

# POST EVENT PRESENTATION

## - KIEL



THE  
OCEAN  
RACE  
EUROPE

DEZEMBER 2025



## RACE IN NUMBERS

# KEY RACE NUMBERS

**2.06B**

Cumulative media audience

**572,736**

Ocean Live Park visitors

**€44.8M**

Event Media Value

**392M**

Social media reach

**4,760**

Articles/Channels/Posts

**201**

TV channels

**2.8M**

Unique users of the Race Tracker

**90**

Markets online reach



© Mark Lloyd / The Ocean Race



# SCIENCE PROGRAMME

**3M+**

Measurements collected across 5,000 nautical miles by 7 teams, covering 19 ocean parameters

**100K+**

Plankton images recorded  
Revealing how Europe's marine ecosystems are changing

**10**

Scientific organisations

Analyse data from 4 The Ocean Race Science Instruments, 7 drifters, 26 microplastic samplers, 33 eDNA stations

**2**

Innovative science instruments tested



# LEARNING PROGRAMME

**6,521**

Young people directly engaged in ocean literacy activities

**1,153**

Young people participated in Wisdom's Way

**40**

Women participated in Women's Voices Workshop

**60**

Young sailors took part in Marine Career Pathways Tours

Source: The Ocean Race Racing for the Ocean



# SUSTAINABILITY

**100%**

Renewable energy in  
The Ocean Race  
Headquarters

**1,021Kg**

Of ocean bound waste  
collected at beach cleans in  
Portsmouth, Cartagena,  
Nice and Boka Bay

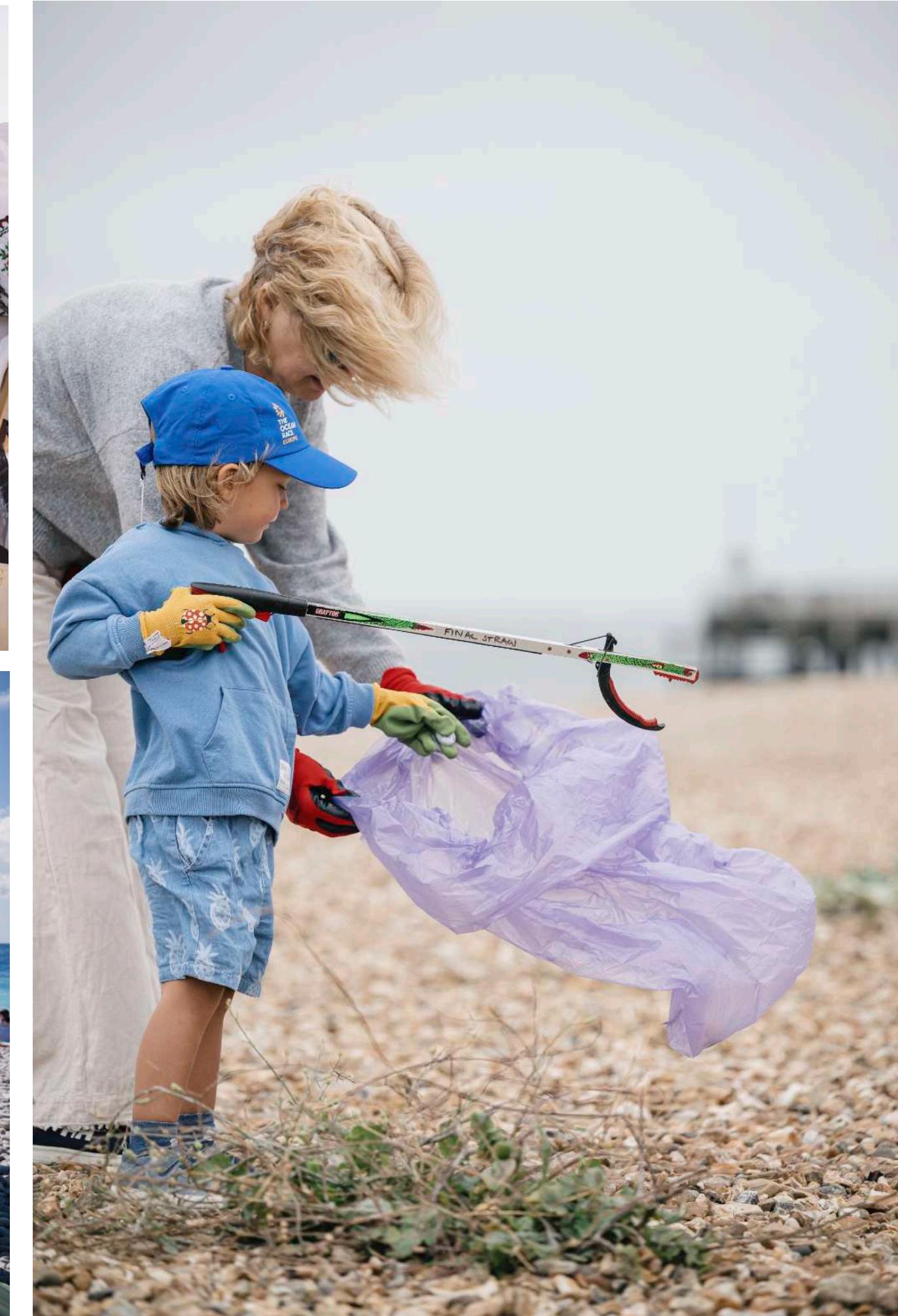
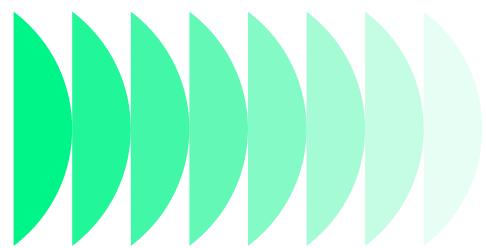
**100%**

Of greenhouse gas  
emissions to be balanced

**1,200**

Zero single use plastic  
lunches provided to school  
children visiting the Ocean  
Live Park

Source: The Ocean Race Racing for the Ocean



# THE OCEAN LIVE PARK



**572,736**

Ocean Live Park visitors

**48,000**

Footfall peak day  
(Sun 10 August in Kiel)

**27**

Event Days

**85%**

Visitors spent more than  
1 hour in the Ocean Live  
Parks throughout the  
Race

