost two thirds of Sailors and VIPs rated the event as 'better than most other' or as 'the best event' they have attended

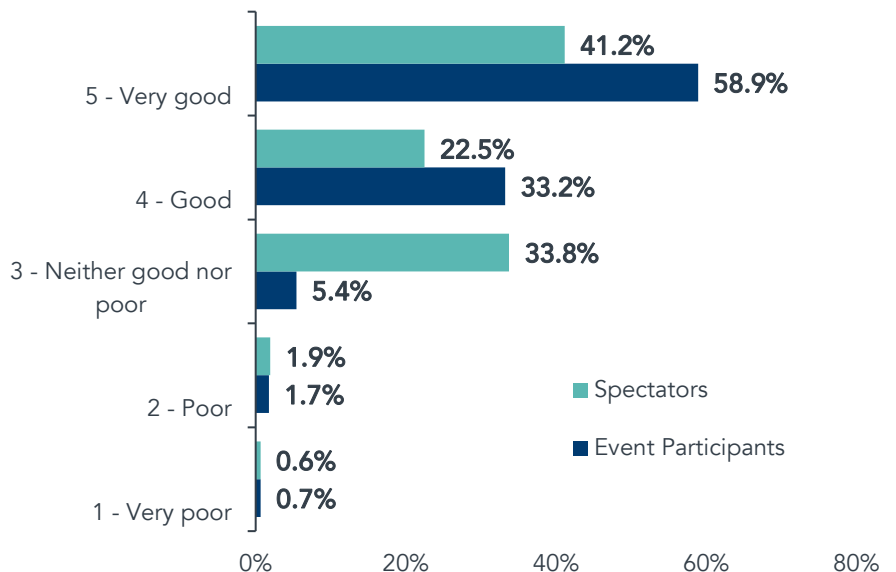


- It was the best event I have attended
- It was better than most other events I have attended
- It was better than some events and worse than others
- It was worse than most other events I have attended
- It was the worst event I have attended
- I have not attended any similar events

How would you rate the overall event experience you had on your visit to Aarhus 2018?

Respondents: Sailors, Support Staff, Media, Spectators, VIPs.

- 92 per cent of event participants had a positive overall experience at Aarhus 2018.
- VIPs in particular had a very good overall experience with 73 per cent giving a rating of 5 out of 5.
- 88 per cent of sailors and support staff had either a good or very good overall experience.
- More than 63 per cent of spectators had a positive experience at the event



Event Experience

GSI Ratings

EVENT EXPERIENCE (ratings out of 5)

QUESTION	SAILORS	SUPPORT	MEDIA	VIP	MEAN
On-shore facilities	4.04	3.96	3.94	4.58	4.13
At venue registration process	4.25	4.07	4.22	3.50	4.01
The volunteers at the event	4.57	4.54	4.42	4.60	4.53
General organisation of the event	4.37	4.23	4.42	4.35	4.34
Opening ceremony	3.17	2.72	1.92	2.10	2.48
Medal ceremonies	2.44	2.58	2.81	2.38	2.55
Spectator facilities	3.70	3.47	-	4.23	3.80
Online registration process	4.06	3.87	-	-	3.97
The field of play	3.65	3.91	-	-	3.78
Medal race course	2.71	3.33	-	-	3.02
Race management	3.66	3.46	-	-	3.56
Equipment inspection	4.16	3.66	-	-	3.91
The International Jury at the event	3.41	3.12	-	-	3.26
Qualification system for the SWC	3.31	2.87	-	-	3.09
Social media output	3.72	3.54	-	-	3.63
Live TV output	4.12	4.01	-	-	4.07
Photography output	3.66	3.71	-	-	3.69
On-the-water experience	-	-	2.31	2.90	2.61
Status updates in the on-site Press Centre	-	-	3.36	-	3.36
Mixed Zone / Pit Lane set-up	-	-	3.67	-	3.67

HOST CITY (ratings out of 5)

QUESTION	SAILORS	SUPPORT	MEDIA	VIP	MEAN
Host city score	4.41	4.44	4.57	4.79	4.55
Likelihood to revisit Aarhus	2.94	2.95	3.18	4.74	3.45
Likelihood to recommend Aarhus	4.01	4.21	4.04	4.63	4.22

OVERALL EXPERIENCE (ratings out of 5)

QUESTION	SPECTATORS	SAILORS	SUPPORT	MEDIA	VIP	MEAN
Overall event experience	4.02	4.29	4.34	4.61	4.69	4.39



Media

Media

Television

Overview

A total of 75 broadcasters showed live, delayed, repeat, highlights and magazine coverage of Aarhus 2018 with a potential reach of 198 territories, according to a report provided by World Sailing's host broadcaster and distributor, Sunset+Vine.

For the purposes of this chapter, data has been categorised as 'reported' and 'monitored' dependent upon the data source. A media monitoring report conducted by Intelligent Research in Sponsoring (IRIS) was commissioned by World Sailing and has been used to analyse television coverage in further detail.

The monitored broadcasters were predominantly European with pan-regional coverage secured in Africa (Naspers), Asia-Pacific (21st Century Fox and Universal Networks International) and Latin America (NBC Universal). The Nautical Channel also aired pan-regional coverage throughout Africa, Asia-Pacific, Europe, Middle East and in Russia and USA.

The European broadcasters accounted for the majority of broadcast hours, contributing more than 594 hours in total. The domestic coverage alone generated over 36 broadcast hours.

The cumulative audience of Aarhus 2018 was 15.67 million.

TV broadcast performance: 2014 vs 2018 (reported)

	SANTANDER 2014*	AARHUS 2018**	% CHANGE
TV broadcasters	23	75	+226%
TV nations	45	198	+340%

Includes live, delayed, repeat, highlights and magazine programming

* Sunset+Vine Broadcast Report 2014

** Sunset+Vine Broadcast Report 2018

TV broadcast hours and hours viewed by continent (monitored)

REGION	BROADCAST HOURS		HOURS VIEWED	
	Live	Total	Live	Total
Africa	04:00:00	45:00:00	40,560	144,220
Asia	43:10:00	207:15:00	601,426	1,477,709
Europe	123:40:00	594:12:08	2,480,674	5,144,439
North America		40:30:00		305,090
Oceania	12:30:00		210,050	
South America		49:20:00		421,906
TOTAL	183:20:00	943:17:08	3,332,710	7,548,259

TV broadcast overview (reported)

TV broadcasters	75
TV continental reach	6
TV nations	198

TV broadcasters by continent † (monitored)

Africa	1
Asia	5
Europe	16
North America	1
Oceania	2
South America	2

† Nautical Channel available across all continents.
Universal Networks International (CNBC) available in Asia and Europe.

TV broadcast hours by type (monitored)

Live	183:20:00
Delayed	07:00:00
Repeat	228:35:00
Highlights	197:45:00
News & Magazine	326:37:08
News	00:16:50
Sports News	01:48:18
Sports Magazine	324:32:00

Domestic focus – Denmark (monitored)

TV broadcast hours	36:10:08
Cumulative TV audience	9.57m
Peak average audience	0.42m
TV hours viewed	2,566,070

Sources:

Reported coverage, Sunset+Vine Broadcast Report
Monitored coverage, IRIS Monitoring Report

Media

Television

Distribution and Production

World Sailing appointed Sunset+Vine, the global television production and distribution company, as its host broadcast and distribution partner in November 2017 following a competitive tender process.

The appointment came following S+V's similar role at the previous two Sailing World Championships in Perth (2011) and Santander (2014). The company also produces the monthly grand prix sailing magazine series, The World Sailing Show, which is licenced to World Sailing as the official television series of the international federation.

S+V's media partnerships division was responsible for distributing all news, digital and broadcast coverage of Aarhus 2018.

Eight days of live internet coverage was produced and distributed during the qualification stage of the championships. Following this, four days of live television coverage was produced and distributed covering all 10 medal races.

Three 26-minute medal day highlights shows were produced and distributed during the event on 9, 10, 11 August. One 52-minute highlights show was produced and distributed the day after the event concluded and covered the action from the final medal race day on 12 August.

According to World Sailing's communications and digital manager, Daniel Smith, the initial days of racing, aired online only, allowed operations to improve every day in the lead up to the live television broadcast.

World Sailing aimed to maximise audiences and first engaged broadcasters by contacting those that were involved in the coverage of the Rio 2016 Olympic Games sailing competition. Free-to-air broadcasters were also favoured by World Sailing in order to meet its objective of optimising audience figures.

A number of stakeholders were involved in the broadcast of the event, including World Sailing, Sunset+Vine, SAP/SailTracks and domestic television broadcaster, Danish Radio (DR).

The stakeholders worked with the Organising Authority to ensure that key objectives were met. This included the use of helicopters, drones and television graphics to create the best possible coverage of the event.

Camera shots were deliberately angled to include backdrops of the coastline and of the city, assisting with Aarhus' objective of promoting the city as an international sailing and tourism destination, something which was also a priority for funding partner and key stakeholder, Sport Event Denmark.

The online and television broadcast production cost was the responsibility of the Organising Authority, costing £0.85 million (€0.95m, \$1.09m) in total. The production was then project managed by World Sailing, in partnership with Sunset+Vine.

Coverage of the championships was available on television and via online platforms such as Facebook, YouTube and the Olympic Channel.

"It is our job to provide the very best coverage using helicopters, drones and, in conjunction with SAP Analytics/SailTracks, 3D animations and on-board cameras. Combined, this approach will help to build the profiles of star performers in Aarhus and provide them with a platform in their own territories as the Olympics approaches."

Andrew Preece
Executive Director
Sunset+Vine

INTERVIEW

Daniel Smith
Communications & Digital Manager
World Sailing

Media

Television

Monitored Broadcasters

Hempel World Sailing Championships Aarhus 2018 – TV broadcasters breakdown (monitored)

TERRITORIES	BROADCASTERS	CHANNELS	FTA / PAY-TV
Australia	Fox Sports Australia	Fox Sports 1 (AUS) Fox Sports 3 (AUS) Fox Sports 4 (AUS)	Pay-TV
Austria	Österreichischer Rundfunk	ORF Sport + (AUT)	FTA
Bosnia and Herzegovina	Davorin Stetner iKO Media Group	Kreator TV (BIH) SportKlub 2 (BIH) SportKlub 3 (BIH) SportKlub 4 (BIH) SportKlub HD (BIH)	Pay-TV Pay-TV
Brazil	Radio e Televisao Bandeirantes	Band Sports (BRA)	Pay-TV
Bulgaria	Central European Media Enterprises	RING (BUL)	Pay-TV
China	21st Century Fox	Star Sports 2 China (CHN) Star Sports China (CHN)	Pay-TV
Croatia	Davorin Stetner HOO TV iKO Media Group	Kreator TV (CRO) SPTV (CRO) SportKlub 1 (CRO) SportKlub 2 (CRO) SportKlub 3 (CRO) SportKlub 4 (CRO) SportKlub HD (CRO)	Pay-TV Pay-TV Pay-TV
Cyprus	Fox Networks Group	Fox Sports International (CYP)	Pay-TV
Denmark	DR	DR1 (DEN) DR3 (DEN)	FTA
Finland	MTV Oy	C More Max (FIN) C More Sport 1 (FIN) C More Sport 2 (FIN)	FTA
France	Canal Plus Group	Canal+ Sport (FRA)	Pay-TV
Greece	Fox Networks Group Radio Show Limited Company	Fox Sports International (GRE) Action 24 (GRE)	Pay-TV Pay-TV
India	NIT	NEO Prime (IND) NEO Sports (IND)	Pay-TV
Israel	Sport 5	5 Gold (ISR) 5 Live (ISR) 5 Plus (ISR) 5 Sport (ISR)	Pay-TV
Macedonia	iKO Media Group	SportKlub 2 (MKD) SportKlub 3 (MKD) SportKlub 4 (MKD) SportKlub HD (MKD)	Pay-TV
Malaysia	21st Century Fox	Fox Sports 2 Malaysia (MAS)	Pay-TV
Malta	Fox Networks Group	Fox Sports International (MLT)	Pay-TV
Montenegro	iKO Media Group	SportKlub 2 (MNE) SportKlub 3 (MNE) SportKlub 4 (MNE) SportKlub HD (MNE)	Pay-TV

Media

Television

Monitored Broadcasters (continued...)

Hempel World Sailing Championships Aarhus 2018 – TV broadcasters breakdown (monitored)

TERRITORIES	BROADCASTERS	CHANNELS	FTA / PAY-TV
Netherlands	Nederlandse Publieke Omroep	NPO 1 (NED)	FTA
New Zealand	Sky New Zealand	Sky Sport 1 (NZL) Sky Sport 2 (NZL) Sky Sport 3 (NZL) Sky Sport 4 (NZL)	Pay-TV
Norway	Fatstone Media AS	Fatstone.TV (NOR)	Pay-TV
Pan Africa, Europe, Middle East, Oceania, Russia, USA	Nautical Channel Limited	Nautical Channel (Pan regional)	Pay-TV
Pan Africa	Naspers	SuperSport 12 (Pan Africa) SuperSport 2 (Pan Africa) SuperSport 5 (Pan Africa) SuperSport 6 (Pan Africa) SuperSport 8 (Pan Africa) SuperSport CSN (Pan Africa)	Pay-TV
Pan Asia	21st Century Fox	Fox Sports 2 Asia (Pan Asia) Fox Sports 3 Asia (Pan Asia)	Pay-TV
Pan Asia, Europe, Latin America	Universal Networks International	CNBC (Pan-regional)	Pay-TV
Poland	IKO Media	SportKlub (POL)	Pay-TV
Puerto Rico	Hemisphere Media Group	WAPA 2 Deportes (PUR)	FTA
Russia	NTV	Ocean-TV (RUS)	FTA
Serbia	IKO Media	SportKlub 2 (SRB) SportKlub 3 (SRB) SportKlub 4 (SRB) SportKlub HD (SRB)	Pay-TV
Slovenia	IKO Media	SportKlub 2 (SLO) SportKlub 3 (SLO) SportKlub 4 (SLO) SportKlub HD (SLO)	Pay-TV
Thailand	True Visions Group	True Sport HD 2 (THA) True Sport HD 3 (THA)	Pay-TV
Turkey	Fox Networks Group	Fox Sports International (TUR)	Pay-TV
United Arab Emirates	Orbit Showtime Network	OSN Sports 4 HD (UAE) OSN Sports 5 HD (UAE)	Pay-TV
U.K.	BBC	BBC Red Button (GBR) BBC Two (GBR)	FTA
	BT Sport	BT Sport 1 (GBR) BT Sport 3 (GBR)	Pay-TV
Ukraine	Borys Kolesnikov	XSPORT (UKR)	Pay-TV

Media

Television

Monitored Broadcast Hours

Hempel World Sailing Championships Aarhus 2018 – Total broadcast hours and hours viewed by broadcaster (monitored)

TERRITORIES	BROADCASTERS	BROADCAST HOURS	HOURS VIEWED
Australia	Fox Sports Australia Pty Limited	11:30:00	120,470
Austria	Österreichischer Rundfunk	01:00:00	5,580
Bosnia and Herzegovina	Davorin Stetner	08:25:00	35,137
	IKO Media	38:20:00	145,418
Brazil	Radio e Televisao Bandeirantes S.A.	04:30:00	32,396
Bulgaria	Central European Media Enterprises Ltd.	22:00:00	199,154
China	21st Century Fox	03:00:00	26,649
Croatia	Davorin Stetner	08:25:00	40,766
	HOO TV	46:30:00	84,723
	IKO Media	56:15:00	289,249
Cyprus	Fox Networks Group	04:30:00	2,030
Denmark	DR	36:10:08	2,566,070
Finland	MTV Oy	02:10:00	9,458
France	Canal Plus Group SA	02:35:00	55,223
Greece	Fox Networks Group	04:30:00	4,915
	Radio Show Limited Company	38:30:00	55,375
India	NIT	94:30:00	637,800
Israel	Sport 5	17:00:00	86,077
Macedonia	IKO Media	38:20:00	80,962
Malaysia	21st Century Fox	01:30:00	2,861
Malta	Fox Networks Group	04:30:00	615
Montenegro	IKO Media	38:20:00	24,289
Netherlands	Nederlandse Publieke Omroep	00:30:00	322,000
New Zealand	Sky Network Television Limited	20:50:00	215,644
Norway	Fatstone Media AS	60:00:00	55,410
Pan Africa, Asia, Europe, Middle East, Oceania, Russia, USA	Nautical Channel Limited	93:52:00	508,122
Pan Africa	Naspers	28:00:00	89,800
Pan Asia	21st Century Fox	10:30:00	279,200
	Universal Networks International	02:30:00	10,275
	Universal Networks International	01:00:00	2,550
Pan Latin America	Universal Networks International	02:30:00	22,500
Poland	IKO Media	30:30:00	133,783
Puerto Rico	Hemisphere Media Group	23:30:00	121,460
	NTV	18:40:00	58,480
Serbia	IKO Media	38:20:00	279,318
Slovenia	IKO Media	47:25:00	75,665
Thailand	True Visions Group Co., Ltd.	35:45:00	230,318
Turkey	Fox Networks Group	04:00:00	13,151
United Arab Emirates.	Orbit Showtime Network	25:30:00	148,270
United Kingdom.	BBC	05:00:00	350,860
	BT Sport	06:00:00	17,570
Ukraine	Borys Kolesnikov	06:25:00	108,669
TOTAL		943:17:08	7,548,259

Media

Television

Monitored Broadcast Hours – All Programming

The Hempel Sailing World Championships Aarhus 2018 was broadcast for more than 943 hours across all channels and all broadcast types, according to media monitoring conducted by IRIS.

As expected, given the time zone, Europe accounted for the most hours of broadcast by continent with over 594 hours transmitted. SportKlub, the iKO Media Group sports broadcaster, aired more coverage than any other broadcaster, 287.5 hours in total. This was followed by NEO Sports, owned by NIT, with 94 hours coverage. The Nautical Channel, available worldwide, aired just under 94 hours in total.

Almost 20 per cent of all broadcasts, or a total of 183.33 hours, were aired live.

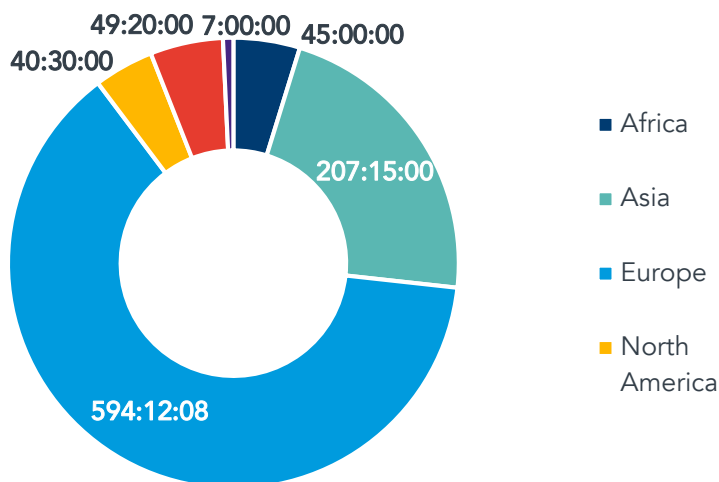
TV broadcast hours – ALL programming

TV broadcasters	29
TV hours (hh:mm:ss)	943:17:08
No. of broadcasts	1,044

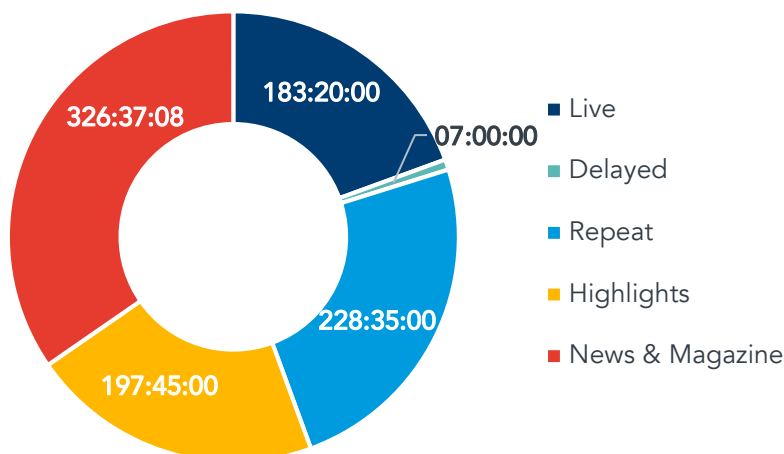
TV broadcast hours – ALL programming*

21st Century Fox	15:00:00
BBC	05:00:00
Borys Kolesnikov	06:25:00
BT Sport	06:00:00
Canal Plus Group SA	02:35:00
Central European Media Enterprises Ltd.	22:00:00
Davorin Stetner	16:50:00
DR	36:10:08
Fatstone Media AS	60:00:00
Fox Networks Group	17:30:00
Fox Sports Australia	11:30:00
Hemisphere Media Group	23:30:00
HOO TV	46:30:00
IKO Media	287:30:00
MTV Oy	02:10:00
Naspers	28:00:00
Nautical Channel Limited	93:52:00
NBCUniversal, Inc.	02:30:00
Nederlandse Publieke Omroep	00:30:00
NIT	94:30:00
NTV	18:40:00
Orbit Showtime Network	25:30:00
Österreichischer Rundfunk	01:00:00
Radio e Televisao	04:30:00
Bandeirantes S.A.	
Radio Show Limited Company	38:30:00
Sky Network Television Ltd.	20:50:00
Sport 5	17:00:00
True Visions Group	35:45:00
Universal Networks International	03:30:00
TOTAL	943:17:08

TV broadcast hours by region – ALL programming



TV broadcast hours by type – ALL programming



Media

Television

Monitored Broadcast Hours – Live

Aarhus 2018 was broadcast live for over 183 hours. Of the total of 29 monitored broadcasters, 12 showed live coverage of the event.

Of the total number of live broadcast hours, 79 per cent was aired in Europe, again an expected share due to the time zone. SportKlub, the iKO Media Group sports broadcaster, aired more content than any other broadcaster with more than 75 hours aired in total.

