

Press Kit



THE TALL SHIPS RACES LISBOA 2016



APORVELA
ASSOCIAÇÃO PORTUGUESA DE REGATO DE VELA



LISBOA
CÂMARA MUNICIPAL



Porto de Lisboa



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The Tall Ships Races

THE REGATA

Begun in 1956, The Tall Ship Races is a competition which consists of a regatta whose goal is to keep alive the traditions and practices surrounding the sailing of tall ships.

With the success of the first regatta, and given the media attention which it earned, many other editions of the race have been held up to the present day. The underlying mission of this event has remained constant over the years: **to promote the training and traditions of sailing and seamanship with young people from all over the world.**

The regatta is organized internationally by Sail Training International and is held annually, following different routes amongst European countries.

Sail Training International is a world leader in the organization of regattas and events, seminars, research, publications, and other services for the international sailing education community.

APORVELA is a founding member of this tall ships training and educational organization and is its representative in Portugal. In recent years it has received awards for its initiatives and has been invited to present its ideas to the world community.



The Tall Ships Races

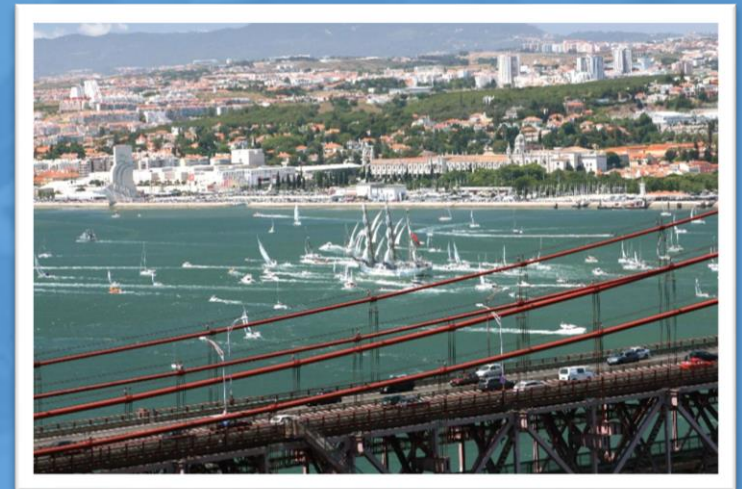
APORVELA



APORVELA is also responsible for organizing and carrying out the Tall Ships Races in Lisbon.

Founded in 1980, APORVELA's objective is to promote stronger bonds between the Portuguese people and sailing as a way to preserve Portugal's long-standing nautical heritage.

APORVELA enjoys a special relationship with young people, training young people in sailing and seamanship as in the 'Jovens e o Mar' programme aboard the caravel Vera Cruz and the tall ships which participate in the Tall Ships Races every year.



The Tall Ships Races

OUR MISSION

1. To strengthen the bond which the Portuguese have to the sea by maintaining our nautical heritage alive and vibrant.
2. To promote sailing education with young people from all over the world, finding placement for them in the tall ships fleet.
3. To offer a unique opportunity for Portuguese youth to participate in a regatta and to be part of this exciting event.
4. To make the Portuguese of all ages all over the country, as well as the tourists visiting Portugal at the time of the event, more aware of the Tall Ships Races.
5. To make it possible for the Tall Ships to be visited freely, thus ensuring the visitors a one-of-a-kind experience that is both family friendly and an unforgettable visual display unequalled in Portugal.
6. To stimulate Lisbon's seafaring identity and culture in the city and with its citizens, to promote cultural and recreational activities, to incentivize pleasure sailing and to expand the potential for internationalizing nautical services and activities.
7. To highlight the regatta as a 'blue event' which is sustainable and to transmit to the public and to young people the notion of responsible use of existing resources.
8. To move forward with the strategy of 'the Portuguese Seas' via the specialization, differentiation, and development of natural and cultural attractions related to the coast, namely recreational sailing, water sports, and maritime tourism.
9. To encourage greater exposure to our partner brands both in Portugal and internationally.



The Tall Ships Races

The Aporvela Jovens Programme

Every year, APORVELA invites Portuguese young men and women over the age of 14 to serve aboard the sailing vessels which participate in The Tall Ships Races. This is an educational sailing experience that will last a lifetime.

Learning to sail aboard the Tall Ships is an educational experience focusing on seamanship and navigation which places a high value on the importance of teamwork, especially allowing for participants to learn more about themselves as they discover the strengths and talents hidden inside them.

During their time on board, crew members participate in all types of sailing-related activities, from ordinary ship's maintenance to climbing the masts, helping raise the sails or even assuming the helm on a starry evening.

"It was an unforgettable experience where I got to know people from other countries and of all ages, making friends for life."

"We learn that we are much stronger than we think we are."

– Comments from young people previously sent by APORVELA to participate in past editions of the Tall Ships Races.



The Tall Ships Races

SAILING TO LISBOA 2016



**THE TALL
SHIPS RACES**
LISBOA
2016

The Tall Ships Races

SAILING TO LISBON 2016

WHERE AND WHEN?