Source: The Ocean Race Marketing Research

# CLOSER TO THE FANS



INSTALLATIONS



FAN DAY



OCEAN DOME



PIT LANE

## OCEAN LIVE PARK

THE OCEAN RACE EUROPE | RACE REPORT 2025

# FOOTFALL NUMBER PER STOPOVER



KIEL



PORTSMOUTH

KIEL  
**165,000**

PORTSMOUTH  
**115,441**

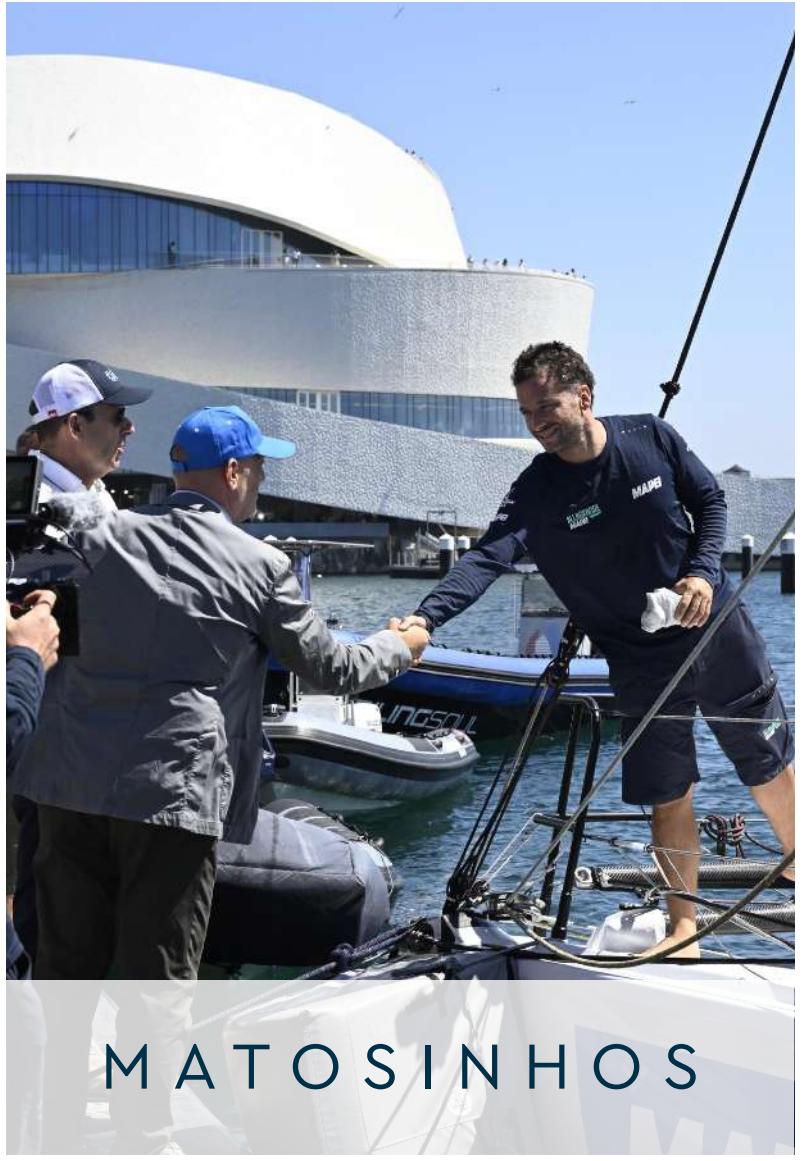
MATOSINHOS  
**20,000**

CARTAGENA  
**83,133**

NICE  
**20,047**

GENOVA  
**60,000**

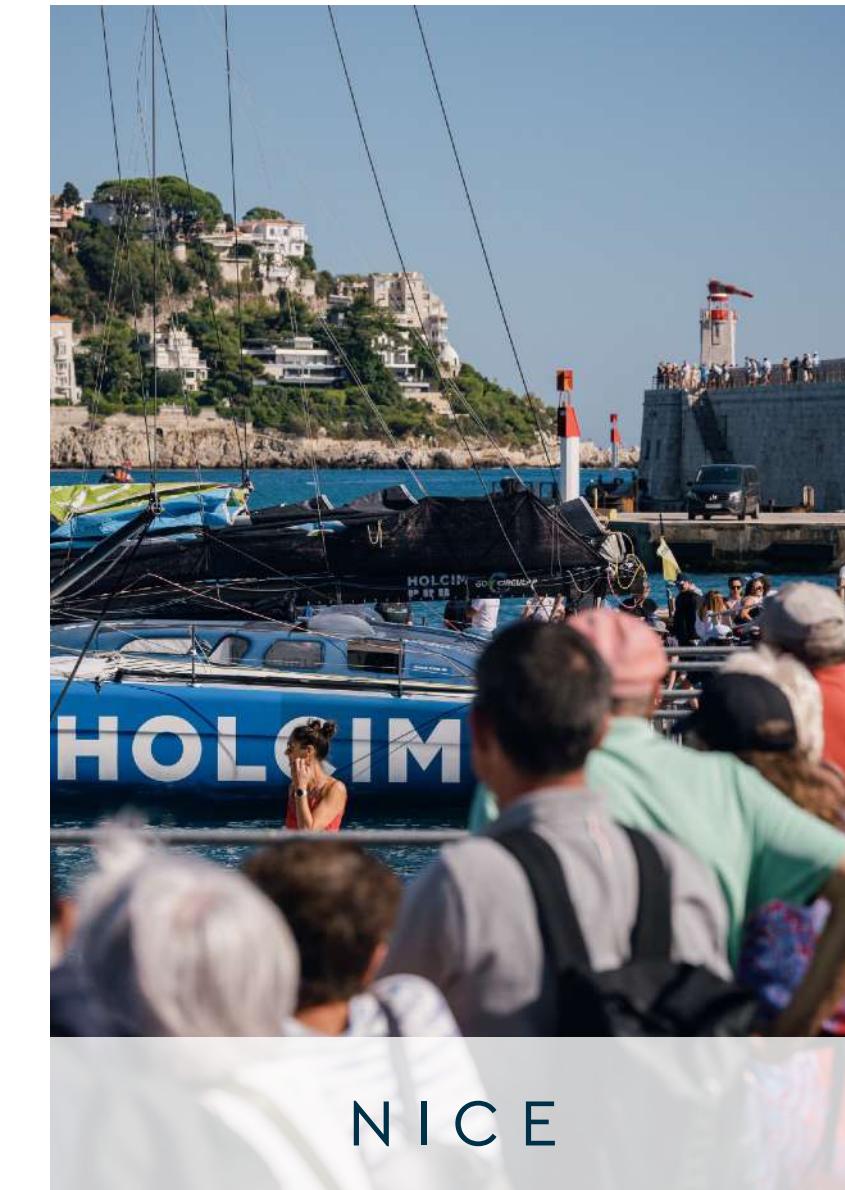
BOKA BAY  
**109,115**



MATOSINHOS



CARTAGENA



NICE



GENOVA



BOKA BAY

# RACE COCKPIT

THE  
OCEAN  
RACE

ROUND THE WORLD  
SINCE 1973

RACE  
COCKPIT  
EXPERIENCE

**9,740**

Visitors experiencing the  
Race Cockpit

Source: The Ocean Race Marketing Research

**1000+**

Race Cockpit tours delivered  
by local sailing experts

**3,379**

Peak stopover, Race cockpit  
visitors (Boka Bay, Montenegro)

**7**

The Race Cockpit was present in  
7 Host Cities throughout Europe



# OCEAN DOME



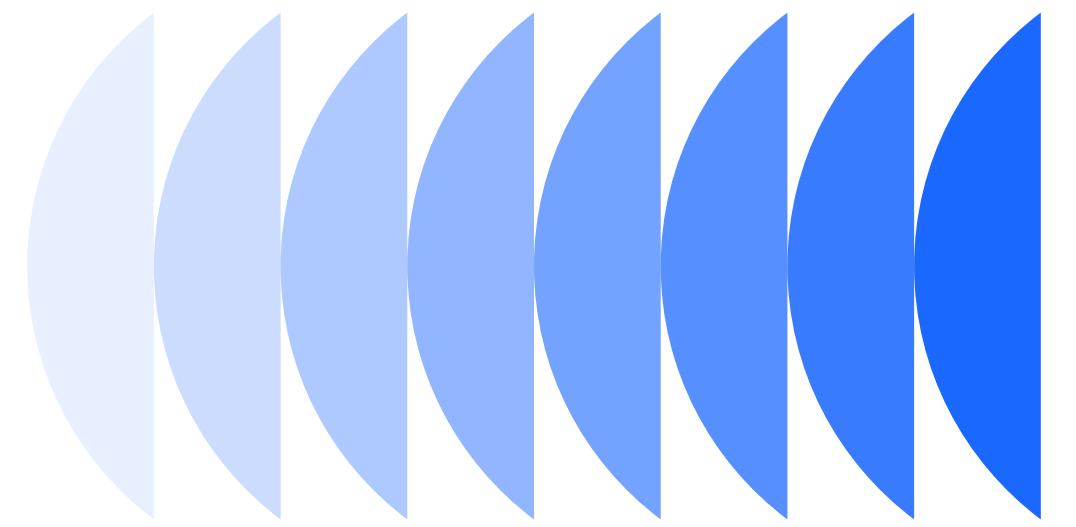
**21,754**

Visitors experiencing the  
Ocean Dome in four  
Host Cities

Source: The Ocean Race Marketing Research

**7,084**

The Peak attendance in  
Cartagena (Spain)



