



CITY OF CAPE TOWN



See More  
Do More  
Live More

Cape Town Stopover  
V&A Waterfront  
24 Nov – 10 Dec  
@vorcapetown

[volvoceanracecapetown.co.za](http://volvoceanracecapetown.co.za)



WORLDSPORT

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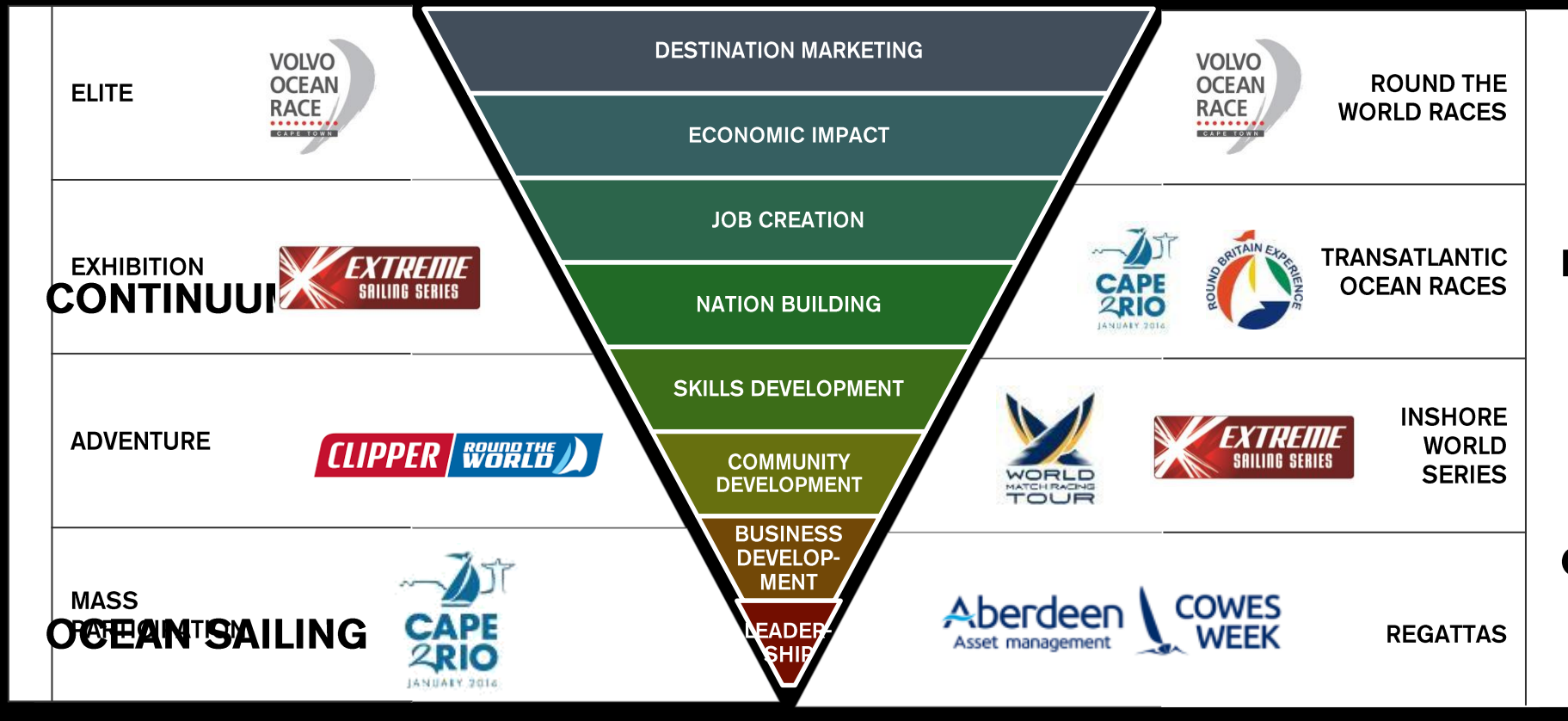
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# 1. INTRODUCTION



- No stranger to the modern era Cape Town hosts the event for the **eleventh time** since the inception of the race in 1973
- Since then, Cape Town has always been a welcome site for sailors and also provided valuable support to the Race and other ocean races
- The 2014-15 Cape Town Stopover was the beginning of a long term investment into the South African Marine Leisure, Recreation & Tourism sectors
- Securing two editions of the event granted all parties the opportunity to catalyse growth in the maritime, marine leisure, recreation and tourism sectors.

