

A large, stylized purple flower graphic is positioned on the left side of the slide. It features a central circular element with a three-petaled flower inside, surrounded by larger, layered petals and a stem with leaves.

*Visit  
Scotland* | *Alba*<sup>™</sup>

# The Tall Ships Races Industry Webinar

18 February 2025

Facilitator: David Jackson, VisitScotland



# TALL SHIPS ABERDEEN

**COME ABOARD!**

Matthew Williams, Aberdeen City Council – Tall Ships Races 2025

HOST PARTNERS







# THE NINETIES



  
**THE TALL SHIPS RACES**  
**Aberdeen 2025**  
organised by Sail Training International



# 2025 RACE ROUTE



- LE HAVRE - France**  
4 July 2025 - 7 July 2025
- DUNKIRK - France**  
10 July 2025 - 13 July 2025
- ABERDEEN - Scotland**  
19 July 2025 - 22 July 2025
- KRISTIANSAND - Norway**  
30 July 2025 - 2 August 2025
- ESBJERG - Denmark**  
6 August 2025 - 9 August 2025

# ABERDEEN'S BIGGEST EVENT IN A GENERATION

  
**THE TALL SHIPS RACES**  
**Aberdeen 2025**  
organised by Sail Training International

- **400,000** visits
- **50+** ships
- **250+** volunteers
- **100+** fully funded trainees
- **150** cultural acts
- **25** deck events

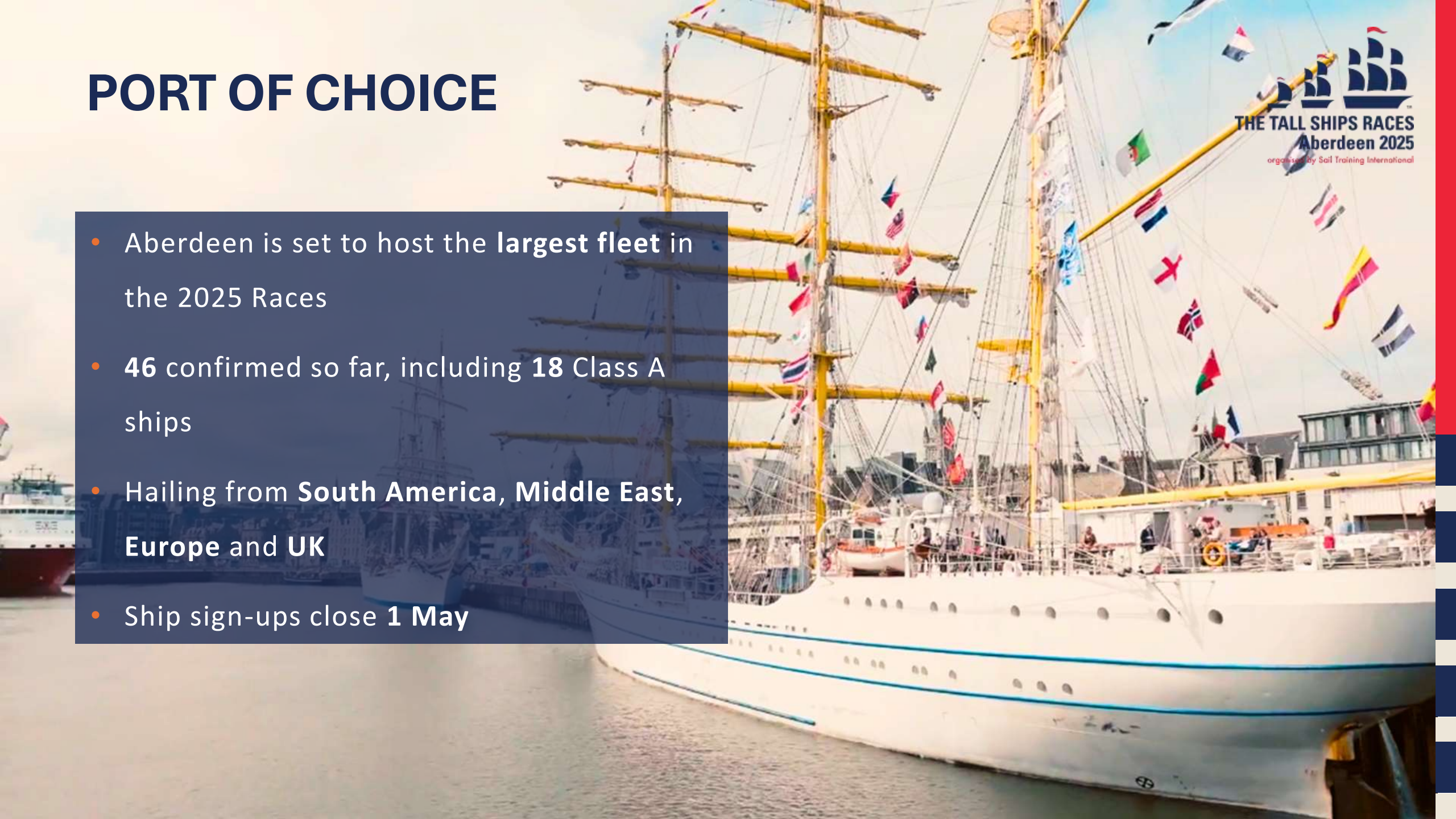




# PORT OF CHOICE



- Aberdeen is set to host the **largest fleet** in the 2025 Races
- **46** confirmed so far, including **18** Class A ships
- Hailing from **South America, Middle East, Europe** and **UK**
- Ship sign-ups close **1 May**







