

# POST EVENT PRESENTATION – KIEL



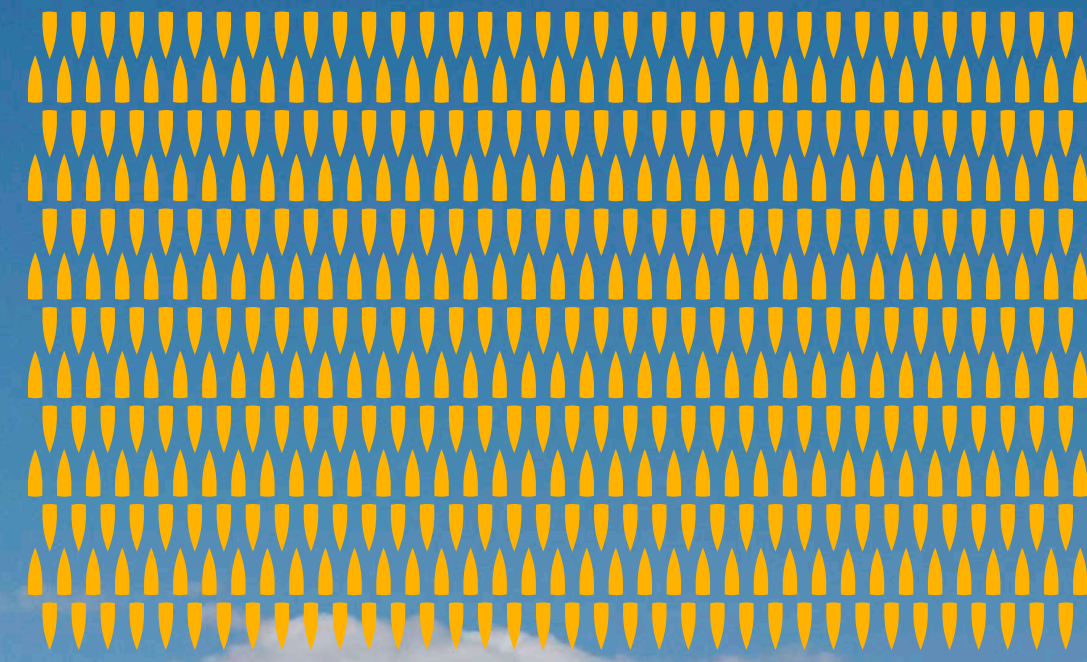
THE  
OCEAN  
RACE  
EUROPE

DEZEMBER 2025





# THE OCEAN RACE EUROPE





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

2

Innovative science instruments tested

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



# 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

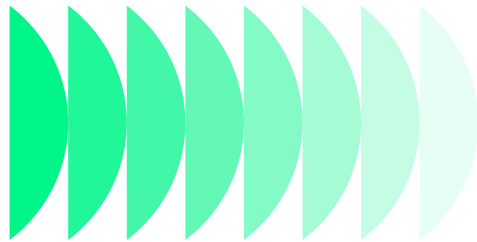
100%

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

27

Event Days

48,000

Footfall peak day  
(Sun 10 August in Kiel)