# REACHING NEW AUDIENCES



# TOP MEDIA NUMBERS

## TOTAL MEDIA REACH

**2.06B**

RTW 2023: 8,1BN

## NUMBER OF MEDIA ITEMS

**32,345**

TORE 2021 21.157

## TOTAL MEDIA VALUE

**€44.75M**

RTW 2023: 203,7M€ | TORE 2021: 27,4M€

## NUMBER OF MEDIA ITEMS

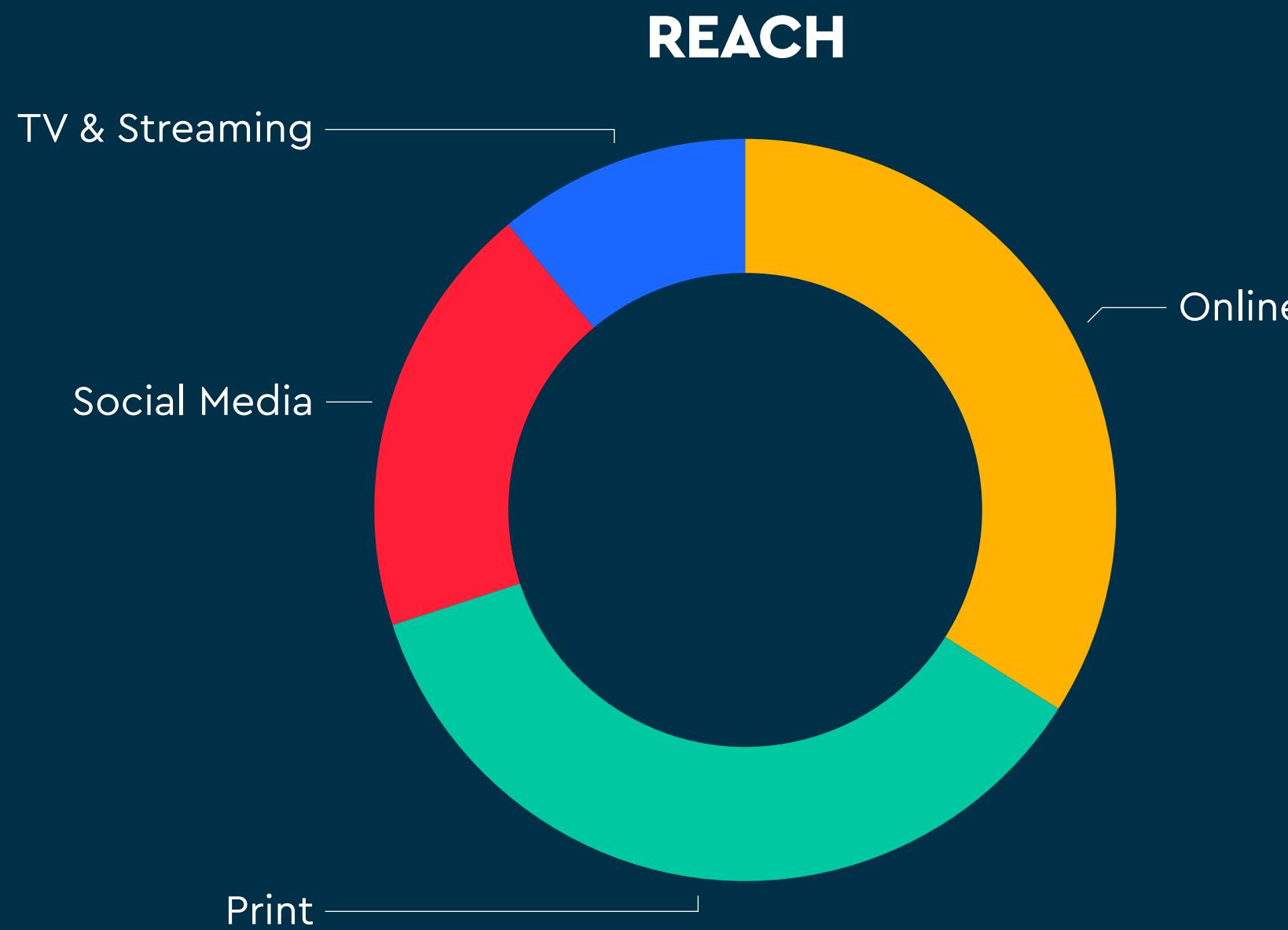


# TOP MEDIA NUMBERS

TOTAL MEDIA REACH

**2.06B**

RTW 2023: 203,7M€ | TORE 2021: 27,4M€



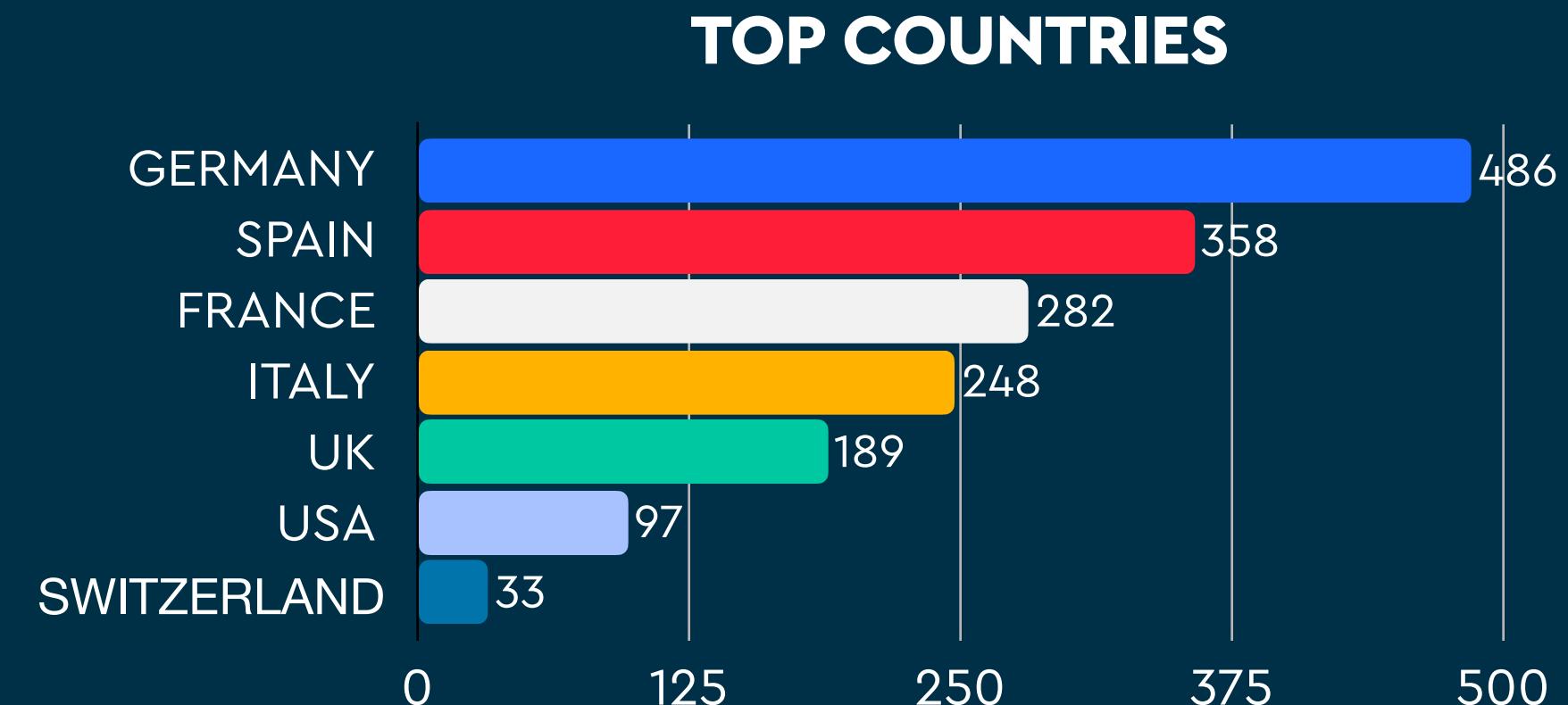
**TOTAL 2,064.94 Million**

ONLINE **702M**

SOCIAL MEDIA **392M**

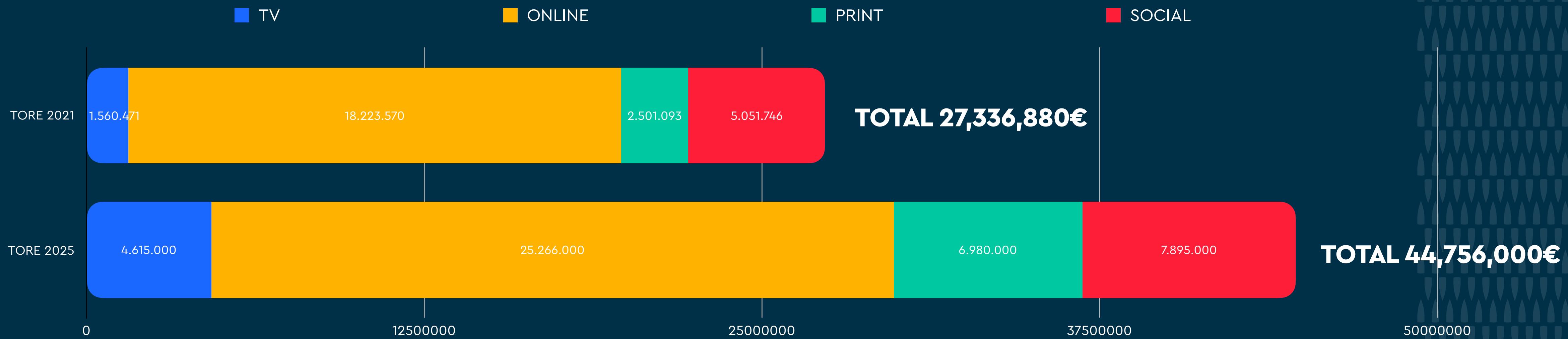
PRINT **743M**

TV & STREAMING **227M**

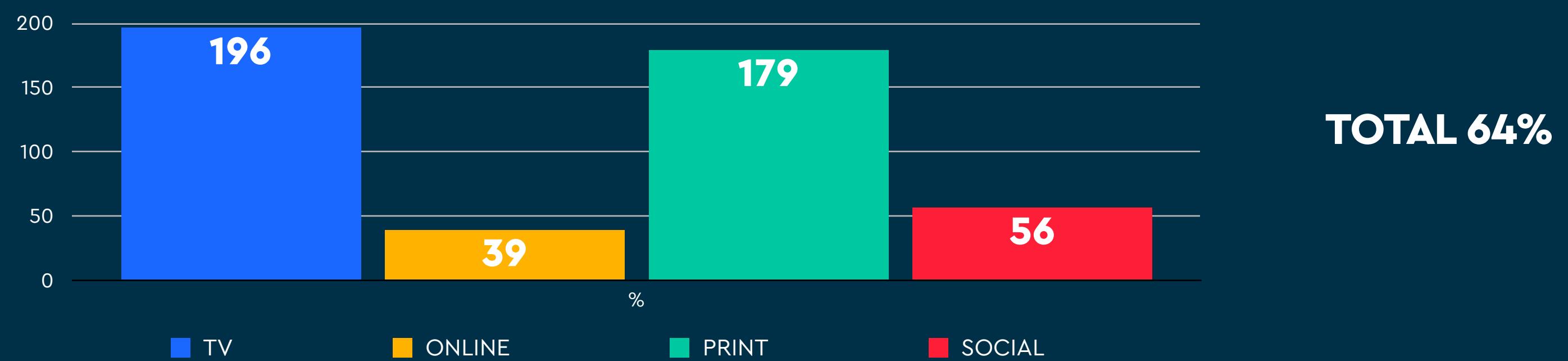


# TOP MEDIA NUMBERS

## EVENT MEDIA VALUE DEVELOPMENT



## INCREASE vs TORE 2021



# TOP NUMBERS

Number of followers on The Ocean Race social media channels