Domestic broadcaster DR transmitted more than 34 hours of live coverage.

Outside Europe, Orbit Showtime Network (UAE) and Sky New Zealand, both pay-TV broadcasters, aired the most hours of live coverage. Both broadcasters aired 10 hours of live coverage each.

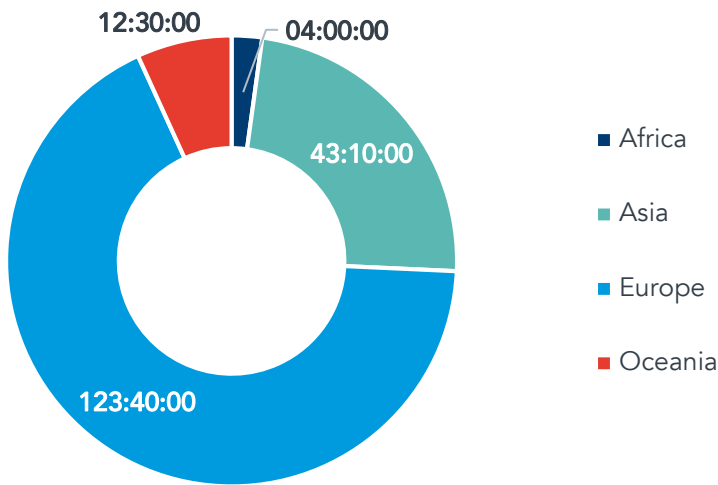
TV broadcast hours – LIVE programming

TV broadcasters	12
TV hours (hh:mm:ss)	183:20:00
No. of broadcasts	73

TV broadcast hours – LIVE programming

21st Century Fox	09:00:00
Borys Kolesnikov	06:25:00
DR	34:05:00
Fox Sports Australia	02:30:00
HOO TV	08:00:00
iKO Media Group	75:10:00
Naspers	04:00:00
NIT	07:30:00
Orbit Showtime Network	10:00:00
Sky New Zealand	10:00:00
Sport 5	09:25:00
True Visions Group	07:15:00
TOTAL	183:20:00

TV broadcast hours by region – LIVE programming



Media

Television

Monitored Broadcast Hours – Non-live

Aarhus 2018 generated over almost 760 hours of non-live coverage.

Broadcast rights holders in Europe and Asia accounted for the most hours of non-live coverage with 62 per cent and 22 per cent of the total hours, respectively.

The large volume of hours aired in Asia highlights the appetite for sailing on the continent. Broadcasters opted to air content at a more favourable time of day as opposed to airing live coverage which would not generate large audiences due to the difference in time zones.

Of all non-live transmissions 43 per cent were sports magazine broadcasts, 30 per cent repeat coverage and 26 per cent highlights coverage.

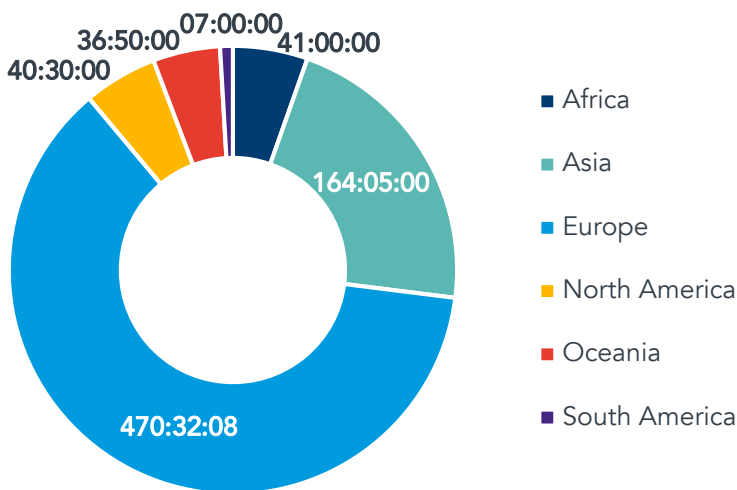
TV broadcast hours – NON-LIVE programming

TV broadcasters	28
TV hours (hh:mm:ss)	759:57:08
No. of broadcasts	971

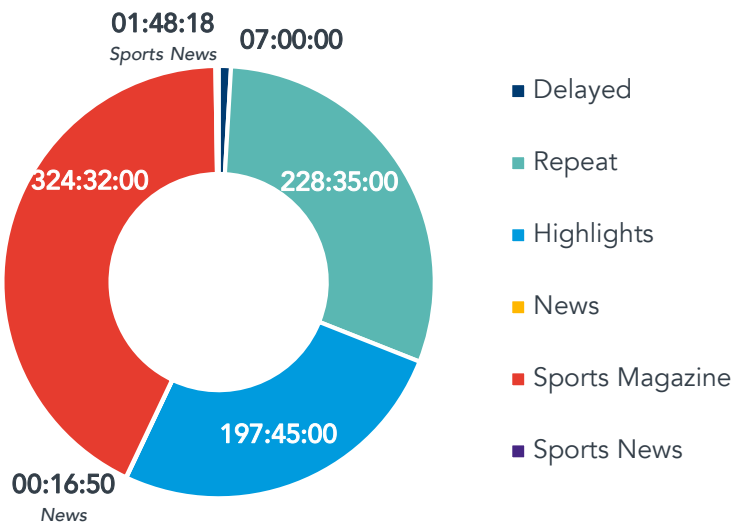
TV broadcast hours – NON-LIVE programming*

21st Century Fox	06:00:00
BBC	05:00:00
BT Group	06:00:00
Canal Plus Group SA	02:35:00
Central European Media Enterprises Ltd.	22:00:00
Davorin Stetner	16:50:00
DR	02:05:08
Fatstone Media AS	60:00:00
Fox Networks Group	17:30:00
Fox Sports Australia	09:00:00
Hemisphere Media Group	23:30:00
HOO TV	38:30:00
IKO Media	212:20:00
MTV Oy	02:10:00
Naspers	24:00:00
Nautical Channel Limited	93:52:00
NBCUniversal, Inc.	02:30:00
Nederlandse Publieke Omroep	00:30:00
NIT	87:00:00
NTV	18:40:00
Orbit Showtime Network	15:30:00
Österreichischer Rundfunk	01:00:00
Radio e Televisao Bandeirantes S.A.	04:30:00
Radio Show Limited Company	38:30:00
Sky Network Television	10:50:00
Sport 5	07:35:00
True Visions Group Co., Ltd.	28:30:00
Universal Networks International	03:30:00
TOTAL	759:57:08

TV broadcast hours by region – NON-LIVE programming



TV broadcast hours by type – NON-LIVE programming



Media

Television

Monitored Audience

The total cumulative audience of Aarhus 2018 amounted to 15.67 million viewers across the monitored markets.

Denmark made up the largest share of the audience (60 per cent of the total audience) with 9.57 million viewers tuning in to watch the event broadcast.

Sports news broadcasts generated 40 per cent of the total cumulative audience. All news, sports news and sports magazine programming combined generated three quarters of the overall audience.

Live broadcasts contributed 7.7 per cent overall.

However, live coverage accounted for a significant share of the hours viewed, with a total of 3.3 million, approximately 44 per cent of the global figure.

TV audience – ALL programming

TV broadcasters	29
TV cumulative audience	15.67m
TV hours viewed	7.55m

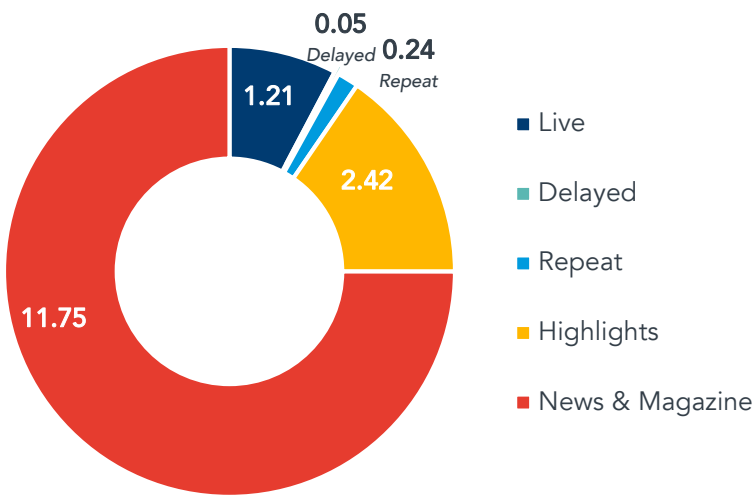
TV cumulative audience – TOP 5 territories (million)

Denmark	9.57
Netherlands	1.29
India	0.93
USA	0.37
United Kingdom	0.36

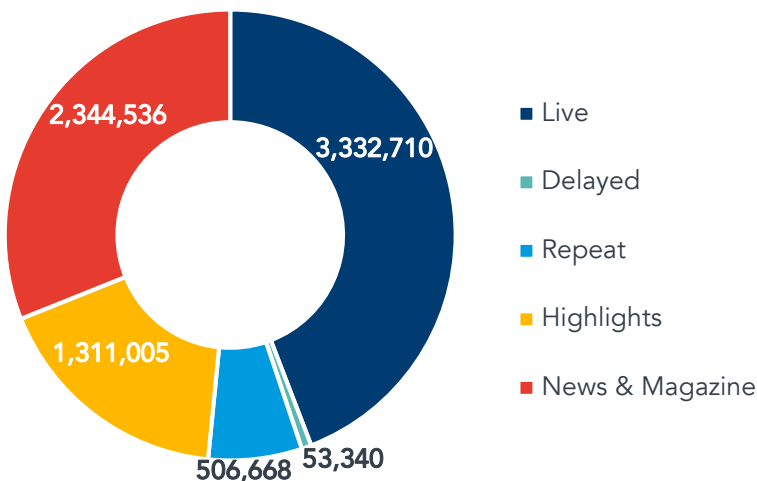
TV hours viewed – TOP 5 territories

Denmark	2,566,070
India	637,800
Croatia	414,738
U.K.	368,430
Netherlands	322,000

TV cumulative audience by programme type (million)



TV hours viewed by programme type (million)



Media

YouTube

Video Analysis (World Sailing TV)

Sportcal analysed YouTube activity on the World Sailing TV channel over the event period (30 July-12 August), and over an extended period (23 July – 19 August). The channel analysis has been produced using both data monitored by Sportcal and provided by World Sailing.

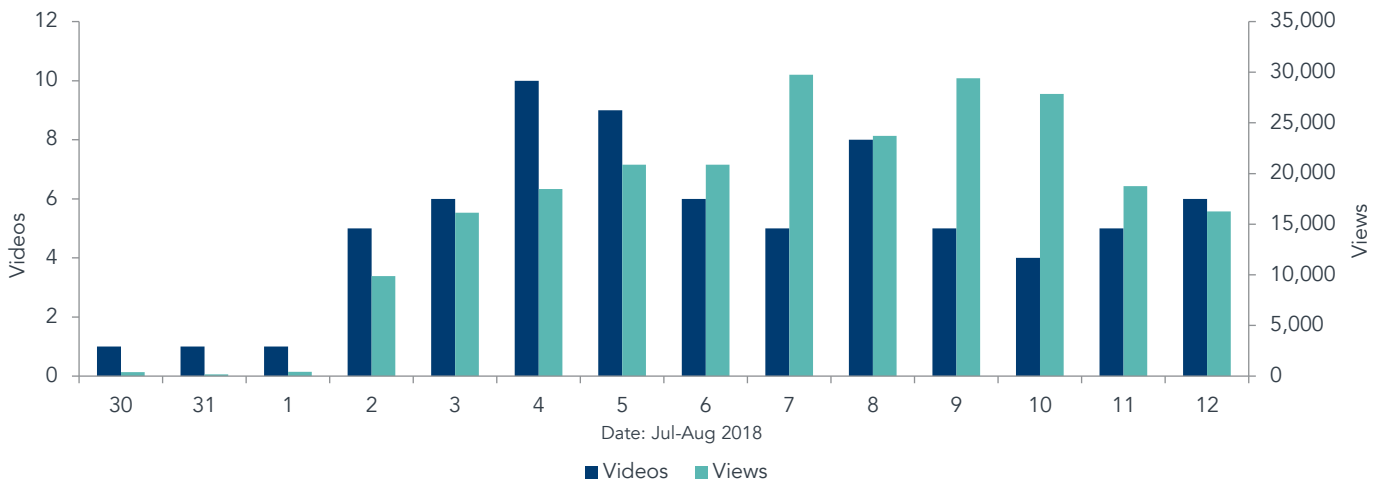
A total of 81 videos were posted during the 14 days of the championships. These videos generated 141,771 views, receiving an average watch time of more than seven minutes.

YouTube played an important role within World Sailing’s content strategy as a main distribution platform alongside Facebook and the Olympic Channel.

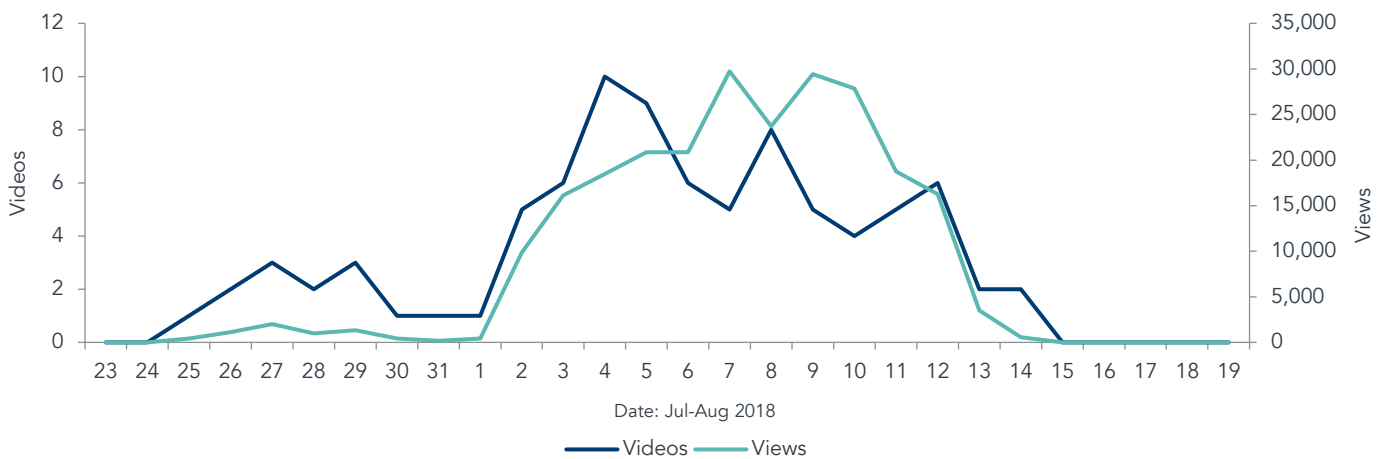
YouTube activity summary: extended event period (23 July – 19 August 2018)

	TOTAL	DAY AVERAGE
Videos	81	5.8
Views	141,771	10,127
Total watch time (min)	1,074,702	76,764
Avg. watch time (min)	00:07:34	-
New subscribers (by 12 August 2018)	2,262	162

YouTube activity: event period by day (30 July-12 August 2018)



YouTube activity: extended period by day (23 July - 19 August 2018)



Media

YouTube

Live Streaming Analysis (World Sailing TV)

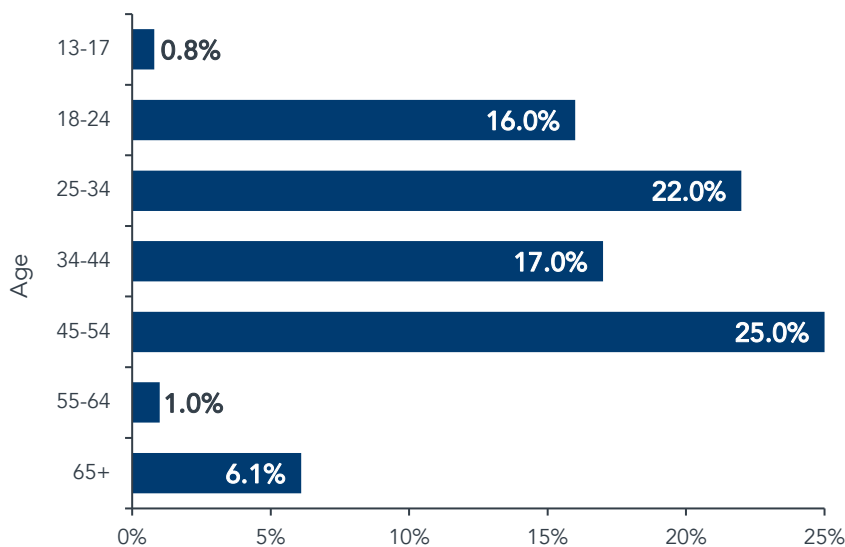
World Sailing aired live internet coverage via its official YouTube channel, World Sailing TV. Live YouTube coverage was available during eight days of qualification races and for all 10 medal races.

Live streaming during the medal races produced 68,979 views with an average watch time of 17 minutes and 42 seconds.

The live medal races were viewed by viewers in more than 90 nations worldwide. Viewers in Denmark, the host nation, contributed the largest audience share at 7.2 per cent. Denmark was followed by the United Kingdom and USA with 5.5 per cent and 5.2 per cent, respectively.

Viewers were predominantly male (96.6 per cent) and within the 18-54 age bracket. Those aged 45-54 made up one quarter (25 per cent) of all viewers.

Live medal race viewer age by % share



Data from other streaming platforms such as Facebook and the Olympic Channel was not available for analysis.

Live medal race summary

Live streams	12
Views	68,979
Avg. watch time (hours)	00:17:42

Live medal race viewer origin by % share

RANK	NATION	SHARE
1	Denmark	7.2%
2	United Kingdom	5.5%
3	United States	5.2%
4	Germany	4.8%
5	France	3.8%
6	Australia	2.7%
7	Italy	2.7%
8	Netherlands	2.5%
9	Spain	1.9%
10	Brazil	1.9%

Rounded to one decimal place

Media

Online

World Sailing (www.sailing.org & www.aarhus2018.sailing.org)

World Sailing (www.sailing.org)

World Sailing website traffic data: event period (30 July – 12 August 2018)

	TOTAL	DAY AVERAGE
Visitors	88,583	6,327.36
Sessions	105,826	7,559.00
Page views	254,684	18,191.71

World Sailing website - users by country of origin

United States	17.5%
United Kingdom	13.7%
Denmark	8.0%
Germany	4.3%
Canada	4.1%

World Sailing microsite (www.aarhus2018.sailing.org)

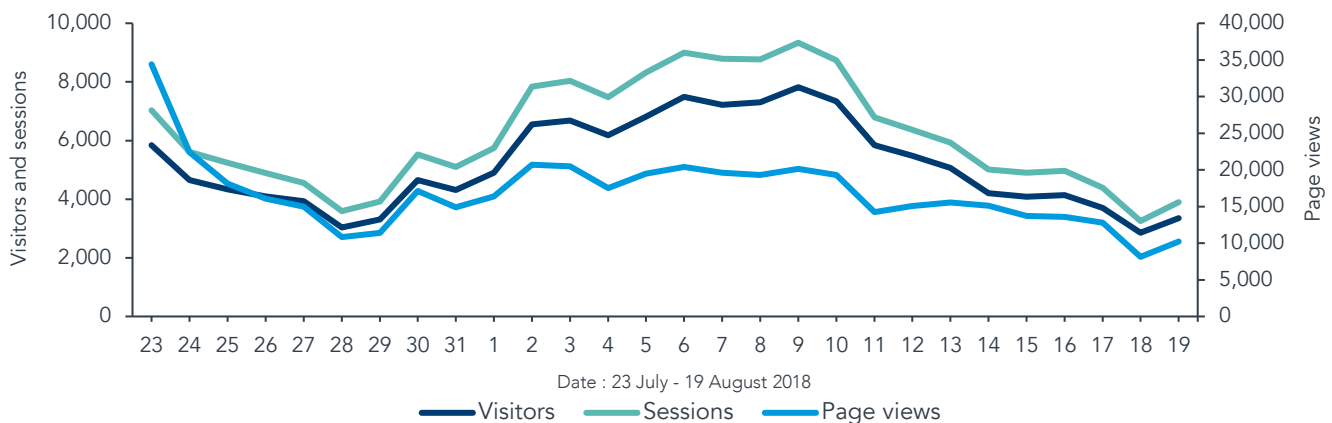
World Sailing website traffic data: event period (30 July – 12 August 2018)

	TOTAL	DAY AVERAGE
Visitors	329,671	23,547.93
Sessions	543,168	38,797.71
Page views	1,185,436	84,674.00

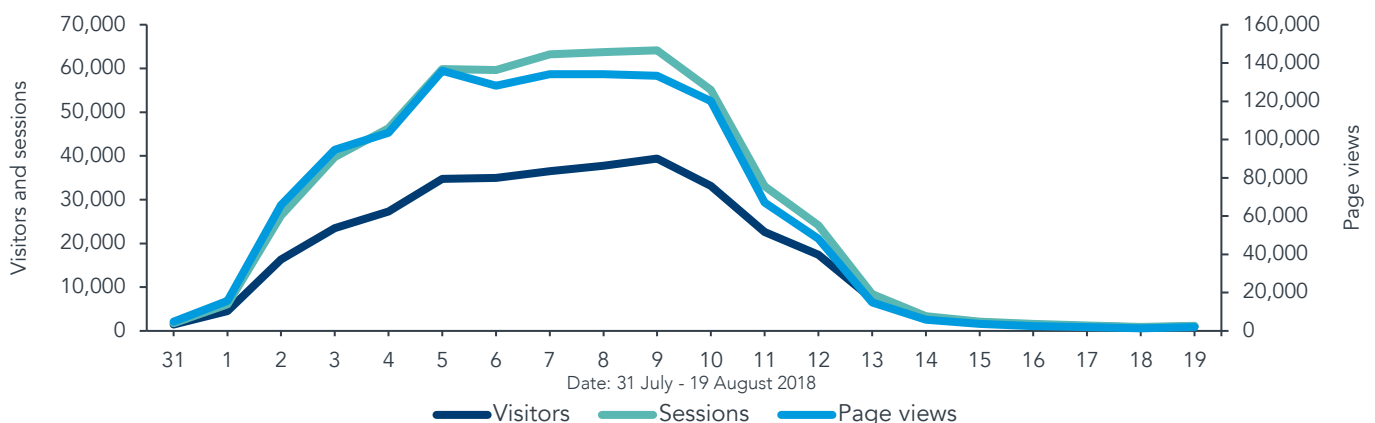
World Sailing microsite - users by country of origin