# WHY VOLVO OCEAN RACE? THE GLOBAL OCEAN RACING PLATFORM



# WHAT IS THE VOLVO OCEAN RACE?

AN ADVENTURE STORY



THE EVEREST OF SAILING  
THROUGH HOSTILE  
OCEANS



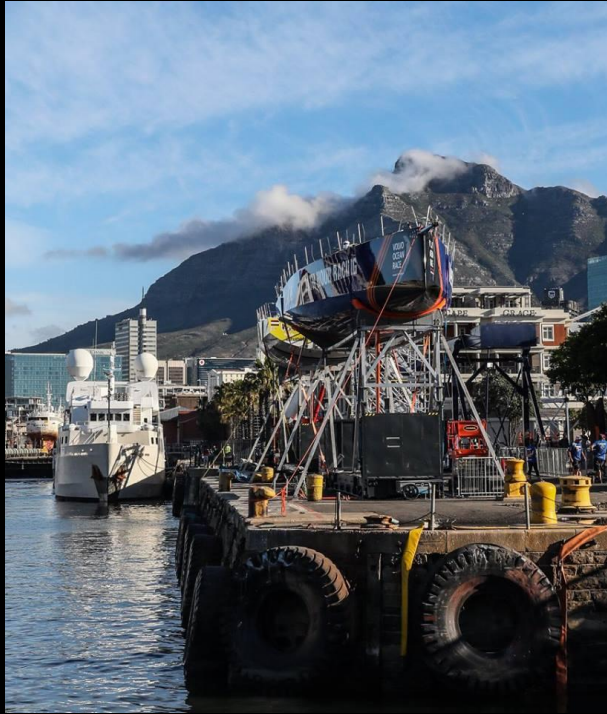
STORY OF HUMAN  
ENDEAVOUR & LIFE AT SEA



A GLOBAL MAJOR EVENT



# UNDERSTANDING THE SCALE OF THE VOLVO OCEAN RACE



## COMBINED INVESTMENT BY RACE STAKEHOLDERS:

- Volvo Cars & Trucks: €100 million
- Race Partners & Suppliers: € 90 million
- Eight [8] Teams [@ € 25m each]: €200 million
- Host Ports: € 90 million

**TOTAL RACE INVESTMENT:**

**€480 million**

# UNDERSTANDING THE SCALE OF THE VOLVO OCEAN RACE

The Volvo Ocean Race is an effective way to reach decision makers, high earners and influencers around the globe.



Source: Repucom, June 2015  
 n= 8,773 interviews in two waves. Online survey at Volvo Ocean Race website (core fans)  
 Two Waves: Nov 19, 2014 - Jan 12, 2015 and Mar 17 - Apr 30, 2015

A focus on supplying major broadcasters with high-quality news footage, plus the creation of 'Life at the Extreme', a 39-part weekly show produced and distributed by Sunset +Vine, helped generate record television coverage for the 2014-15 edition.



	2011-12	2014-15	Difference
Number of broadcasts	8,969	24,894	▲178%
Hours of coverage	4,817 hrs	7,663 hrs	▲59%
Average duration	32 m 13 s	18 m 28 s	▼43%
Cumulative audience	1.56B	1.66B	▲7%
Publicity value	€ 230.7M	€ 293.1M	▲27%