## TS ROYALIST

CLASS	NATIONALITY	YEAR BUILT
A	United Kingdom	2014

[MORE ABOUT THIS VESSEL](#)



## WYLDE SWAN

CLASS	NATIONALITY	YEAR BUILT
A	Netherlands	1920

[MORE ABOUT THIS VESSEL](#)



## ARM CUAUHEMOC

CLASS	NATIONALITY	YEAR BUILT
A	Mexico	1982

[MORE ABOUT THIS VESSEL](#)



## FRYDERYK CHOPIN



## LOA



## SHABAB OMAN II



# JOINING THE CREW

- Incredible response to trainee and volunteer recruitment
- **1,400** volunteer applications
- **700** young people applied to join the crew of a Tall Ship and have a life-changing experience this summer
- Trainees selected and volunteers matched to roles in April





# ABERDEEN OFFICIAL EVENT FORMAT

## SEA YOU THERE | 19 - 22 JULY 2025



THE TALL SHIPS RACES  
Aberdeen 2025  
organised by Sail Training International

### SATURDAY 19 JULY

- ⚓ 10.00am Sponsor reception
- ⚓ 12.00pm Fleet arrival
- ⚓ 1.00pm Opening ceremony
- ⚓ Captains' dinner
- ⚓ Captains' reception



### SUNDAY 20 JULY

- ⚓ Ships open to the public
- ⚓ Crew sports
- ⚓ Crew parade
- ⚓ Prize giving ceremony
- ⚓ Crew party

### MONDAY 21 JULY

- ⚓ Ships open to the public
- ⚓ Crew change day
- ⚓ Captains' briefing
- ⚓ Grand finale event

### TUESDAY 22 JULY

- ⚓ Ships undock from 10.00am
- ⚓ Parade of sail
- ⚓ Passage to the race start



TALLSHIPSABERDEEN.COM



# EXCITING EVENTS PROGRAMME



THE TALL SHIPS RACES  
Aberdeen 2025  
organised by Sail Training International

- Vibrant schedule of free daytime, family entertainment
- Local artists, ship bands, and traditional sea shanty groups
- Crew parade and parade of sail





# FAMILY FUN AND LEARNING

- 'Discovery Zone' at the Castlegate
- STEM, cultural, and art activities
- Learning and play experiences
- Shanties, choirs, and street performers
- Funfair carnival on King Street



# FOOD AND DRINK

- **Street food delights** - Tasty options from top local vendors
- **Artisan traders** - Unique, high-quality flavours.
- **Locally sourced** - Fresh ingredients from North-east Scotland.



# HEADLINE ACTS

- 7,000 capacity outdoor concert space
- Nationally and internationally recognised acts
- Artists and ticket details coming soon!



# AMAZING SPONSOR SUPPORT



“ The Tall Ships event and ethos are a natural fit for us. Our colleagues look forward to contributing to events as the exciting 2025 programme rolls out.

**Mike Killeen**  
Chief Operating Officer  
Serica Energy



“ We’re a company deeply rooted in Aberdeen’s history and recognise the significance of supporting this spectacular event.

**Sir Jim Milne CBE**  
Chairman and Managing Director  
Balmoral Group



“ This is a once-in-a-generation event for Aberdeen, recognising our maritime heritage and embracing the opportunities of the future.

**Chris Coull**  
Managing Director (Scotland),  
Peterson Energy Logistics





# GET READY, GET EXCITED, GET INVOLVED!

- **GET READY** - Only 151 days to go until Aberdeen's biggest event in a generation
- **GET EXCITED** - The city centre will come alive with four days of parties, music, food, drink, parades, and more
- **GET INVOLVED** - Make the most of it for your business and sponsor if you can!



# SEA YOU THERE!

[TALLSHIPSABERDEEN.COM](https://tallshipsaberdeen.com)

SUPPORTED BY

**EventScotland**



**Funded by  
UK Government**







# The Tall Ships Races 2025 Industry seminar

Nadia Cesari  
Events Manager  
EventScotland

EventScotland

 Visit  
Scotland | Alba™

The Royal Edinburgh Military Tattoo





## EventScotland

Sit within the new Industry and Events Directorate of VisitScotland which supports destinations, sectors and businesses to help develop a strong and dynamic tourism and events industry for Scotland.

The role of the EventScotland team is to build on Scotland's credentials as a leading events destination by:

- attracting, bidding for, and securing major sporting, cultural and business events for Scotland.
- helping to develop a diverse portfolio of events.
- providing funding opportunities, guidance, access to resources and insight, along with other support.

In collaboration with the wider Directorate, the Events Industry Advisory Group, and a range of partners and organisations, we help implement the National Events Strategy – Scotland the Perfect Stage.



# National Events Programme

- Available since the inception of EventScotland.
- Competitive programme with 2 / 3 round per annum
- Events that drive domestic tourism and promote different regions of Scotland.
- Build regional event products and expertise in the sector
- Regional events outside of Edinburgh & Glasgow.
- Growth & development fund, supporting strategic growth.
- Small awards (up to £25k) can have significant impact.
- Max 3-years support.