Denmark	24.6%
United States	8.0%
France	6.6%
United Kingdom	6.2%
Germany	5.2%

World Sailing website traffic data: extended period (23 July – 19 August 2018)



World Sailing microsite website traffic data: extended period (31 July – 19 August 2018)



Media

Online

Organising Authority (OA, www.aarhus2018.com)

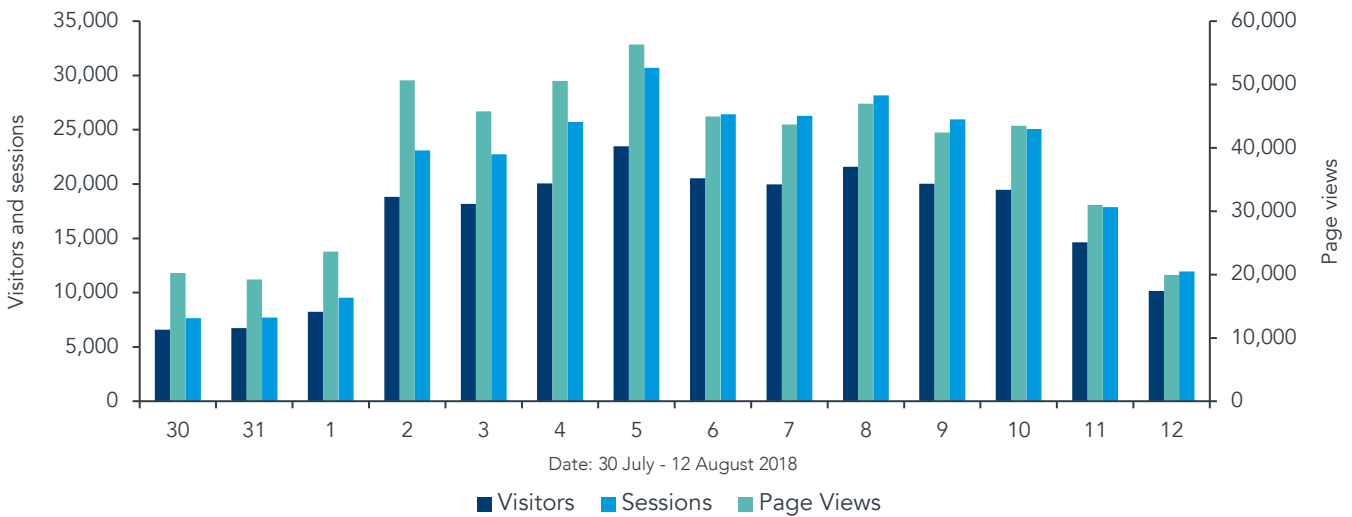
OA website traffic data: event period (30 July – 12 August 2018)

	TOTAL	DAY AVERAGE
Visitors	228,478	16,319.86
Sessions	288,900	20,635.71
Page views	538,788	38,484.86

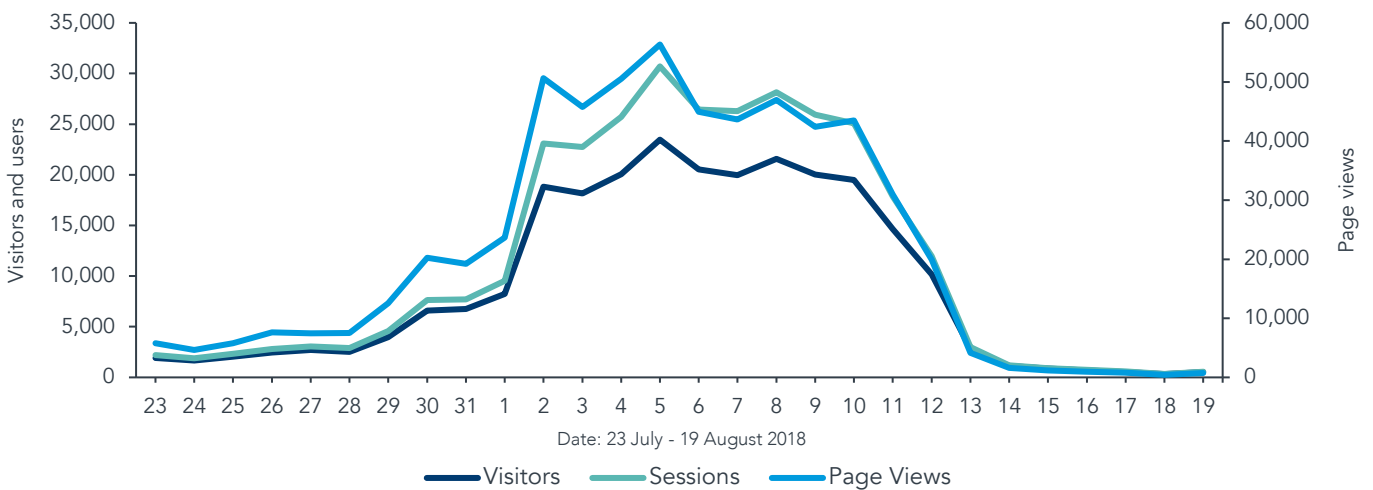
OA website - users by country of origin

Denmark	24.2%
Germany	6.4%
France	6.0%
United Kingdom	5.0%
Italy	5.0%

OA website traffic data: event period (30 July – 12 August 2018)



OA website traffic data: extended period (23 July – 19 August 2018)



Media

Media Coverage

Online

The Hempel Sailing World Championships Aarhus 2018 generated 1,262 online articles for which 35.5 million visits were generated during the event, according to monitoring conducted by IRIS.

The company was commissioned by World Sailing to conduct an analysis of online and social media coverage of the championships, as well as media monitoring.

The research found that of the 1,262 online articles produced, 234 were from sources within Germany. These articles were visited by 11.18 million in Germany.

Germany was followed by Italy, USA, France and the United Kingdom in terms of the number of online articles produced.

Online visitors from the United Kingdom produced 6.81 million visits in total, followed by USA, Netherlands and France.

Methodology

Panel

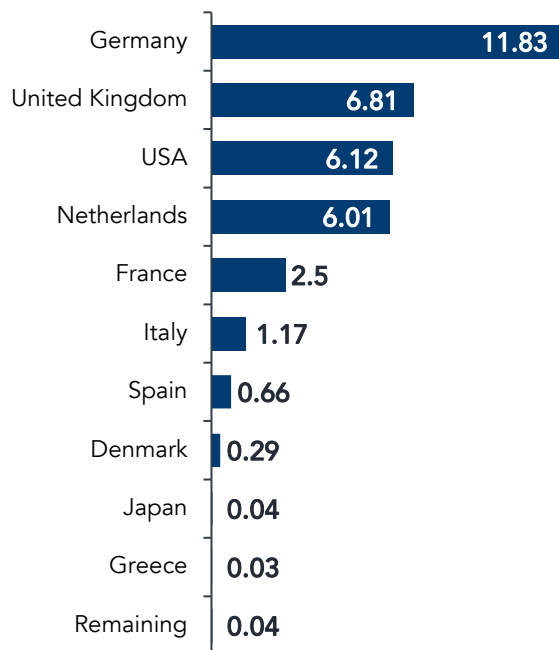
- Online media sources covering:
- Sport News
- News (general)
- Special Interest
- Portals (e.g.: gmx.de, yahoo, t-online)

Monitoring period

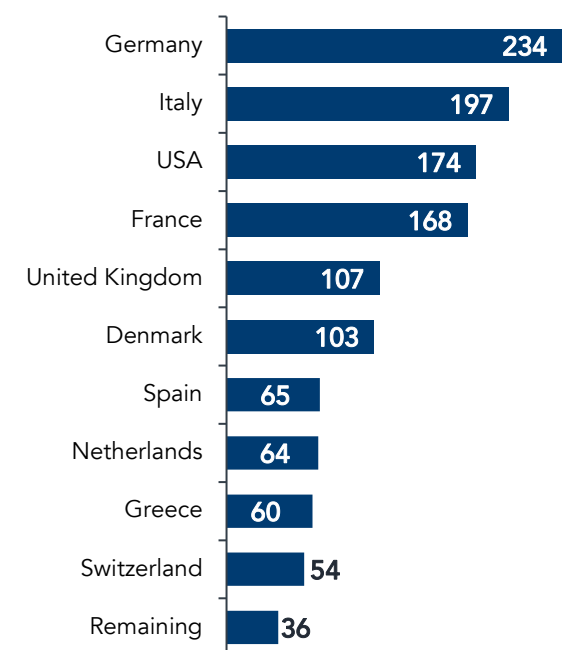
28 July - 13 August 2018

Conducted by IRIS

Online media visits (million)



Online number of articles



Media

Accredited Media

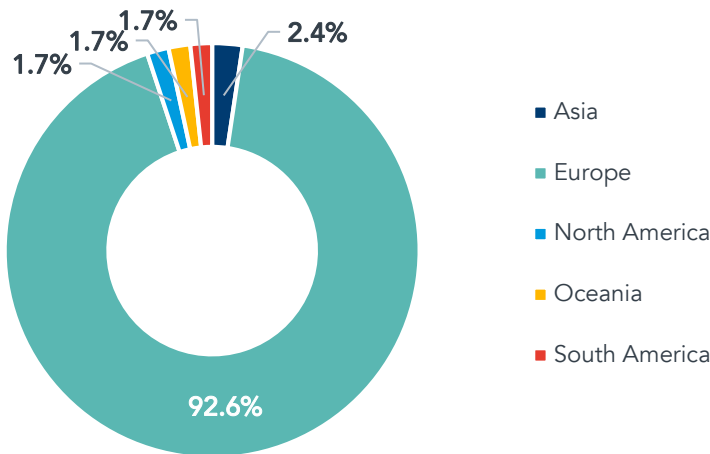
There were 296 accredited media present at the Hempel Sailing World Championships Aarhus 2018.

Of the total number of media, 92.6 per cent came from European countries, with 43.9 per cent members of the Danish press. Overseas media came mostly from the United Kingdom (78), mainly due to the host broadcaster, Sunset+Vine’s workforce. Overseas media also travelled from countries such as Germany, Spain, Netherlands and Japan.

Accredited media by nationality - Top 10

Denmark	130
Great Britain	78
Germany	11
Spain	10
Netherlands	9
Japan	6
Brazil	5
Italy	5
USA	5
France	4
Poland	4

Accredited media by continent



Media survey results

How did you first become aware of the Hempel Sailing World Championships Aarhus 2018?

Through internet	24.3%
Through World Sailing	27.0%
Previously attended a SWC	29.7%
Tasked by company	13.5%
Through television/radio	5.4%

Through which of the following channels did you keep up to date with press conference timings, event delays, event cancellations, etc.

Emails from the organisers	75.7%
Official event website	62.2%
Social media (official Organising Authority or World Sailing accounts)	40.5%
Official website of World Sailing	27.0%

*multiple responses permitted

Social Media

Overview

Over a period of 28 days (from seven days pre- to post-event) Sportcal analysed six social media accounts across Facebook, Twitter and Instagram. Three of the accounts were administered by the World Sailing. The other three accounts were administered by the Organising Authority. Posts were monitored for relevance to the Hempel Sailing World Championships Aarhus 2018 and analysed accordingly.

*Social media overview
– all accounts (event period)*

Posts	634
Reactions / Likes	88,615
Shares / Retweets	4,156
Comments / Replies	4,611
New followers	7,868
Average follower increase	2.26%

World Sailing social media accounts

Facebook /worldsailingofficial	Twitter @worldsailing	Instagram @worldsailingofficial
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Event organiser social media accounts

Facebook /aarhus2018	Twitter @Aarhus2018	Instagram @aarhus2018
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Over the course of the fourteen-day event, the six accounts combined contributed to 634 posts, 88,615 reactions and likes, 4,156 shares/retweets and 4,611 comments and replies during the event period. Additionally, 7,868 new followers were gained across the event, giving an average increase of 2.26 per cent based upon the total number of followers across all accounts.

Collectively across the social media platforms and accounts monitored, the World Sailing global accounts contributed to a larger proportion of social media engagement compared to the Hempel Sailing World Championships Aarhus 2018 accounts.

Social media account summary (event period)

SOCIAL MEDIA		ACCOUNTS	POSTS	REACTIONS / LIKES	SHARES / RETWEETS	COMMENTS / REPLIES	CHANGE IN FOLLOWERS	% CHANGE
World Sailing	Total	3	524	80,329	3,673	4,041	4,204	1.22%
	Daily avg.		37.4	5,737.8	262.4	288.6	300.3	
Organising Authority	Total	3	110	8,286	483	570	3,664	79.67%
	Daily avg.		7.9	591.9	34.5	40.7	261.7	

Social Media

Platform Summary

Across the fourteen-day 'event period', Sportcal analysed the six social media accounts across Facebook, Twitter and Instagram in order to produce a platform summary to identify the most successful means of generating exposure for the Hempel Sailing World Championships Aarhus 2018.

FACEBOOK

World Sailing's Facebook account recorded the highest number of posts 62 with 11,589 reactions, 2,653 shares and 3,438 comments during the event.

The Hempel Sailing World Championships Aarhus 2018 Facebook account achieved 2,018 reactions, 469 shares and 541 comments from its 52 posts.

TWITTER

During the event, the World Sailing's Twitter page recorded 423 posts, 1,020 retweets, 2,272 likes with an increase of 272 followers.

During the event, the Hempel Sailing World Championships Aarhus 2018 Twitter page recorded 30 posts, 14 retweets and 63 likes, with an increase of 270 followers.

INSTAGRAM

During the event, World Sailing's Instagram account recorded 39 posts and 66,468 likes with an increase of 2,037 followers.

The Hempel Sailing World Championships Aarhus 2018 account achieved 6,205 likes, 26 comments from its 28 posts.

*Social media accounts
– daily average (event period)*

FACEBOOK

Posts	114
Reactions	13,607
Shares	3,122
Comments	3,979
New followers	4,258
Average follower increase	1.73%

TWITTER

Posts	453
Likes	2,335
Retweets	1,034
Comments	429
New followers	542
Average follower increase	1.59%

INSTAGRAM

Posts	67
Likes	72,673
Comments	203
New followers	3,068
Average follower increase	4.50%

Social Media

Facebook

International Federation (/worldsailingofficial)

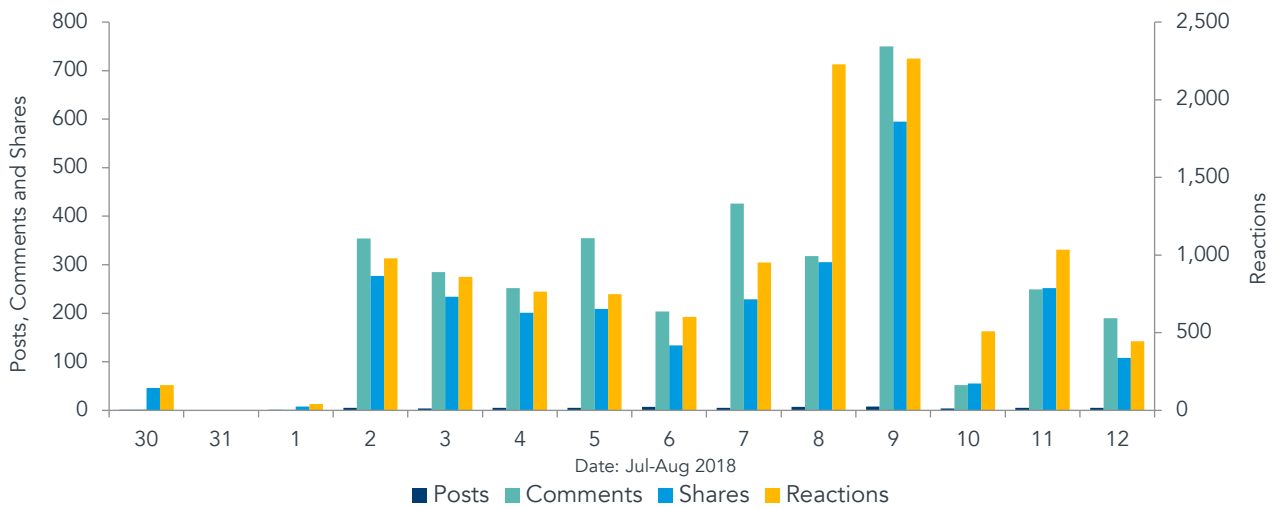
Facebook activity summary: event period (30 July - 12 August 2018)

Account followers

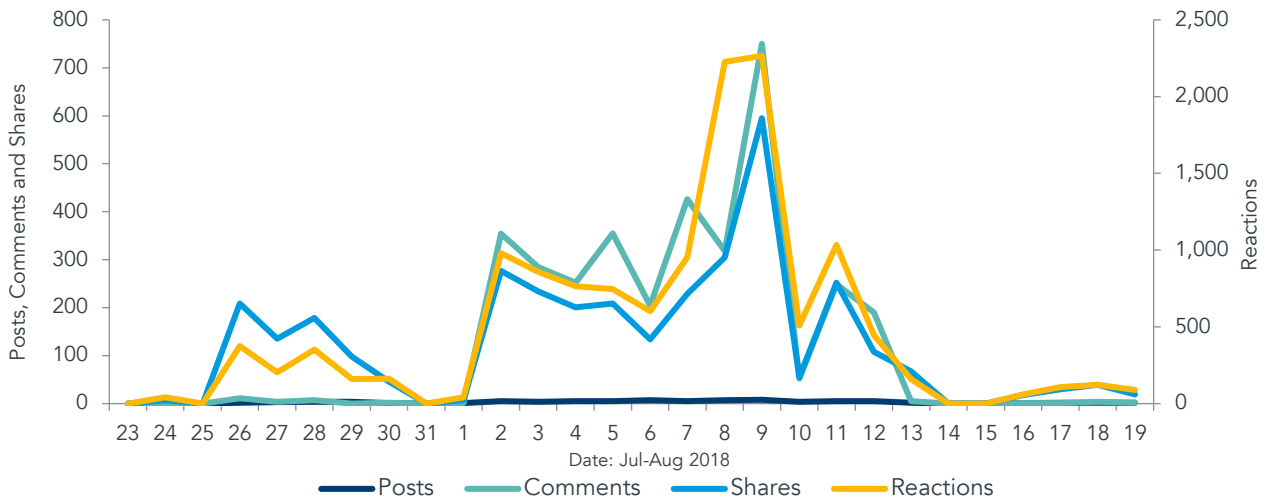
	TOTAL	DAY AVERAGE
Posts	62	4.4
Reactions	11,589	827.8
Shares	2,653	189.5
Comments	3,438	245.6
New followers (by 13 August 2018)	1,895 (0.78% increase)	135.4

Start (29 July 2018)	242,674
End (13 August 2018)	244,569

Facebook activity: event period by day (30 July - 12 August 2018)



Facebook activity: extended period by day (23 July – 19 August 2018)



Social Media

Facebook

Hempel Sailing World Championships Aarhus 2018 (/aarhus2018)

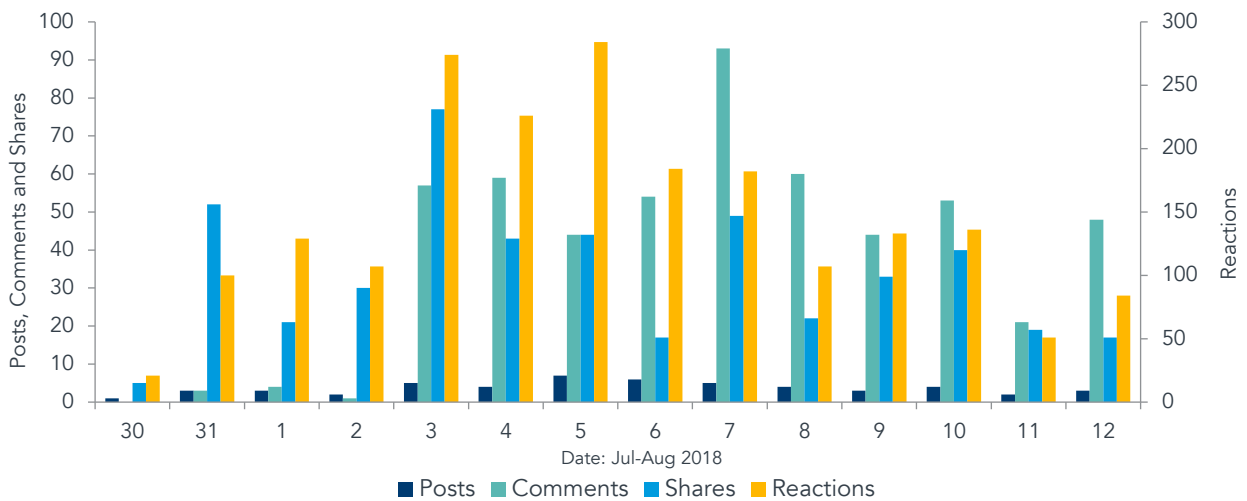
Facebook activity summary: event period (30 July - 12 August 2018)

