

LET'S DO IT
GLOBAL



Economic Impact & Media Report

Volvo Ocean Race 2008-09



Fáilte Ireland

National Tourism Development Authority

Green Dragon Race Entry
Galway Stopover Festival

23 May to 6 June 2009

Fitness

Rachel Dobrievic finds out how Green Dragon VOR crew Anthony Walker stays race-fit, while Ann Astworth finds out if pizza is bread or trouble

January 15th 2008

Ann Astworth

Rachel Dobrievic

Walker stays race-fit...

Astworth finds out if pizza is bread or trouble...

ENTER THE DRAGON

ALAN FRASER reports from Alicante

The Volvo Ocean Race is the most exciting event in sailing. It's a test of man and machine, a test of endurance and a test of strategy. It's a test of the human spirit.

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Volvo Ocean Race 2008/09

THE COURSE

Stage	Start	End	Distance	Start Date	End Date
1	Alicante - Cape Horn	4,000 miles	11 November	11 November	11 December
2	Cape Horn - Cape Horn	1,000 miles	11 December	11 December	11 January
3	Cape Horn - Cape Horn	1,000 miles	11 January	11 January	11 February
4	Cape Horn - Cape Horn	1,000 miles	11 February	11 February	11 March
5	Cape Horn - Cape Horn	1,000 miles	11 March	11 March	11 April
6	Cape Horn - Cape Horn	1,000 miles	11 April	11 April	11 May
7	Cape Horn - Cape Horn	1,000 miles	11 May	11 May	11 June
8	Cape Horn - Cape Horn	1,000 miles	11 June	11 June	11 July
9	Cape Horn - Cape Horn	1,000 miles	11 July	11 July	11 August
10	Cape Horn - Cape Horn	1,000 miles	11 August	11 August	11 September
11	Cape Horn - Cape Horn	1,000 miles	11 September	11 September	11 October
12	Cape Horn - Cape Horn	1,000 miles	11 October	11 October	11 November

Pirates threaten ocean race

New course takes round-the-world yachts past dangerous Somalia coastline

By Stuart Alexander
in ALICANTE

PIRATES IN THE GULF OF ADEN have threatened to disrupt the Volvo Ocean Race as it heads for the Indian Ocean.

The Volvo Ocean Race is the most exciting event in sailing. It's a test of man and machine, a test of endurance and a test of strategy. It's a test of the human spirit.

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Like the ocean, Volvo Ocean Race is just getting started

By Alan Fraser

Like the ocean, Volvo Ocean Race is just getting started. The race is a test of man and machine, a test of endurance and a test of strategy. It's a test of the human spirit.

The Volvo Ocean Race is the most exciting event in sailing. It's a test of man and machine, a test of endurance and a test of strategy. It's a test of the human spirit.

Formulas One of the waves

By Alan Fraser

Formulas One of the waves. The Volvo Ocean Race is the most exciting event in sailing. It's a test of man and machine, a test of endurance and a test of strategy. It's a test of the human spirit.

The Volvo Ocean Race is the most exciting event in sailing. It's a test of man and machine, a test of endurance and a test of strategy. It's a test of the human spirit.

30 KNOTS IN THE DARK

CONDITIONS ON THE FIRST LEG WERE NOT FOR THE FAINT HEARTED

THE DRAGON'S FIRE WAS ALMOST EXTINGUISHED BY AN UNDERWATER OBJECT

The Volvo Ocean Race is the most exciting event in sailing. It's a test of man and machine, a test of endurance and a test of strategy. It's a test of the human spirit.

Man overboard

By Alan Fraser

A man overboard. The Volvo Ocean Race is the most exciting event in sailing. It's a test of man and machine, a test of endurance and a test of strategy. It's a test of the human spirit.

The Volvo Ocean Race is the most exciting event in sailing. It's a test of man and machine, a test of endurance and a test of strategy. It's a test of the human spirit.

my RED STAR

QINGDAO

Port of Call Race stops

CHINA 中华宝艇

BOATING

2008年1-2月刊 (总第100期)

绿海蛟龙

沃尔沃环球帆船赛 绿蛟龙队友狠宰郭川

青岛人郭川被队友请生吃与队友的仇 船舱打不开“气”导致其被队友生吃

绿蛟龙今天

Walker braces for Volvo experience

EXTREME LIVING COMES SINGAPORE

绿海蛟龙

Walker braces for Volvo experience

Report to Stakeholders

Here we present an extraordinary report on what has been achieved by a great team of people and funders.

The Deloitte Economic Impact Study and the IFM Sports Marketing Surveys media report, speak for themselves of how this team effort will be judged and valued for the Island of Ireland financially and for Galway as a host port.

But this project achieved more than just financial return. It is the story of how a project fired public imagination and inspired state and local bodies, businesses, groups and individuals to pull together for the common good in difficult economic circumstances to deliver a world class event with a lasting legacy.