# National Events Programme



**Fringe by the Sea**



**Aberdeen Mela**



**Paisley Halloween**



**Cowal Gathering**





2023 UCI Cycling World Championships

## International Events Programme

- Core to delivery of the National Events Strategy, since inception of EventScotland.
- Events that attract international visitors and promote Scotland to significant global audiences.
- Rolling programme.
- Bid, secure, sustain and develop events.
- Supports annually occurring and one-off events across Scotland.



# Upcoming International Events



**The Tall Ships  
Races 2025**



**Commonwealth Games  
Glasgow 2026**



**Orkney Island  
Games 2025**



**UEFA Euro  
Championships 2028**



## Benefits of events

- Contribute to the visitor economy
- Enhance Scotland's profile and image globally
- Deliver government policy
- Facilitate diplomacy, providing platforms for influence
- Showcase and position the nation, city, or region
- Celebrate our dynamism, creativity & accomplishments
- Showcase Scotland to live, work, study, visit & do business
- Support and create new jobs
- Bring global expertise and renown into a community
- Attract new investment and talent
- Boost education, innovation, and knowledge transfer
- A catalyst for engagement, participation & wellbeing







Thank You



# Tall Ships Aberdeen

Marketing and communications activity

Laura Delaney







THE  TIMES

  
**THE TALL SHIPS RACES  
Aberdeen 2025**  
organised by Sail Training International

 NATIONAL  
GEOGRAPHIC

*Wanderlust*

Condé Nast  
**Traveller**

**The Guardian** UK

 VisitAberdeenshire



### Aberdeen set to host largest Tall Ships Races 2025 fleet

20th January

TALL SHIPS 2025 EVENTS LEISURE ABERDEEN



By Craig Williams  
Reporter

Share 0 Comments



**THE TALL SHIPS RACES  
Aberdeen 2025**

organised by Sail Training International

## AberdeenLive

Aberdeen & Aberdeenshire



### Volunteers share 'brilliant' memories of 97' Tall Ships – and encourage people to apply for next year's event

Hundreds of locals are needed to welcome the world to Aberdeen during the Tall Ships Races in July 2025.



### Aberdeen Harbour will be a 'forest of masts' as Tall Ships Race 2025 calls in to Scotland

### Tall Ships dock in Aberdeen as an appeal for volunteers launched

The Tall Ships are expected to attract tens of thousands of visitors.



# Marketing activity

Scotland-wide DC Thomson content partnership

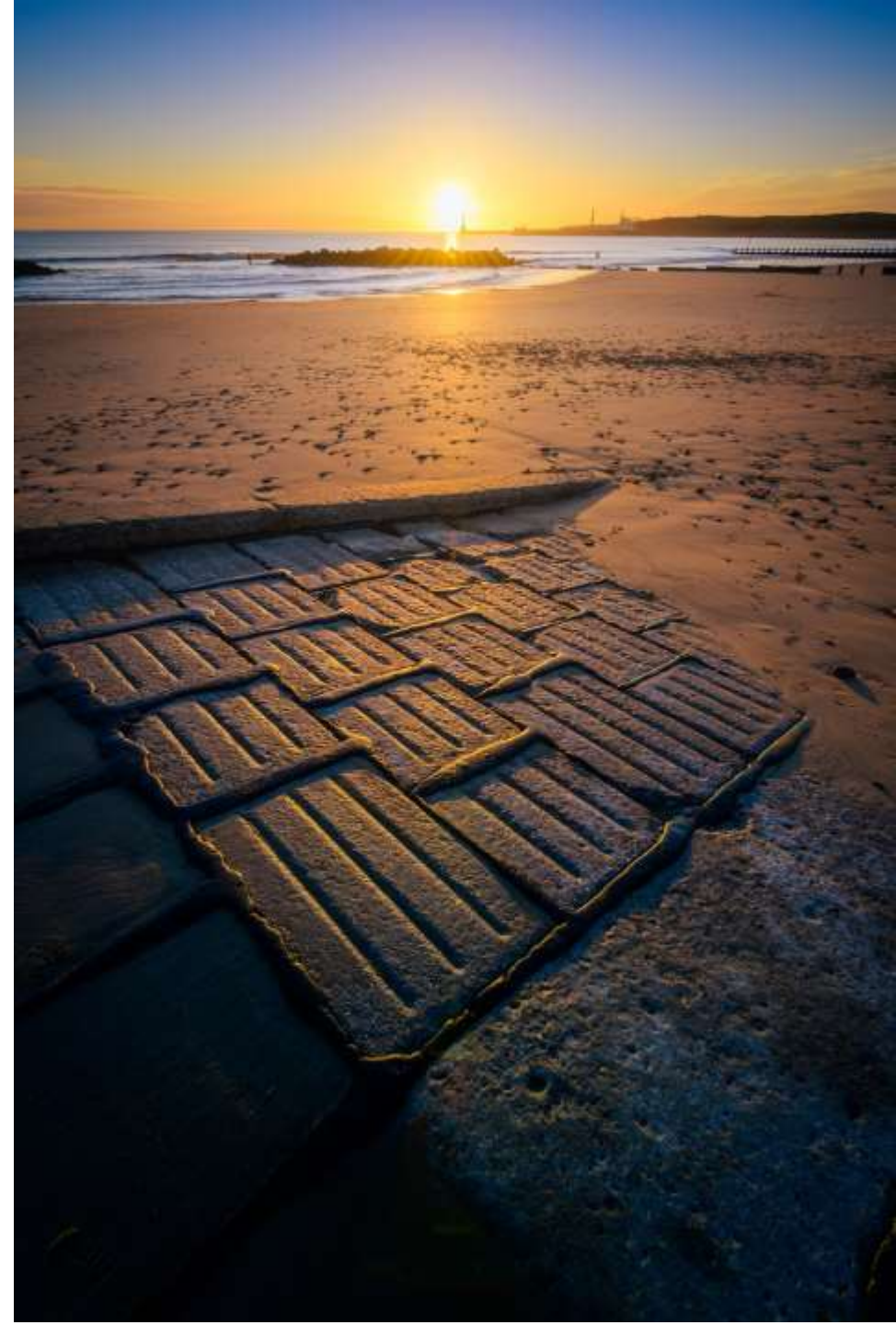
Paid social media campaign across Scotland