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



OCEAN DOME



FAN DAY



PIT LANE

# OCEAN LIVE PARK



# FOOTFALL NUMBER PER STOPOVER



KIEL



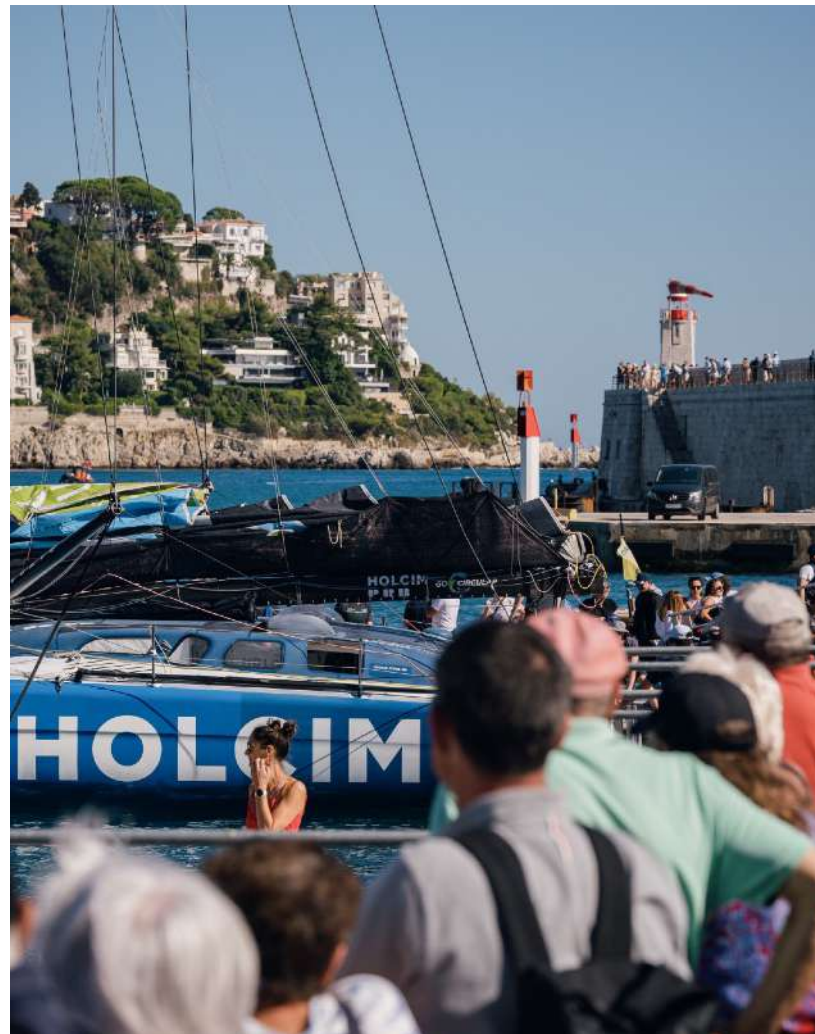
PORTSMOUTH

KIEL  
165,000

PORTSMOUTH  
115,441

MATOSINHOS  
20,000

CARTAGENA  
83,133



NICE



GENOVA



MATOSINHOS



CARTAGENA

NICE  
20,047

GENOVA  
60,000

BOKA BAY  
109,115



BOKA BAY



# RACE COCKPIT



**9,740**

Visitors experiencing the Race Cockpit

**1000+**

Race Cockpit tours delivered by local sailing experts

**3,379**

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

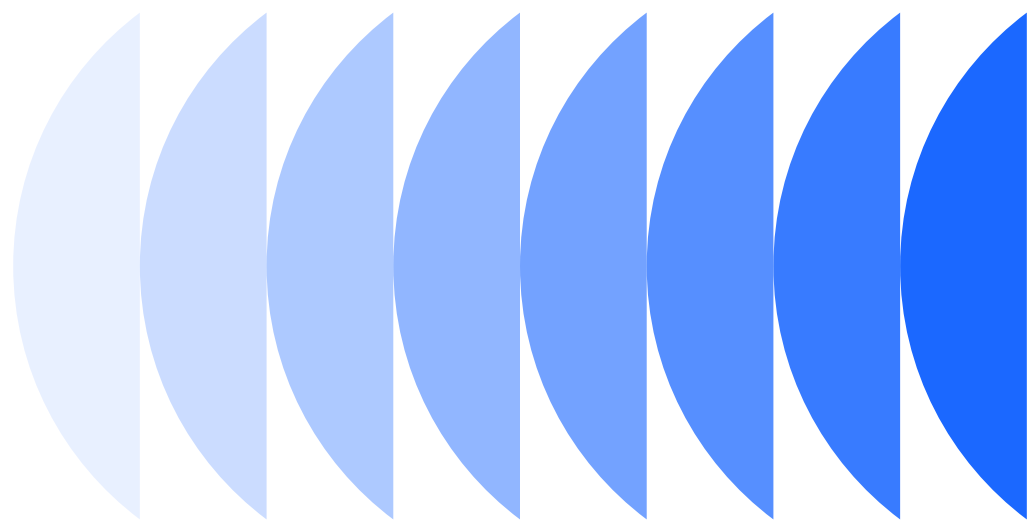
**7**

The Race Cockpit was present in 7 Host Cities throughout Europe

Source: The Ocean Race Marketing Research



# OCEAN DOME



**21,754**

Visitors experiencing the Ocean Dome in four Host Cities

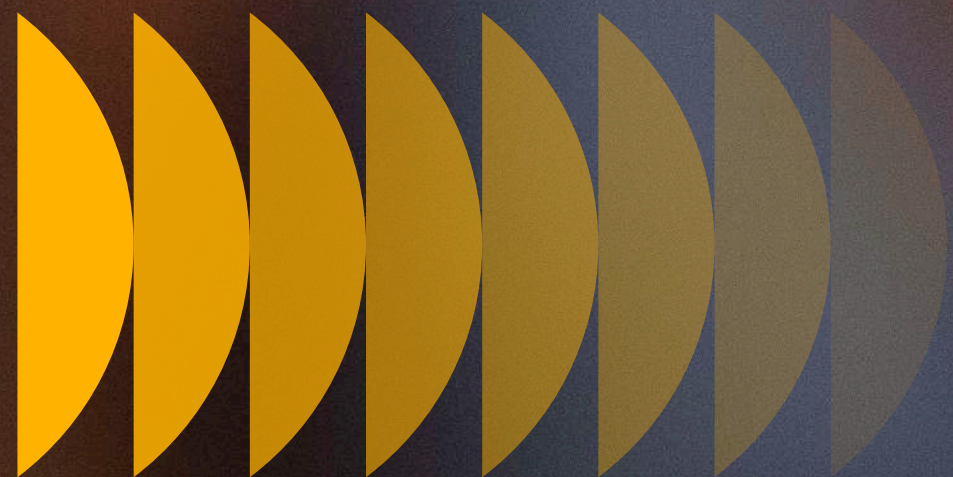
**7,084**

The Peak attendance in Cartagena (Spain)