The project had a turnover of €20 million, initially funded by the founders and then by a commitment secured from the Government with strict criteria, €6m of which was an investment to bring one of the biggest sporting events in the world to Ireland. It was also a condition of the stopover that Ireland would enter a boat in the Race. The Government committed a further €2m to become a partner sponsor of the entry to maximise exposure of Ireland globally.

The total Government support of €8 million (incl VAT) covered 40% of the total cost. The additional 60% was raised through a syndicate of Irish business people, sponsorship and donations. Independently audited accounts will be available from end December 2009 to all stakeholders.

This project has shown that Ireland has the ability to organise and promote international sporting events co-related with direct, quantifiable economic benefit.

Thank you and congratulations to all who contributed to this success.

Enda O'Coineen
Chairman - Lets Do It Global

John Killeen
President - Lets Do It Global





Highlights

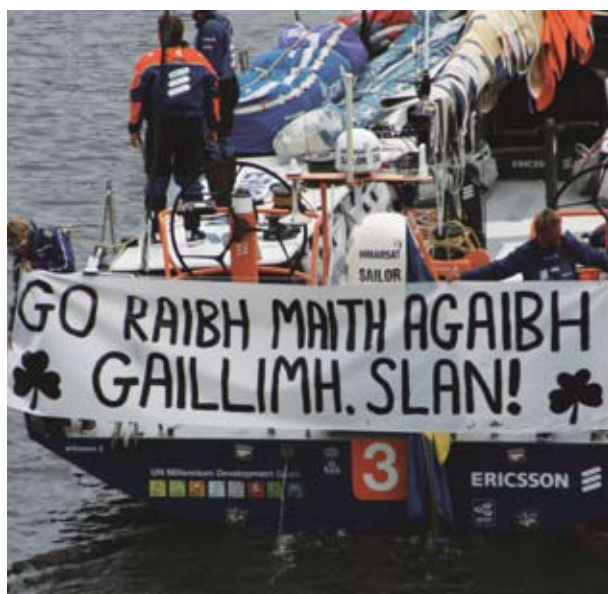
- **€55.8m economic impact on Galway and Ireland**
- **€36.5m of spending by race spectators from outside the local region**
- **650,000 spectators at Race Village and Salthill**
- **Over 200,000 bednights**
- **99% of international visitors would recommend Galway as a holiday destination**
- **46,000 domestic visitors**
- **40,500 international visitors**
- **269 media attended Galway**
- **TV audience globally of 1.327 billion**
- **Radio listenership globally of 1.1 billion**
- **Green Dragon US\$43m media coverage (TV, Print & online)**
- **Discover Ireland: 11,200 media items**
- **Galway: 13,427 media items**
- **Galway print cumulative readership of 234 million**
- **61 newsfeeds from Galway with downloads confirmed by 53 channels in 24 countries**
- **Galway online coverage 1789 references in 46 countries**
- **Galway radio coverage 168 reports from 46 stations in 17 countries**

Background

As an estimated 10,000 people lined the harbour walls at 3am on the morning of 24 May 2009 to welcome the Volvo Ocean Race fleet to Ireland, it was the culmination of a two and a half year project which commenced in April 2007 when the Irish Government through the Department of Arts, Sport and Tourism and Fáilte Ireland secured Galway as a port stopover in the Volvo Ocean Race 2008-09.

The Government grant and sponsorship support followed an independent analysis of the potential return on investment to the taxpayer which concluded that the direct and indirect expenditure by participants, spectators and hosts would amount to €43.7m with an expected 140,000 people to visit Galway over the two weeks.

However the innovative development of a free festival at the Galway stopover offering a programme of entertainment fulfilled the organisers objective of attracting all visitors and not just the sailing community with final attendance numbers reaching 650,000 visitors and returning €55.8m to the economy.



The support of the Minister for Arts, Sport and Tourism and An Taoiseach together with key professionals in Fáilte Ireland led by Chairman Redmond O'Donoghue, Shaun Quinn (CEO), John Concannon (Director of Regional Development), Paul Keeley (Director of Business Development and Investment) and Keelin O'Rourke (Product Management Officer - Sports Tourism) were key to the success of the project.

The project was initiated by a group of five business people led by Enda O'Coineen (Let's Do It Global Chairman), John Killeen (Let's Do It Galway Chairman), Eamon Conneely (Green Dragon Team Chairman), David Beattie and Robert Dix. Their common goal in all contributing their time on a voluntary basis was an interest in promoting the maritime in Ireland, and developing the full potential for youth involvement in sailing.

They were joined by professional sailors Jamie Boag (one of the founders), Ian Walker (Skipper) and a core group of professionals who included Maria Moynihan Lee (Festival Director), Fiona Bolger (Communications Director), Neil Carney (Operations Director), Mel Morgan (Executive Director), Richard Duggan (Chief Finance Officer) and David Hassett (Commercial Director Green Dragon).

Let's Do It Global was a not-for-profit entity with three operational companies, Let's Do it Galway Ltd. Let's Do It Green Ltd and Shamrock Challenger Ltd.