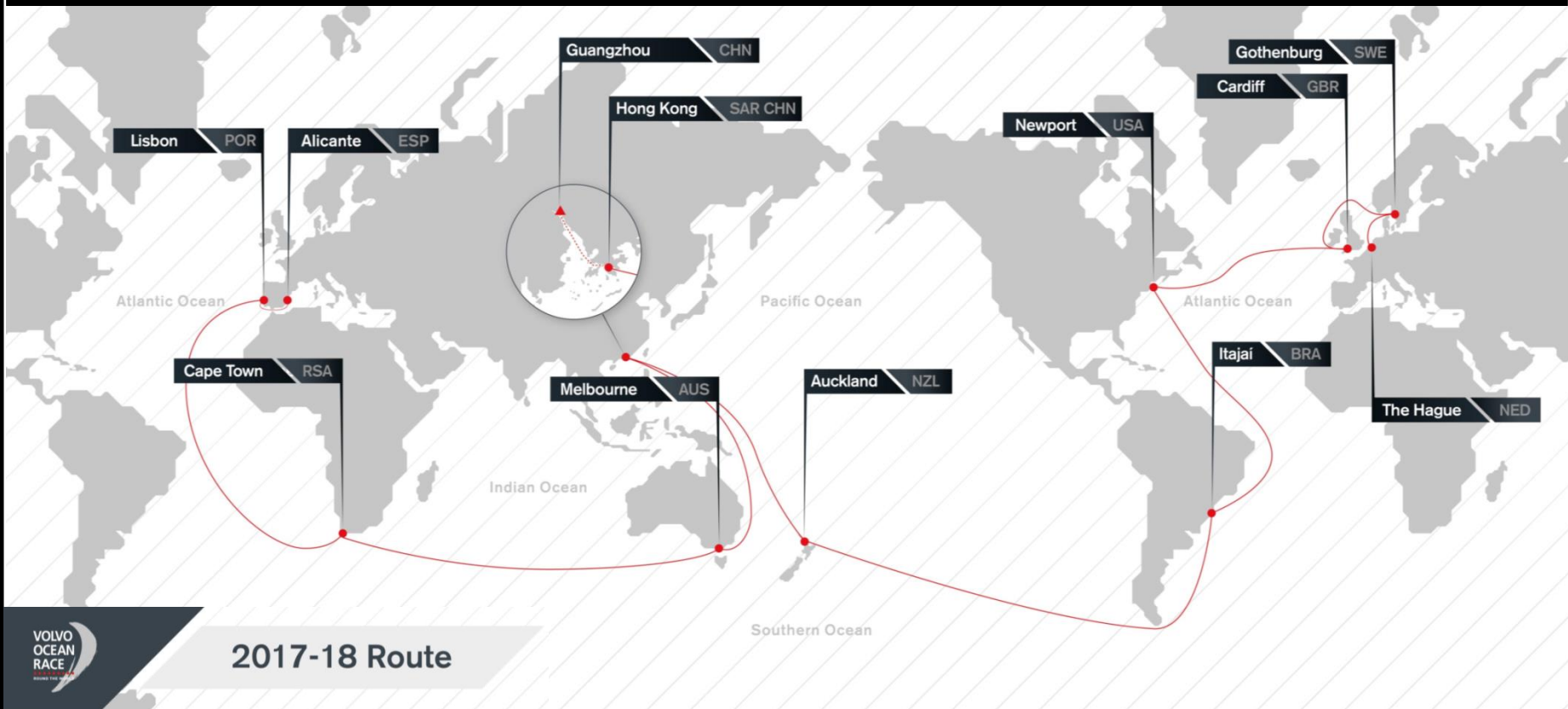
2011-12 Edition: Oct 10 2011 - Jul 20 2012  
 2014-15 Edition: Oct 1 2014 - Jun 30 2015  
 Source: Repucom, Teletra

# CAPE TOWN HISTORY IN THE RACE

EDITION	ROUTE
1. 1973 - 74	Portsmouth - <b>Cape Town</b> - Sydney - Rio de Janeiro - Portsmouth
2. 1977 - 78	Portsmouth - <b>Cape Town</b> - Auckland - Rio de Janeiro - Portsmouth
3. 1981 - 82	Portsmouth - <b>Cape Town</b> - Auckland - Mar del Plata - Portsmouth
4. 1985 - 86	Portsmouth - <b>Cape Town</b> - Auckland - Punta del Este - Portsmouth
5. 1989 - 90	Southampton - Punta del Este - Fremantle - Auckland - Punta del Este - Fort Lauderdale - Southampton
6. 1993 - 94	Southampton - Punta del Este - Fremantle - Auckland - Punta del Este - Fort Lauderdale - Southampton
7. 1997 - 98	Southampton - <b>Cape Town</b> - Fremantle - Sydney - Auckland - São Sebastião - Fort Lauderdale - Baltimore - La Rochelle - Southampton
8. 2001 - 02	Southampton - <b>Cape Town</b> - Sydney - (Hobart pit-stop) - Auckland - Rio de Janeiro - Miami - Baltimore - La Rochelle - Gothenburg - Kiel
9. 2005 - 06	Vigo - <b>Cape Town</b> - Melbourne - Wellington - Rio de Janeiro - Baltimore / Annapolis - New York - Portsmouth - Rotterdam - Gothenburg
10. 2008 - 09	Alicante - <b>Cape Town</b> - Cochin - Singapore - Qingdao - Rio de Janeiro - Boston - Galway - Marstrand - Stockholm - St Petersburg
11. 2011 - 12	Alicante - <b>Cape Town</b> - Abu Dhabi - Sanya - Auckland - Itajaí - Miami - Lisbon - Lorient - Galway
12. 2014 - 15	Alicante - <b>Cape Town</b> - Abu Dhabi - Sanya - Auckland - Itajaí - Newport - Lisbon - Lorient - The Hague (pit-stop) - Gothenburg



# CAPE TOWN FIRMLY POSITIONED AS THE GATEWAY TO THE SOUTHERN OCEAN



VOLVO  
OCEAN  
RACE

# 2017-18 VOLVO OCEAN RACE GLOBAL CAMPAIGN

- The Volvo Ocean Race 2017-8 sustainability campaign is focused on **ocean health**.
- The mission is to help **“Turn the Tide”** on rapidly growing amount of plastic pollution in the oceans.
- **Partnership** with **UN Environment Clean Seas campaign**, to amplify their key messages

## VOLVO OCEAN RACE SUSTAINABILITY PILLARS

### MINIMISE FOOTPRINT

Reduce, and where possible eliminate, single use plastic in race villages

### MAXIMISE IMPACT

Use VOR global communications platform to increase awareness of the issue, & change attitudes and behaviour

### LEAVE A REAL AND LASTING LEGACY

Unite leaders and key influencers and facilitate commitment to change and policies

# ADOPTING SUSTAINABILITY CAPE TOWN STOPOVER INITIATIVES

- The Cape Town Stopover has embraced sustainability as a core theme.
- The 2017 Stopover features engaging public-facing content for entities across the board including government, business and the general public.