Starting base

**1.8M combined**

 **308K**

 **1.2M**

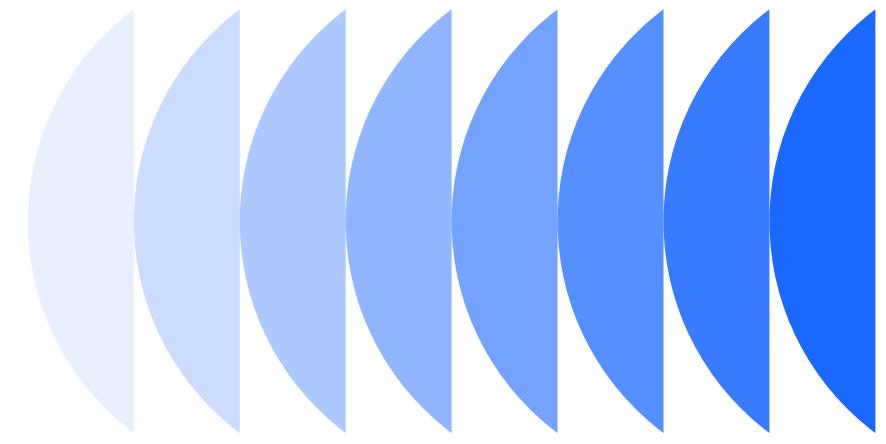
 **104k**

 **188K**

 **16K**



# TOP NUMBERS



## SOCIAL MEDIA REACH

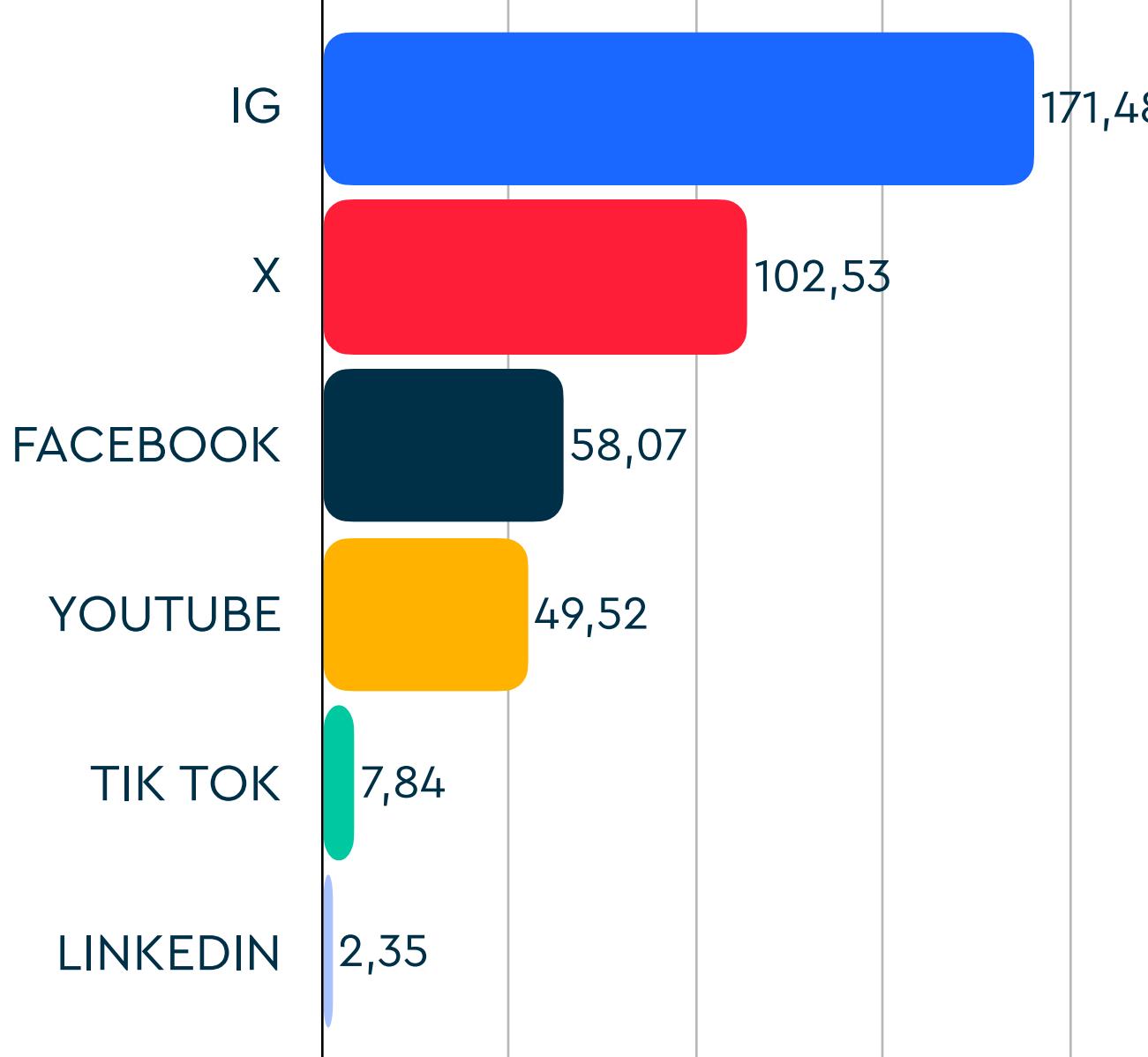
**392M**

## SOCIAL MEDIA ENGAGEMENT

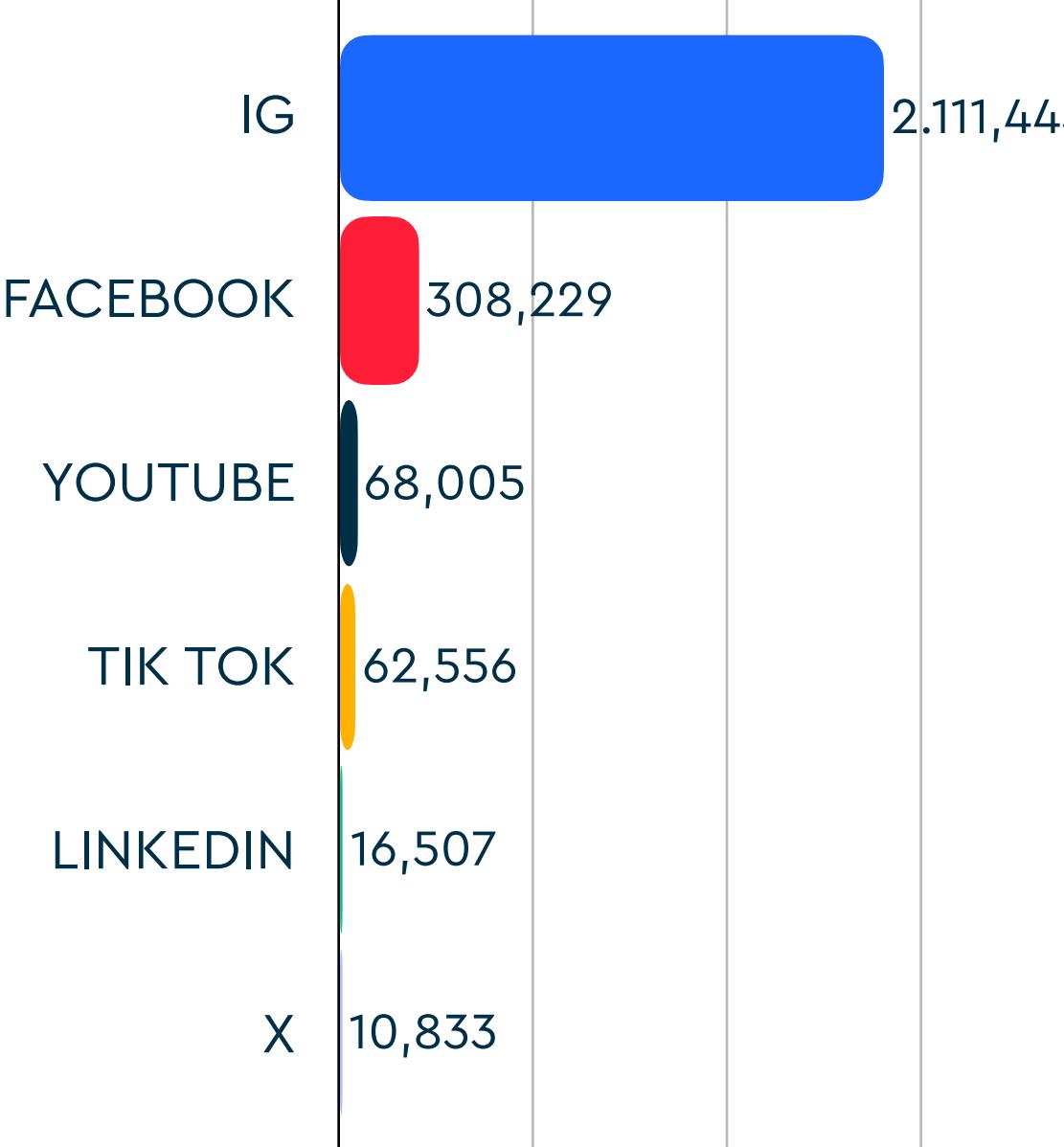
**2.6M**

**Earned Social Media channels contributed 87% to the Reach**

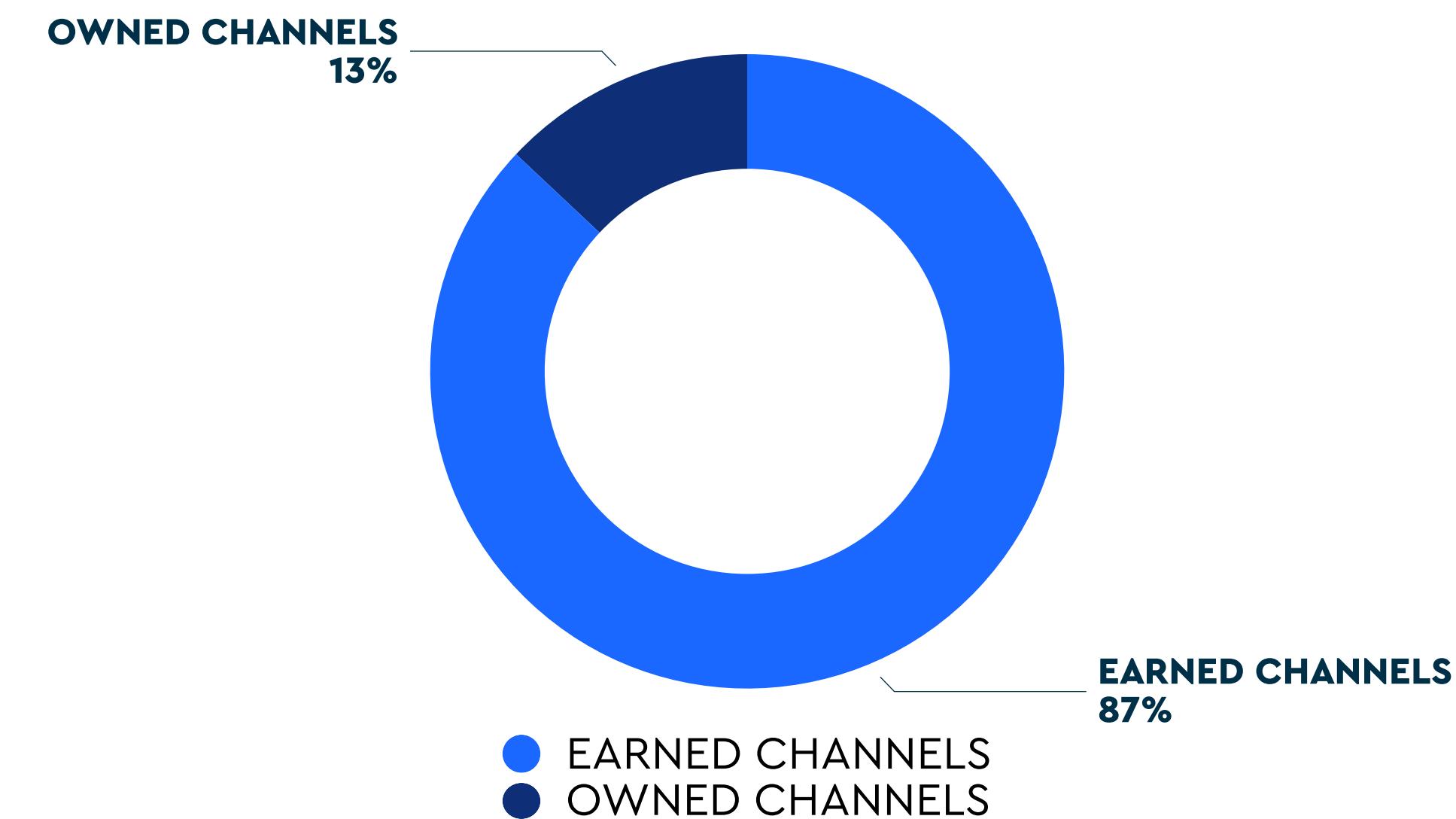
### REACH (MILLION)



### ENGAGEMENT (NUMBER)



### REACH (%)



**TOTAL: 391.78 MILLION**

**TOTAL: 2,577,574**

**TOTAL: 391.78 MILLION**

## HOST CITIES

# KIEL, GERMANY

### Start: Leg 1

The 2025 edition of The Ocean Race Europe started from Germany's Kiel.Sailing.City on 10 August, launching the 850-nautical mile opening stage to Portsmouth, UK.