Source: The Ocean Race Marketing Research



# REACHING NEW AUDIENCES





# TOP MEDIA NUMBERS

## TOTAL MEDIA REACH

**2.06B**

RTW 2023: 8,1BN

## NUMBER OF MEDIA ITEMS

**32,345**

TOR 2021 21.157

## TOTAL MEDIA VALUE

**€44.75M**

RTW 2023: 203,7M€ | TOR 2021: 27,4M€

## NUMBER OF MEDIA ITEMS

■ TOR 2025

■ TOR 2021





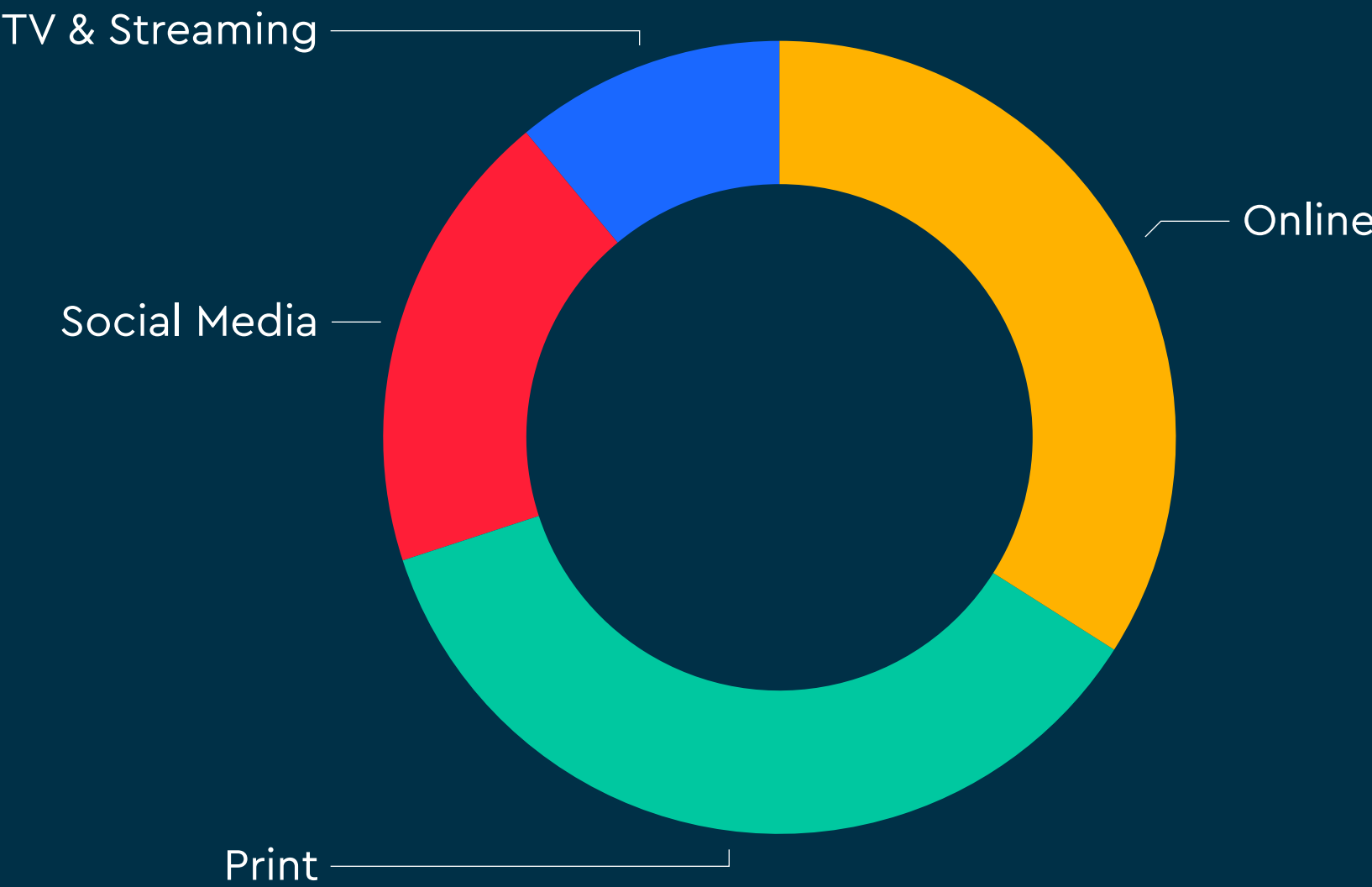
# TOP MEDIA NUMBERS

TOTAL MEDIA REACH