# Key messages and themes

- **Once in a lifetime** event – biggest family friendly event in Scotland
- Destination is bursting with huge **variety** of activities to suit all ages and stages. The region is accessible and inclusive.
- **Destination differentiators:** excellent food and drink, array of accommodation, fascinating history, vibrant culture and arts, breathtaking scenery and coastlines.
- Warm **Scottish welcome**





# Targeted audiences

VisitScotland segments:

- Adventure Seekers,
- Curious Travellers,
- Engaged Sightseers,
- Food-loving culturalists,
- Natural Advocates.

Highly targeted by interests, age and geography



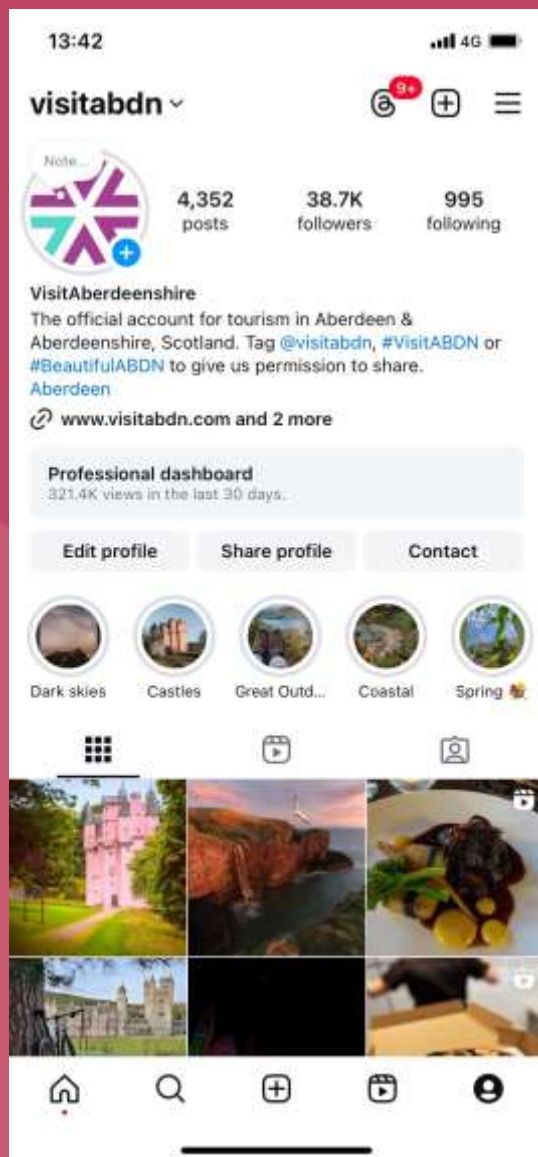


# Travel and broadcast media





# Owned channels



## Make 2025 unforgettable

From the illuminating SPECTRA - Scotland's Festival of Light, epic Run Balmoral races with distances for all abilities to the spectacular Tall Ships Races, the biggest event in Scotland next year, 2025 is the year to visit Aberdeen and Aberdeenshire.

Add in the Scottish Traditional Boat Festival in Portree, the packed Highland Games calendar and the laugh-out-loud Aberdeen Comedy Festival, plus breathtaking scenery and unique experiences, and there's no better time to start planning your trip.

Find out what's on



# THE TALL SHIPS RACES Aberdeen 2025

organised by [Sail Training International](#)





**THE TALL SHIPS RACES  
Aberdeen 2025**  
organised by Sail Training International



# Business Opportunities

The Tall Ships Races Aberdeen 2025

Kate Timperley – Aberdeen Inspired

HOST PARTNERS







ABERDEEN  
*inspired*  
BUSINESS IMPROVEMENT DISTRICT



# Trader Opportunities at Curated on the Quayside





# Curated on the Quayside

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- Four-day outdoor market, positioned across the Port of Aberdeen during The Tall Ships Races 2025.
- Opportunity to connect with thousands of visitors, showcase your products, and be part of this truly historic Aberdeen event
- Space for 55 local businesses and 17 charities to trade
- Curated line-up, being managed by Charlie House
- Pitch fee of £500 + VAT includes basic set up
- Full details and application forms at <https://www.charliehouse.org.uk/events/curated-on-the-quayside>
- Applications close at 5pm on Friday, 28th March
- Successful applicants notified the week of 21st April 2025.