With a broad vision and mission the initial core focus of Lets Do It Global Ltd was:

- 1** Manage a team entry from Ireland in the Volvo Ocean Race
- 2** Bring the event to Ireland and Galway
- 3** Build a long term legacy



Organisation



The Race commenced in October 2008 in Alicante and the Green Dragon entry set Irish hearts racing as they reached the scoring gate off Brazil in first place. They achieved a third place podium finish at the end of the first leg into Cape Town and went on to win a further two podium places during the Race most notably third into their home port of Galway.

As a low budget first time entry in the Volvo Ocean Race, Green Dragon was one of three boats who completed all legs of the Race and finished fifth overall achieving the second highest TV coverage of all the teams. More importantly Green Dragon won the hearts and minds of followers of the Race both at stopovers and through media coverage. Despite the harshness of the sailing conditions the Green Dragon crew were always available to the media and to attend sponsor events. Tourism Ireland hosted consumer, trade and media promotions showcasing the best of Irish food and culture and where there was a crowd at

a Race Village, it had to be the Green Dragon Pavilion where samples of the best of Irish produce were on offer and entertainment by Irish performers provided a unique setting to promote Ireland as a tourist destination.

Not only was the event an outstanding success in Galway (which included more visitors to the West than when the Pope visited). It was also an outstanding promotion globally. There was a very successful Schools Programme firing imaginations and linkage with the Global Irish Diaspora never seen before highlighting Ireland's maritime heritage and potential.

When the project was originally announced in April 2007 the economic outlook was very different to the current situation, an ability to adapt and change had to be incorporated and it is thanks to the vision and the flexibility of all these stakeholders that Ireland's involvement in the Volvo Ocean Race was a success and set the foundations for hosting future events.

Volvo Ocean Race 2008-09



	Event	Date	Distance
Alicante	In-Port Race	04 October 2008	
Alicante	Leg 1 START	11 October 2008	6,500 Nm
Cape Town	Leg 2 START	15 November 2008	4,450 Nm
Kochi (India)	Leg 3 START	13 December 2008	1,950 Nm
Singapore	Leg 4 START	18 January 2009	2,500 Nm
Qingdao	Leg 5 START	14 February 2009	12,300 Nm
Rio De Janeiro	Leg 6 START	11 April 2009	4,900 Nm
Boston	Leg 7 START	16 May 2009	2,550 Nm
Galway	Leg 8 START	6 June 2009	950 Nm
Göteborg	Leg 9 START	14 June 2009	525 Nm
Stockholm	LEG 10 START	25 June 2009	370 Nm
St Petersburg	RACE FINISH	27 June 2009	



Green Dragon

Green Dragon which was initially funded by a syndicate of Irish business people became the first bi-nation entry in the Volvo Ocean Race through sponsorship investment by three Chinese companies, SDLG, Weichai Power and Triangle Tyre. From the start in Alicante it was referred to as the Irish-Chinese entry and was the only entry in the Race to boast two host ports, Qingdao and Galway both new stopovers to the Race which added greatly to media coverage of the team.

The imagery on the boat reflected the heritage of the Green Dragon project. The green portrayed the projects' origination in Ireland with the dragon reflecting the Chinese title sponsorship. As a partner sponsor www.discoverireland.com was positioned on the hull and on clothing and the shamrock on the sails indicated the objective to promote Ireland.



Tourism Ireland used the unique marketing platform in a creative manner by hosting marketing promotions in a series of ports with consumer pavilions in stopovers such as Alicante, Capetown and Boston whilst trade and media events were hosted in other major markets including Qingdao, China.

At some of these stopovers other state organisations such as Bord Bia, Enterprise Ireland and the IDA also used Ireland's involvement in the Volvo Ocean Race as a networking opportunity. The Department of Foreign Affairs embraced the opportunity and Ambassadors and diplomats attended or hosted events at most of the stopovers.

The boat was a truly international affair; the build was funded privately in Ireland and was built in China with a US design. To complete the cosmopolitan jigsaw a number of key components were flown in from around the world: the mast was made by Southern Spars New Zealand, the sails from North Sails UK; rudders and dagger boards from McConaghy Australia; keel bulb from Irons Brothers UK and the keel fin built in the USA.

The crew onboard Green Dragon was also an international affair with members from Ireland, UK, Australia, China and New Zealand although the Irish featured strongly including top Irish ocean sailors Damian Foxall (winner of the 2008 Barcelona Round the World Race) and Justin Slattery (Bowman on Volvo Ocean Race 2005-06 winner ABN AMRO). The skipper of the Green Dragon campaign was double Olympic silver medallist Ian Walker.

Green Dragon was one of the last boats to secure funding and launch their boat. With just two months training on the water the team

crossed the start line in Alicante for Leg 1 to Cape Town which saw them reach the scoring gate in first place eventually finishing in third place in Cape Town. The campaign achieved a further two podium finishes and finished fifth overall. They were also one of four boats to complete the notorious Leg 4 from Singapore to Qingdao.