Over five days, the Ocean Live Park race village drew fans to an action-packed program of sailor meet-and-greets, autograph sessions, concerts, and main-stage presentations of the seven-team fleet. Local hero Boris Herrmann and his Team Malizia energised the hometown crowds, adding a distinctly German flavour to the buildup.

In the days ahead of the race start, The Ocean Race Summit Kiel brought together over 200 leading figures from science, policy, sailing, and industry to accelerate solutions for ocean health and sustainability, all under the theme "Connecting Europe for a Smart Ocean."

A highlight of the Ocean Live Park was the Marine Conservation Camp, where 26 institutions showcased

their commitment to making Kiel a "Marine Conservation City" engaging over 160,000 visitors, raising awareness and inspiring action for ocean protection.

When it was time to race, perfect conditions on the Kiel Fjord and Baltic Sea, the fleet embarked on Leg 1 with great anticipation and strong local support, while a dramatic collision just after the start between Team Holcim PRB and Allagrande Mapei Racing set the tone of close, competitive, no-quarter given, relentless racing that would be the hallmark of the event over the next six weeks.

Kiel's combination of maritime heritage, modern facilities, and vibrant public engagement reaffirmed its reputation as a world-class destination for The Ocean Race, following its hosting of the finish of the Volvo Ocean Race 2001–02 and a successful Fly-By during the 2022–23 edition.

**165,000**

Visitors to the  
Ocean Live Park

**€18.8M**

Event Media Value

**2,500**

Spectator boats on the  
water for the Race Start

**735M**

Total Media Reach



© Mark Lloyd / The Ocean Race



© Vincent Curutchet / The Ocean Race



© Vincent Curutchet / The Ocean Race

## The Ocean Race Summit Kiel united Ocean experts, sailors, and policymakers for healthier future

On 8 August 2025, just two days before the start of The Ocean Race Europe, the city of Kiel hosted The Ocean Race Summit Kiel under the theme "Connecting Europe for a Smart Ocean." The event brought together leading figures from science, policy, sailing, and industry to accelerate solutions for ocean health and sustainability.

Held at the ZBW – Leibniz Information Center for Economics, the Summit featured interactive discussions on marine protection, plastic pollution, nature-based climate solutions, and the recovery of unexploded ordnance in the Baltic and North Seas. It also marked the launch of the Racing for the Ocean Challenge, a new initiative that united race teams and communities to advance ocean awareness and action across Europe.

German officials emphasized the nation's leadership in marine conservation. State Secretary Jochen Flasbarth highlighted the crucial link between healthy seas, climate stability, and human well-being, while Schleswig-Holstein's Tobias Goldschmidt urged immediate action for ocean recovery.

Sailors and scientists echoed these messages. Prof. Dr. Katja Matthes of GEOMAR underlined that "ocean health was climate health," and Boris Herrmann of Team Malizia praised The Ocean Race's commitment to climate advocacy. Rosalin Kuiper of Team Holcim-PRB added that sailors acted as ambassadors for the ocean, inspiring change in every port.

As The Ocean Race Europe 2025 set sail from Kiel on 10 August, the Summit's collaborative spirit and focus on science-driven solutions continued to guide teams and policymakers in advancing a smarter, healthier ocean.

RACING FOR THE OCEAN

# THE OCEAN RACE SUMMIT

202

Number of guests attended The Ocean Race Summit in Kiel

14

Speakers

16

Sailors attended the Summit

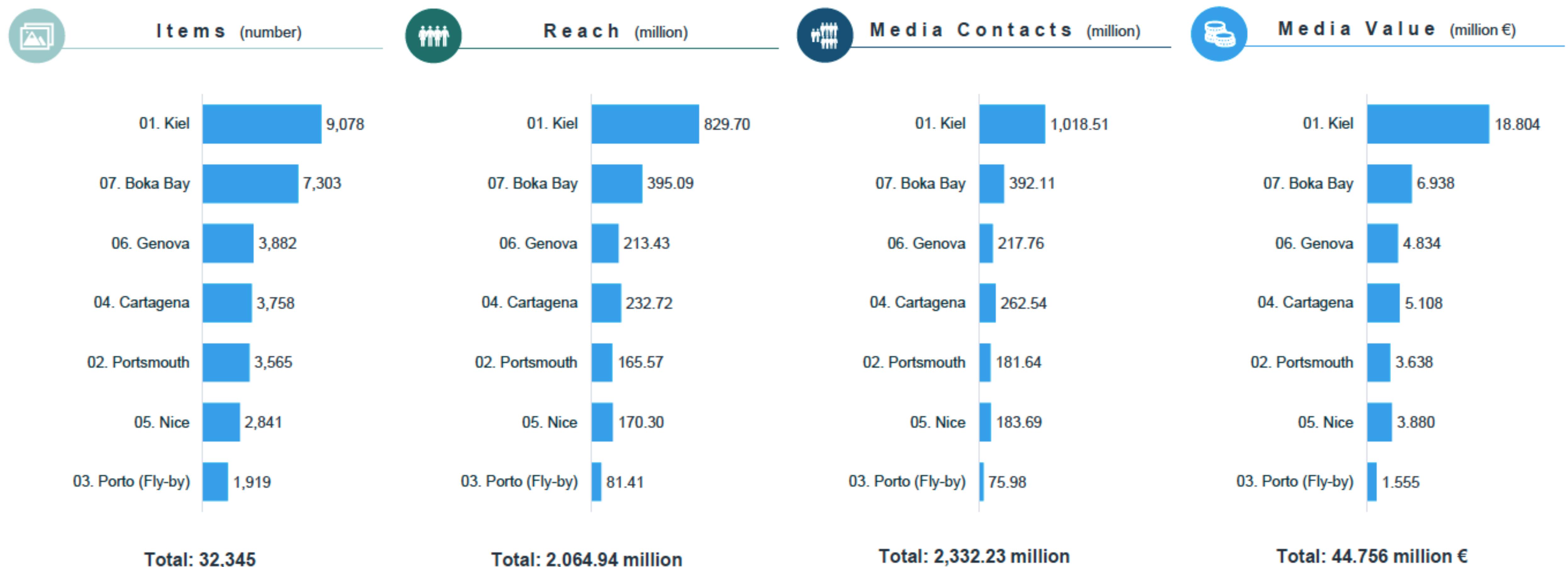
3

Heads of State/ Government officials attended the Summit

# MEDIA PERFORMANCE SUMMARY

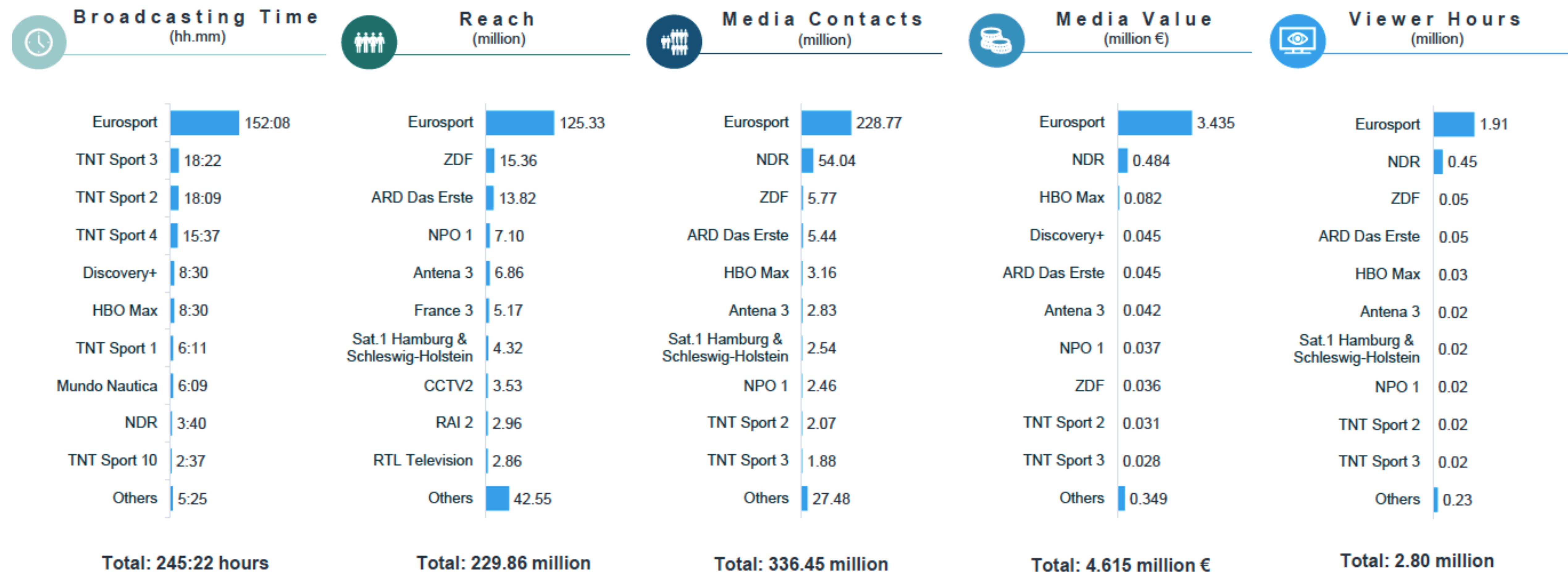
## CROSS MEDIA - BY EVENT

Note: This slide displays the event overview including a hypothetical split of the category „General“ on the 7 host cities. Start and end host cities Kiel and Boka Bay each received 25% of the „General“ value. The remaining 50% were distributed to the other host cities based on their number of event days.