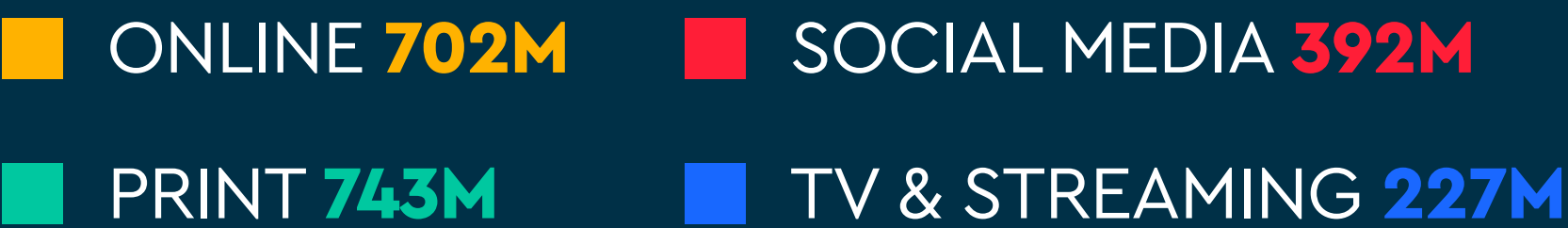
2.06B

RTW 2023: 203,7M€ | TORE 2021: 27,4M€

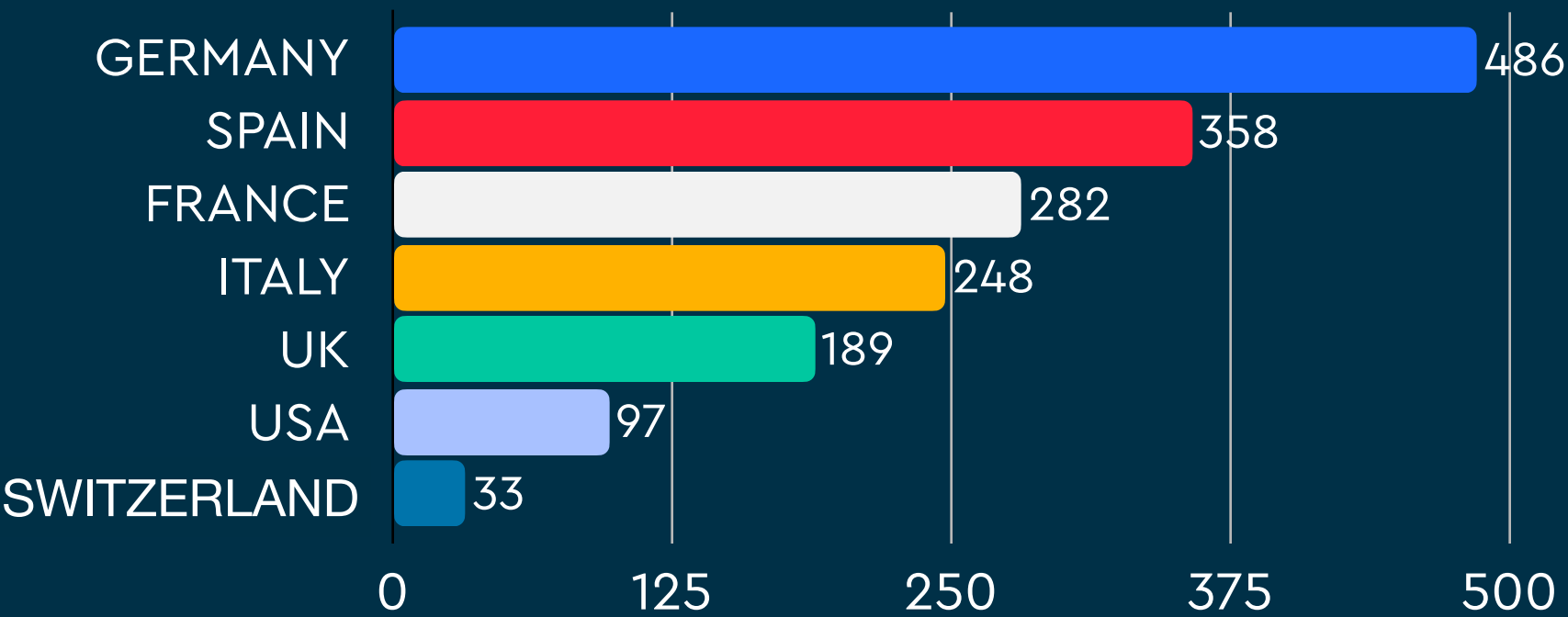
## REACH



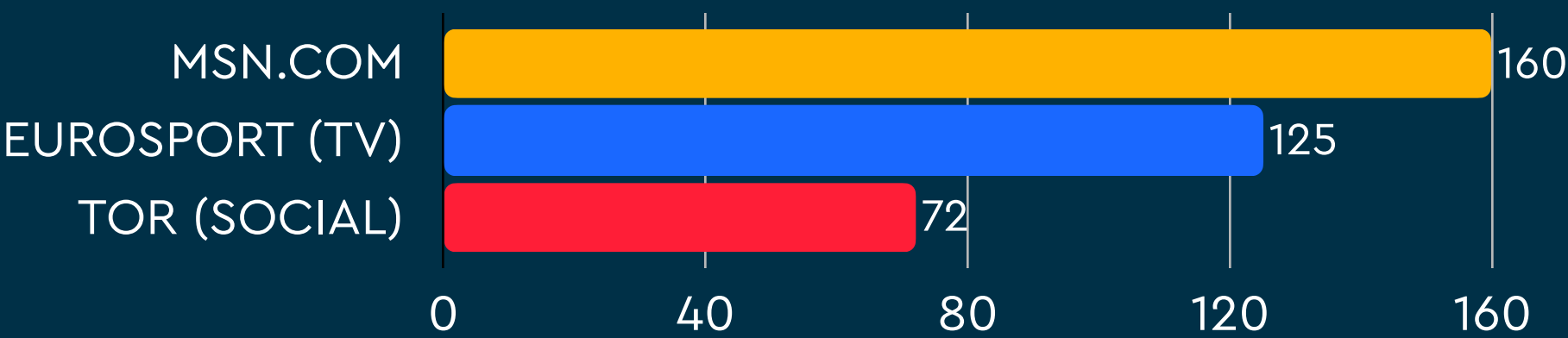
TOTAL 2,064.94 Million



## TOP COUNTRIES



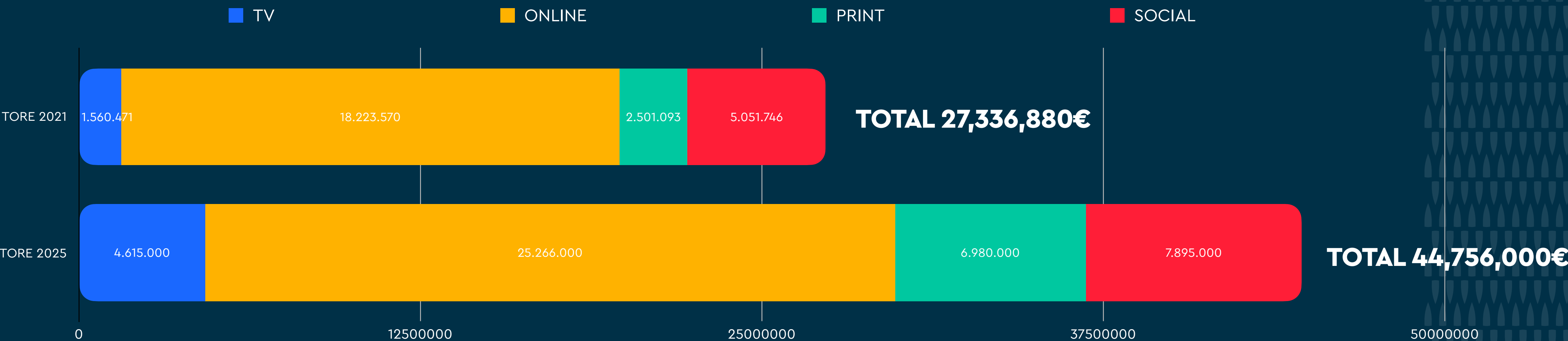
## TOP PLATFORMS REACH



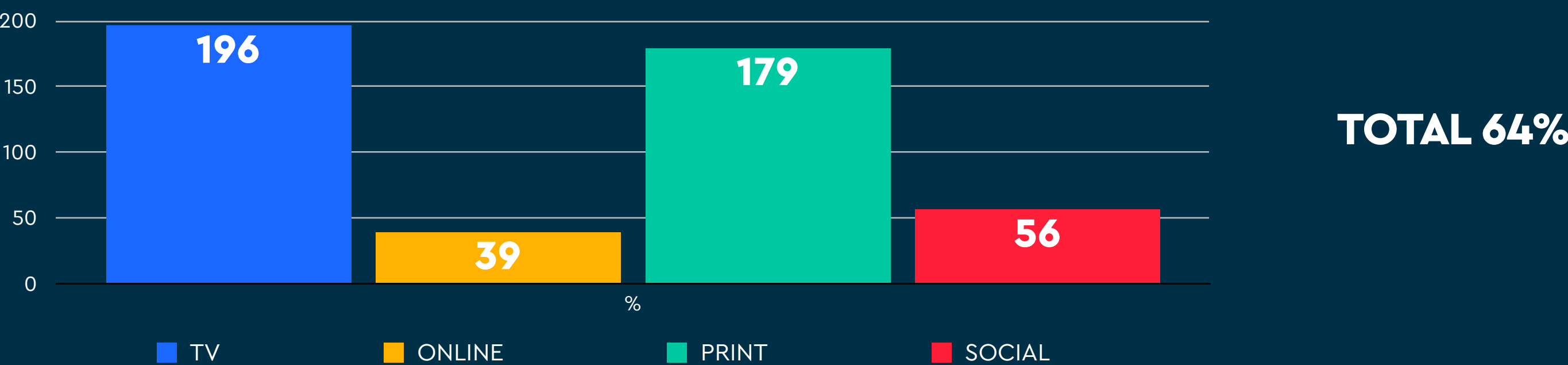