As one of the lowest budgeted teams in the race, Green Dragon delivered the highest return on investment than any other campaigns in this edition of the race. The campaign delivered the second highest TV value of all the teams (US\$40.5m) after Puma (US\$46.8m) with broadcasts in over 35 territories

During Leg 5 (Qingdao to Rio de Janeiro) of the race, Discover Ireland was the sponsor who achieved the most coverage as Green Dragon rounded Cape Horn on St Patrick's Day. As a partner sponsor Discover Ireland also generated the greatest number of print (32%) and online (27%) mentions throughout the Race predominantly in France, China, Spain, USA, UK, Netherlands and Italy all key markets for Tourism Ireland.

As the race continued Green Dragon secured further sponsorship from Swedish Company BERG and then at the start of Leg 7 Green Dragon announced a partnership with Bwin, the Volvo Ocean Race Virtual Game.

Alongside the Green Dragon campaign and its sponsor activities, Let's Do It Global activated an outreach programme which linked the Irish diaspora in all stopover ports around the world with the Galway Volvo Ocean Race stopover and delivered a following for the Green Dragon campaign.



Total TV Value US\$

Delta Lloyd	US\$ 16,582,931		
Ericsson	Ericsson (Undefined) US\$ 16,860,772	Ericsson 3 US\$ 32,467,467	Ericsson 4 US\$ 40,497,449
Green Dragon	US\$ 40,517,249		
Puma	US\$ 46,801,435		
Team Russia	US\$ 8,058,238		
Telefónica	Telefónica (Undefined) US\$ 8,375,468	Telefónica Black US\$ 14,531,890	Telefónica Blue US\$ 37,719,240



Let's Do It Global Economic Impact & Media Report

Volvo Ocean Race

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Ocean Race to rock Galway

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Every move she makes

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Scuttlebutt News: They did it in Galway!

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Enjoy the Volvo Ocean Race stopover at the House hotel!

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Every move she makes

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Galway awaits as Volvo race fleet 'rockets downwind'

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Gods provide wind to get yachts to ball on time

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Chessie on Galway

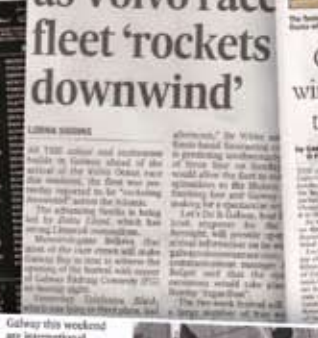
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Galway Bay in sight as fleet survives Atlantic obstacle

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Galway this weekend an international sportsman who have faced extraordinary challenges. Eileen Rattery joins the Volvo Ocean Race team in Galway, and discovers what life on board is really like for this thrilling voyage. Photographs: David Branigan

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SEA FARERS

...ing for All the Family at the Volvo Ocean Race...
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Festival drops anchor in Galway

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Galway Bay in sight as fleet survives Atlantic obstacle

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Enthusiastic welcome for third-place Green Dragon

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RYAN TUBRIDY IN THE VOR VILLAGE

...ing for All the Family at the Volvo Ocean Race...
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Shiver me timbers — a life on the ocean wave

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Discover Jewels of the West

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Galway

650,000 visitors, 750 volunteers contributing 30,000 man hours, 10,000 children on school tours, 1000 performers, 500m of pontoons, 500 spectator boats, 100 free events, 27 Art Exhibitions, 15 day free festival, 5km of bunting flags, 4km of fencing, 3km of cabling are just some of the statistics that made the Galway Volvo Ocean Race a success.

The innovative development of a shore based free festival to run alongside the sailing based activities delivered the record crowds that visited the Race Village, over 90% of whom had no active interest in sailing.

Record crowds of over 650,000 (3 times the 2007 estimated levels) visited the Race Village and Salthill from 23 May – 6 June. As the sun shone the visitors increased with every passing day culminating in record crowds of almost 200,000 for the In Port and Pro Am Race during the bank holiday weekend.

In port Race Day 30 May was a Volvo Ocean Race record with 62,000 people visiting the Race Village (Cochin 60,000 and Qingdao 49,000). And this figure did not include the Salthill spectators which were estimated to be 120,000.



The introduction of a schools programme, a business supporters package and a volunteer programme generated extensive local buy-in. The schools programme was a nine month campaign combining educational materials distributed to schools, weekly lessons relating to the position of the race, a competition and visits to the race village. Around 10,000 children visited the Race Village as part of the schools programme whilst tens of thousands of other children visited the Village independently including many children who returned with family and friends.

The visitors to the Race Village were split between local, rest of Ireland and international visitors. In addition, the event attracted visitors of all ages with an equal balance of males and females. Among international attendees there was a strong bias towards the higher end of the social grouping spectrum (84% ABC1) whilst domestic visitors were from all social groupings.

The economic impact of over €55m in Galway was the highest recorded at a stopover port during the Volvo Ocean Race 2008-09 and was comparable to the race start in Galicia in 2005. (which was over a longer period). The impact was also 30% above projected figures from the 2007 Deloitte report.

The inclusion of 70 concession units in the race village provided an opportunity for visitors to increase dwell time and spend. On average the spend per head of each international visitor was €940.