Historically tied to the sea and to sailing, Portugal will host The Tall Ship Races 2016 in Lisbon from 22 – 25 July at the new Cruise Ship Terminal located between the Santa Apolónia Train Station and the Terreiro do Paço.

This one-of-a-kind event will highlight the celebration of **the 60th anniversary of The Tall Ships Races**, run for the first time in 1956 between Torbay, UK and Lisbon, Portugal as a way to keep the practices and traditions of sailing alive.

In 2016, The Tall Ships Races begins in Antwerp, Belgium on the banks of the River Scheldt, the city made famous by the painter Rubens, known for its history and its creative contemporary influences. Following the first stage, the young crew members will be greeted by the sunny skies of Lisbon, Portugal, the city from which Portuguese navigators sailed over 500 years ago in search of the New World. The fleet will next sail to Cadiz, Spain to enjoy the warm beaches and the typical Spanish 'fiestas' of this historic city.



Following the *cruise-in-company* to Portuguese and Spanish ports, the young crew will finally arrive in La Coruña, Spain to be greeted by the oldest lighthouse in the world, incredible beaches and some of the finest seafood in the last leg and the Grand Finale of the regatta.

The Tall Ships Races

SAILING TO LISBON 2016

WHERE AND WHEN?



Ports and Regatta Dates:

Antwerp, Belgium // Thursday, 7 July – Sunday, 10 July

1st Stage

Lisbon, Portugal // Friday, 22 July – Monday, 25 July

2nd Stage

Cadiz, Spain // Thursday, 28 July – Sunday, 31 July

3rd Stage / Cruise in Company

A Coruna, Spain // Thursday, 11 August – Sunday, 14 August

The Tall Ships Races

SAILING TO LISBON 2016

THE ORGANIZATION

The co-organizers of The Tall Ships Races Lisbon 2016 are the City Hall of Lisbon, the Lisbon Port Administration, Lisbon Cruise Terminals and APORVELA – Associação Portuguesa de Treino de Vela.

As this is a large-scale global event, it will play a significant role in affirming Lisbon's position as an important Atlantic capital city.

Both crew members and visitors will come to learn more about Lisbon's historic ties to the sea as well as the city's future, enjoying the city's and the region's central location as this relates to issues of the sea and seafaring.

The entities involved in this event thus wish to highlight the culture of the City of Lisbon and its people by showing the time-honoured traditions of centuries of Portuguese navigation which took sailors to all corners of the world.



The Tall Ships Races

SAILING TO LISBON 2016. NUMBERS AND FACTS

1 Regatta

4 Cities (Antwerp, Lisbon, Cadiz and Coruña)

60 Sailing vessels

5,000 Crew members, of various nationalities

1,955 Nautical miles

1.5 km Dock length

1 million Visitors



The Tall Ships Races

SAILING TO LISBON 2016. NUMBERS AND FACTS

A Unique Opportunity for young people to embark on a regata

The Largest free festival in Europa

Tall Ships from all over the world gathered at the same port, and the chance to visit the most impressive ones

An Atmosphere that is relaxed and multi-cultural with free concerts and shows

A Sustainable Event

The 60th anniversary of The Tall Ships Races

...A TRUE
OCEAN EXPERIENCE...

The Tall Ships Races

NUMBERS AND FACTS - 2012



The Tall Ships Races

NUMBERS AND FACTS - 2012

49
Tall Ships



13 A class
11 B class
16 C class
9 D class

2.504
Crewmembers



5 Continents
43 Nationalities
226 Trainees put on board the Tall Ships by APORVELA

502.000 Euros

positive effect generated by the crew on the Portuguese economy

4,7 Milion Euros
editorial return

Media Return: Partners & Sponsors



161.800 Euros
advertising return

The Tall Ships Races

NÚMEROS E FACTOS - 2012



640.000

visitors in the 4 days

+80.000

watched the nautical parade
on the banks of the Tagus

9,1 Million Euros
direct economic effect

4.700
foreign audience in Lisbon
due to the event

9 days
average stay of foreigners in Portugal

362.000
website views Tallshipslisboa.com

The Tall Ships Races

NÚMEROS E FACTOS - 2012

97% of foreigners
would recommend
Lisbon as a tourism
destination



3 international awards
achieved by
APORVELA

1.500
crewmen flooded
downtown Lisbon
on parade



+190
Journalists
accredited
for the coverage
of the event



228
volunteers
working on site
for the
event



9.890
firework shots
in 15 min.
over the
Tagus River

Contact us



Phone: (351) 218 876 854

E-mail: geral@tallshipslisboa.com

Site: www.tallshipslisboa.com

Site: www.tallshipslisboa.com

Facebook:

www.facebook.com/tallshipslisboa



Tânia Tadeu

taniatadeu@youngnetworkgroup.com | Phone: +351 21 750 60 40 or +351 92 653 44 65

Francisco Serra

franciscoserra@youngnetworkgroup.com | Phone: +351 21 750 60 43

Accreditation

acreditacaotallshipsraces@youngnetworkgroup.com