Account followers

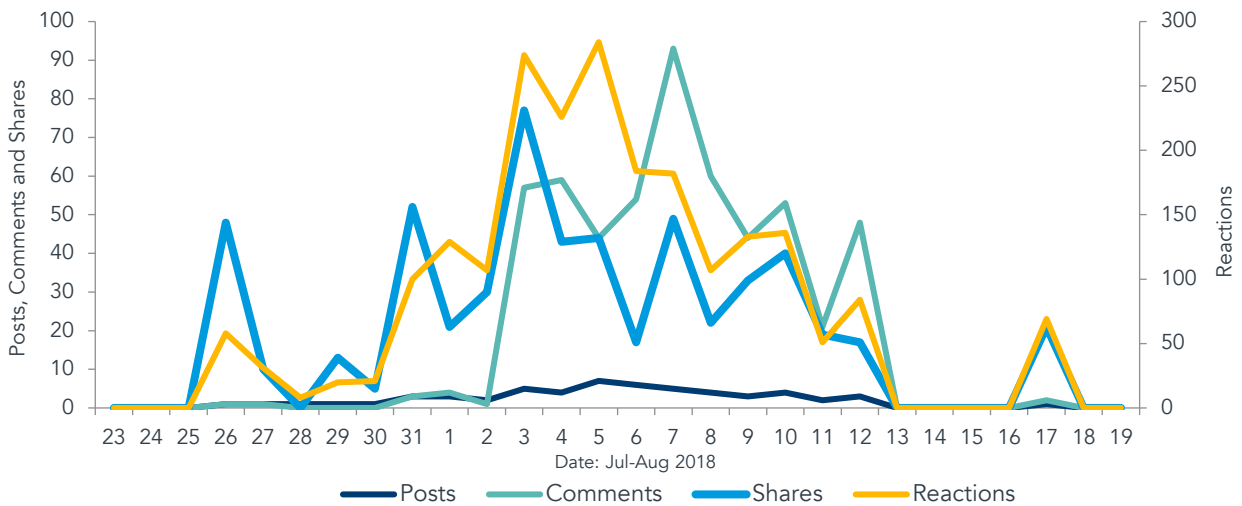
	TOTAL	DAY AVERAGE
Posts	52	3.7
Reactions	2,018	144.1
Shares	469	33.5
Comments	541	38.6
New followers (by 13 August 2018)	2,363 (76.72% increase)	168.8

Start (29 July 2018)	3,080
End (13 August 2018)	5,443

Facebook activity: event period by day (30 July - 12 August 2018)



Facebook activity: extended period by day (23 July – 19 August 2018)



Social Media

Twitter

International Federation (@worldsailing)

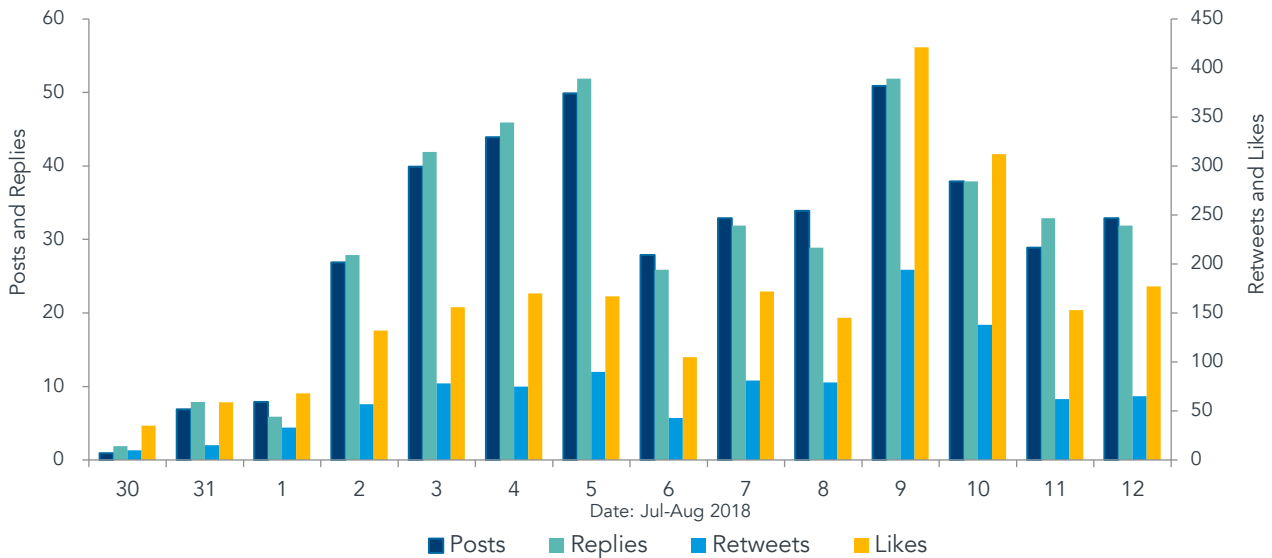
Twitter activity summary: event period (30 July - 12 August 2018)

Account followers

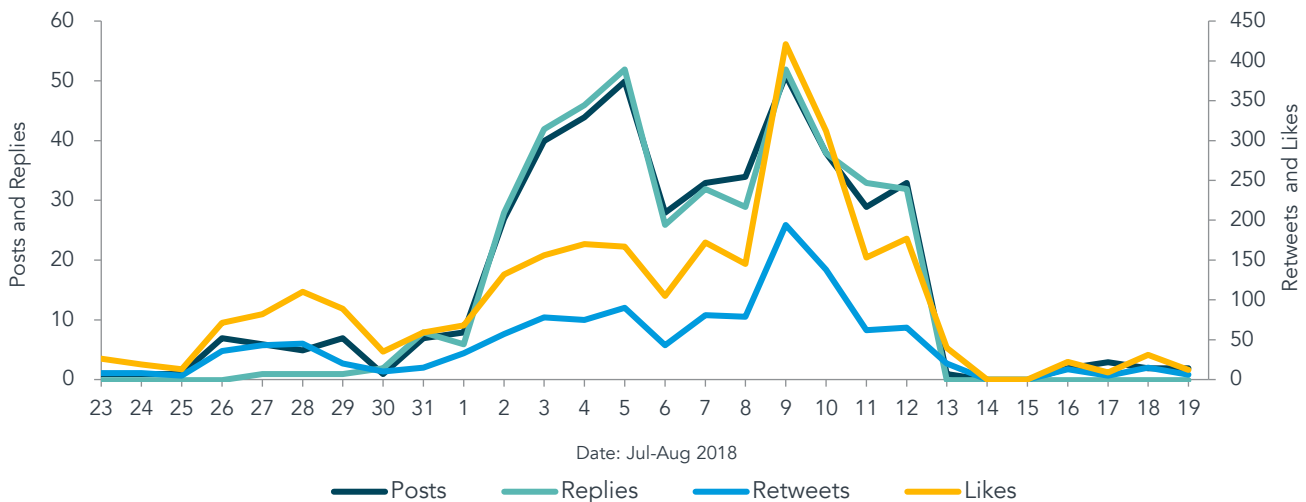
	TOTAL	DAY AVERAGE
Posts	423	30.2
Likes	2,272	162.3
Retweets	1,020	72.9
Replies	426	30.4
New followers (by 13 August 2018)	272 (0.80% increase)	19.4

Start (29 July 2018)	33,990
End (13 August 2018)	34,262

Twitter activity: event period by day (30 July - 12 August 2018)



Twitter activity: extended period by day (23 July – 19 August 2018)



Social Media

Twitter

Hempel Sailing World Championships Aarhus 2018 (@Aarhus2018)

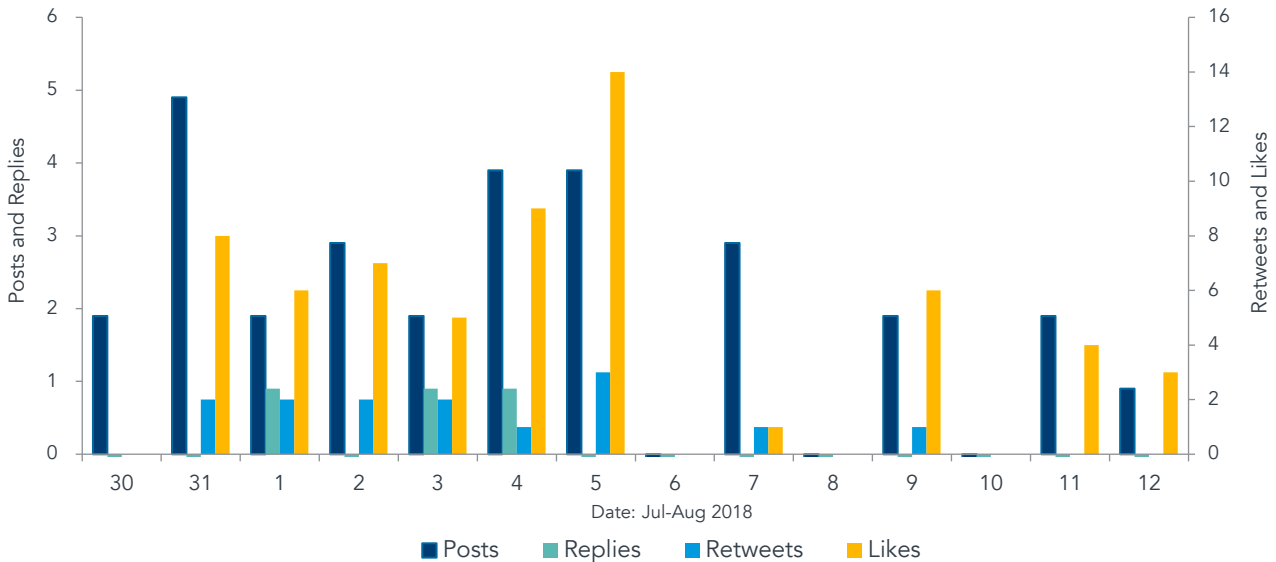
Twitter activity summary: event period (30 July - 12 August 2018)

Account followers

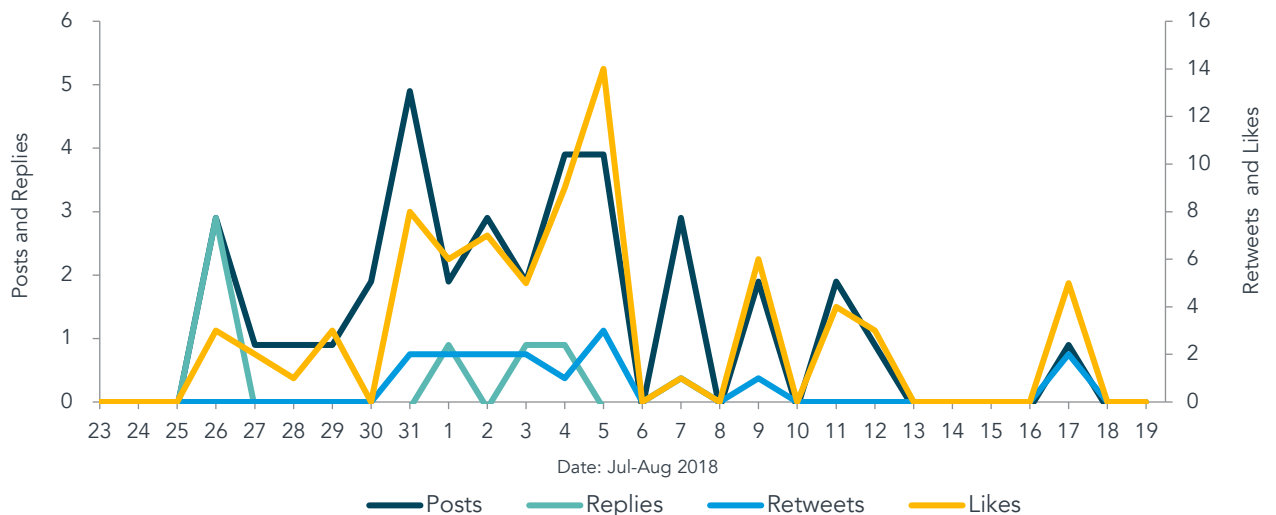
	TOTAL	DAY AVERAGE
Posts	30	2.1
Likes	63	4.5
Retweets	14	1.0
Replies	3	0.2
New followers (by 13 August 2018)	270 (206.11% increase)	19.3

Start (29 July 2018)	131
End (13 August 2018)	401

Twitter activity: event period by day (30 July - 12 August 2018)



Twitter activity: extended period by day (23 July - 19 August 2018)



Social Media

Instagram

International Federation (@worldsailingofficial)

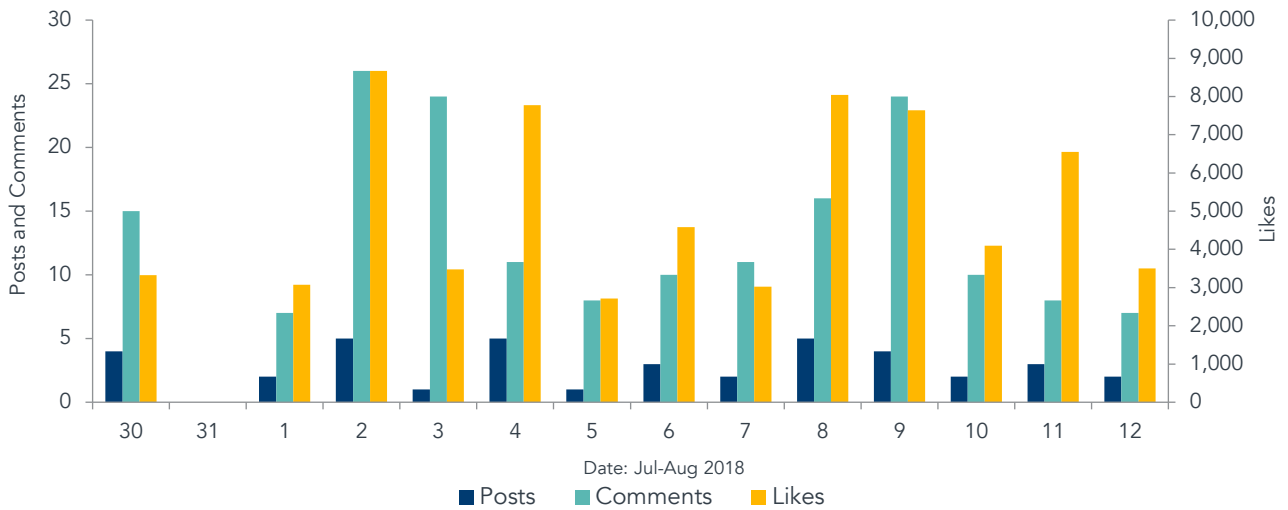
Instagram activity summary: event period (30 July - 12 August 2018)

Account followers

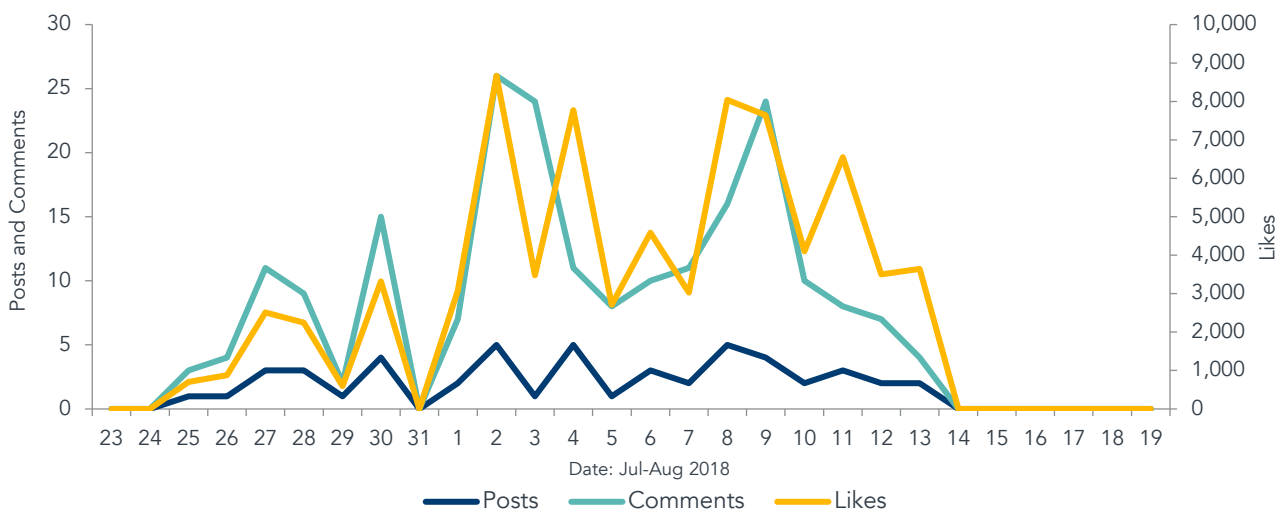
	TOTAL	DAY AVERAGE
Posts	39	2.8
Likes	66,468	4,747.7
Comments	177	12.6
New followers (by 13 August 2018)	2,037 (3.05% increase)	145.5

Start (29 July 2018)	66,805
End (13 August 2018)	68,842

Instagram activity: event period by day (30 July - 12 August 2018)



Instagram activity: extended period by day (23 July – 19 August 2018)



Social Media

Instagram

Hempel Sailing World Championships Aarhus 2018 (@aarhus2018)

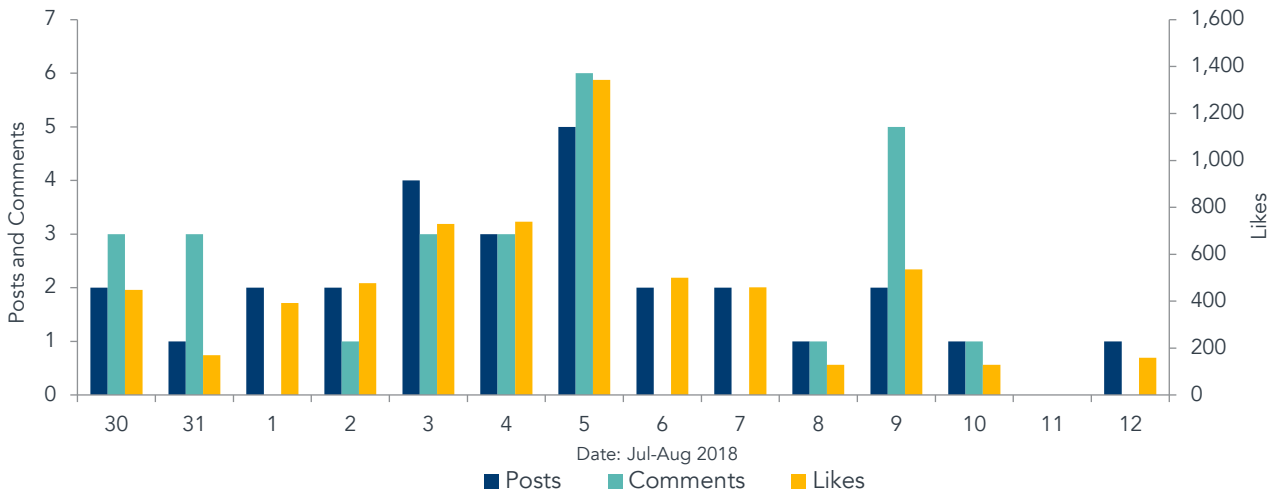
Instagram activity summary: event period (30 July - 12 August 2018)

Account followers

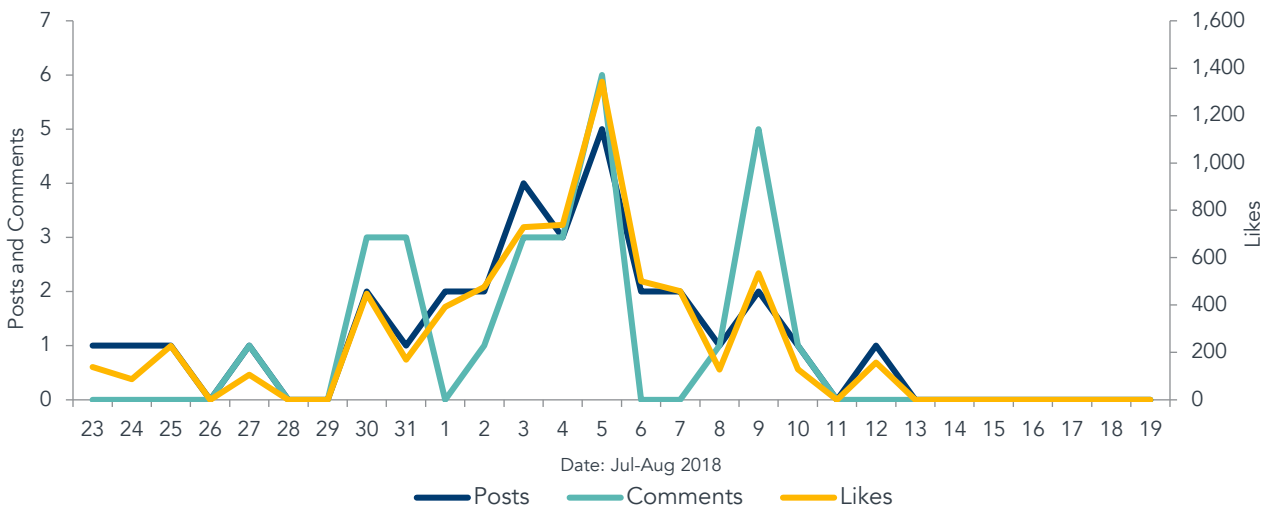
	TOTAL	DAY AVERAGE
Posts	28	2.0
Likes	6,205	443.2
Comments	26	1.9
New followers (by 13 August 2018)	1,031 (74.28% increase)	73.6

Start (29 July 2018)	1,388
End (13 August 2018)	2,419

Instagram activity: event period by day (30 July - 12 August 2018)



Instagram activity: extended period by day (23 July – 19 August 2018)





Sponsorship



Sponsorship

Commercial Strategy

Aarhus 2018

The Aarhus 2018 Organising Authority's commercial programme commenced in 2017. The commercial team was responsible for developing a commercial strategy and subsequently securing partners for the event.

The commercial strategy aimed to secure a title sponsor for the event, above two main partners, with a number of official partners, suppliers and foundations beneath.