# Advertising in Official Souvenir Programme





# Official Souvenir Programme

- A4 glossy programme, around 120 pages including lots of event information, ship & crew profiles and feature articles on the city and region
- Minimum of 8K printed and will also be available to view for free online (on official website) in the month leading up to the event
- Prices start from £750 for a quarter page advert
- Quote 'Aberdeen Inspired' for 10% discount
- Contact Iain for further details and specs –  
[iain@internationalmediasales.com](mailto:iain@internationalmediasales.com) / T: 07817 698 272
- Deadline for booking is 05/05/25 with artwork deadline 19/05/25



# Branded Activation Pack for Businesses





# Branded Activation Pack

- A high-quality branded activation pack is available for city centre businesses to help dress the city centre
- Help spread awareness and anticipation of the event
- Includes posters, window stickers and bunting
- Application process due to limited quantity available
- Please apply for a pack using our online form at <https://forms.gle/QNNJBSkGChCX4GzR7> by 30/04/25
- Packs will be available for pick up from May – more detail will be provided to those allocated a pack
- Branded digital assets for socials will also be freely available for business use



**Advertise your special offering  
or promotion for The Tall Ship  
Races**





# Submit Your Special Promotion

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- Can you offer customers something special during The Tall Ships Races?
- This could be a themed menu or special cocktail, a unique product, deal or discount, an exciting event or extra entertainment at your venue – completely up to each individual business
- We will list relevant offerings on our official website and potentially highlight in social media content
- Your chance for an extra boost of publicity, to showcase your business and help welcome visitors to the city for the event
- Please submit your offers using our online form at <https://forms.gle/2YiMKbWKfte5dqH47>
- We encourage businesses to let us know as soon as possible – Final deadline 01/05/25



# Stock Official Tall Ships Races Aberdeen Merchandise





# Stock Official Merchandise

- A wide range of high-quality branded merchandise has been designed for the event
- Sales are currently via the official Tall Ships Races Aberdeen online shop, which operates 'print on demand' - <https://shop.tallshipsaberdeen.com/>
- There may be opportunity for businesses to purchase wholesale stock to sell in store
- Please contact [will@stareditions.com](mailto:will@stareditions.com) for more information and to register your interest



The Sailor Organic T-Shirt



The Fisherman Organic T-Shirt



The Tall Ships Quine Coloured Insert Mug



The Tall Ships Aberdeen Coloured Insert Mug



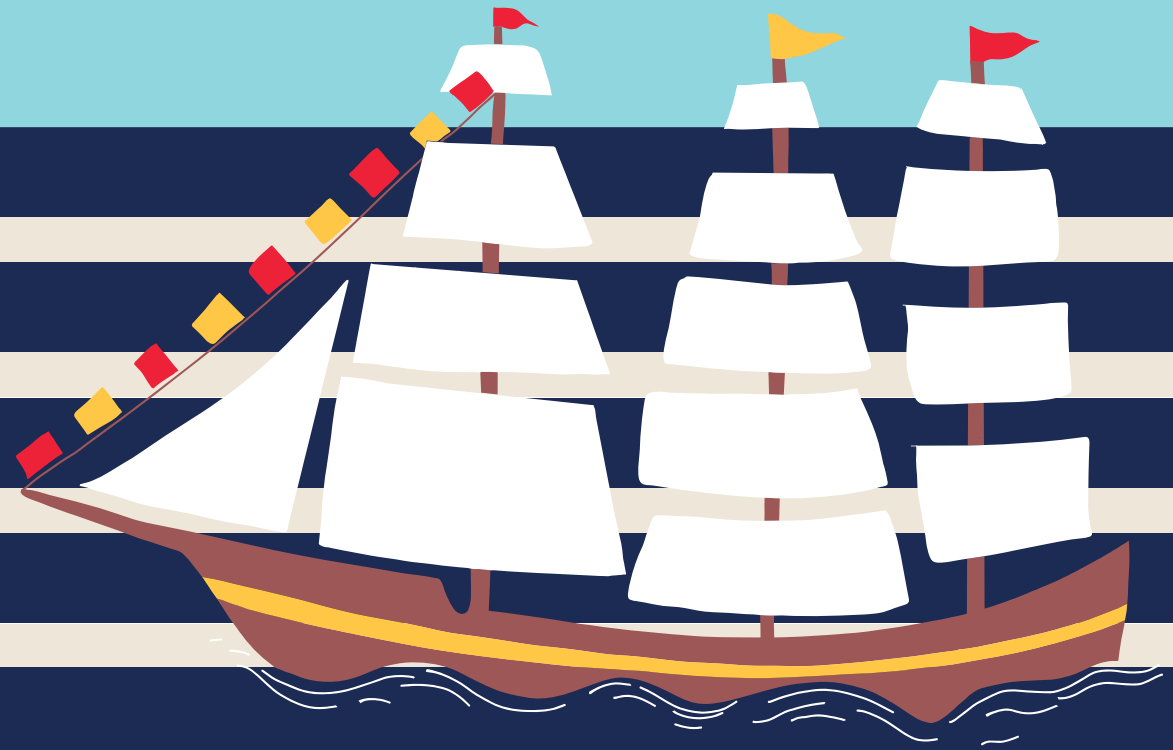
The Tall Ships Races Aberdeen 2025 Tea Towel