# TOP MEDIA NUMBERS

## 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**

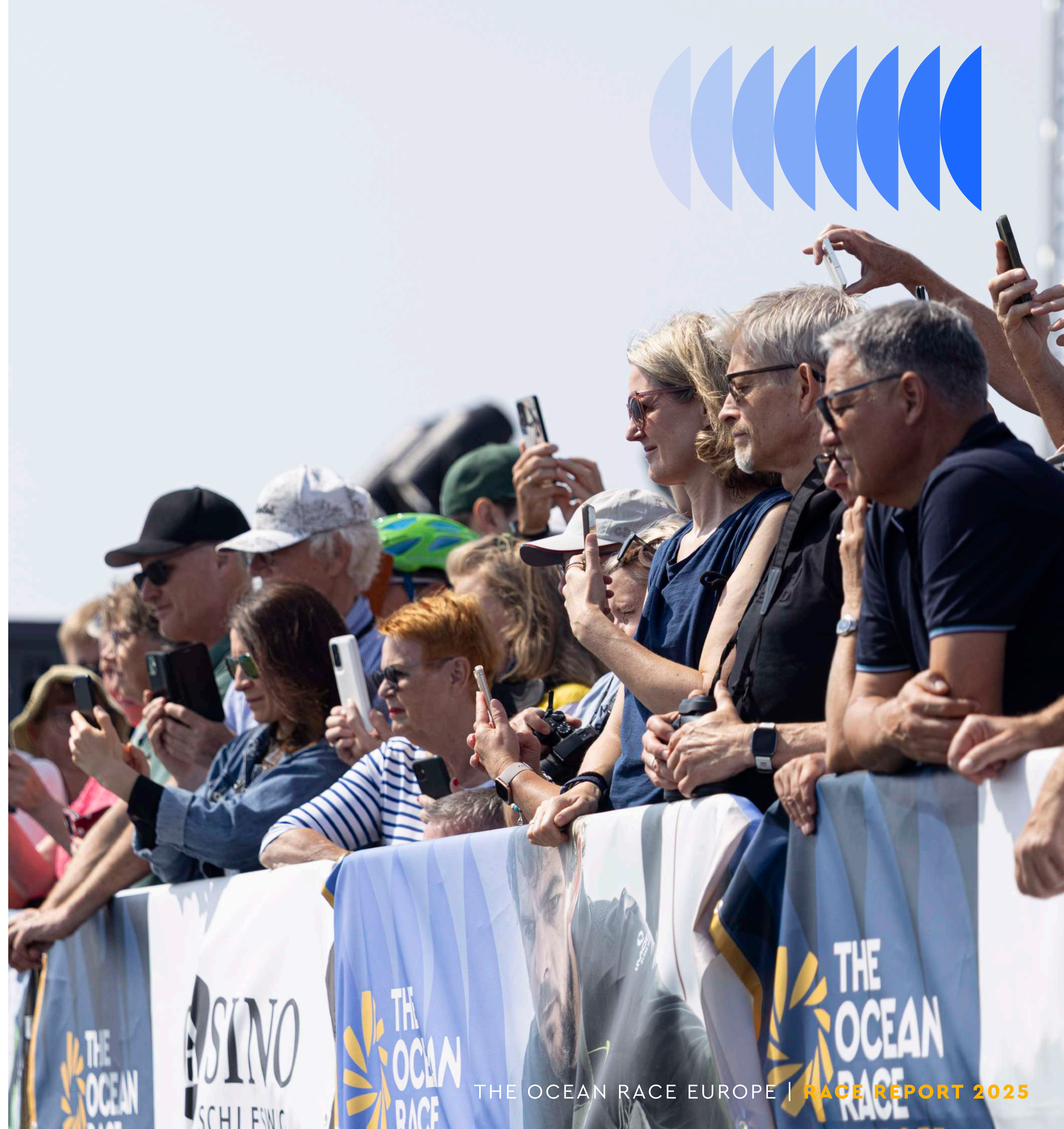
 **308K**

 **1.2M**

 **104k**

 **188K**

 **16K**





# TOP NUMBERS

## SOCIAL MEDIA REACH

392M

## SOCIAL MEDIA ENGAGEMENT

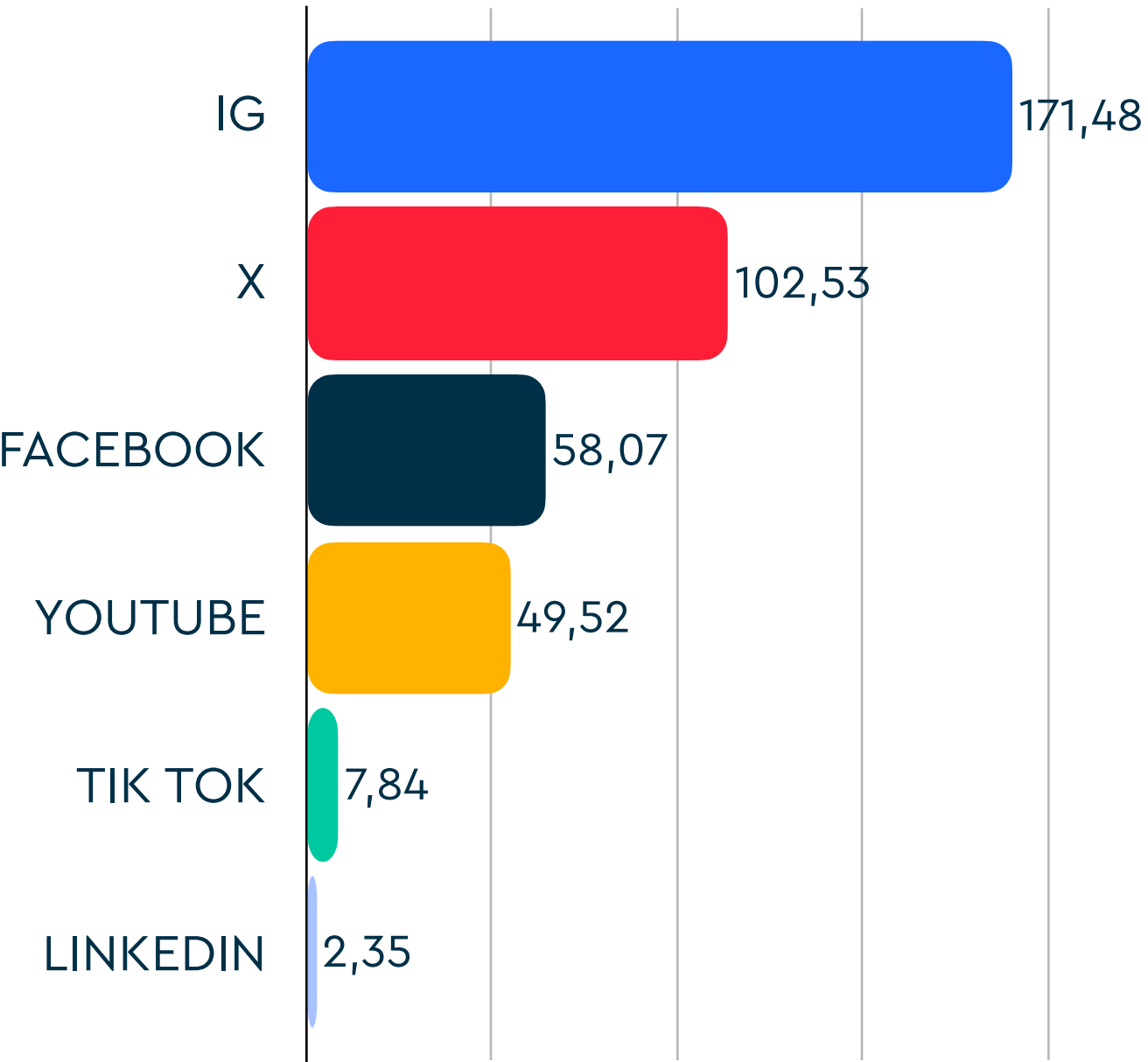
2.6M

Earned Social Media channels contributed 87% to the Reach

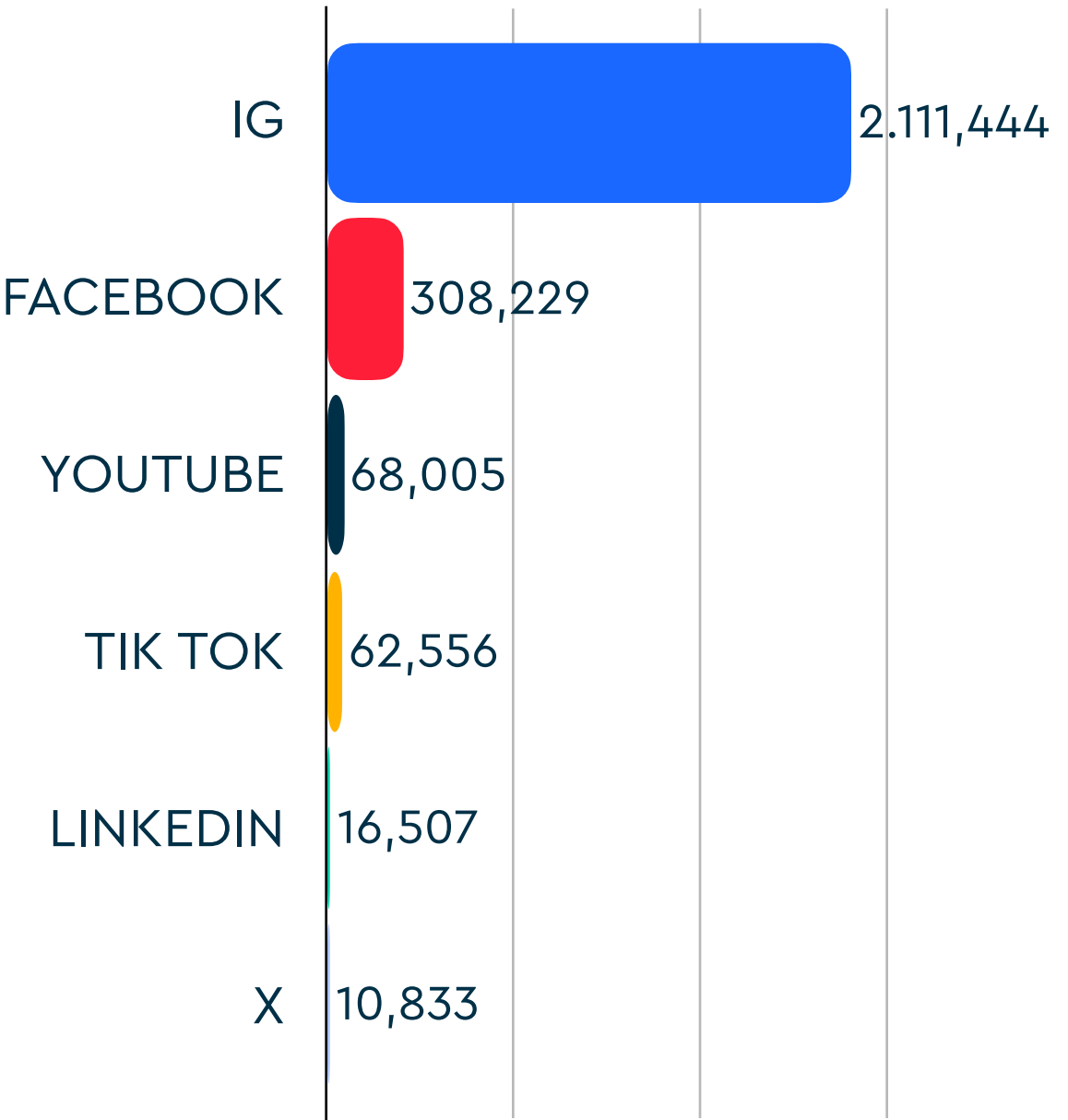
REACH (MILLION)

ENGAGEMENT (NUMBER)

REACH (%)