Marketing the event domestically was successful thanks to Denmark's history in the sport of sailing and the opportunity for Aarhus to host a major international sports event which would be broadcast globally.

Being a non-ticketed event, it was important for the organisers to develop added value for its sponsors and partners, which led to a hospitality programme being introduced. The programme provided opportunities for sponsors to attend the event with VIP access to a lounge, reserved seating within the grandstand and multiple 'experiences' which included boat tours, tall ship excursions and drinks receptions.

The hospitality programme proved popular with the commercial partners but was delivered separately to World Sailing's own hospitality programme.

It was noted that the time invested in developing and delivering the hospitality programme was significant, highlighting that this may be more efficiently delivered if outsourced to a third party, or if dedicated staff were recruited within the Organising Authority.

More details on the commercial programme can be found within the sponsorship chapter.

Key objectives

- Offset event costs by bringing in commercial revenue
- Partner with brands which share the values of sailing and of the Organising Authority
- Generate added value for sponsors via a hospitality programme

INTERVIEWS

Martin Vrist Christensen

Commercial Manager

Aarhus 2018 Organising Authority

Sponsorship

Overview

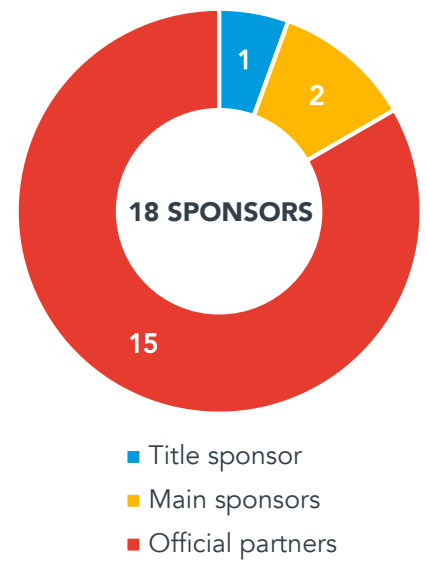
The Hempel Sailing World Championships Aarhus 2018 sponsorship rights were managed by the Organising Authority in the domestic market and internationally in consultation with World Sailing.

The commercial strategy focussed on engaging partners with shared visions for sustainability and for the environment.

One title sponsor and two main sponsors supported the championships alongside 15 official partners. In addition to this, seven foundation partners collaborated with the event.

Sponsors breakdown by type

Title sponsor	1
Main sponsors	2
Official partners	15
Total	18



Sponsors breakdown by sector

Manufacturing	3
Telecommunications	2
Agency	1
Automotive	1
Banking	1
Building materials	1
Coatings	1
Energy	1
Event services	1
Industrial goods & services	1
Law firm	1
Logistics	1
Print media	1
Printing solutions	1
Technology	1
Total	18

Partners list

TITLE SPONSOR	SECTOR
Hempel A/S	Coatings
MAIN SPONSORS	
SAP	Technology
TDC Group	Telecommunications
OFFICIAL PARTNERS	
Geberit	Building materials
Volvo	Automotive
Blue Water Shipping	Logistics
Danske Bank	Banking
Gorrissen Federspiel	Law firm
Cisco	Telecommunications
E-ON	Energy
Novicell	Agency
LaserTryk Denmark	Printing
Mettler Toledo	Manufacturing
AFI Marine	Manufacturing
Nordic Rentals	Event services
BKI Foods	Manufacturing
Port of Aarhus	Industrial goods and services
Jyllands-Posten	Print media
FOUNDATION PARTNERS	
Salling Fondene	Non-profit foundation
Den A.P Mollerske Stottefond	Non-profit foundation
Nordea Fonden	Non-profit foundation
Tuborg Fondent	Non-profit foundation
NRGi	Energy supplier
C.A.C. Fonden	Non-profit foundation
Vilhelm Kiers Fond	Non-profit foundation

Sponsorship

Overview

Title sponsor



Main sponsors



Partners



Foundation partners



Sponsorship

Title Sponsor

Hempel A/S

Hempel A/S, a world-leading coatings supplier in the marine, industry, decorative, container and yacht industries, was the official title sponsor of the Sailing World Championships 2018. Operating in 80 countries, Hempel is one of Denmark's most global companies working in the maritime sector.

The partnership between the Organising Authority and Hempel was discussed at length. A number of objectives could be met by both parties as a result of the title sponsorship.

Henrik Andersen, Group president and CEO, described Hempel as "a company with strong values, a pioneering spirit, and solid roots in the maritime industry."

With the organisers focusing on the championships as well as the Maritime Festival, it was a natural fit for Hempel to take centre stage. The sponsorship was granted by World Sailing, allowing the brand to take the name of the championships.

Following the launch of its new visual identity in 2015, Hempel wanted to announce itself to the world once again and saw the global broadcast potential of the championships as the perfect way to meet that objective.

As well as integration within the main event logo, the company acquired almost all inventory options the Organising Authority had to offer, including:

- Branding of race equipment such as race marks
- Branding of individual sail boats, specifically for the 49er class
- Presence on all physical and online event materials, social media and official website

The inventory provided Hempel with domestic and international coverage.

According to the company, the shared values of sailing and the Hempel brand include strong collaborations and team work, a determination to win and a respect and care for the environment.

Focus on the environment is part of Hempel's work with corporate responsibility. This aligned well with the objectives of World Sailing and the Organising Authority.



"It makes sense for us to sponsor this huge event and be part of the races. As a company, we always strive for progress and we see every race as worth winning. That's what makes us able to offer innovative and sustainable coating solutions that keep our customers one step ahead"

Henrik Andersen
Group president and CEO
Hempel A/S

INTERVIEW

Anette Andersen
Corporate Event & Sponsorship Manager
Hempel A/S

Sponsorship

Title Sponsor

Hempel A/S

As part of its title sponsorship, the company activated stakeholders extensively both internally and externally. Thanks to television broadcast and a specific communications strategy, the brand was visible globally. Internally, the company activated employees by engaging and rewarding them with prizes such as hospitality at the event, as well as providing a company awayday with a focus on sailing.

Hempel developed a sailing eSports game which saw employees competing against one another across the globe on a weekly basis. The game promoted teamwork by rewarding players with additional points for performing actions which helped the team progress.

Hempel contributed to the host city by donating 400 lifejackets to local sports clubs participating in the Maritime Festival. The lifejackets were donated following the event leaving an equipment legacy for the sailing clubs involved.

Furthermore, Hempel activated external stakeholders at the Maritime Festival site with a pavilion which provided spectators with the opportunity to learn more about the company and its sustainable approach to business.

Additional activations included providing press with welcome kits containing information, press releases and images from the company as well as key contact details to Hempel staff.

Hempel also provided all sailors and support staff with bags to carry all of their race information, labels and clothing in following registration.

Tall ships moored in the harbour acted as a hospitality opportunity which the organisers sold to its commercial partners, offering a unique, once-in-a-lifetime experience.

COMMERCIAL LEGACY

On 1 November 2018, at the World Sailing Annual Conference, Hempel was announced as the official coatings partner of World Sailing in a wide-ranging deal.

Hempel also became title sponsor of the World Cup Series between 2019 and 2022 and of the 2019 Youth Sailing World Championships in Gdynia, Poland.

In addition, Hempel is also an official event partner of the 2020, 2021 and 2022 editions of the Youth Worlds and Para Worlds, the Offshore World Championships as well as the 2022 Sailing World Championships in The Hague, Netherlands.

Away from World Sailing events, Hempel has also put its name to the World Sailing Team of the Year Award, which will be handed out for the second time in 2019.

The deal marks a significant commercial legacy from the championships.

"The Hempel Sailing World Championships Aarhus 2018 was a global success for World Sailing and for Hempel. The global reach of the event and activation within Aarhus and Denmark truly inspired the city and millions of people worldwide..."

Kim Andersen
President
World Sailing

"Based on the positive experience we had as title sponsor at the Sailing World Championships this summer, we feel it is natural to continue the great collaboration. We wish to become a long-term active partner, who makes a difference for sailing while, at the same time, Hempel is exposed globally as part of our global growth strategy"

Henrik Andersen
Group president and CEO
Hempel A/S

Sponsorship

Activation

World Sailing and Organising Authority sponsors contributed to the promotion and the delivery of the event through activation campaigns and the provision of products and services to the organising committee. Selected activations are listed below.

Sponsors

Hempel

- Extensive on-shore and on-water branding of venues, dressings, race marks and all published and digital event materials
- Maritime Festival stall showcasing the brands expertise in paint manufacture and application across the maritime, logistics and energy sectors
- Provision of branded equipment to local maritime clubs and school children

SAP

- Provider of sailing analytics throughout championships
- Collaborating with graphics provider SailTracks and host broadcaster Sunset+Vine to deliver broadcast overlay with statistics and graphics for races
- Strategically located 'SAP Cube' to provide public with access to SAP sailing analytics, virtual reality experience and live race coverage

Volvo

- Provision of branded cars for officials to use throughout the event
- Vehicles used to transport VIPs and guests
- Strategically located 'shop window' cars for marketing throughout Maritime Festival locations and in areas of high footfall

Zhik

- Official uniform provider of World Sailing staff and officials
- Branding visible on neck line of sailor bibs
- Maritime Festival stall to promote and sell products to the public
- Extensive branding materials located across event venues



Sponsorship

Awareness

Spontaneous Awareness – Title Sponsor

To help better understand the impact of Hempel’s title sponsorship of the Sailing World Championships 2018, event participants were asked to recall the title sponsor of the championships in order to assess their spontaneous awareness of the brands involvement.

Hempel, achieved an unprompted group average recall of 89.2 per cent amongst event participants, rising to 91.9 per cent amongst sailors. No indication of potential event sponsors was given to allow for spontaneous awareness to be assessed.

Methodology

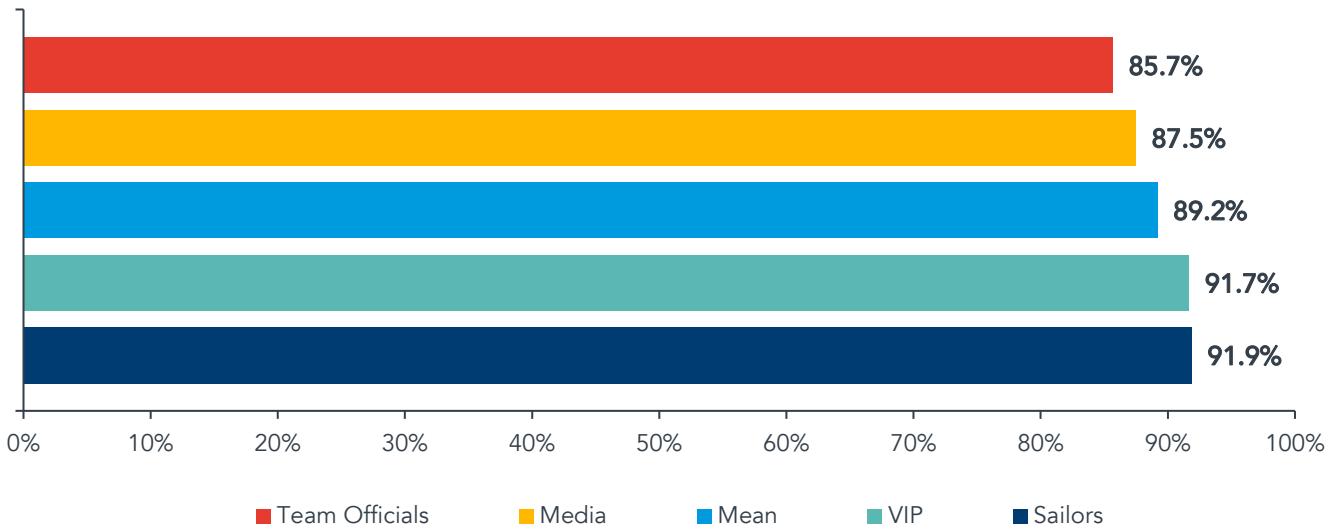
Online survey

Sample group

Event participants:
Sailors, Support Staff, Media and VIPs
(458 respondents)

Conducted and analysed by Sportcal

Hempel sponsorship spontaneous awareness (Sportcal event participants survey)



Sponsorship

Awareness

Prompted Awareness

To evaluate the sponsorship awareness of event participants during the championships, participants were asked to identify brands that they recognised as sponsors of the event.

The most recognisable brand associated with the event was Hempel, with 95.1 per cent of event participants able to identify the brand as the title sponsor when prompted with a list of real and dummy sponsors.

SAP, a main sponsor of the championships and global partner of World Sailing achieved a prompted recall amongst event participants of 69.6 per cent.

Excluding Hempel as the title sponsor, brands associated with both the event and World Sailing (SAP, Zhik, Volvo) achieved higher recall scores on average compared to brands which were a partner of solely the event (Blue Water Shipping, TDC Group) or solely World Sailing (Rolex, GAC Pindar).

Brands not associated with the event and/or World Sailing (in red below) achieved lower awareness scores than the official partners with the exception of one, Helly Hansen, the Norwegian textiles manufacturer. The brand received a recall of 41.4 per cent amongst event participants.

The brand is also distributed by official event partner, AFI Marine, the manufacturer and distributor of maritime products. Licensed stalls within the Maritime Festival sold a wide-range of Helly Hansen clothing and equipment. These factors could account for the higher recall despite Helly Hansen not being an official partner of the event.

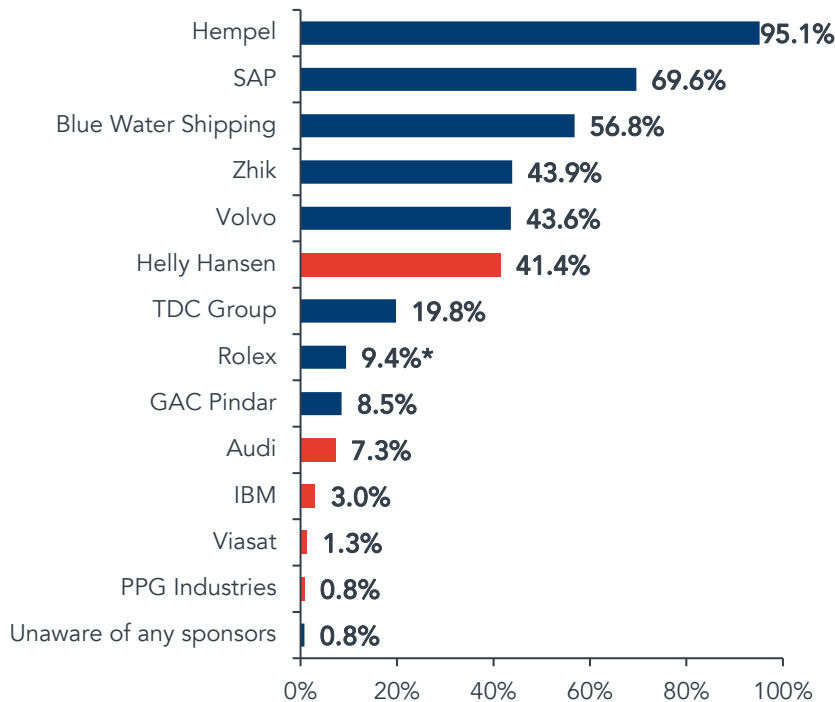
*Sponsors by % aware
(Sportcal event participants survey)
Methodology*

Online survey

Sample group

Event participants:
Sailors, Support Staff, Media and VIPs
(499 respondents)

Conducted and analysed by Sportcal



*Rolex responses completed by Sailors and Support Staff only



Sponsorship

Online Coverage

According to analysis of stakeholder and sponsor exposure in online media, the event logo was the most prominent advertising source, followed by bibs and text. The monitoring of three stakeholders and three sponsors was commissioned by World Sailing and conducted by IRIS.

Hempel achieved the greatest number of mentions thanks to its title sponsorship of the event. This provided the company with significant exposure by having its name as part of the official event title and logo.

Aarhus Sailing and World Sailing each achieved a substantial number of mentions as a result of their branding visibility across various advertising sources.

Methodology

Panel

- Online media sources covering:
- Sport News
- News (general)
- Special Interest
- Portals (e.g.: gmx.de, yahoo, t-online)

Monitoring period

28 July - 13 August 2018

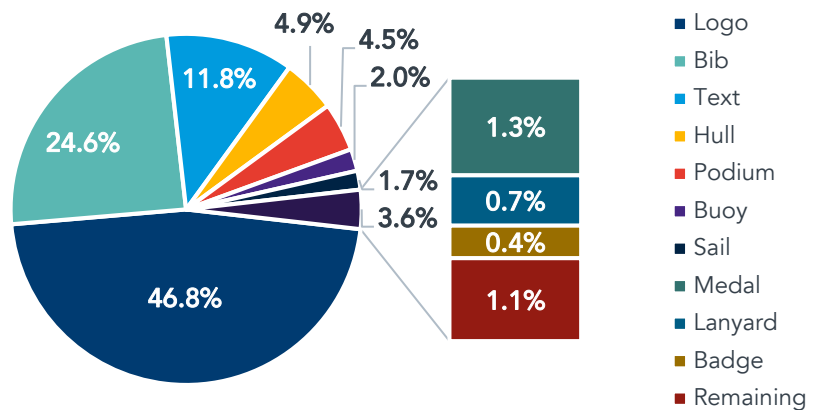
Conducted by IRIS

Online mentions by advertising source

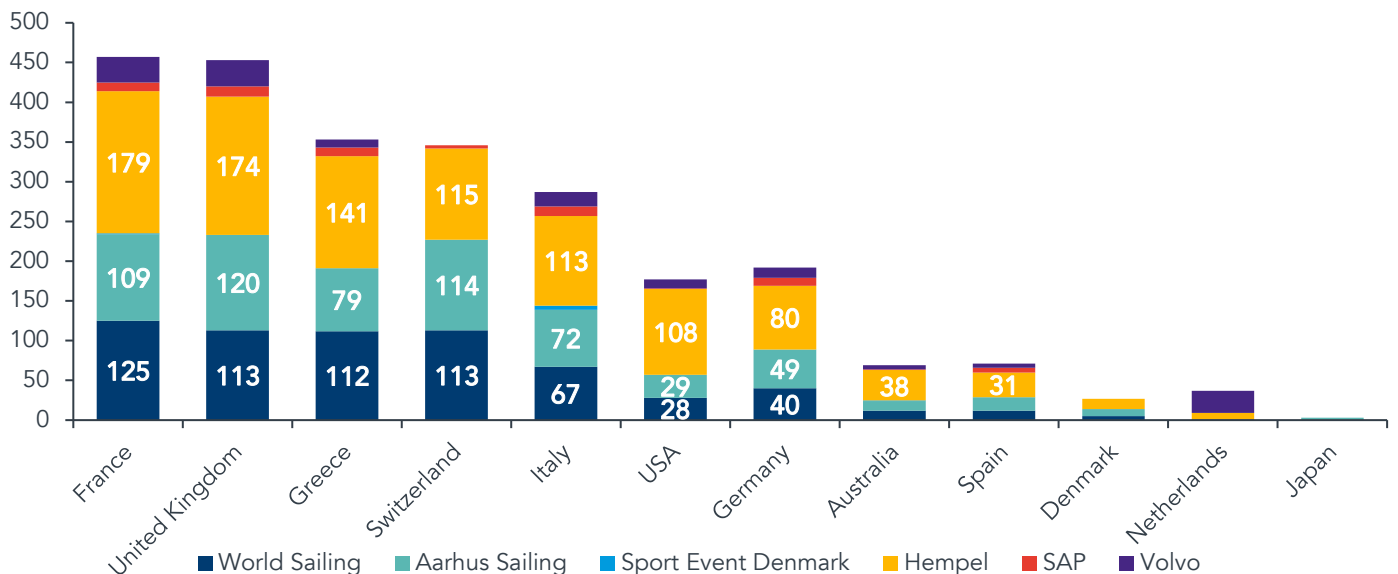
Across sponsorship advertising sources, the event logo provided the greatest level of exposure in online media, present in almost half of all coverage (46.8 per cent).

Bibs received the second largest presence, appearing in almost one quarter (24.6 per cent) of all mentions.

Written text provided the third greatest opportunity for stakeholders and sponsors.



Stakeholders and sponsors online mentions





Sporting

Sporting

Overview

The Hempel Sailing World Championships Aarhus 2018 featured 1,247 sailors representing 84 countries from all six continents.

The number of competing nations was the highest at a Sailing World Championships since its inception in 2003, with one more nation competing compared to the previous edition in 2014.

There were 773 male sailors (62.0 per cent) and 474 female sailors (38.0 per cent) with Europe accounting for 64.1 per cent of all sailors.

Netherlands was ranked first in the medal table at the event having secured three gold medals, two silver and one bronze. France won the most medals with seven, two of which were gold.

European nations won 10 of the 12 gold medals and 80.6 per cent of all medals.

There were 583 support staff registered at the event, accompanying sailors from 54 of the competing nations.

World Sailing appointed an international delegation of 56 technical officials, including three World Sailing members of staff. The organisers appointed 27 national technical officials.

Key Statistics

Sailors	1,247
Male	773
Female	474
Continental reach	6
Nations (competing)	84
Boats	922
Sailor support staff	583
Technical officials	83
OA-appointed	27
WS-appointed	56

Sailing World Championships – Athletes and competing nations (2003-2018)

YEAR	CITY	NATION	CONTINENT	EVENTS	NATIONS	SAILORS	BOATS
2003	Cádiz	Spain	Europe	11	71	1,472	971
2007	Cascais	Portugal	Europe	11	76	1,350	915
2011	Perth	Australia	Oceania	10	76	1,030	739
2014	Santander	Spain	Europe	10	83	1,167	836
2018	Aarhus	Denmark	Europe	12	84	1,247	922

Sporting

Nations

A total of 84 nations were represented by sailors at the championships, the highest amount of competing nations in the event’s history. It was the second consecutive championships to generate an increase in the number of competing nations versus the previous edition.