As a minority sport in Ireland, the attraction of such crowds to a sailing event relied on a strong and diverse communications campaign targeted both on a national and international level. Let's Do It Galway deployed a strategic



advertising and communications campaign to reach as many people as possible to attend the two-week event. An intensive domestic TV and radio campaign was developed in association with Fáilte Ireland West and Lets Do It Galway developed an innovative new media campaign which resulted in over 3,000 Facebook friends, 400 Bebo and almost 500 Twitter followers.

The Galway Volvo Ocean Race website www.galwayvolvooceanrace.com had over 200,000 visitors to the site, an incredible statistic particularly as almost 100,000 of these were unique visitors. Significantly these visitors were located around all corners of the globe with 117,755 visitors coming from 121 countries/territories; the United Kingdom, USA, and France being the highest density after Ireland. Regular e-zines were distributed to over 6,000 subscribers building a strong online community in advance of the event.

SMS and Bluetooth technology were also deployed in association with a number of the technology-based supporters of the event. SMS and Bluetooth contributed to the good attendance for the middle of the night arrivals. In total over the course of the event 104,000 mobile phones were contacted and the campaign delivered in excess of 182,000 message notifications.

A total of 240 media accreditations were processed for the Galway stopover, 57 of which were international from 14 countries



(CAN, DEN, FIN, GER, HKG, IRE, ITA, NED, RUS, ESP, SWE, UK, USA): representing 21 newspapers, 20 magazines, 5 TV, 2 news agencies, 4 websites and 7 radio stations. A further 29 international media visited Galway as part of a Tourism Ireland press trip

In total, Galway generated 13,427 media items in relation to the Volvo Ocean Race with 61 newsfeeds being broadcast from Galway with downloads confirmed by 53 channels in 24 countries.

Also during the stopover Galway online coverage produced 1798 references in 46 countries and there were 168 radio reports from 46 stations in 17 countries

The hosting of the event was facilitated by the Galway Harbour Company who in addition to providing the harbour area and associated lands for the event, also provided infrastructural developments such as a marina and temporary moorings.

Galway City Council hosted the fantastic opening ceremony and civic reception and operated a very successful park and ride facility. More importantly the Council took responsibility for integrating all other state agencies to ensure the smooth running of the event.

However the most significant development in preparation for the arrival of the Race was the removal of the unsightly oil tanks which then formed part of the Race Village area – a development which will always be associated as a positive legacy from the stopover.

There is no doubt that the Galway Volvo Ocean Race left an incredibly positive mark on the people of city, the West of Ireland and the country as a whole for many years to come. It raised the spirits of people and has re-affirmed that it is possible to aspire to bringing global events of this calibre to Galway and Ireland in the future.

Deloitte Report 2009 – Key Headlines

Economic Benefits	Other benefits	Legacy benefits
€55.8m Overall impact of the Race on Galway and the West of Ireland - almost 30% above initial projections	650,000 Spectators attended the Race Village or watching Race related activities	Significant boost to the local and national economies
€50m Overall impact of the Race on Ireland – almost double the expected impact	420,000 Spectator visits to the Race Village	Positive legacy effect on tourism for Galway and Ireland (place marketing effect)
€45.8m Of direct expenditure in Galway and the West of Ireland associated with the Race	Over 200,000 Visitor bed-nights associated with the event	Removal of old and unsightly oil storage tanks
The direct impact is put in perspective when compared to the direct economic impact generated by other major international sporting events	150,000 Spectator attendance at Salthill to watch the In-Port Race	Infrastructural developments such as the marina and visitor moorings
€10.1m In indirect expenditure generated for Galway and the West of Ireland	62,000 Visits to the Race Village on the day of the In-Port Race	Presenting a vision of how the harbour area could look like if dedicated to leisure sailing and leisure use
€36.5m Of spending by Race spectators and media from outside the local region – the highest recorded at any Stopover Port	46,000 Domestic visitors from other Irish regions to Galway and the West of Ireland	Introduction of sailing to potential new participants
€24.1m Invisible exports earned (i.e. the total spending by international visitors and participants)	40,500 International visitors to Galway during the event	
€1.8m Expenditure by the competing teams	5.5 Days average visit duration for international visitors attending specifically for the event	
€940 Spend per head by each international visitor travelling specifically in connection with the race	2 Days average additional duration for visitors extending an existing trip to include the event	

Legacy

- **Proven track record in hosting future world class events**
- **Positive impact on longterm destination marketing of Ireland and Galway (over 99% of international visitors would recommend Galway)**
- **Removal of unsightly oil tanks at Galway Harbour**
- **New visitor mooring facilities at Galway Harbour**
- **Introduce sailing to a new market particularly youth**
- **Development of international network for the promotion of Ireland's maritime activities**
- **Developed positive 'let's do it' attitude**
- **Provided invaluable experience to volunteer network**





Testimonials

"I think I want to move to Ireland

It is always sunny (at least when we were there). The golf is amazing, the people couldn't be nicer. You can get a pint of beer just about anywhere you turn and all we did was win races when we were there. And people wanted us to sign autographs and take photos with them all hours of the day. Hmmm. What's not to like about all of that?