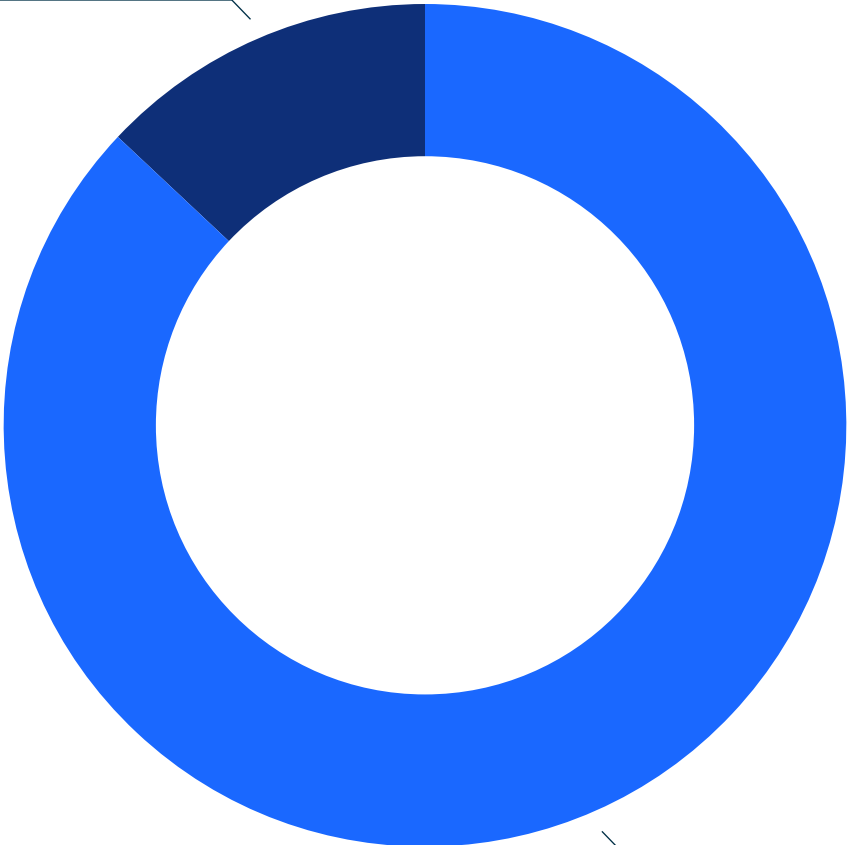


TOTAL: 391.78 MILLION



TOTAL: 2,577,574

OWNED CHANNELS  
13%



EARNED CHANNELS  
87%

● EARNED CHANNELS  
● OWNED CHANNELS

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





# 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

Source: The Ocean Race Summits



### 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.



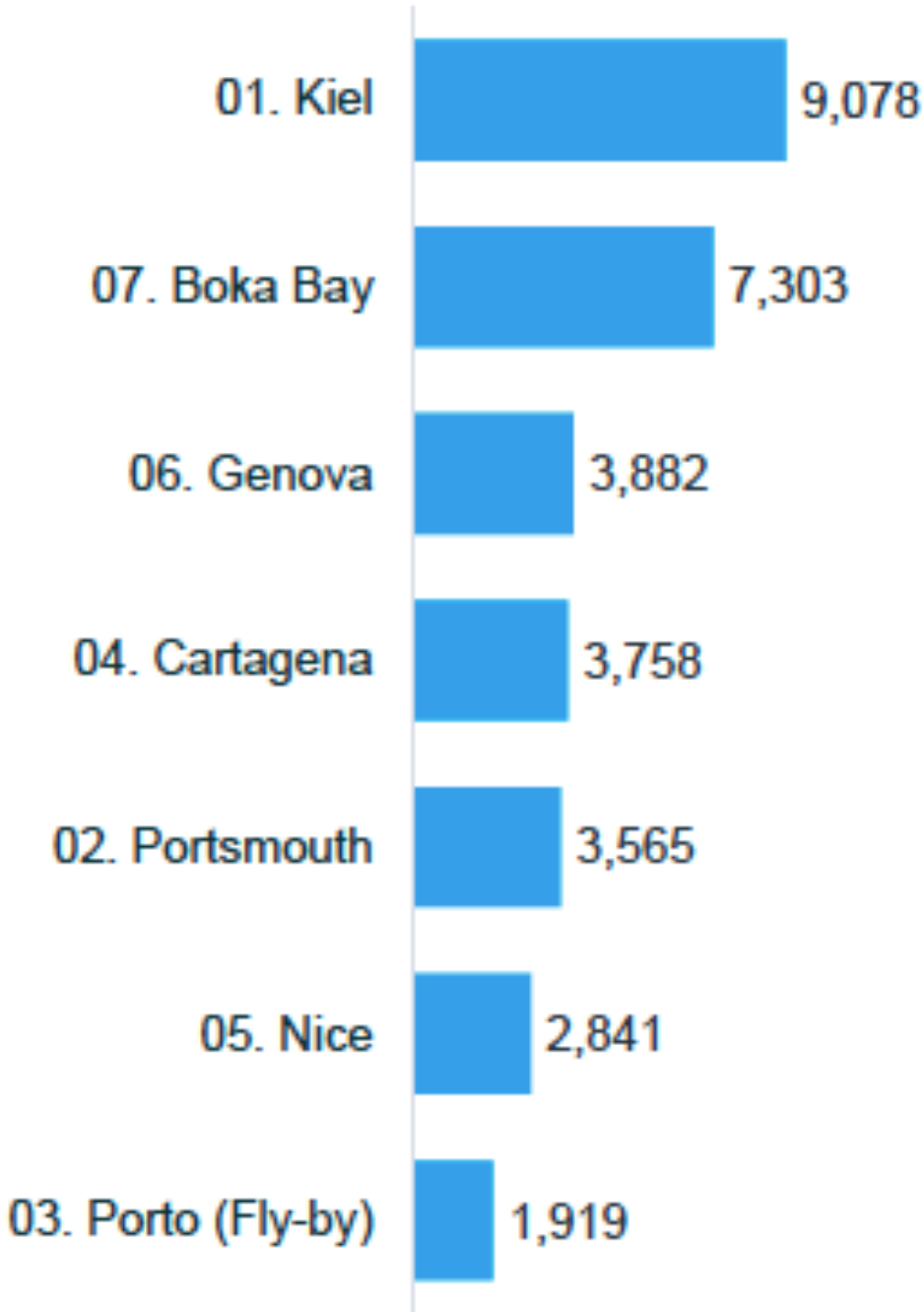
# MEDIA PERFORMANCE SUMMARY

## 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.



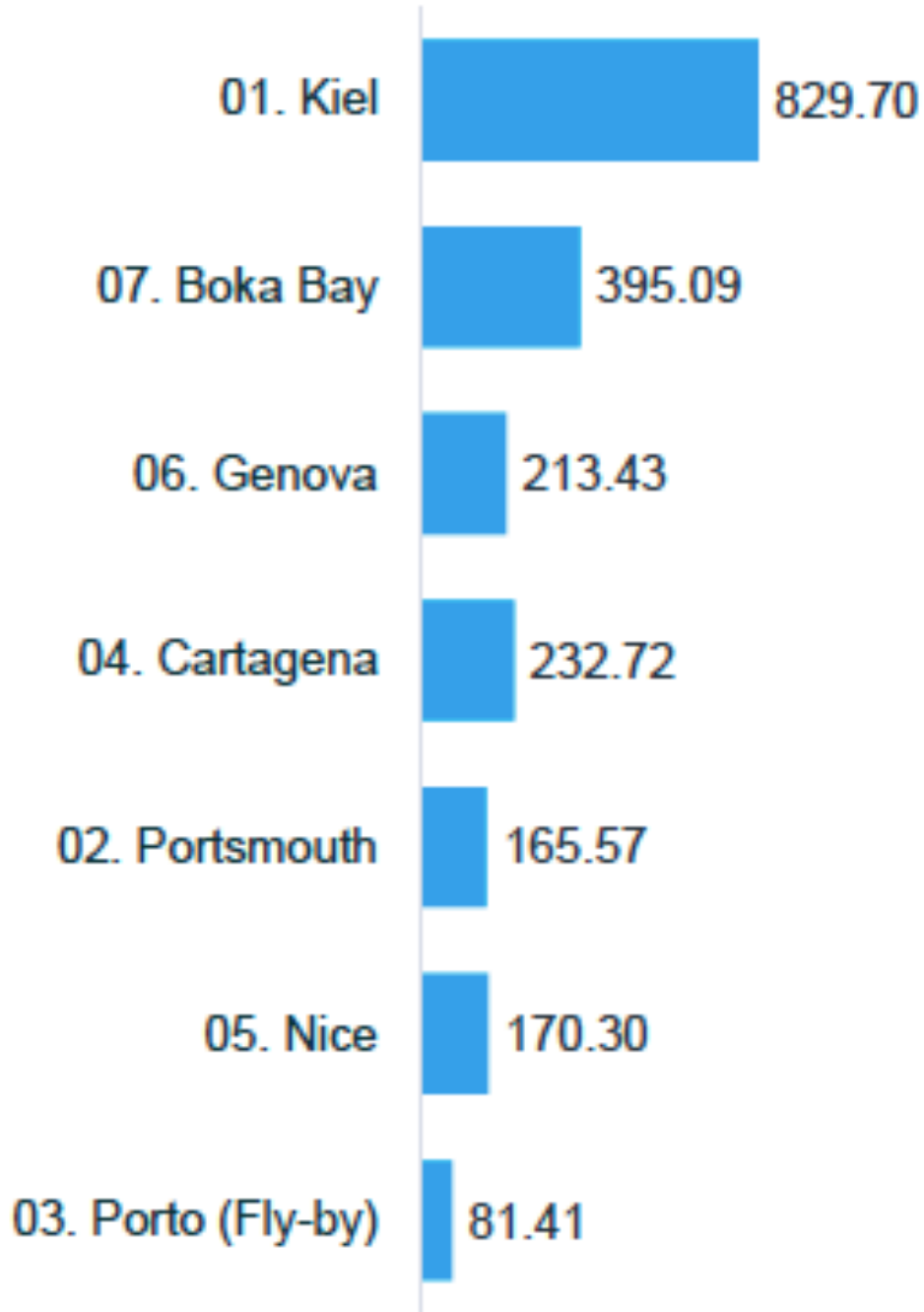
### Items (number)