The Tall Ships Races Aberdeen 2025 Organic Sweatshirt

# Business Gateway Training Webinar

**Navigating Success: Digital Marketing Masterclass for Tall Ships  
Aberdeen**





# Digital Marketing Masterclass

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- An expert-led masterclass will help businesses create a winning digital marketing strategy and maximise visibility during The Tall Ship Races Aberdeen
- Learn how to craft an impactful online presence that attracts visitors and drives engagement
- Specially tailored session for Aberdeen businesses looking to capitalise on this high-profile event through strategic social media, content marketing, and digital collaborations
- Takes place Wednesday 21st May 2025 – 10am-12pm and completely free to businesses looking to build their understanding of digital marketing campaigns
- Registration is essential - <https://www.bgateway.com/events/navigating-success-digital-marketing-masterclass-for-tall-ships-aberdeen-29389>



# Digital Marketing Masterclass

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The session will cover:

1. Bespoke Strategies – Learn how to align your digital marketing with the Tall Ships event to boost footfall and visibility.
2. Industry-Specific Examples – Discover real-world case studies showcasing effective online promotion techniques.
3. Social Media & Collaboration – Explore ways to engage audiences, partner with fellow businesses, and maximise impact.
4. Creative Marketing Ideas – Leverage the event’s maritime theme to enhance your branding and messaging.
5. Consistent Branding – Use Tall Ships digital assets and promotional materials effectively.
6. Real-Time Social Media Tactics – Engage visitors before, during, and after the event.
7. Practical Takeaways – Walk away with actionable insights on making the most of the Tall Ships event.



# Operational Considerations to Prepare Your Business



# Operational Considerations

400,000 visits are expected for this high-profile event and we are keen to see businesses maximise this opportunity!

You may want to consider –

- Extending or amending your opening times or food service hours for the event
- Applying for any additional licences required – an occasional license or a public entertainment license – please visit <https://www.aberdeencity.gov.uk/services/services-business/licences-and-permits>
- Extra staffing for the event to meet extra demand
- Amending or adapting your menu for a speedier service or to cater for more people
- Ordering additional or specific stock/produce
- Ensuring you have an online booking system that works well
- Parking/travel for your customers or staff
- How you will communicate any of these changes to your existing customers





# Operational Considerations

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## Other Considerations:

- Is your business impacted by event road closures
- Might you need to adjust delivery times for stock or produce
- Consider your outside area, bin area etc and keep as clean and tidy as possible to show our city at its best
- Ensure your website content is up to date and easy to read/navigate to find opening times and menus/information on what you sell
- Is your social media up to date and active – please utilise our branded digital assets which will be available in the coming months



**Business Guide PDF ...**

**Coming Soon!**







# Get involved

Practical advice and resources

# Advice and opportunities

## Practical ways you can benefit

The opportunity

Tall Ships Races, Aberdeen, 2025

Media attention and over 400,000 visits

Capitalise on the spectators that are here

Create visibility for your business, as an  
Aberdeen/Aberdeenshire product



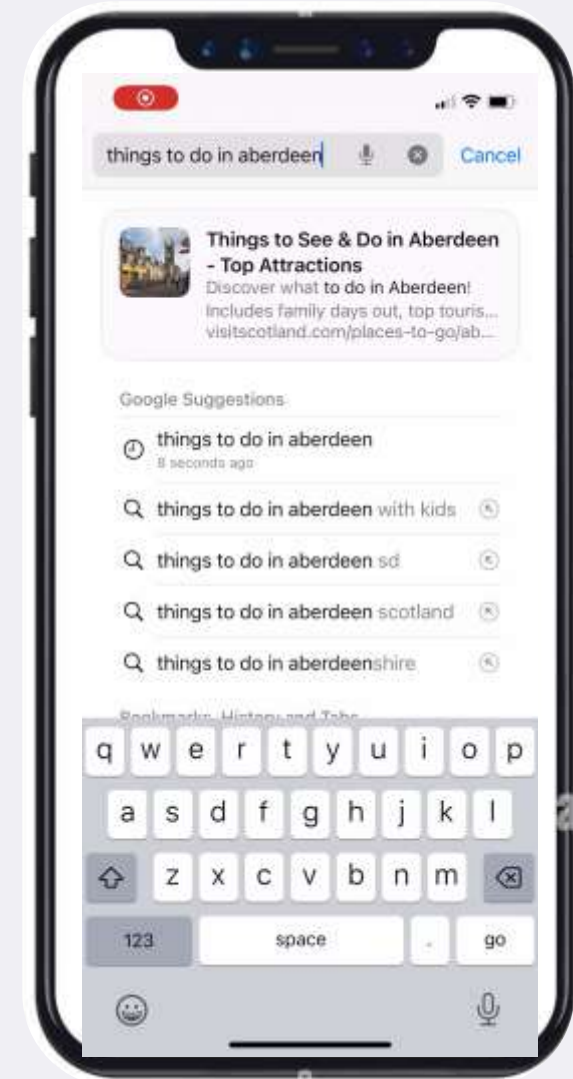
A photograph of Marischal College in Aberdeen, Scotland, featuring a mix of historic Gothic architecture and modern glass-fronted buildings. The scene is captured during the 'blue hour' with a soft, twilight sky. The text 'Advice and opportunities' is overlaid in a large, white, sans-serif font, with the subtitle 'Capitalise on the visitors that are here' below it in a smaller font. The background shows a cobblestone courtyard with a few people walking and sitting at outdoor tables.