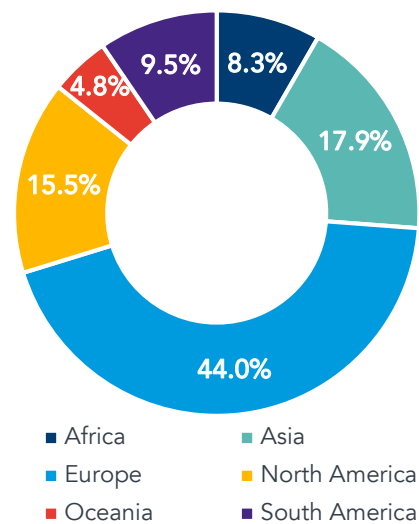
European nations accounted for 44 per cent of all competing nations at the event with 37 taking part in total. Nations from Asia (15) and North America (13) accounted for 17.9 and 15.5 per cent respectively.

Eight nations from the South American continent and seven from Africa took part.

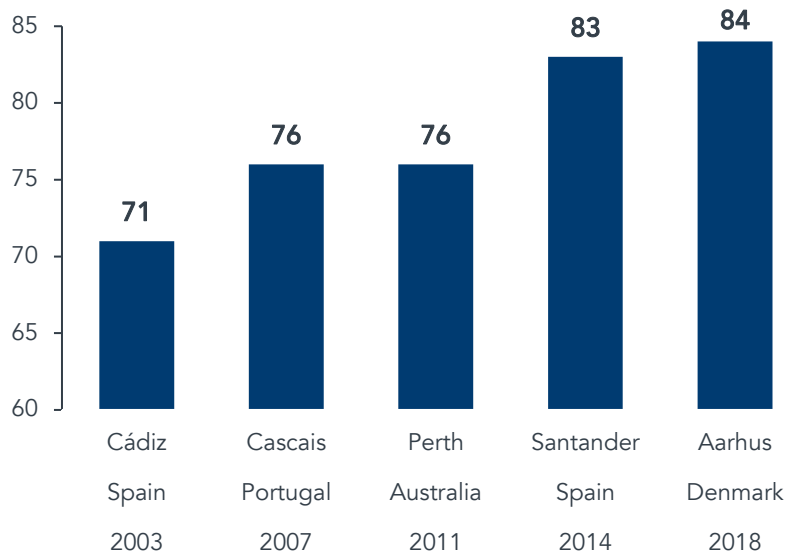
Oceania was the least represented continent with only four nations (4.8 per cent) participating from the region.

World Sailing’s Emerging Nations Programme (ENP), aimed at providing skilled sailors with coaching and financial support, assisted the event in breaking the record for the most nations competing at a championships. The 2018 ENP included 16 sailors from 15 nations, all of who were invited to an ENP clinic in Aarhus from 16-29 July. The clinic focussed on the Laser Radial and the Finn class. On-water and classroom training was provided alongside coaching and fitness support. It was the third ENP clinic to have been held in Aarhus, recognised for its facilities and sailing conditions.

Hempel Sailing World Championships Aarhus 2018 – Competing nations



Sailing World Championships – Competing nations (2003-2018)



2018 Emerging Nations Programme

NATION	SAILORS
Bermuda	1
Bulgaria	1
Cuba	2
Hong Kong	1
Iceland	1
India	1
Iran	1
Latvia	1
Mozambique	1
Namibia	1
Romania	1
Serbia	1
South Africa	1
Trinidad and Tobago	1
Venezuela	1
TOTAL	16

Sporting

Athletes

By Continent

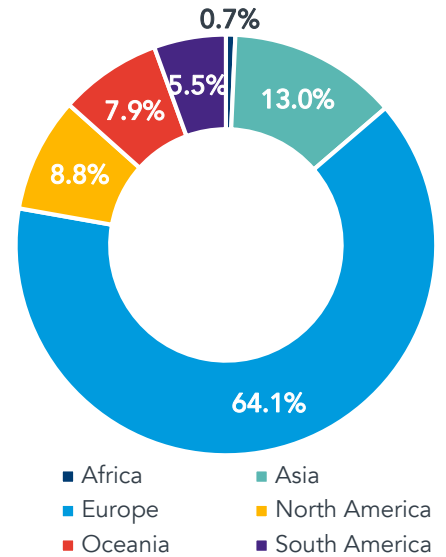
All six continents were represented by a total of 1,247 sailors at the championships.

Europe accounted for 64.1 per cent of all sailors present in Aarhus, with 799 representing 37 nations.

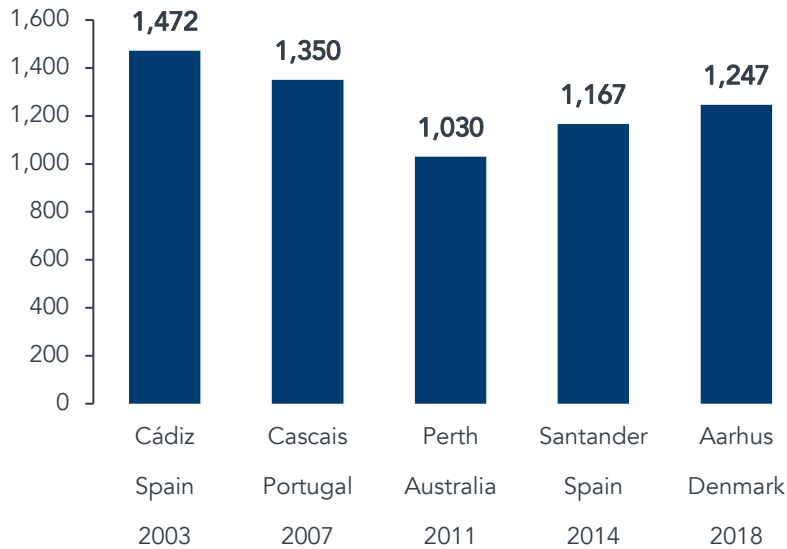
There were 162 athletes from Asia (17.9 per cent) and 110 from North America (15.5 per cent).

Compared to previous Sailing World Championships in Perth and Santander, Aarhus continued an upward trend in the number of sailors competing and the number of nations represented, meeting World Sailing’s objective of improving the universality of the event as sailors represented more nations than ever before.

Hempel Sailing World Championships Aarhus 2018 – Sailors by continent



Sailing World Championships – Sailors (2003-2018)



Sporting

Sailors

By Continent

Hempel Sailing World Championships Aarhus 2018 – Sailors continental breakdown by event

EQUIPMENT	AFRICA	ASIA	EUROPE	NORTH AMERICA	OCEANIA	SOUTH AMERICA	TOTAL
470 Men	2	32	76	4	8	6	128
470 Women	0	18	60	4	8	4	94
49er	0	8	122	16	18	8	172
49erFX	0	10	88	6	10	6	120
Finn	2	5	64	7	8	4	90
Formula Kite Men	2	5	43	8	2	5	65
Formula Kite Women	0	1	7	1	2	0	11
Laser	1	17	93	26	13	15	165
Laser Radial	1	12	77	16	8	5	119
Nacra 17 Foiling	0	14	78	14	18	12	136
RS:X Men	1	20	56	6	1	1	85
RS:X Women	0	20	35	2	2	3	62
TOTAL	9	162	799	110	98	69	1,247

Sporting

Sailors

By Nation

Hempel Sailing World Championships Aarhus 2018 – Sailors nation breakdown

MNA CODE	CONTINENT	BOATS	SAILORS
ANG	Africa	1	2
ARG	South America	17	23
ARU	North America	2	2
ASA	Oceania	1	2
AUS	Oceania	44	66
AUT	Europe	10	18
BAR	North America	1	1
BEL	Europe	7	10
BER	North America	3	4
BLR	Europe	4	4
BRA	South America	16	24
BRN	Asia	1	1
BUL	Europe	6	6
CAN	North America	17	19
CHI	South America	4	6
CHN	Asia	22	28
COL	South America	2	2
CRO	Europe	14	16
CUB	North America	2	2
CYP	Europe	5	5
CZE	Europe	14	17
DEN	Europe	34	53
DOM	North America	2	2
ECU	South America	1	1
ESA	North America	1	1
ESP	Europe	37	51
EST	Europe	7	9
FIN	Europe	20	27
FRA	Europe	63	82
GBR	Europe	58	82
GER	Europe	39	60
GRE	Europe	14	19
GUA	North America	4	5
HKG	Asia	7	8
HUN	Europe	9	12
INA	Asia	1	1
IND	Asia	1	1
IRI	Asia	1	1
IRL	Europe	10	14
ISL	Europe	1	1
ISR	Asia	18	22
ITA	Europe	46	64

MNA CODE	CONTINENT	BOATS	SAILORS
JPN	Asia	44	66
KOR	Asia	6	8
LAT	Europe	2	2
LCA	North America	1	1
LTU	Europe	5	5
MAR	Africa	1	1
MAS	Asia	5	7
MEX	North America	7	7
MLT	Europe	1	1
MNE	Europe	2	2
MON	Europe	1	1
MOZ	Africa	1	1
MRI	Africa	1	1
NAM	Africa	1	1
NED	Europe	24	33
NOR	Europe	13	18
NZL	Oceania	21	29
PER	South America	4	5
POL	Europe	30	38
POR	Europe	7	10
PUR	North America	1	2
QAT	Asia	1	1
ROU	Europe	2	2
RSA	Africa	1	1
RUS	Europe	32	43
SEY	Africa	2	2
SGP	Asia	6	9
SLO	Europe	9	11
SRB	Europe	1	1
SUI	Europe	14	20
SVK	Europe	3	3
SWE	Europe	22	34
TAH	Oceania	1	1
THA	Asia	3	4
TPE	Asia	4	4
TTO	North America	2	2
TUR	Europe	14	16
UAE	Asia	1	1
UKR	Europe	7	9
URU	South America	4	5
USA	North America	45	62
VEN	South America	3	3

Sporting

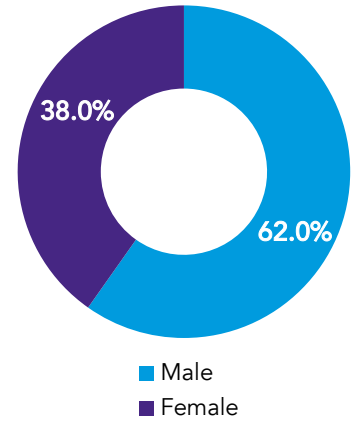
Sailors

Gender Equality

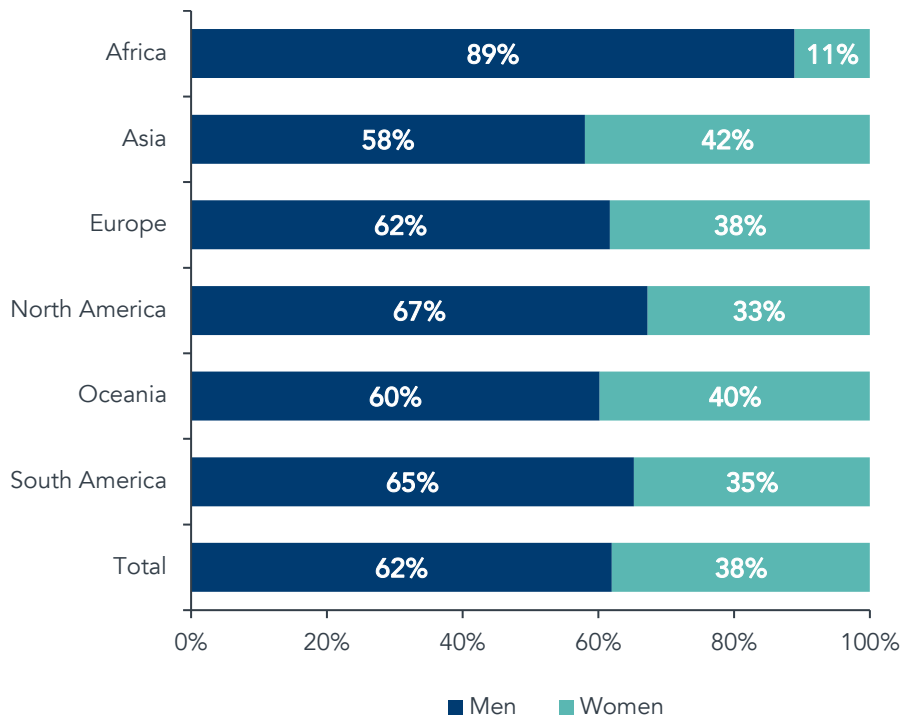
The championships continue to have a stronger male than female sailor representation. There were 773 men and 474 women competing (62 per cent and 38 per cent of the total number of sailors, respectively).

The proportion of men to women at the 2014 championships in Santander, Spain was 59.2 per cent to 40.8 per cent, respectively.

Aarhus 2018 – Gender breakdown



Hempel Sailing World Championships Aarhus 2018 – Continental breakdown by gender



CONTINENT	MEN	WOMEN
Africa	8	1
Asia	94	68
Europe	493	306
North America	74	36
Oceania	59	39
South America	45	24
TOTAL	773	474

Sporting

Performance

Netherlands was ranked first in the medal table at the championships having secured three gold medals, two silver and one bronze. France won the most medals with seven, two of which were gold.

European nations won 10 of the 12 gold medals and 80.6 per cent of all medals.

Host nation Denmark achieved a bronze medal in the Laser Radial class thanks to Anne-Marie Rindom. Denmark also placed fourth in the Nacra 17 Foiling class, narrowly missing out on a bronze medal.



Hempel Sailing World Championships Aarhus 2018 – Medal table

RANK	NATION	GOLD	SILVER	BRONZE	TOTAL
1	Netherlands	3	2	1	6
2	France	2	2	3	7
3	Japan	1	1	0	2
4	Croatia	1	0	0	1
5	Hungary	1	0	0	1
6	United States	1	0	0	1
7	Cyprus	1	0	0	1
8	Belgium	1	0	0	1
9	Italy	1	0	0	1
10	Spain	0	1	1	2
11	Austria	0	1	0	1
12	Sweden	0	1	0	1
13	United Kingdom	0	1	2	3
14	Russia	0	1	0	1
15	Australia	0	2	0	2
16	Germany	0	0	2	2
17	Denmark	0	0	1	1
18	Argentina	0	0	1	1
19	China	0	0	1	1

Sailing World Championships – Medal tables (2003-2018)

YEAR	HOST	1ST	2ND	3RD
2003	Cádiz, Spain	Great Britain	= Australia = France	-
2007	Cascais, Portugal	Great Britain	Australia	= Brazil = Spain
2011	Perth, Australia	Australia	Netherlands	Great Britain
2014	Santander, Spain	France	Netherlands	Australia
2018	Aarhus, Denmark	Netherlands	France	Japan

Sporting

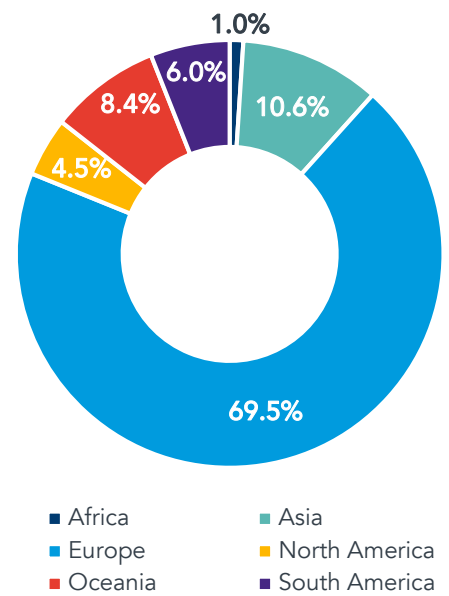
Sailor Support Team

There were 583 supporting staff from 54 nations and territories registered at the Hempel Sailing World Championships Aarhus 2018.

Sailors from Europe travelled to Aarhus with the largest teams, averaging just short of two support staff per competing sailor.

It is assumed that a number of additional support staff were present in Aarhus for the championships which were not captured within the accreditation system. This could be due to some support staff not requiring access to the accredited boat parks or lounge area.

Hempel Sailing World Championships Aarhus 2018
– Support staff by continent



Hempel Sailing World Championships 2018 – Sailor support staff by nation

MNA CODE	NATION	STAFF	MNA CODE	NATION	STAFF
ARG	Argentina	23	LTU	Lithuania	5
AUS	Australia	31	MAS	Malaysia	1
AUT	Austria	9	MEX	Mexico	1
BAR	Barbados	1	MON	Montenegro	1
BLR	Belarus	2	MAR	Morocco	1
BEL	Belgium	9	NED	Netherlands	19
BRA	Brazil	10	AHO	Netherland Antilles	2
CAN	Canada	7	NZL	New Zealand	18
CAY	Cayman Islands	1	NOR	Norway	4
CHN	China, PR	10	POL	Poland	28
CRO	Croatia	23	POR	Portugal	14
CYP	Cyprus	2	ROU	Romania	2
CZE	Czech Republic	12	RUS	Russia	14
DEN	Denmark	13	SRB	Serbia	1
EST	Estonia	5	SGP	Singapore	1
FIN	Finland	7	SVK	Slovakia	1
FRA	France	21	SLO	Slovenia	6
GBR	Germany	23	RSA	South Africa	5
GER	Great Britain	53	ESP	Spain	29
GRE	Greece	13	SWE	Sweden	15
HKG	Hong Kong	1	SUI	Switzerland	8
HUN	Hungary	6	THA	Thailand	1
IRL	Ireland	6	TUR	Turkey	15
ISL	Israel	10	UKR	Ukraine	7
ITA	Italy	32	URU	Uruguay	2
JPN	Japan	34	USA	USA	14
KOR	Korea	4			

Netherland Antilles includes Curacao and St Maarten

Sporting

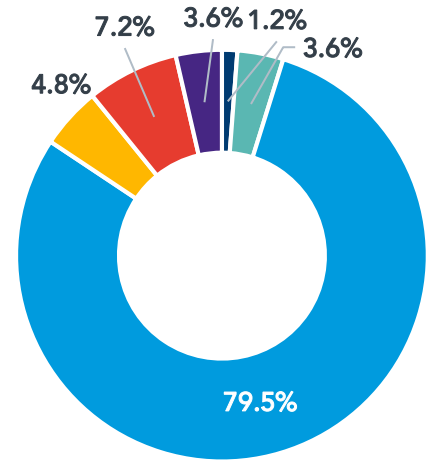
Technical Officials

The event featured a total of 83 technical officials from six continents. World Sailing appointed a delegation of 56 international technical officials, including four World Sailing members of staff. The organisers appointed 27 national technical officials.

Hempel Sailing World Championships Aarhus 2018
 – Technical officials by continent

Hempel Sailing World Championships 2018 – Technical officials by type

ROLE	
International Jury	35
Race Management	25
Technical Committee	22
Technical Delegate	1
TOTAL	83



- Africa
- Asia
- Europe
- North America
- Oceania
- South America





Social

Social

Volunteers

Overview

A total of 1,173 volunteers from 12 countries were recruited in the lead-up to the Hempel Sailing World Championships Aarhus 2018. The volunteers were selected from 1,400 applications.

Volunteers were recruited from three core areas:

1. Local sailing clubs
2. The city's European Capital of Culture volunteer programme
3. Universities and fairs

The overseas volunteers originated from 11 countries with the majority coming from Norway (21). More than 92 per cent of all overseas volunteers were European.

The original planning scope identified a need for around 800 volunteers. As the planning process continued, it was realised that more volunteers would be required, hence the increase to 1,173.

The total number of volunteers at the championships was higher than at any previous Sailing World Championships and 47 per cent more than at the previous edition in Santander 2014.

The large workforce in Aarhus can be explained by the Maritime Festival which required volunteer support across a number of areas.

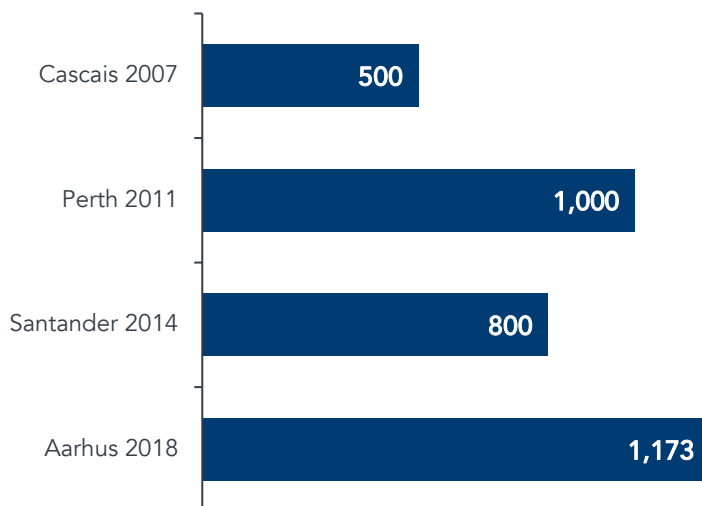
Key Statistics

Volunteers	1,173
Female / Male	539 / 634
	46% / 54%
Domestic / Overseas	1,134 / 39
	97% / 3%
No. of nations	12
Applications	1,400

Overseas volunteers by nation

Australia	1
Austria	2
Germany	2
Italy	3
Netherlands	2
New Zealand	1
Norway	21
Spain	3
Sweden	1
Switzerland	2
USA	1

Sailing World Championships – Number of volunteers (2007-2018)



INTERVIEWS

Anne-Sofie S. Thomsen
 Volunteer Manager
 Aarhus 2018 Organising Authority

Social

Volunteers

Programme

The volunteer programme for the Hempel Sailing World Championships Aarhus 2018 supported 35 individual roles (summarised by 20 role functions listed in the table opposite). These roles were required for both the Hempel Sailing World Championships and for the Maritime Festival.

The main objective of the volunteer programme was to ensure the smooth running of the championships across all areas that required human resource.

The volunteer registration process opened at the beginning of 2017, initially focussing on local sailing clubs, whose volunteers made up 40 per cent of the overall number recruited. It was identified that this particular group were of middle-age with children on average.