Total: 32,345



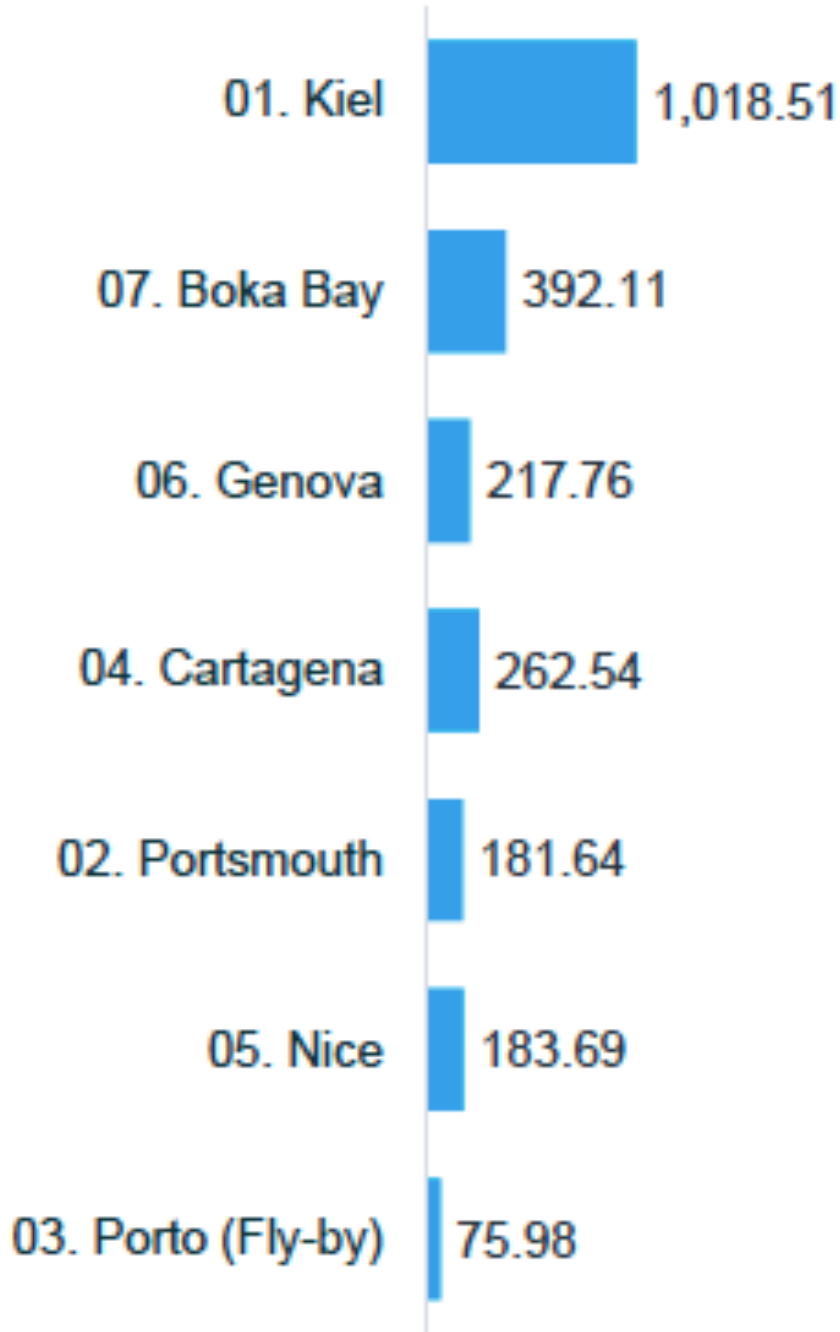
### Reach (million)



Total: 2,064.94 million



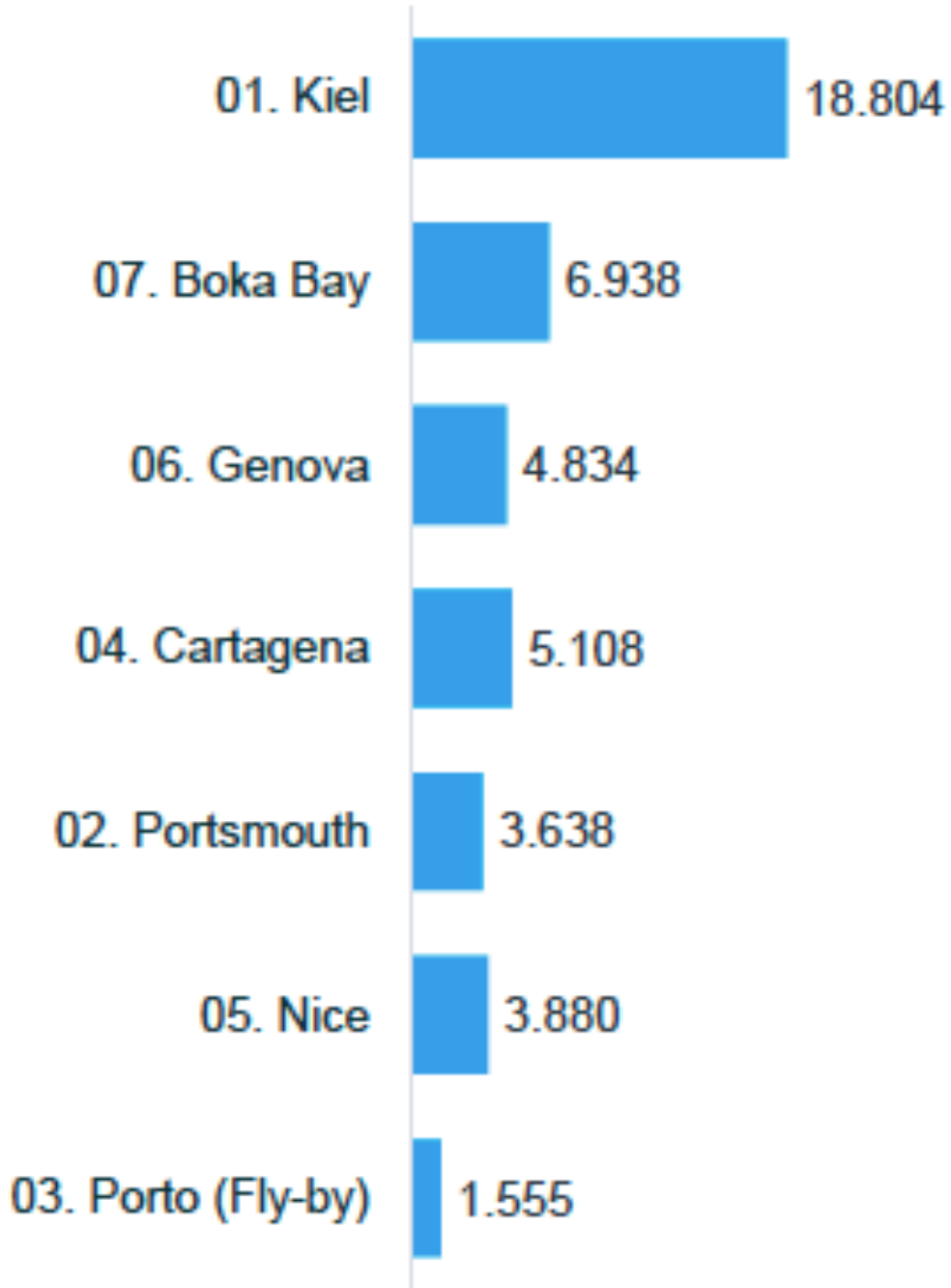
### Media Contacts (million)