The 'Let's Do It Galway' group set up a programme that could become the model for Volvo stops in the future. They got the ball rolling and the people of the region took the ball and ran with it. Huge congratulations to all involved. It was our extreme pleasure to be part of your community for a couple of weeks and you can bet your last dollar that I will be back. Long before the Volvo comes back."

Ken Read, Skipper, Puma Racing Team

"When I saw the welcome we received on arriving in Galway I was speechless, but when we left two weeks later it was with tears in my eyes. I knew Galway was a great city and a city that loves to party but never in my wildest dreams did I think Galway and Ireland would bring so much to the VOR. I can only say thank you from all of us for a wonderful two weeks"

Ian Walker, Skipper, Green Dragon

"After spending two weeks in an extremely welcoming town where everyone was involved in the race from the bus driver to the waiter of every single restaurant we finally set off again."

**Gabrielle Olivio, Media Crew Member
Telefónica Blue**

"Of all the stopover ports we have visited around the world in this 2008-09 series, Ireland's stopover in Galway has by far exceeded all other stopover ports and is a model to be followed for future ports."

**Knut Frostad, Chief Executive Officer,
Volvo Ocean Race**

"Galway understands the Volvo Ocean Race. They took it and squeezed the best out of it. The city lived and breathed the race for two weeks. If you ask me all the stopovers should be like this one."

**Sander Pluijm, Media Crew Member,
Delta Lloyd**

"I have done the Race three times, including 22 stopovers and I have never seen a reception like we received in Galway.

It is fantastic; Hats off to Galway and hats off to Ireland"

Nick Bice, Watch Captain, Delta Lloyd

"The Volvo Ocean Race will be forever etched on the minds of Galway City's residents and the 650,000 people who visited the Race Village during the Race Stopover in May/June 2009. The City, its officials and its people rose to the challenge of hosting this wonderful event on behalf of Ireland and they produced a two-week festival that was thrilling to participate in and spectacular to watch. The economic legacy of the Volvo Stopover will be positive for years to come as Galway takes its place among the world-class venues for water-based events."

Michael Coyle, CEO Galway Chamber

"The Volvo Race showed the importance of the marine sector to Ireland. In economic value, in presence, in tourism. In awareness of Ireland created overseas it was magnificent and all associated with what Galway achieved deserved the thanks of the nation. It showed to Government and politicians who have turned their backs on the sea, that they should look outwards to the channel of economic growth and security for an island nation which the sea provides, rather than the blindness which has personified their attitude to the sea. The Volvo Race opened the eyes of the public, of the nation, to the value of the sea. Our political leaders should follow this example and emulate what Galway achieved."

Tom MacSweeney,
Marine Correspondent, RTÉ

"We experienced a 600% growth in business due directly to the Volvo Ocean Race. One of the great knock-on effects was the fact that although Galway was already famous for its hospitality and the arts, this was exposed to a much wider audience than ever before and a new sense of confidence has been breathed into the local economy as a result."

Seamus Sheridan, Sheridan's on the Docks Pub and Restaurant, Galway

"Ireland has a growing reputation world wide for hosting major international sailing events, and at a time when our sailors at all levels are achieving world class results, the Galway Volvo Ocean Race has further raised the profile of Irish sailing internationally. As a maritime nation, we can now see the real economic and social benefits of hosting international sailing events. I congratulate Fáilte Ireland for their commitment and I hope that their continued support, will allow us to successfully bid for such events in the future."

Harry Hermon, CEO,
Irish Sailing Association

"The Volvo Ocean Race really put Galway on the map and Galway's hotels got a flying start to the 2009 season which thankfully never abated. We managed to sustain our occupancy levels throughout the summer as a result of the exposure Galway achieved through the Volvo Ocean Race. Furthermore the real magic of Galway shone through all of the media coverage of the event."

Paul Gill, Chairman, Galway Branch
Irish Hotels Federation

"From the start we were impressed by the vision and 'can do' attitude of the organisers. We loved the line up for the music festival and we loved the fact that the concerts would be free. Therefore Topaz was delighted to sponsor the main stage. We got fantastic exposure, but being able to support a community based initiative like this gave us the greatest satisfaction. The Festival was a good news story not just for Galway, but for the country as a whole."

Eddie O'Brien, CEO, Topaz

"The Western Development Commission sponsored an innovative photo competition whereby visitors to the Race Village were invited to upload their photographs to a photo sharing website. Over 17,000 images were uploaded - more than double previous records at other events. This level of engagement yielded excellent exposure for our LookWest.ie campaign and for our work in promoting the development of the creative industries in the West of Ireland. The sponsorship has had a strong legacy in that it has continued long after the event in the form of a photographic exhibition which is touring nationally. We look forward to continued engagement with the 'Let's Do It' concept which is a tremendous vehicle for communicating the opportunities that abound in the West of Ireland."