The next 40 per cent of volunteers were recruited via the city's volunteer pool which was created as part of Aarhus' title as European Capital of Culture in 2017. This title gave the city a vibrant enthusiasm for volunteering. This group were of an older age demographic on average.

This recruitment identified that the organisers were missing a younger age demographic and therefore targeted universities and job fairs in order to fill the remaining 20 per cent of volunteer roles, creating a dynamic and experienced workforce. There was difficulty in showcasing the event to prospective volunteers due to the lack of event branding at that time. The marketing of the event had not yet begun and therefore people were not yet aware of the championships.

Volunteers were encouraged to register their interest by providing contact details which provided the organisers with the means to disseminate event information as and when it became available. Volunteers were then asked to select the specific roles they would be interested in supporting which allowed the organisers to start providing specific information to the volunteers.

The time between initial recruitment and the event itself also posed difficulties such as maintaining people's commitment and interest. The volunteer department opted to arrange days out and ice-breaker sessions in order to bring the volunteers together, keep them engaged and excited about the championships.

Volunteers received training in two phases; generic training around four to six months prior to the event, including at the Test Event, followed by more venue-specific training immediately prior to the event.

During the delivery phase, the main objective of the organisers was to support the volunteers, making sure they were happy in their role and knew what to do. Organisational processes such as role rotation and incentives such as shift rewards and chocolate bars ensured that the volunteer workforce remained in good spirits and enjoyed themselves.

Each venue area and role consisted of team coordinators, also volunteers, for which volunteer team members could report to and seek advice and guidance from. This hierarchical structure provided the support required for all teams to complete their roles effectively.

Hempel Sailing World Championships Aarhus 2018 – Volunteer functions

Activities (Event & City)	56
Catering	102
Ceremonies	34
Check In	21
Course Guides	41
Disaster Team	56
Drivers	23
Equipment Inspection	36
Generic Events Volunteers	44
Hosting	170
Jury	6
Sailing Club Volunteers	45
Logistics	118
Marshalls	34
Media & Communications	64
Medical	30
Race Office	32
Sport	209
Sustainability	43
Technology	9
TOTAL	1,173



Uniform and gifts provided to volunteers

Social

Education and Participation

Education and participation was a key focus of the championships and the Maritime Festival. A number of partners planned and delivered activities for all ages to educate people about the ocean, its wildlife, how to protect it and what people can do to help in terms of environmental and sustainability initiatives.

The Aarhus Yachting Harbour is home to a number of local maritime sports and recreation clubs and organisations. Diving, kayaking, rowing, yachting and motor boating is all well-represented as well as angling associations. All clubs and organisations were invited to participate in the festivities.

More than 100 organisations and clubs collaborated with city officials in order to produce the largest on-land event ever seen at a Sailing World Championships. The Festival was a celebration of maritime sport which aimed to encourage people to participate and learn more about the different sports available to them. The festival highlighted that there was something for everyone, irrespective of age, gender, race or religion and was supported by a communications plan and innovative app design.

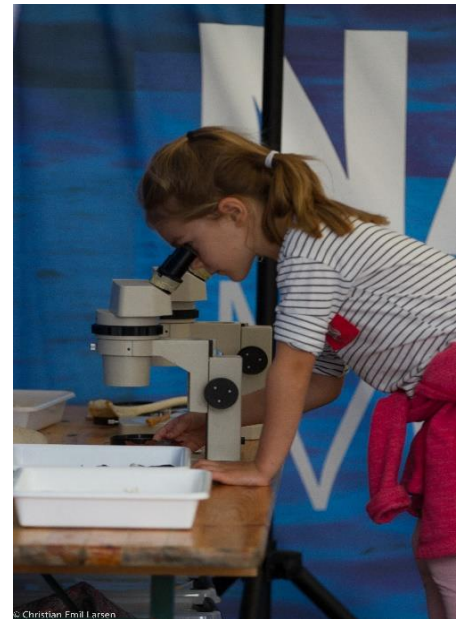
EDUCATION

Throughout Aarhus and held in conjunction with participation initiatives, a number of educational experiences were available to spectators during the championships. Local clubs and volunteers gave up their time to bring sailing closer to the spectators by allowing them to board different boats, explain how they work and provide challenges such as knot-tying and compass use.

Tall ships were moored in the Aarhus harbour basin and were open to spectators to board and explore the ships whilst learning about their history. Similarly, historical facts about the harbour area and the city were strategically positioned throughout the festival areas to tell the story of the city.

A dedicated live commentary team, positioned within the spectator grandstand, provided detailed insights for fans so that they could better appreciate and understand what was happening on the water. Using their own sailing experiences, the commentary team could tell the stories unfolding on the water, including tactics being used, key battles to look out for and the way in which weather conditions impact upon decision making.

The whole championships had a specific focus on the sustainability of the city and of the sport. The specific initiatives of this focus can be found within the sustainability chapter of this study.



Social

Education and Participation

PARTICIPATION

The Maritime Festival had numerous opportunities for spectators to take part in various sports. From angling to wind karting and everything in between, a comprehensive programme was designed to maximise the opportunities of festival-goers.

The Danish Sailing Association worked with its partners to develop an online quiz which could be taken via social media or on a website. The quiz acted as an outreach programme, allowing respondents to answer a few simple questions. The answers were processed through an algorithm that predicts the maritime sport or sailing discipline best suited to that person. The respondent can then follow-up on the result as the quiz then provides details of local clubs which provide the opportunity to try that sport.

Following its launch in May 2018, World Sailing took the opportunity to showcase its inaugural eSailing World Championship in Aarhus. The championship was established with the aim of engaging with the global digital community and to increase the visibility of the sport.

The game was developed by Virtual Regatta and is freely accessible on any tablet or mobile device. Players from anywhere in the world are able to race against one another whilst competing against life-like influences such as a boats behaviour and weather conditions. A stall dedicated to showcasing the game received approximately 500 visitors per day, with a peak of 750 on Saturday 10 August.

The first ever eSailing World Champion was crowned at the World Sailing Annual Conference in November 2018 in Sarasota, USA.



Social

Cultural

Aarhus held the title of European City of Culture in 2017 and was therefore well-versed in putting on cultural events across the city. The idea behind the Maritime Festival was to use the experiences and ideas from the previous year to transfer the festivities in to maritime sport.

The cultural element of the championships began during the opening ceremony, with the official research ship of the University of Aarhus, the "Aurora", acting as the stage for the event. The harbour basin promenade welcomed thousands of spectators for the ceremony which featured live music from artists originating from Aarhus. There was also a performance by local gymnasts, a procession of the flags and speeches from the mayor of Aarhus and World Sailing president, Kim Andersen.

The Maritime Festival programme included live music on selected days, spread across different sites of the festival. Street food villages were established and showcased the best of Danish and global cuisine.

The Maritime Festival spread the atmosphere of the Hempel Sailing World Championships across the city. According to the spectator survey data, the event was successful in attracting tourists, already on holiday in Aarhus, to engage with the championships.





Sustainability

Sustainability

Overview

World Sailing

A comprehensive sustainability programme was delivered at the Hempel Sailing World Championships Aarhus 2018. The Aarhus 2018 Organising Authority partnered with foundations and commercial organisations in order to establish a sustainability plan for the championships that was in line with World Sailing's sustainability policy entitled Sustainability Agenda 2030. World Sailing, the governing body of the sport, had aimed to use the event to set a baseline for some of its sustainability initiatives.

In November 2017, World Sailing launched its Sustainability Agenda 2030, which sets out the world governing body's ambitious commitment to help create a better world through the sport of sailing.

The agenda was presented at World Sailing's Annual Conference which featured a dedicated Sustainability Forum.

Sustainability 2030 includes comprehensive programme of targets for the sport across various aspects such as gender equality, accessible sustainability training, elimination of single use plastics, reduction in carbon emissions, research and participation.

In February 2018, World Sailing became the first international sport federation to be awarded the international sustainability standard ISO 20121.

ISO 20121 specifies the requirements for an event sustainability management system to improve the sustainability of events. The standard provides building blocks that enable organisations to continue to be financially successful, become more socially responsible and reduce their environmental footprint.

The United Nations recognises sport as being a "key enabler of sustainable development" and World Sailing can influence numerous events which it owns and sanctions to be more sustainable on a global scale.

A four-month consultation process ended in spring 2018, providing the sailing community the opportunity to contribute towards the agenda. The consultation reached sailors, officials, clubs, sponsors and suppliers involved in the sport.

Additionally, Sustainability Agenda 2030 supports both IOC's Sustainability Strategy and highlights World Sailing's contribution to the United Nations 2030 Agenda for Sustainable Development.

World Sailing's official technology partner, SAP and automotive partner, Volvo and official timepiece, Rolex, have all pledged their support to working with World Sailing on its sustainability programmes.

Sustainability Agenda 2030 has identified the following objectives:

- Establish a robust approach to sustainability across the sport, sharing best practice and setting standards and targets, focusing on World Sailing operations, events and venues.
- Reduce World Sailing's carbon footprint and promote resource efficiency across the sport.
- Respect and contribute to ecosystem health and biodiversity.
- Promote diversity and accessibility across the sport, drive gender equity at World Sailing events in line with IOC 2020 targets.
- Ensure sustainability is embedded into teaching of sailing through teaching and coaching frameworks.
- Promote a culture of sustainability by sharing best practice and increasing sustainability awareness across MNAs, events, venues and affiliated industries.
- Set technical standards by 2030 to reduce environmental impact of sailing industry focusing on end of life of composites and engine and energy technology.
- Take a science-based approach underpinned by research to understand our impact and identify solutions.
- Ensure credibility and transparency through robust monitoring and reporting.

Sustainability

Overview

Aarhus 2018 Organising Authority Sustainability Programme

The Aarhus 2018 Organising Authority partnered with WorldPerfect, a sustainability consultancy firm based in Aarhus. The consultancy offers solutions for sustainable and green business transitions, product and concept development, implementation strategy and communication.

WorldPerfect previously worked with the City of Aarhus through 2017 as part of a city-wide programme which ran alongside its European City of Culture title. Sustainability was one of three core values adopted by the city – together with diversity and democracy – and the project involved all 18 municipalities within the region of Midtjylland.

The City of Aarhus took the decision to set an ambitious goal to reduce CO2 emissions in order to do its part in tackling one of the biggest issues facing the world community: climate change. The ambitious goal of a CO2-neutral Aarhus in 2030 required radical changes. In 2017, the city’s entire energy supply was switched from coal to biomass, whilst buildings throughout the city were renovated with energy saving initiatives in mind, making reductions in the amount of energy the city consumed on a daily basis. Measures such as these have been integrated within the city development plan. <http://www.gogreenwithaarhus.dk> was set up by the city in order to communicate the climate strategy and to educate people as to the ways in which they can help to reduce their carbon footprint.

The project was adapted, learnings utilised, and knowledge shared amongst spectators and event participants attending the championships.

The collaborative approach taken by the Organising Authority and World Sailing was widely-praised and set a benchmark for future world championships according to senior officials.

“I think it’s remarkable that World Sailing, Aarhus and Denmark have built programmes with regard to sustainability. This is a benchmark project for these kind of World Championships.”

Thomas Bach
IOC president



Sustainability

Sustainability Programme

The sustainability programme implemented at the Hempel Sailing World Championships Aarhus 2018 took inspiration from the UN’s Sustainable Development Goals (SDG) and aimed to deliver a comprehensive programme that both deals with visitors on the water and on land.

“Verdens Bedste Nyheder,” or “World’s Best News” in English, is an independent news organisation for constructive journalism reporting on solutions and progress in global development.

The organisation is a key supporter of sustainability initiatives and promoted the “World’s Largest Lesson” initiative at Aarhus 2018. The “Lesson” is part of the 2030 Agenda for Sustainable Development and the 17 Sustainable Development Goals (SDG’s) which aim to tackle the world’s most serious challenges, such as poverty, climate change and equality. There are 169 sub-goals which outline what is required in order to achieve a more sustainable future.

Global Goal 14, “Conserve and sustainably use the oceans, seas and marine resources for sustainable development” was a specific focus for Aarhus 2018 and the Maritime Festival. A number of educational workshops, stalls and activities were organised for visitors to the championships.

The “World’s Largest Lesson” provides a number of free lesson plans, teaching materials and activity ideas to help better educate children on the issues mankind faces. For more information: <http://worldslargestlesson.globalgoals.org>

2030 Agenda for Sustainable Development – 17 SDG’s:

- 1: No Poverty
- 2: Zero Hunger
- 3: Good Health and Well-being
- 4: Quality Education
- 5: Gender Equality
- 6: Clean Water and Sanitation
- 7: Affordable and Clean Energy
- 8: Decent Work and Economic Growth
- 9: Industry, Innovation and Infrastructure
- 10: Reduced Inequality
- 11: Sustainable Cities and Communities
- 12: Responsible Consumption and Production
- 13: Climate Action
- 14: Life Below Water
- 15: Life on Land
- 16: Peace and Justice Strong Institutions
- 17: Partnerships to achieve the Goal



Sustainability

Sustainability Programme

The following section outlines the Aarhus 2018 Organising Authority’s Sustainability Programme in relation to the UN’s 2030 Agenda for Sustainable Development and the 17 Sustainable Development Goals.

COMMUNICATION (SDG4)

A dedicated sustainability area was set up for the world championships with the aim of educating and promoting sustainability initiatives.



The area was located in front of Aarhus’s new heat and power plant, an advanced feat in engineering which has been testing the generation of heat from seawater.

The communication of the sustainability plan was further enhanced via the deployment of dedicated volunteers wearing sustainability labelled uniforms. They engaged with the general public and visitors to the championships in order to promote the initiatives Aarhus has been testing, developing and benefitting from.



AFFORDABLE & CLEAN ENERGY (SDG 7)

EON, an official partner of the event, provided electric vehicles and charging stations for the championships with the aim of using green energy to offset the carbon footprint of the event.



Food waste was collected, stored and reused by EON within one of its biogas plants in order to generate sustainable energy.



TRANSPORT (SDG 9, 11)

There was a full electric vehicle policy for all internal traffic.



EON provided electric vehicles and charging points at event sites to assist in reducing the carbon footprint of the event.



Pay-as-you-go bicycle hire was also readily available throughout the city thanks to its partnership with Donkey Republic, the Danish bike-share start-up and official bike-share provider to the city.

Many spectators and event participants opted to hire bicycles throughout their stay in Aarhus to get to and from their accommodation, boat parks and the National Sailing Centre. The bike parks in Aarhus are all conveniently located within close proximity to points of interest and businesses, making it a preferable mode of commuting.

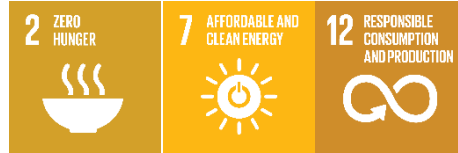


Sustainability

Sustainability Programme

FOOD (SDG 2, 7, 12)

During the event, all food prepared for staff, athletes and guests was at least 40 per cent organic.



Any unused food portions were packaged responsibly and donated to the Danish food bank, "FødevareBanken", in order to help the homeless and most vulnerable in society.

Residents of Aarhus have benefitted from projects such as Ø-Haven, a community garden which after expansion in 2015, became Denmark's largest urban kitchen garden. The garden has received interest from residents and press and completed its fifth season in 2018 with 200 garden lots in use. Ø-Haven has become a social meeting point and residents now enjoy a number of spin-off benefits such as gardening lessons, group gardening and various other sociable activities.

WATER (SDG 6, 12)

In order to reduce plastic waste, all event participants registering on-site at the event received a reusable water bottle they could use throughout the championships. The need for bottled water was significantly reduced as a result.



Tap water is clean and safe to drink throughout Denmark and so water stations were installed throughout the event venues and Maritime Festival in order to promote the use of reusable bottles amongst spectators and participants.

RECYCLING (SDG 12, 14)

Food packaging was recycled whilst specially-developed trash bags were provided to all sailors and officials at the championships. The bags ensured that trash was secured and could be disposed of responsibly when back on land.



These bags were developed in partnership with the Danish Sailing Team.

Another innovative initiative included the use of a seven-metre long tube stuffed with mushroom bacteria (mycelium) through mycoremediation - the process of using fungi to clean up the environment. Accidental spills were then absorbed by the tube and broken down by the mushroom mycelium as the enzymes of the mycelium can consume oil and other toxic substances.

MARITIME GARDEN (A18-specific)

A maritime garden was showcased to visitors to the championships. The garden included water-purifying mussels which help to produce clean water. Alternatively, they also provide a food source.



Sustainability

Sustainability Programme

In order to assess the sustainability initiatives implemented in Aarhus, spectators were surveyed based upon their awareness of initiatives and their attitudes towards them.

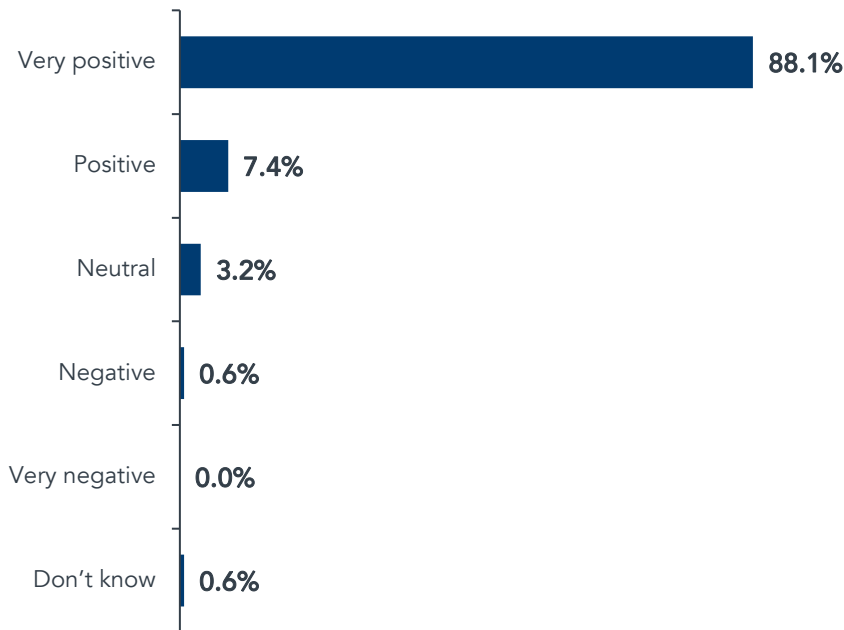
The majority of spectators had a 'very positive' attitude towards waste management at the championships. In total, 88.1 per cent believed this was a very positive initiative, with a further 7.4 per cent stating it was positive.

However, the responses show that 38 per cent of respondents had not heard of any of the initiatives being implemented.

This highlights an opportunity for future organisers to implement and communicate effectively an event-specific sustainability programme.

Of the measures recognised by spectators, the sorting of waste was the most commonly cited. One third of all respondents were aware of this. The provision of organic food stalls and bicycle parking were the next most cited initiatives, with 16 and 13 per cent of spectators identifying them, respectively. Awareness of the learning areas and sustainability volunteers was low, with one in 10 spectators aware of this. Spectators were also less aware of measures to clean up the sea and of the use of green energy such as wind power at the championships.

Are you positive or negative about the fact that the championships offers sailors and guests the opportunity to sort their waste?



Methodology

The sustainability questionnaire was conducted in July-August 2018 by Epinion in collaboration with the City of Aarhus.

A survey was conducted with 311 respondents. The data was collected during the 14 days the event was held. Data was collected at different time periods of the day, ensuring a representative sample.

Percentage of spectators aware of the initiative being implemented at the event





Comparative Data Analysis

Comparative Data Analysis

Overview

The findings from this study have been compared to data from other world championships in summer Olympic sports and disciplines. A total of 29 events from 2017 and 2018 were identified to conduct comparative analysis with the Hempel Sailing World Championships Aarhus 2018.

The indicators selected for comparison are: attendance, sailors, competing nations, accredited media and volunteers.

The data was extracted from competition and international federation websites in December 2018 and compiled as part of Sportcal's Global Sports Impact (GSI) Project.

Where event data was unavailable for a particular data point, it has been noted at the bottom of the respective page.

Comparative data overview

INDICATOR	AARHUS 2018	RANK
Attendance	400,000	4/25
Athletes	1,247	4/30
Nations	84	9/30
Accredited Media	296	10/18
Volunteers	1,173	6/25

Due to inconsistency in the reporting of attendance figures by event organisers and owners, the data recorded is a variation of total attendance, ticketed attendance and estimated attendance. It is recommended that the data is treated with care for comparison as it may not be representative of the equivalent type of attendance.