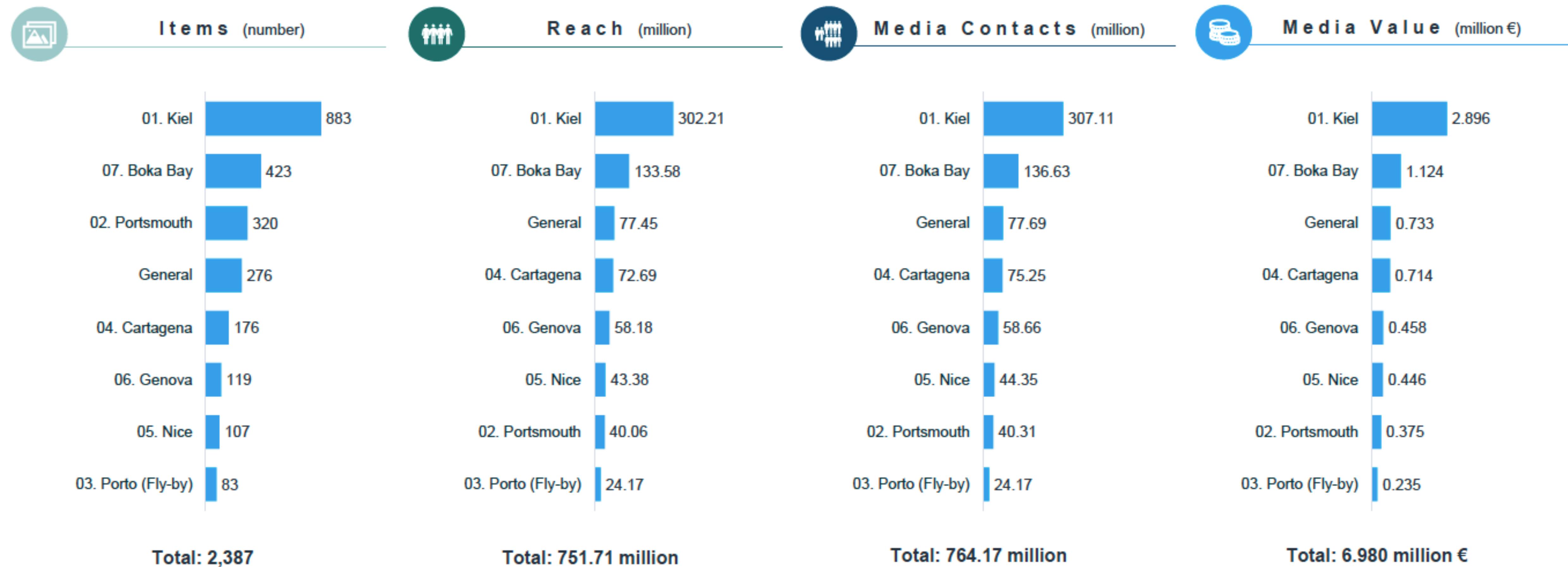
# TV & STREAMING MEDIA RESEARCH

## BY CHANNEL - TOP 10



# PRINT MEDIA RESEARCH

## BY EVENT



# ONLINE MEDIA RESEARCH

## BY EVENT



Articles (number)



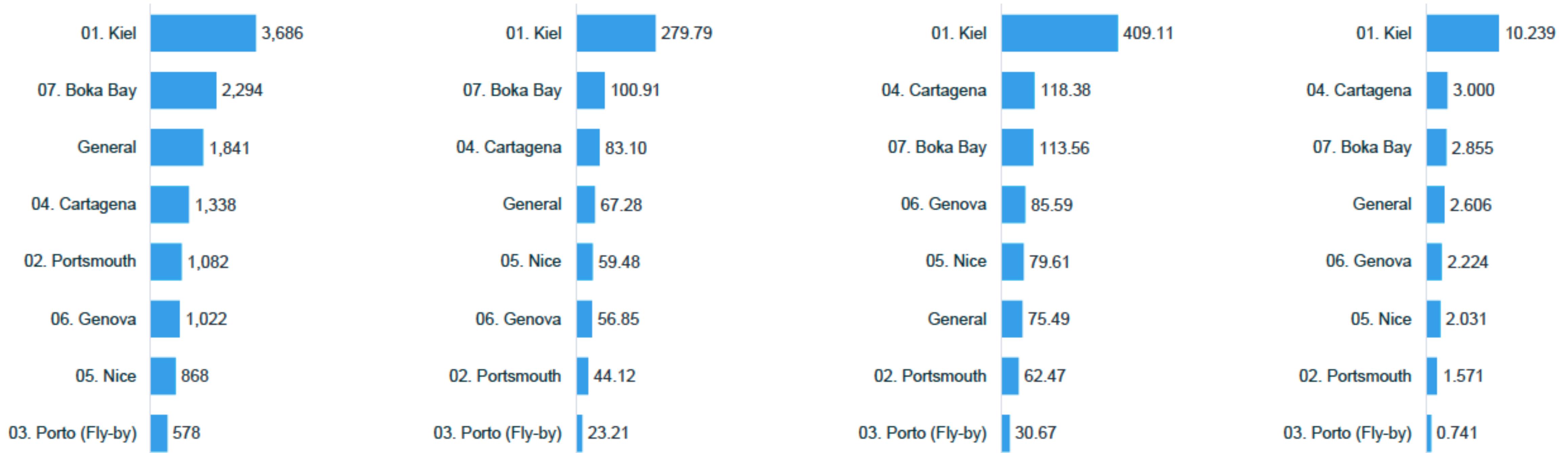
Reach (million)



Media Contacts (million)



Media Value (million €)