Joanne Grehan, Regional Development
Executive, WDC

Sources

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Volvo Event Management UK
Let's Do It Galway
Green Dragon Racing Team
World Sports Communications

650,000 THANK YOUs

The success of the Galway Volvo Ocean Race Festival would not have been possible without the support of:

Fáilte Ireland, our principal sponsor, whose financial and marketing support enabled us to make the dream come true.

The **750 volunteers** who, with the support of **NUI Galway**, really showed our visitors a true Galway Welcome. We are very grateful for and proud of their hard work and smiles.

The **people of Galway** who got behind the **Let's Do It** concept with such enthusiasm and pride.

To the hundreds of artists and performers who gave so freely of their skills and talents and kept the event constantly animated.

An Garda Síochána who ensured the safety & security of the event. They truly won the respect of all 650,000 people who attended.

To **President Mary McAleese** and her staff at **Áras an Úachtarán** for giving the teams a wonderful send-off.

Galway City Council for over two years of solid support to all aspects of the planning of the event, for the affordable park and ride facility, for showcasing the city as it can be, keeping it clean at all times and specifically supporting the opening ceremony and civic reception.

Galway Harbour Company for giving their port to the city for over three weeks and for managing the entire on-the-water side of the event in their usual efficient manner.

The **200 supporting businesses** who bought and proudly displayed their flags and bunting truly ensuring that Galway was 'dressed' to kill.

Galway Chamber of Commerce and **GCBA** and those who through them decorated their business windows and seriously impressed all of our visitors.

Galway County Council who showed by their traffic management on the routes to the city that we can cope with large events and for ensuring a warm welcome to the visiting boats through their support of the Galway Bay Ablaze bonfires.

Edward Holdings for use of Merchant's Hall and for their continuous support and assistance since the inception of the project.

Cold Chon for all of their support in developing the site.

A special thanks for their support to **Richard Burrows, Brian Lynch, John Coyle, Denis O'Brien, Eamon Conneely, Enda O'Coineen, John Killeen, Anne Heraty & Paul Carroll, John O'Sullivan, Gerard Barrett, Tom Roche, Michael Cotter and Enda Connellan**

To all of the organisations who provided medical and health and safety support – **Civil Defence and Order of Malta, Galway Fire Brigade, HSE West Emergency Planning Unit, HSE West Environmental Health Office, University College Hospital Galway, Galway Sub Aqua Club, Irish Coastguard and RNLI.**

Over 16,000 children took part in the **HB Let's Do It Ocean Adventure Schools Programme**. We couldn't have done it without the sponsorship of **HB Ice Cream, the Irish Independent and Volvo Cars Ireland. The Ocean Youth Trust and Bow Waves** also saw to it that 520 kids got the chance to sail during the stopover. **Galway Atlantarium** helped us coordinate the school tour bookings and together with the **Marine Institute** put on a great presentation for the kids.

For making the spectacular Red Arrows and the Irish Air Corps displays possible our thanks to **Brian McGrath, Carolyn Sheils, Fáilte Salthill & Seapoint, Galway Airport, The Dept of Foreign Affairs, the RAF, the Waterfront Hotel, Dept of Defense, Irish Air Corps and the Irish Aviation Authority.**

For making **Lá Gaeilge** possible and so successful we thank **Údarás na Gaeltachta** and for their support with translation we also thank **Gaillimh le Gaeilge**. Go raibh míle maith agaibh.

Thanks to **St Mary's College Galway** who gave us use of their facilities for training and sail measurement.

Galway Bay Sailing Club supported us all the way in every practical way possible – congratulations on the success of **GBog**.

Irish Rail, Bus Éireann and GoBus who got so many people safely here and home again and who met our transport needs during the planning phase.

C&F Wind Energy for powering the event – literally – through the provision of two wind turbines which will continue as part of the legacy of the event to power the Harbour. Also to **Sheridan's on the Dock** who have sponsored the study of the carbon footprint of the event.

Nortel for supplying telecommunications solutions for the media centre.

Smart Telecom kept the communication lines open throughout and left a legacy of 100 MBit of wifi to the centre of the city.

Calimar installed a VoSKY's Exchange Gateway that helped us slash international calling costs for the international teams and media

Caulfield Industrial were the official tool and safety provider to the stopover, making sure that all stopover crew and the teams had all the equipment they needed.

Tobin Engineers for their translation of the vision into the planning requirements.

Passax provided IT solutions to Let's Do It Galway; **Cantec** ensured that we had all the office equipment and support we needed; **Siteserv** met our fencing needs; **GalMac Computers** helped with AV display equipment; **Langan Couriers** got things to where they needed to be and on time; **CPT Construction** helped with site works and **Rynn Engineering** helped to keep the pontoons afloat.

Essential legal, finance and HR support was provided by **KPMG, Eversheds O'Donnell Sweeney, RDJ Glynn, DHKN and CPL.**

The **City Bin Company** worked tirelessly to keep the race village looking spic and span – how they did it must be the best kept secret in town!

TOPAZ through their sponsorship of the main stage kept the docks a-rocking each day.