# Advice and opportunities

Capitalise on the visitors that are here

# Google Business Profile

- 1** Claim  
Create a business profile, or manage an existing profile on search and maps
- 2** Personalise  
Add hours, photos and other details and get discovered by customer near you
- 3** Manage  
Share updates, respond to reviews and connect with customers on Google





# Google things to do

## Learn how to display direct booking links in search results and in Google Maps

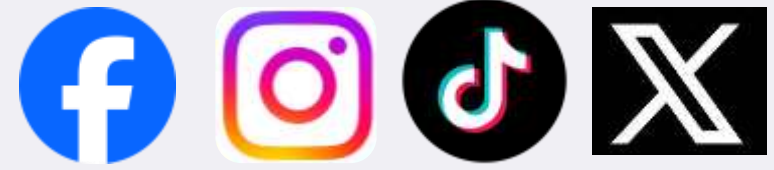
Tourism businesses can now use Google's Things to do to display their ticket inventory and pricing.

You'll be able to showcase your products alongside pricing details and booking links in your Google Business Profile. This free service is the successor to Reserve with Google.

In short, it will allow you to reach the multitudes of potential customers searching for "things to do" on Google.

- ✓ **More potential customers**  
Google is one of the most powerful sources driving potential customers to your website.
- ✓ **No costs**  
Google charges no commission for a "things to do" link.
- ✓ **Easy to navigate**  
Things to do guarantees a direct booking link on page one of search results in your Google Business Profile if you're the official provider. If not an official provider, Google can't guarantee you will appear first. It's a quick and easy way for customers to reach your booking page

# Social Media



	TallShips	VisitAberdeenshire	VisitScotland	Aberdeen Inspired
Tag	@TallShipsAberdeen	@VisitAbdn	@VisitScotland	@AbdnInspired
Hashtags	#TSR2025 #tallshipsaberdeen	<b>#VisitABDN</b> <b>#BeautifulABDN</b>	#VisitScotland#Region #Location	#AberdeenInspired #AberdeenCity
Content	<p>Join us as we build excitement across the city and Scotland for The Tall Ships Races Aberdeen 2025! Tag us or use our hashtags to be featured on our official social channels.</p> <p>Share your experiences from when the Tall Ships visited in the <b>nineties, what you're doing to</b> make it an amazing experience this time round, and why Aberdeen is the place to be this summer.</p>	<p>Tag us or use our hashtags for your chance to feature across our social media channels.</p> <p>We love to see stunning photographs of people and places, and actively engage with user-generated content to promote the region's attractions and experiences to inspire potential visitors.</p>	<p><b>We're not so keen on staged,</b> publicity-styled, commercial posts, or heavily branded or digitally altered photos. We want to show the real Scotland.</p> <p>Images and video that are square or portrait work best for us. We also want to focus on the destination and not any sales or promotional messaging.</p> <p><b>We're always on the lookout for</b> posts that are high in quality, have a location mentioned and have some further information provided</p>	<p>As the voice for nearly 700 city centre businesses, Aberdeen Inspired post content showing how the people and businesses of Aberdeen come together to create a vibrant, welcoming city centre.</p> <p>Our content covers city-based events, projects and activities. We share content that showcases authentic experiences, the energy of our city, and the people behind the businesses, reflecting the true spirit of Aberdeen.</p>



# Social Media

## Creating engaging content

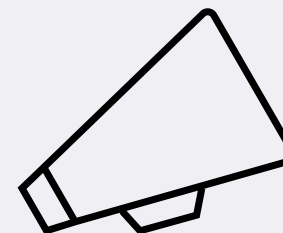
Move away from using social media as a tool for advertising your products and services. Reaching new audiences and increasing your brand awareness is more important than ever. The number 1 things consumers are looking for is engaging content.

### Tops tips

- Active social media presence
- Tailored content to the interest and needs of your target audience
- Invest in the right platforms
- Embrace new features and trends
- Utilise social proof



## Using social content to encourage regional spread



### What's on in Aberdeen and Aberdeenshire

- Encourage visitors to spend more time in the region, before and after Tall Ships
- Incorporate details of other events / things to see and do in your social media channels
- Examples include:
  - Beyond Van Gogh - The Immersive Experience, P&J Live, 12 July – 10 August
  - Festival of the Sea – **celebrating Aberdeen’s maritime heritage**, 12 July - 27 July
  - Highland Games – various taking place across the region in July and August
- Go to [visitabdn.com](https://www.visitabdn.com) to find out what’s on, and for inspiration and ideas about what visitors could do, if they extend their stay
- Remember to add your business listing to the VisitAberdeenshire website



A group of four people, two men and two women, are standing in a field at dusk, engaged in conversation. They are wearing warm winter clothing, including jackets and beanies. In the background, there is a white tent and a silver trailer. The scene is set in a natural, outdoor environment with hills and trees in the distance.