Total: 12,709

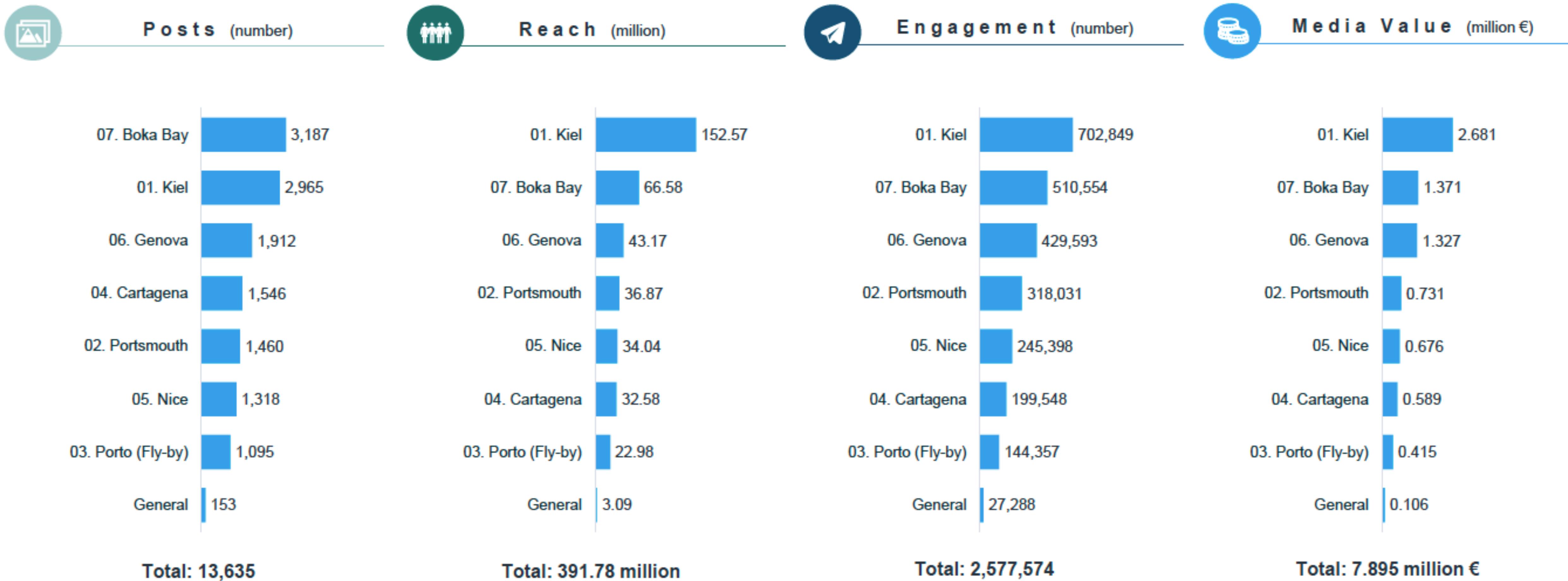
Total: 693.07 million

Total: 974.87 million

Total: 25.266 million €

# SOCIAL MEDIA RESEARCH

## BY EVENT



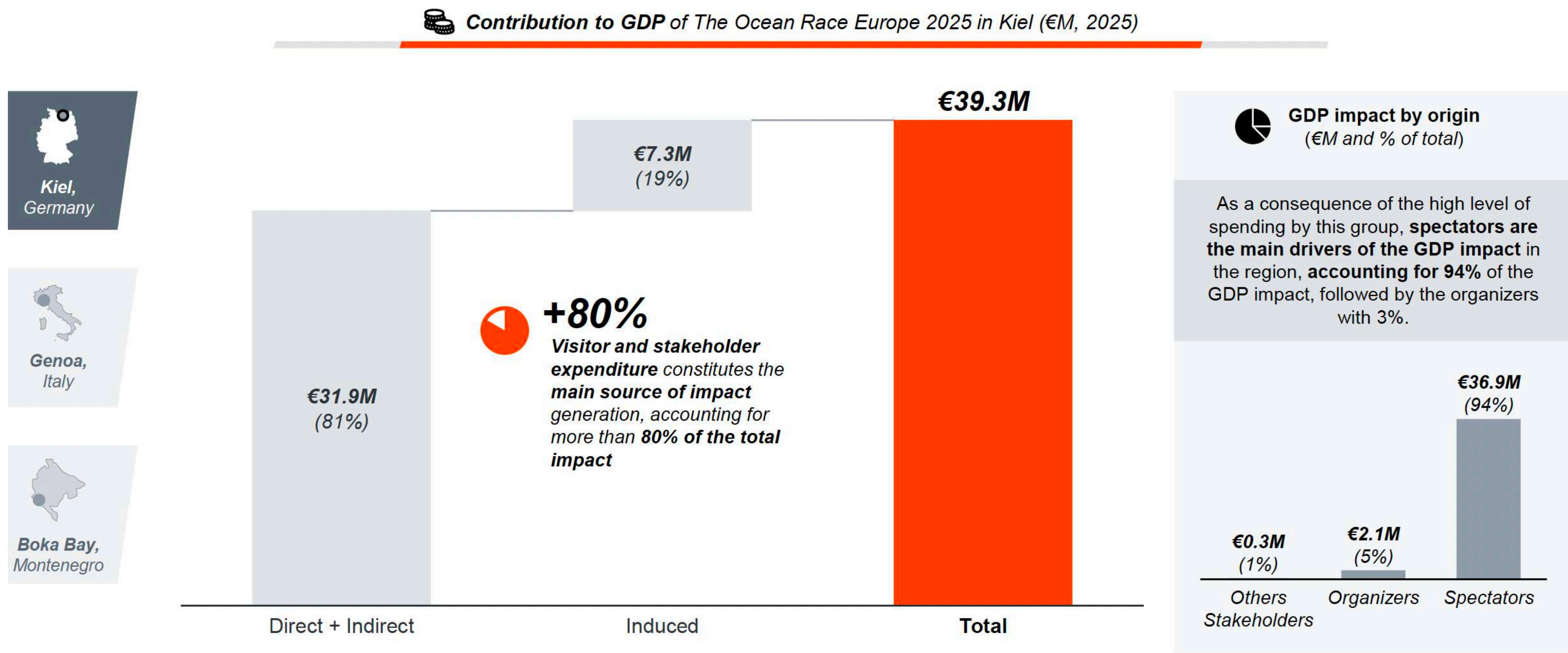


# Socioeconomic impact of The Ocean Race Europe 2025

**Draft Report**  
December 2025



# The Ocean Race Europe 2025 generated **€39.3M** in GDP impact in Kiel, of which was created directly or indirectly



# A deep dive into three host cities reveals a strong **national presence in Kiel** and a predominantly **local presence in Genoa and Boka Bay**

## Attendance at The Ocean Race Europe 2025

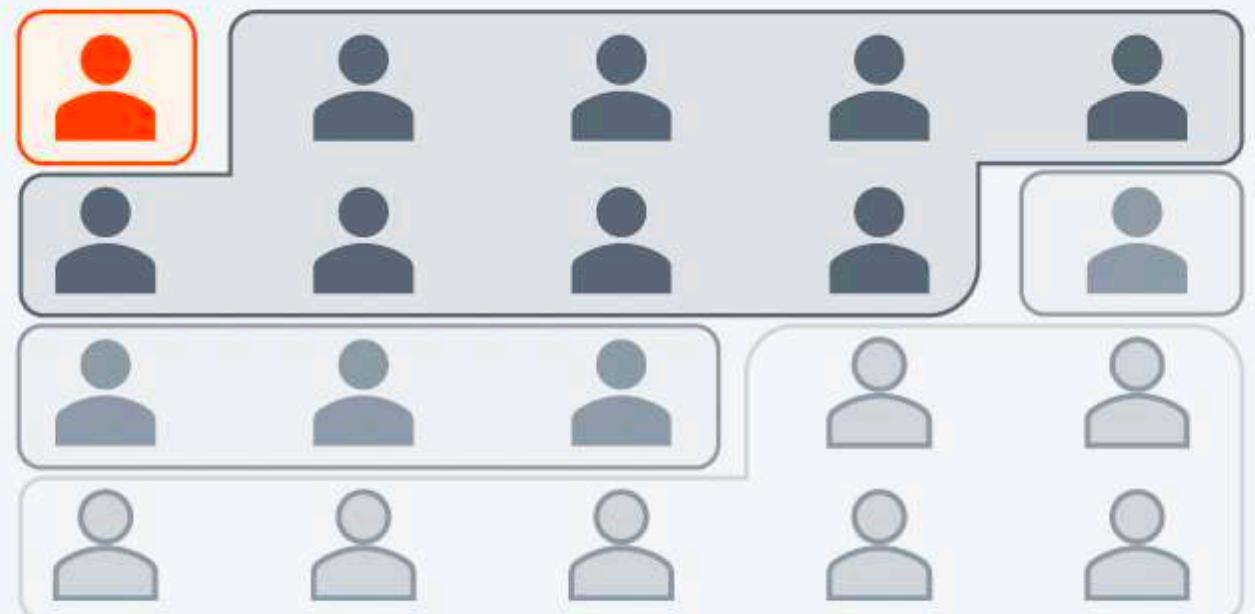
 Abroad of the country  
 Other part of the country  
 Same region  
 Same city



### Kiel, Germany

The attendance at the Kiel Ocean Live Park is notable for its predominantly national profile, with visitors travelling from **other parts of the country**, representing **41% of the total**.

#### Origin of visitors:



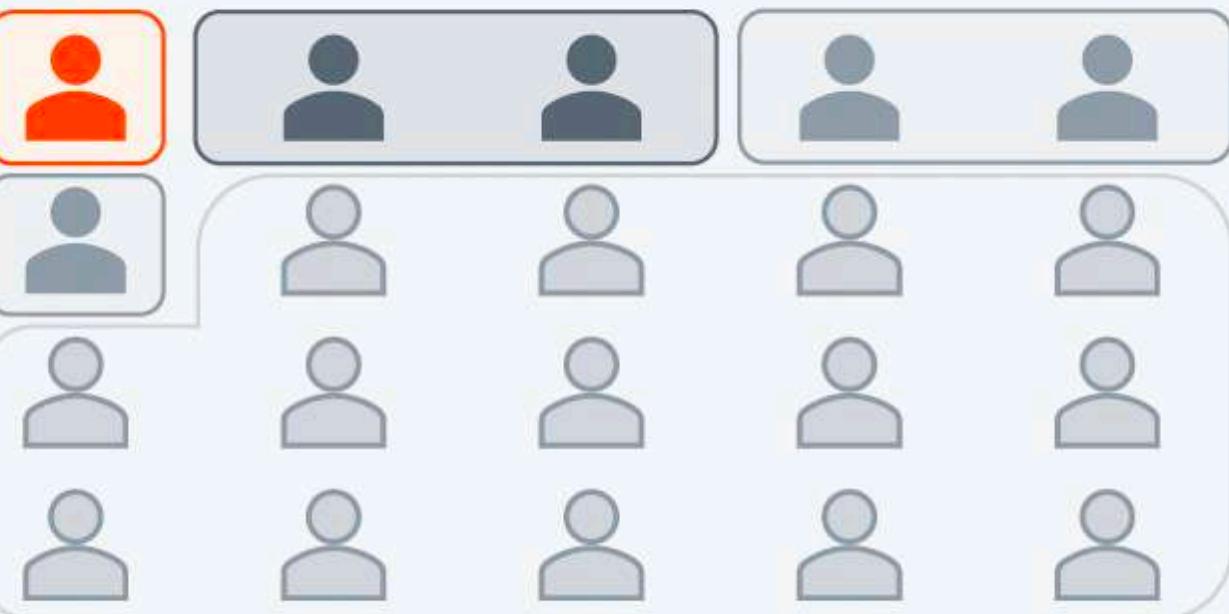
 6%  41%  19%  34%



### Genoa, Italy

By contrast, the visitor profile at the Genoa Ocean Live Park is characterized by a more **local profile**, with **72% of attendees coming from the same city**.

#### Origin of visitors:



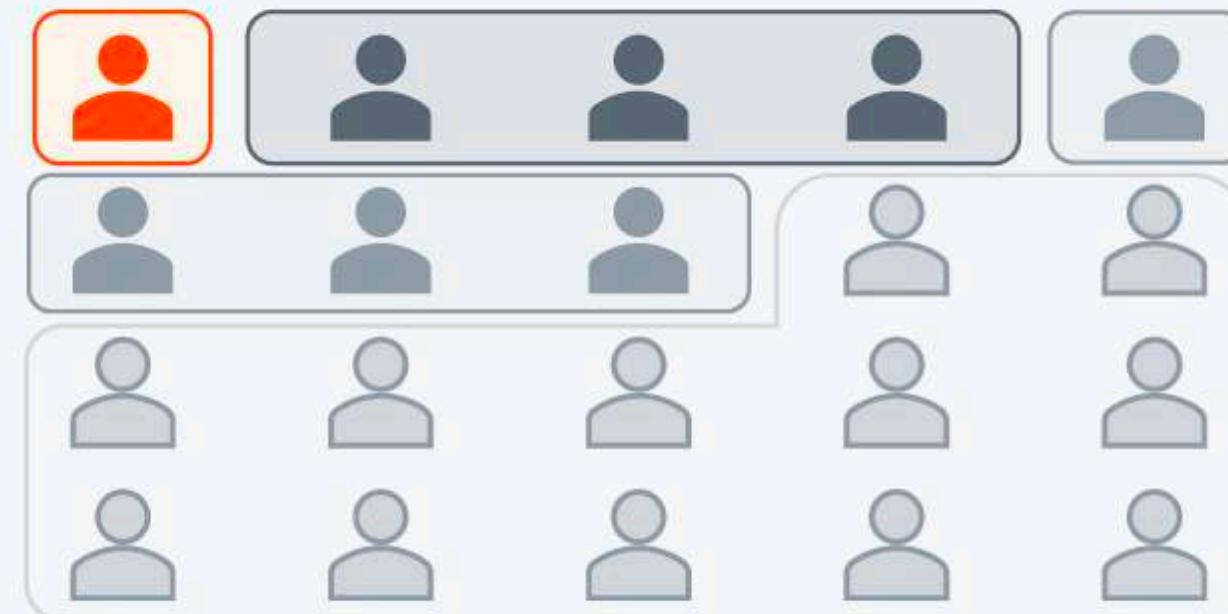
 5%  9%  13%  72%



### Boka Bay, Montenegro

Similarly to Genoa, visitors to the Boka Bay Ocean Live Park also have a predominantly **local profile**, **accounting for 62% of attendees**.