V&A WATERFRONT OCEAN LIFE FESTIVAL		CAPE TOWN OCEAN SUSTAINABILITY CONFERENCES	ADDRESSING OPERATIONAL EFFICIENCIES
OCEAN LIFE FESTIVAL BEACH CLEAN- UP	INNOVATION COMPETITION	CAPE TOWN OCEAN SUMMIT in association with UNEP; V&A Waterfront & Volvo Ocean Race	PLASTIC REDUCTION INITIATIVES
THEMED ENTERTAINMENT	OCEAN FILM FESTIVAL	REGIONAL OCEAN GOVERNANCE CONFERENCE Organized by UN, UNESCO & the International Ocean Institute – Africa	WATER SAVING PLAN
TEDxCapeTown	#CoCREATE DESIGN CHALLENGE	DUTCH TRADE MISSION in association with UN, UNESCO, V&A Waterfront & Volvo Ocean Race	

# CAPE TOWN GATEWAY TO SOUTHERN OCEAN & OCEAN SUSTAINABILITY THOUGHT LEADERSHIP



- Cape Towns hosts The Volvo Ocean Race Ocean Summit Cape Town on 7 & 8 December 2017
- The Cape Town Summit is a celebration of the inspired people and organisations that have thought globally and acted locally and forged workable solutions to the global crisis of ocean plastics.
- The Volvo Ocean Race Ocean Summit Cape Town 2017 aims to:

INSPIRE	EMPOWER	ACT
RETHINK	REFUSE & REDUCE	REUSE

# SCHEDULE OF EVENTS

	VOLVO OCEAN RACE OFFICIAL EVENTS	VOLVO OCEAN RACE EXPERIENCES	RACE SPONSOR & SYNDICATE ACTIVATIONS	CAPE TOWN STOPOVER OCEAN SUSTAINABILITY PROGRAMME				
				FAMILY EVENTS / ACTIVITIES	OCEAN ECONOMY / SUSTAINABILITY	SAILING & OCEAN SPORT	YOUTH ACTIVITIES	CORPORATE PROGRAMMES
<b>ARRIVAL PERIOD</b> 24 Nov - 28 Nov	<b>YACHT ARRIVALS</b> 24 Nov - 28 Nov			<b>V&amp;A WATERFRONT OCEAN LIFE FESTIVAL</b>				
<b>OCEAN SUSTAINABILITY PERIOD</b> 29 Nov - 6 Dec		VOR GLOBE	TEAM BASE PIT LANE VOLVO PAVILION	BEACH CLEAN-UP +	DUTCH TRADE MISSION +	CAPE 31 LOCAL REGATTA +	SCHOOL VISITS +	RACE VILLAGE TOUR
		THE RACE EXPERIENCE	MERCHANDISE STORE SPONSOR PAVILIONS	KIDS EDU-TAINMENT + TedX CAPE TOWN PROGRAMME +	OCEAN SUMMIT +	OCEAN SPORTS	YOUTH SAILING	
<b>RESTART PERIOD</b> 7 Dec - 10 Dec		SAILORS TERRACE	THE CLOG	OCEAN FILM FESTIVAL +	REGIONAL OCEAN GOVERNANCE CONFERENCE			
	<b>PRO AM RACES</b> 7 Dec	VOR BOAT YARD		OCEAN DESIGN COMPETITION +				
	<b>LIFE AT THE EXTREME AWARDS NIGHT</b> 8 Dec							
	<b>IN-PORT RACE</b> 8 Dec							
	<b>VOR ACADEMY</b>				SEE SAW DO THEATRE			
	<b>VOR LEG START</b> 10 Dec							

# VOLVO OCEAN RACE CAPE TOWN PARTNERSHIP



CITY OF CAPE TOWN  
ISIXEKO SASEKAPA  
STAD KAAPSTAD

**HOST CITY**



**HOST VENUE**

 **WORLDSPORT**

**DELIVERY PARTNER**



**LOCAL KEY STAKEHOLDER**

**PARTICIPATION TEAM  
CONSUL &  
COMMUNITIES**

**SAILING COMMUNITY**

**MEDIA**

**BUSINESS**

# 2017-18 PARTNERS

With thanks to  
the following partners



CITY OF CAPE TOWN  
ISIXEKO SASEKAPA  
STAD KAAPSTAD



AN INITIATIVE OF THE KINGDOM OF  
THE NETHERLANDS IN SOUTH AFRICA