# Advice and opportunities

Create visibility for your offering

# The customer journey

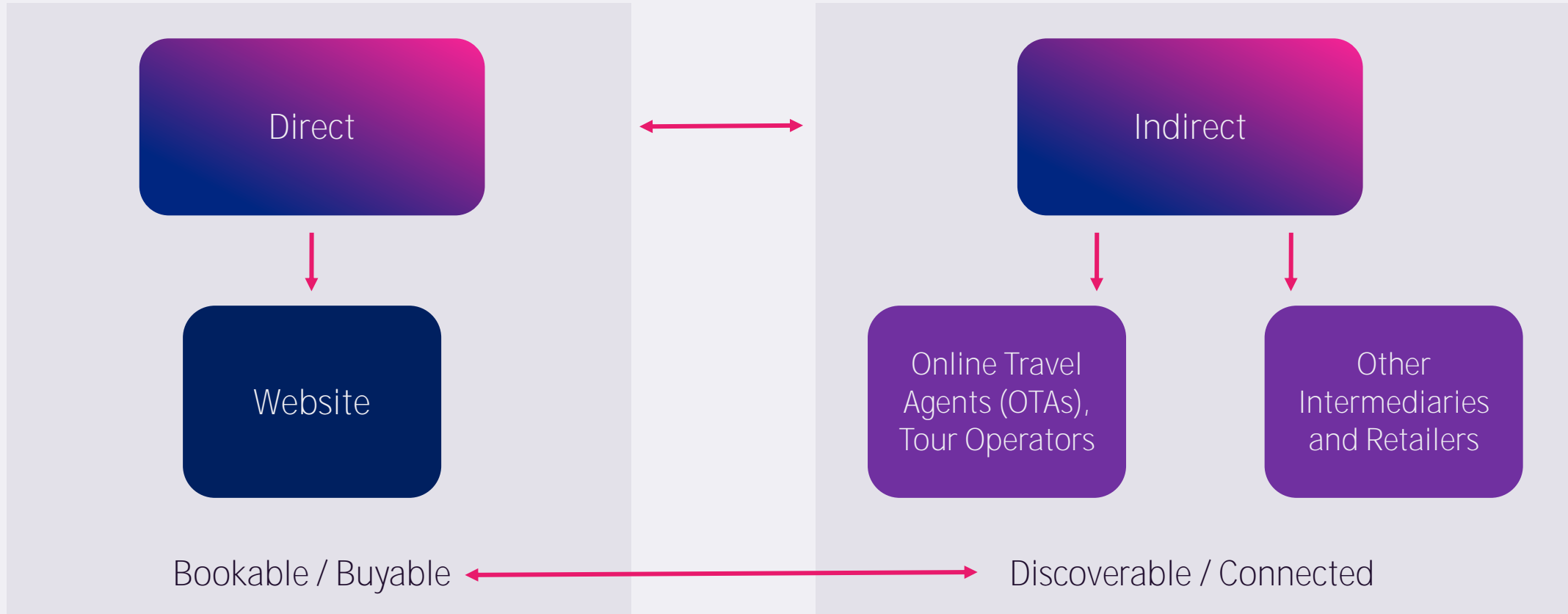
## The importance of multi channel discoverability





# Routes to market

You need to be **seen** and be **bookable**





# Advice and opportunities

Links to key resources



- Social media (slides 6 and 7) more info
  - <https://www.visitscotland.org/supporting-your-business/digital-skills/improving-performance/social-content-sharing>
  - [industry.visitabdn.com/home/industry-events-and-training/digital-marketing-bitesize-training-videos/](https://industry.visitabdn.com/home/industry-events-and-training/digital-marketing-bitesize-training-videos/)
  - [Phrase Book](#)
  - [Home - Content Hub | VisitAberdeenshire](#)
- Google my Business Profile (slides 4 and 5) more info
  - <https://www.visitscotland.org/supporting-your-business/digital-skills/digital-essentials/google-business-profile>
- Encouraging regional spread (slide 8)
  - [Aberdeen and Aberdeenshire Visitor Guide - VisitAberdeenshire](#)
  - [industry.visitabdn.com/home/promotion-opportunities/be-part-of-our-promotions/list-or-manage-your-business-listing/](https://industry.visitabdn.com/home/promotion-opportunities/be-part-of-our-promotions/list-or-manage-your-business-listing/)
- Guidance on multi channel distribution (slides 9 and 10) more info
  - <https://www.visitscotland.org/supporting-your-business/advice/travel-distribution>
- Creating responsible experiences (slide 11) more info
  - <https://www.visitscotland.org/supporting-your-business/responsible-tourism/inclusion/enhancing-information-provision>
  - <https://www.visitscotland.org/supporting-your-business/responsible-tourism/climate-impact-guide>
  - [VisitAberdeenshire | Responsible Tourism Toolkit](#)

VisitScotland Business enquiries  
 Please contact our customer services team in the first instance. They can direct you to the most appropriate support for your business - whether that be VisitScotland resources or those of our partner organisations. [customer.services@visitscotland.com](mailto:customer.services@visitscotland.com)

# Q&A

**Facilitator:** David Jackson, VisitScotland

**Presenters:**

- Matthew Williams, Aberdeen City Council  
– Tall Ships Races 2025
- Nadia Cesari, EventScotland
- Laura Delaney, VisitAberdeenshire
- Kate Timperley, Aberdeen Inspired
- Millie Clarke, VisitAberdeenshire
- Lynette McLennan, VisitScotland
- Stephen O’Neil, Aberdeen City Council



A large, stylized purple flower graphic is positioned on the left side of the slide. It features a central circular element with a three-petaled flower inside, surrounded by several curved, petal-like shapes that radiate outwards. The entire graphic is rendered in a lighter shade of purple against the darker purple background.

*Visit  
Scotland* | *Alba*<sup>™</sup>

# The Tall Ships Races Industry Webinar

Thank you for attending.