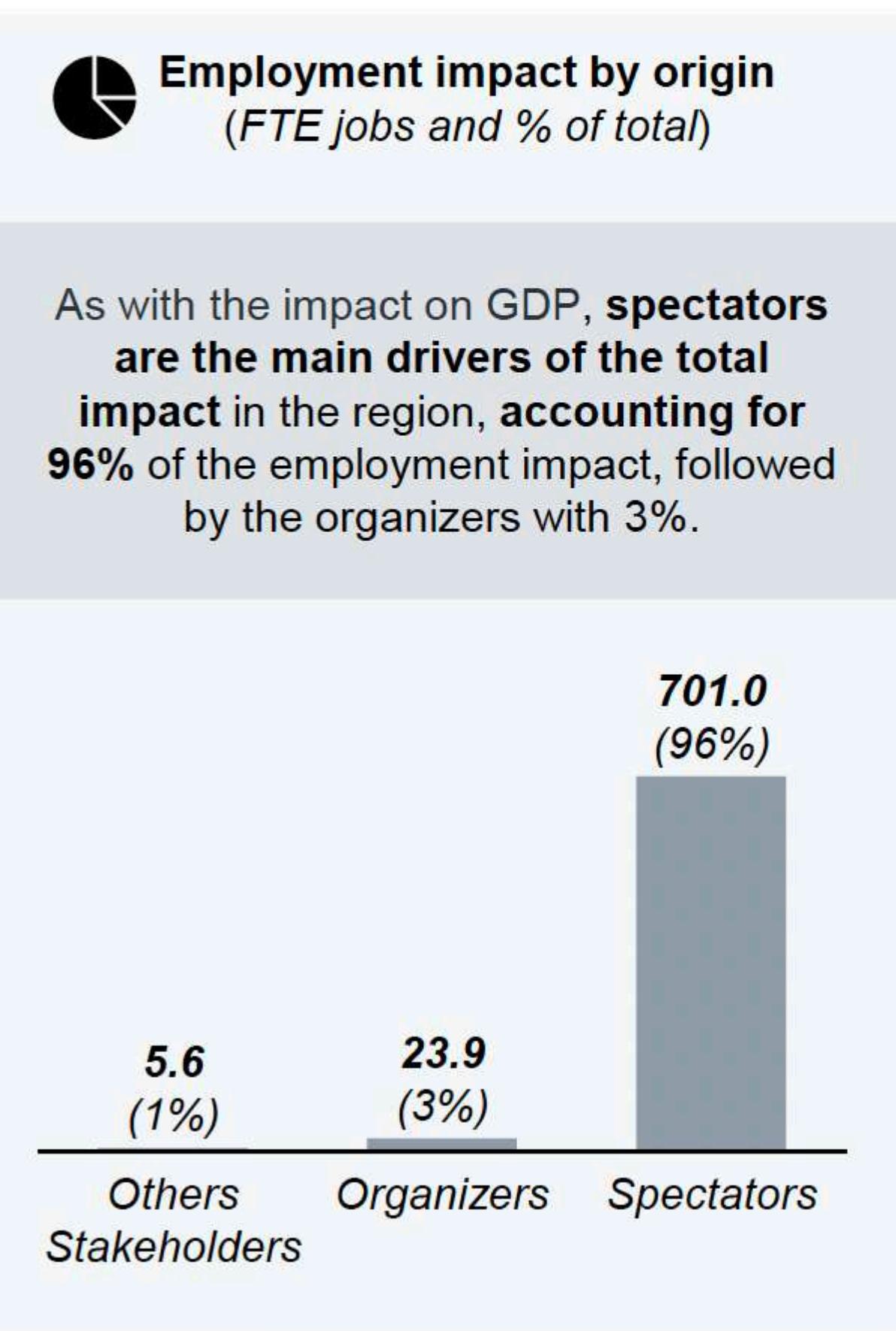
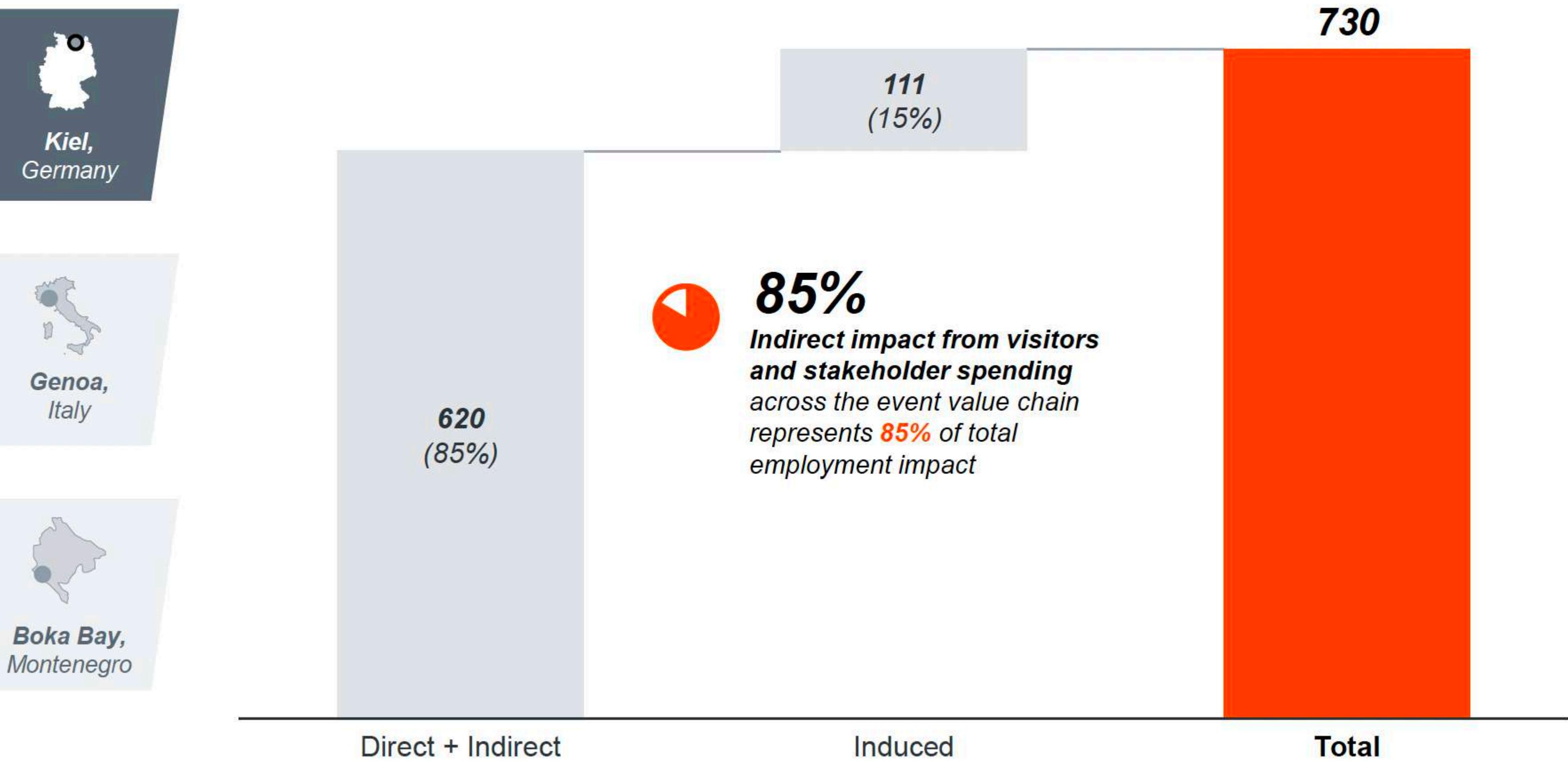
#### Origin of visitors:



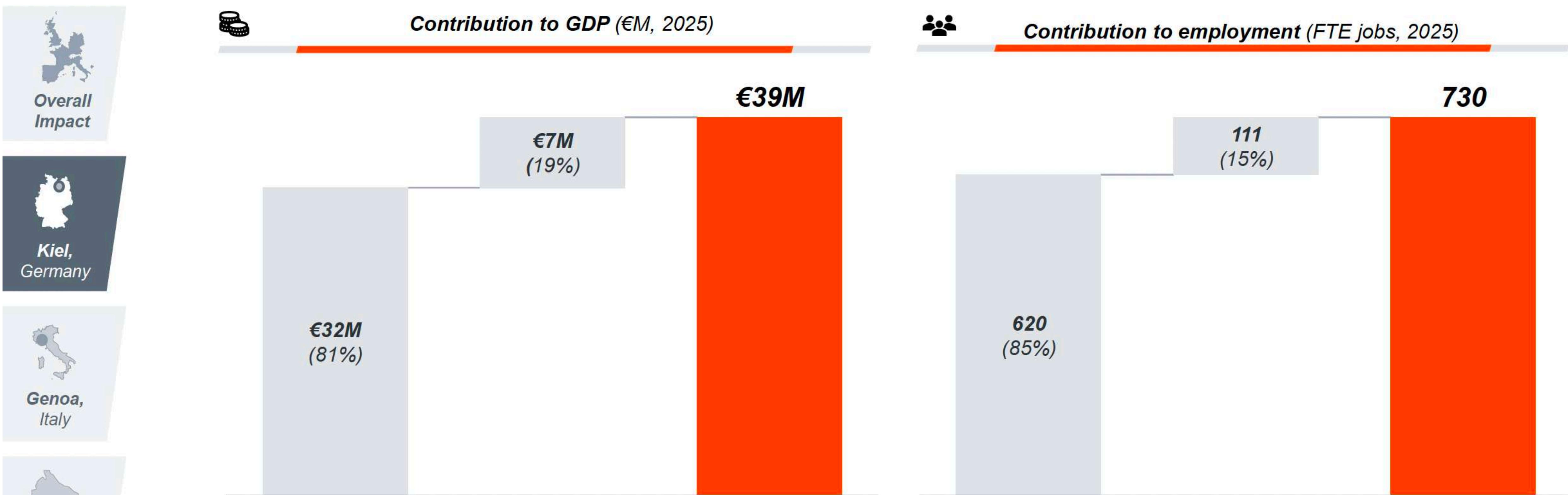
 6%  13%  18%  62%

# With respect to the impact on employment, The Ocean Race Europe 2025 generated a total of **730 jobs in the Kiel region**

## 人群 Contribution to employment of The Ocean Race Europe 2025 (FTE jobs, 2025)



# The Ocean Race Europe 2025 generated €39.3M in GDP impact, and a total of 730 jobs in the Kiel region



**+80%**

**Visitor and stakeholder expenditure** constitutes the **main source of impact** generation in Kiel, accounting for more than 80% of the total impact