Comparative Data Analysis

Attendance

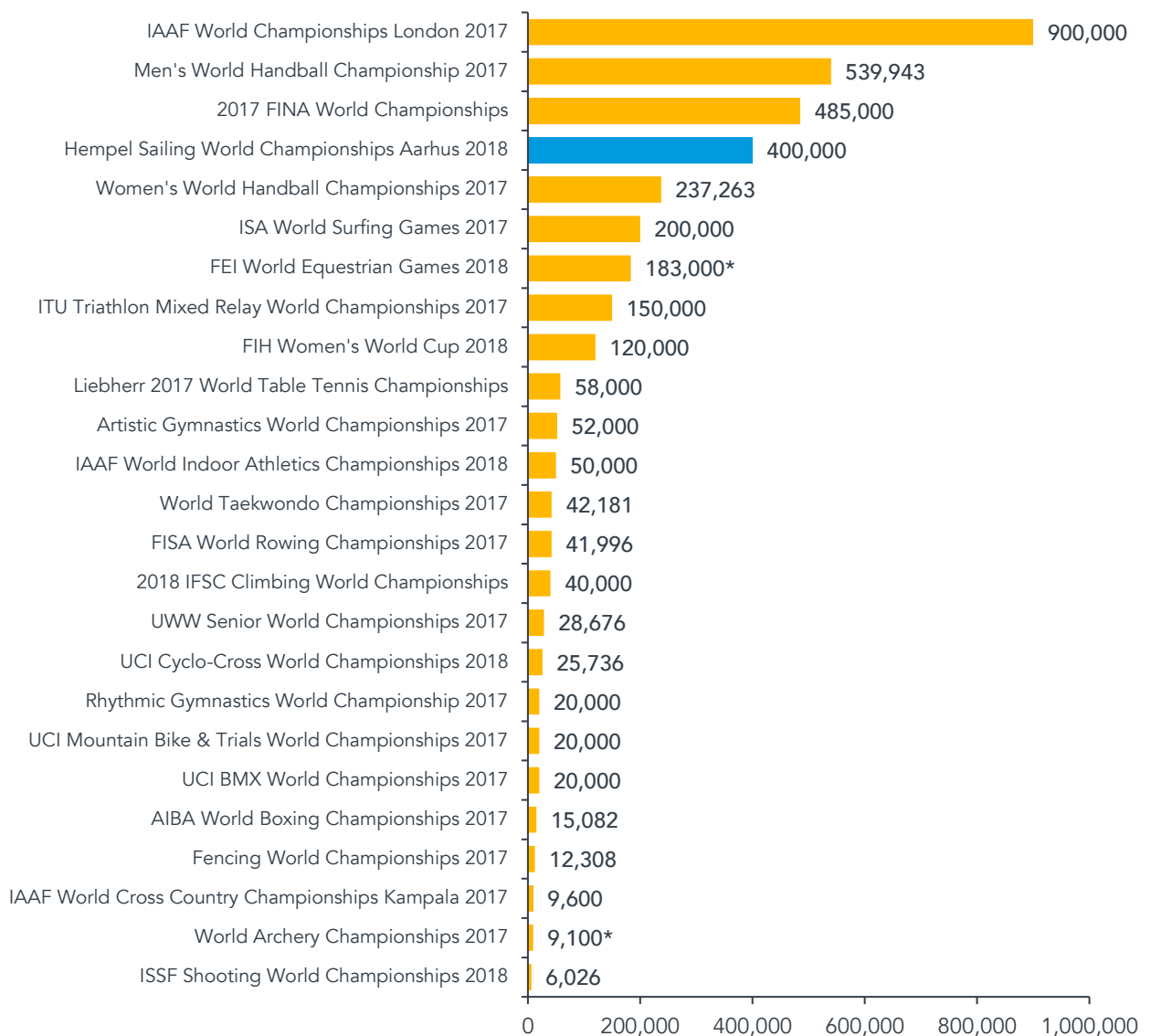
World Championships

Hempel Sailing World Championships Aarhus 2018 attendance

Event
400,000

Rank
4/25 events

Attendance comparison



Attendance figures
unavailable for:

ICF Canoe Slalom World Championships 2018
IAAF Trinidad Alfonso World Half Marathon Championships 2018
TOTAL BWF World Championships 2018

UIPM World Championships 2018
World Weightlifting Championships 2018

*denotes estimated data provided by event owner

Comparative Data Analysis

Athletes

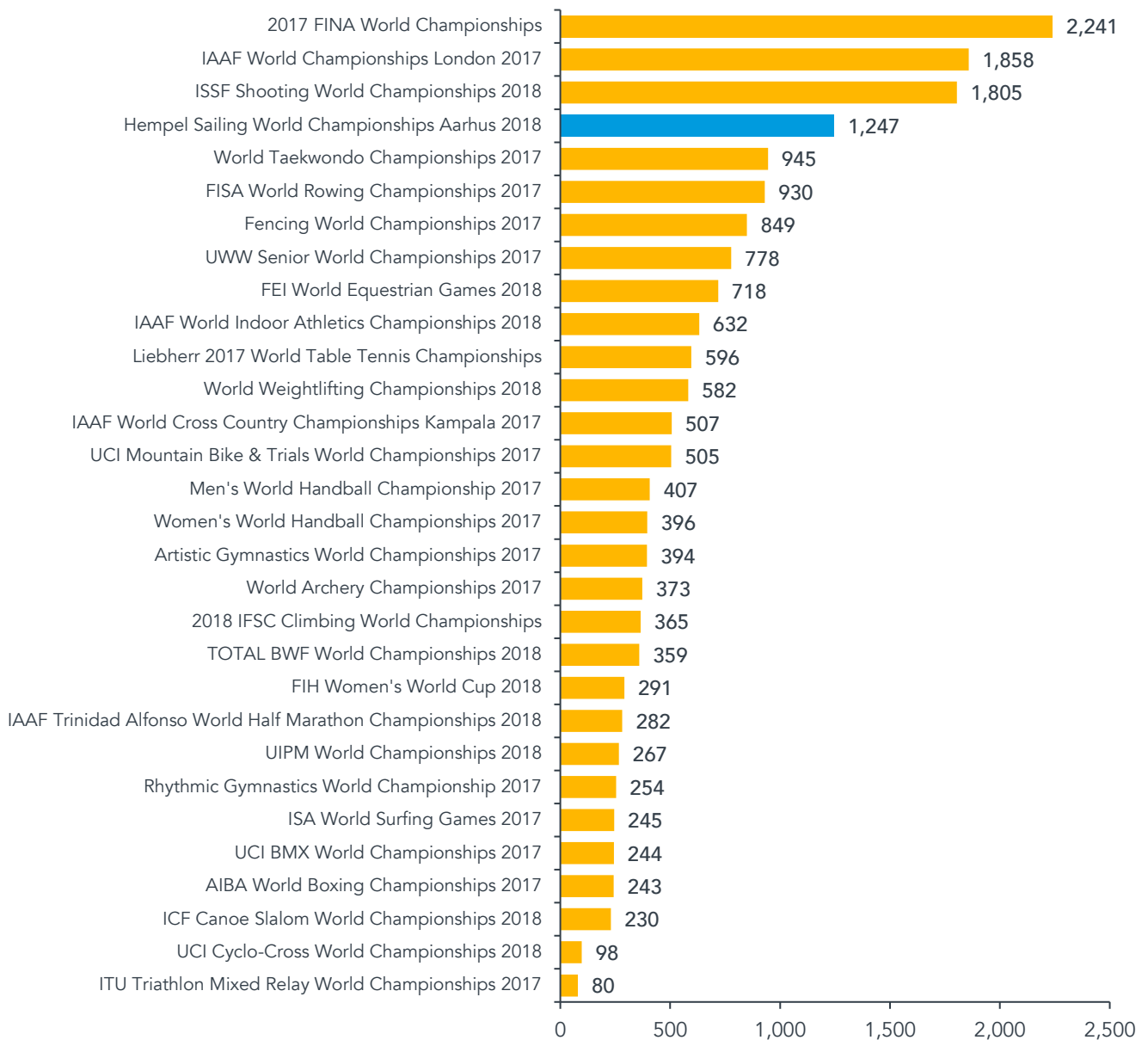
World Championships

Hempel Sailing World Championships Aarhus 2018 athletes

Aarhus 2018
1,247

Rank
4/30 events

Athletes comparison



Comparative Data Analysis

Nations

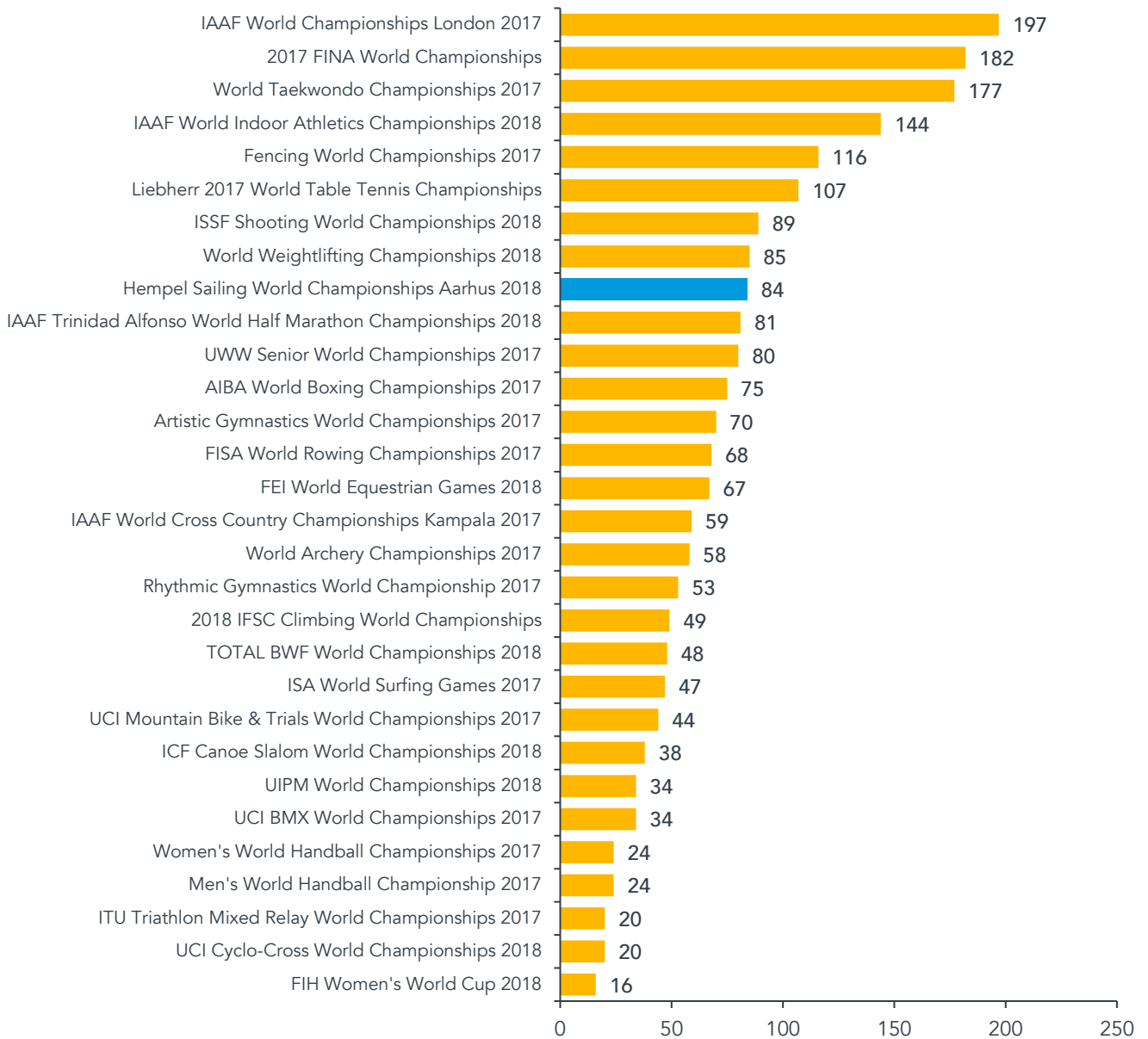
World Championships

Hempel Sailing World Championships Aarhus 2018 nations

Aarhus 2018
84

Rank
9/30 events

Nations comparison



Comparative Data Analysis

Accredited Media

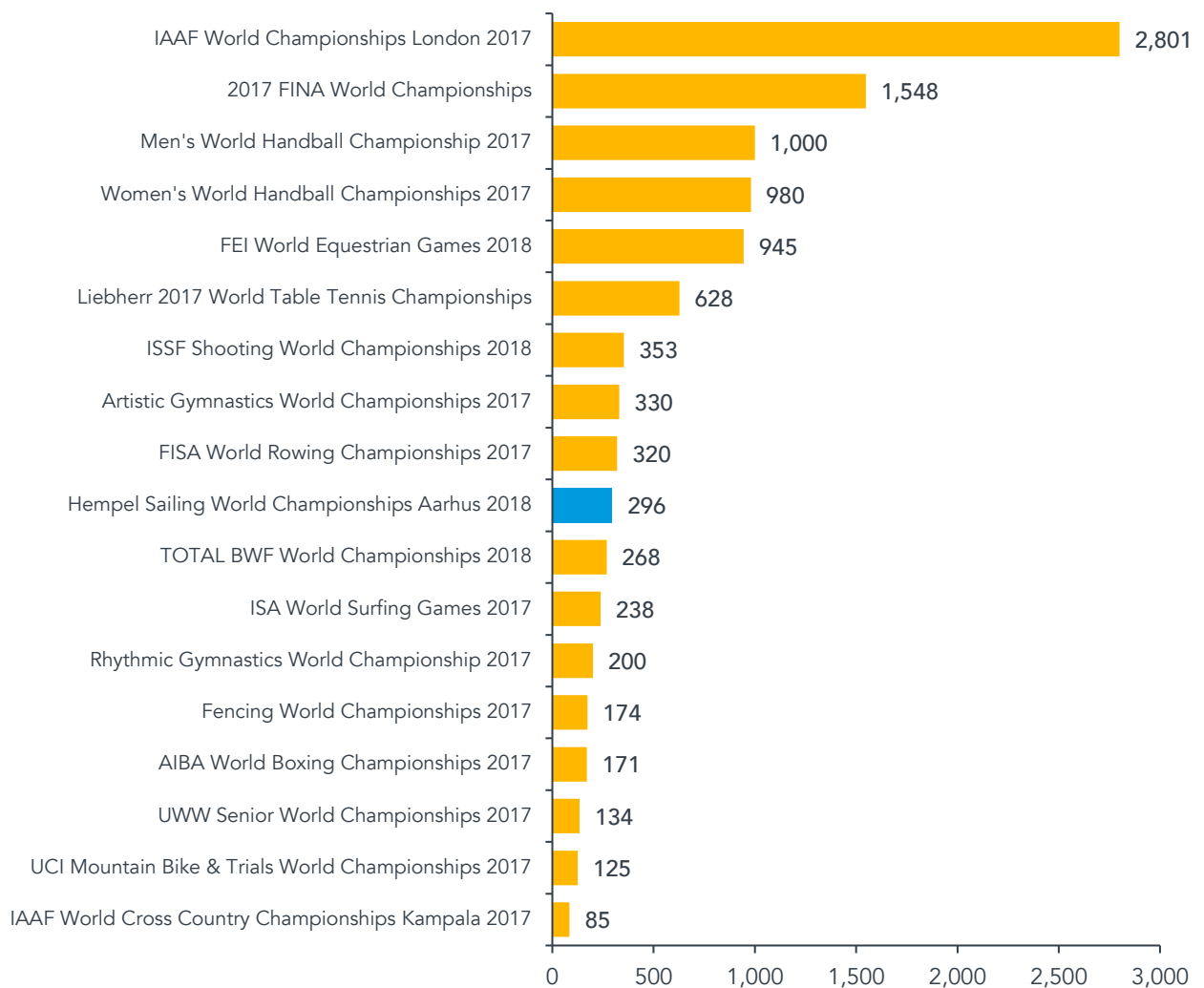
World Championships

Hempel Sailing World Championships Aarhus 2018 accredited media

Aarhus 2018
296

Rank
10/18 events

Accredited media comparison



Accredited media figures unavailable for:

- 2018 IFSC Climbing World Championships
- FIH Women's World Cup 2018
- IAAF Trinidad Alfonso World Half Marathon Championships 2018
- IAAF World Indoor Athletics Championships 2018
- ICF Canoe Slalom World Championships 2018
- ITU Triathlon Mixed Relay World Championships 2017

- UCI BMX World Championships 2017
- UCI Cyclo-Cross World Championships 2018
- UIPM World Championships 2018
- World Archery Championships 2017
- World Taekwondo Championships 2017
- World Weightlifting Championships 2018

Comparative Data Analysis

Volunteers

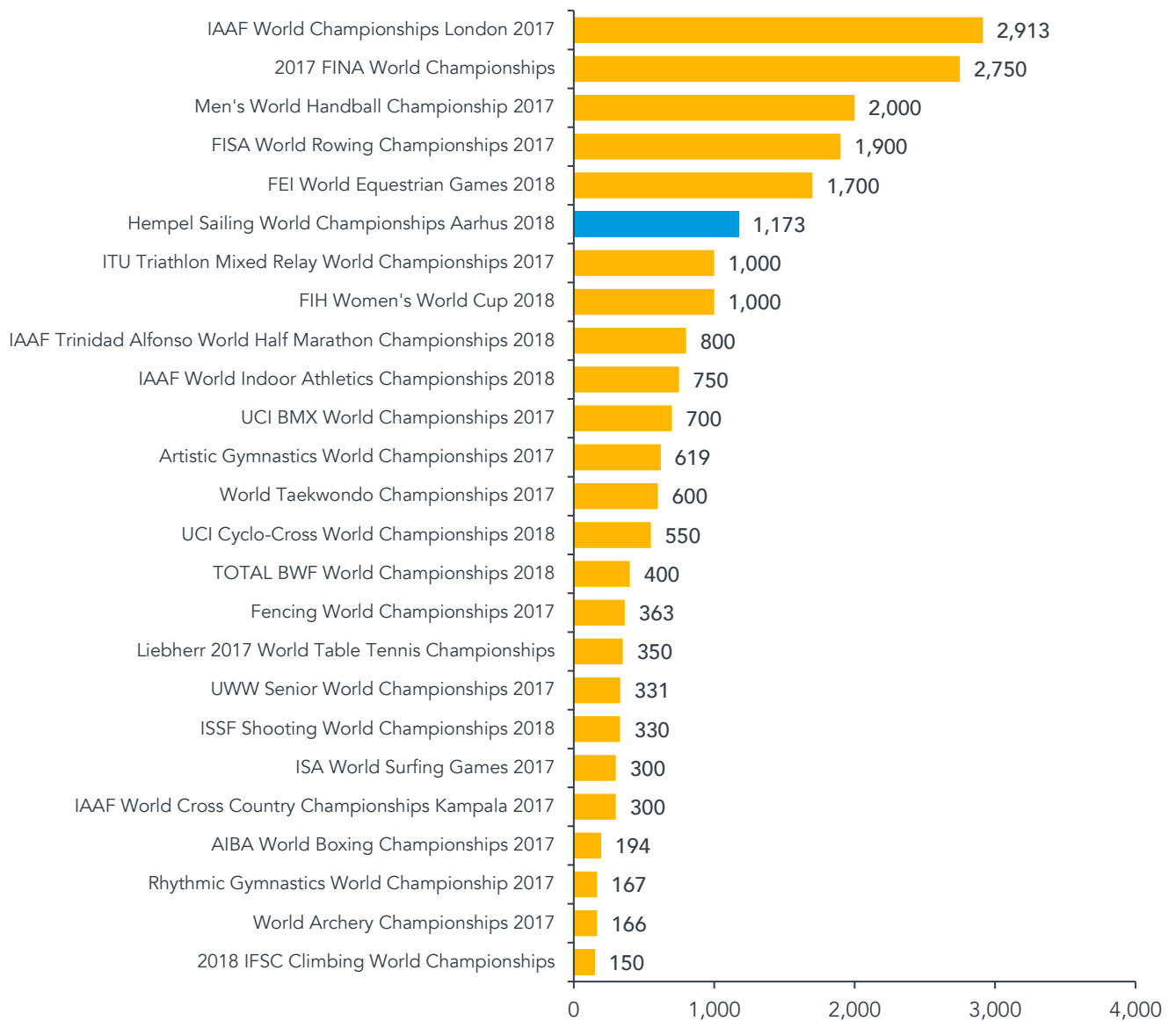
World Championships

Hempel Sailing World Championships Aarhus 2018 volunteers

Aarhus 2018
1,173

Rank
6/25 events

Volunteers comparison



Volunteer data unavailable for: ICF Canoe Slalom World Championships 2018
 UCI Mountain Bike & Trials World Championships 2017
 UIPM World Championships 2018
 Women's World Handball Championships 2017
 World Weightlifting Championships 2018

Comparative Data Analysis

Comparison Events

World championships in summer Olympic sports and disciplines

SPORT	EVENT	CITY	NATION
Archery	World Archery Championships 2017	Mexico City	Mexico
Athletics	IAAF Trinidad Alfonso World Half Marathon Championships 2018	Valencia	Spain
Athletics	IAAF World Indoor Athletics Championships 2018	Birmingham	United Kingdom
Athletics	IAAF World Championships London 2017	London	United Kingdom
Athletics	IAAF World Cross Country Championships Kampala 2017	Kampala	Uganda
Badminton	TOTAL BWF World Championships 2018	Nanjing	China
Boxing	AIBA World Boxing Championships 2017	Hamburg	Germany
Canoeing	ICF Canoe Slalom World Championships 2018	Rio de Janeiro	Brazil
Cycling - BMX	UCI BMX World Championships 2017	Rock Hill	USA
Cycling - cyclo-cross	UCI Cyclo-Cross World Championships 2018	Valkenburg	Netherlands
Cycling - mountain bike	UCI Mountain Bike & Trials World Championships 2017	Cairns	Australia
Equestrian	FEI World Equestrian Games 2018	Tryon	USA
Fencing	Fencing World Championships 2017	Leipzig	Germany
Field Hockey	FIH Women's World Cup 2018	London	United Kingdom
Gymnastics - artistic	Artistic Gymnastics World Championships 2017	Montreal	Canada
Gymnastics - rhythmic	Rhythmic Gymnastics World Championship 2017	Pesaro	Italy
Handball	Women's World Handball Championships 2017	Various	Germany
Handball	Men's World Handball Championship 2017	Various	France
Modern pentathlon	UIPM World Championships 2018	Mexico City	Mexico
Rowing	FISA World Rowing Championships 2017	Sarasota	USA
Sailing	Hempel Sailing World Championships Aarhus 2018	Aarhus	Denmark
Shooting	ISSF Shooting World Championships 2018	Changwon	South Korea
Sport climbing	2018 IFSC Climbing World Championships	Innsbruck	Austria
Surfing	ISA World Surfing Games 2017	Biarritz	France
Swimming	2017 FINA World Championships	Budapest	Hungary
Table Tennis	Liebherr 2017 World Table Tennis Championships	Düsseldorf	Germany
Taekwondo	World Taekwondo Championships 2017	Muju	Korea
Triathlon	ITU Triathlon Mixed Relay World Championships 2017	Hamburg	Germany
Weightlifting	World Weightlifting Championships 2018	Ashgabat	Turkmenistan
Wrestling	UWW Senior World Championships 2017	Paris	France



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