The **Western Development Commission** through their support of the Art Trail and the **www.pix.ie** photosharing competition ensured that hundreds of thousands of people are now definitely 'looking west'. Over 15,000 pics have been uploaded and the Irish record has been smashed.

The 27 artists who exhibited as part of the **Creative West Galway Art Trail. AIB** for their support of the Even Keel Project enabling people with disabilities to experience sailing.

The **Meyrick Hotel** with the help of **Barna Foods** kept everybody fed. **Diageo's** sponsorship of the bars and receptions fuelled many toasts and **Good Food Ireland** as always supplied the welcome nourishment for the teams on arrival.

The **Harbour Hotel** looked after all of our artists and performers and the schools programme so well and **Galway Bay Hotel** looked after our visitors with style.

Our media partners – **Galway Bay FM, TG4, i102-104, The Galway Independent, The Galway Advertiser, The Connacht Tribune, Galway Now Magazine** – all spread the word and helped us to get 650,000 people to come to see Galway at its best! Special thanks to **Keith Finnegan** for doing MC with style for the arrivals and in-port race prize-giving.

Judy Greene and **Latitude Kinsale** provided the presentation pieces for the teams on arrival and as prizes for the in-port race.

Our **patrons** came in early with their support – hats off to them all!

Smyth's Toys, Galway Airport, Roadstone and Irish Cement, Fáilte Salthill, Boston Scientific, McDonoghs, The Latin Quarter, Stewart Group, Medtronic, Supermac's and Evergreen Health Food Stores.

We couldn't have done it without the support of the following key suppliers who gave so generously of materials, equipment, talents and expertise: **Walsh Crane Hire** who helped us get the Volvo Open 70's safely in and out of the water, **Eventus** who supplied acres of pavilion structures, **Arcana** who designed and presented the spectacular opening ceremony and all of our key events, **Eurotec Signs** for guiding the way throughout the race village through their signage and for many months of support prior to then, **Galway Water** for keeping all of our volunteers hydrated in the glorious sunshine, **Galway Technical Institute** who became home to the Race School, **Pix.ie** for the 15,000 memories, **Design Associates** for keeping the website going when the hackers attacked and for their long hours working on the official programme, **Dubarry** for clothing the team and making us look so professional and for offering the prizes for the traditional sailing races, **Sword Security** for keeping us safe and secure and always courteously, **Brown Thomas** for their welcome to the visiting teams, **Kenny's Bookshop** for the use of their beautiful landmark High St building, **Cullen Sailmakers** for some creative problem solving, **Executive Helicopters** for media flights, **Dublin Port Company** for their help last summer, **Mykidstime.ie** for the wonderful family guide, **Greentouch** plants for the planters in the media centre and **Karma** for the volunteers party. Also thanks to **Ciaran Oliver and family, Euro Car Parks, Intevo, Venture Advancement, Lamination Services, the Western Regional Fisheries Board, McCormack Cleaning and Restoration, Ocean Crest Marine, Owen Cunningham Painters, Pierce and Mark Purcell, Radisson Hotel Galway, Segway Ireland, Snap Printing, GPT, Roadbridge, Artisan, Tom Ryan, Poolbeg Yacht Club, Royal Cork Yacht Club, Dublin Docklands Development Association, Blacklight and Litton Lane** for the amazing Lighting and Sound, **Eventserv** for Staging, **Sam Hire, Manlift, Inland & Coastal Marina Systems** and **Ocean Crest Marine** for provision of pontoons, **Event Power** for keeping the lights on, **JPK Fencing** for safety on the quayside. **North & West Coast Links** and **Connemara Golf Club. Advertees** who supplied the Green Dragon Merchandise. **DWS Facilities Services** and **Clódóirí Lurgan Teo. Kevin Moore** in **Bockmann Trailers, Irish Time Design, McDonogh Direct, Geraghty's Joinery** in Claregalway, **Noel Grealish, Jack Restan Displays, Store & Display Shopfitters** in Roscrea and **Brendan Holland.**

Finally we thank the following organisations who worked with us to present the programme of events: **Galway City Museum, Spirit of Africa, Music for Galway, Cumman na hÚicéirí, Circus Gerbola and Galway Community Circus, Galway Civic Trust, Youth Ballet West, An Post, Druid Theatre Company, SDL Exhibitions, Town Hall Theatre & the Galway Sessions Festival, Mayo County Development Board and Fáilte Ireland West, CDs Helping Hands, COPE, Galway Bay Jazz Band, Babóró, Trad on The Prom, Galway Arts Centre, Galway City Council's Beating the Grey Project, Galway Arts Festival, Inmarsat, Galway Greyhound Stadium, Walking tour providers, Western Society for Autism, Aer Arann, NBCRI, Cancer Care West, RNLI, Enable Ireland, Galway Rape Crisis Centre, ARK, Cystic Fibrosis Ireland, The Lions Club and the Galway Volunteer Centre.**

All of these sponsors supported us and made the magic happen – we hope that you reap the benefit of your investment in years to come.

Thank you from the Board and Management of Lets Do it Global.





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