Total: 2,332.23 million



### Media Value (million €)

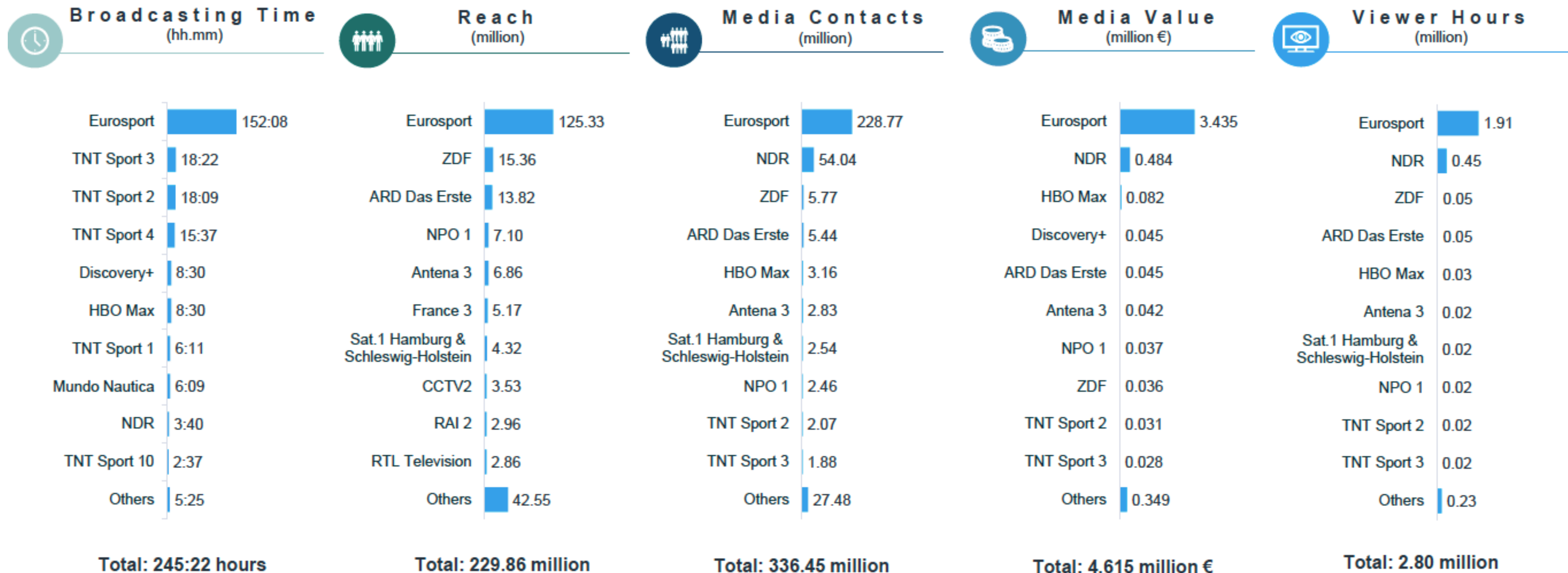


Total: 44.756 million €



# TV & STREAMING MEDIA RESEARCH

## BY CHANNEL - TOP 10



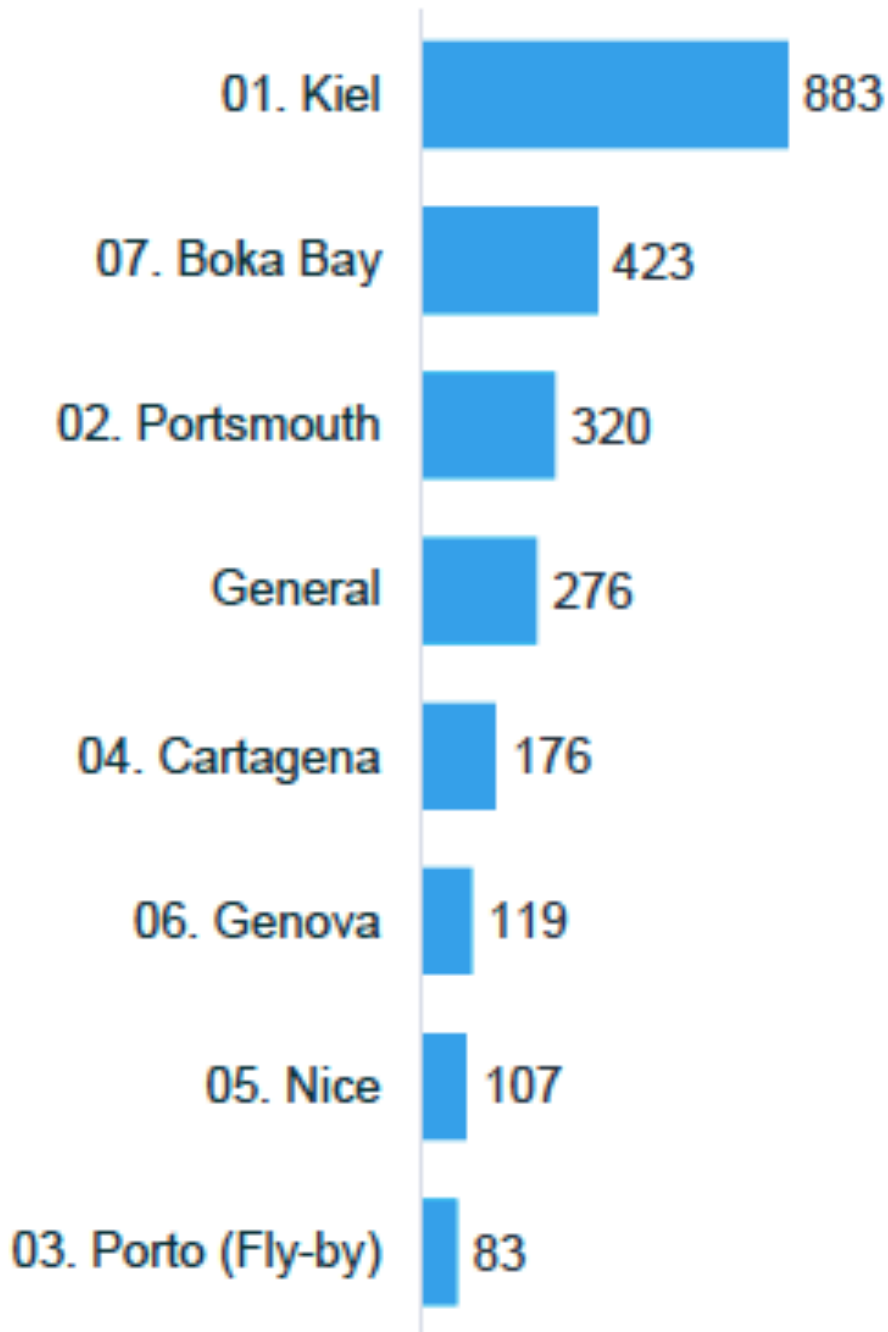


# PRINT MEDIA RESEARCH

## BY EVENT



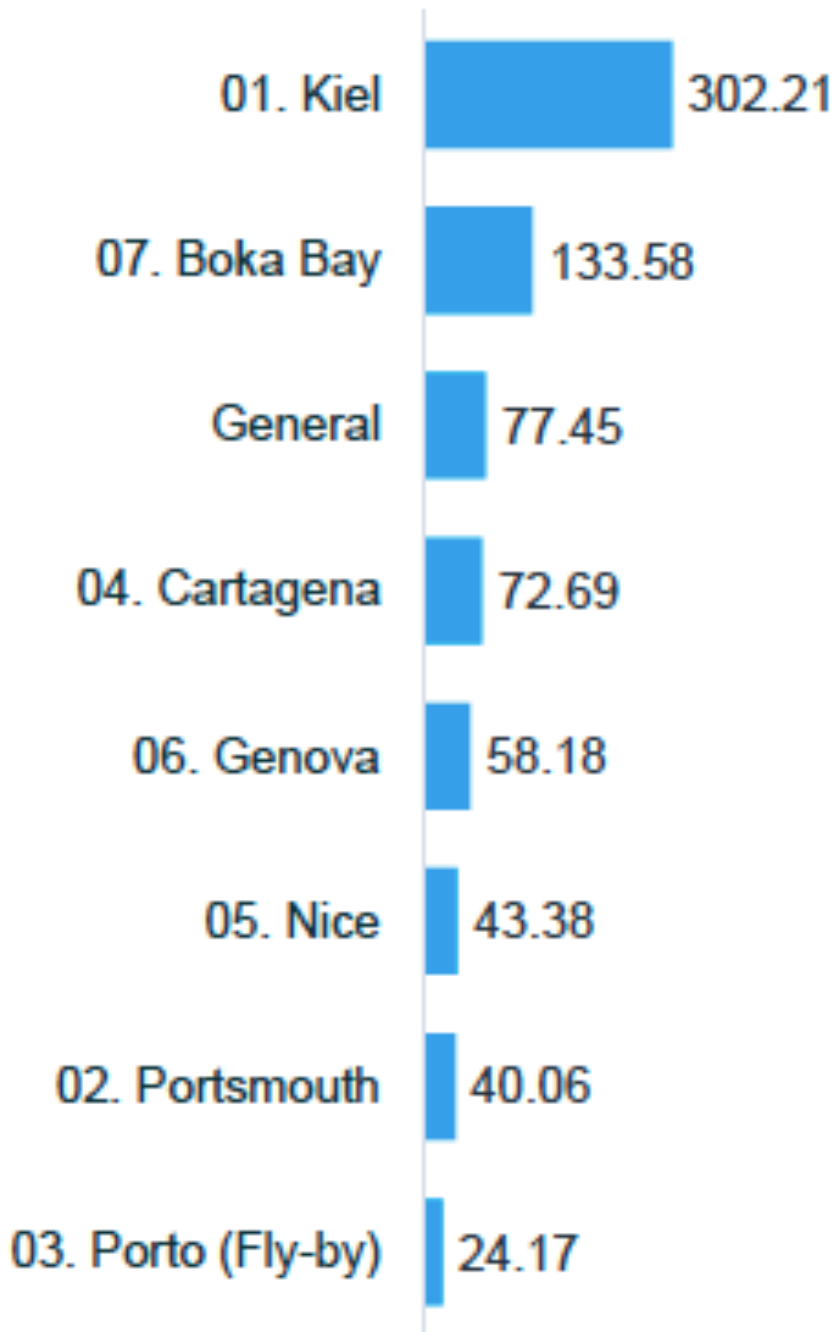
Items (number)



Total: 2,387



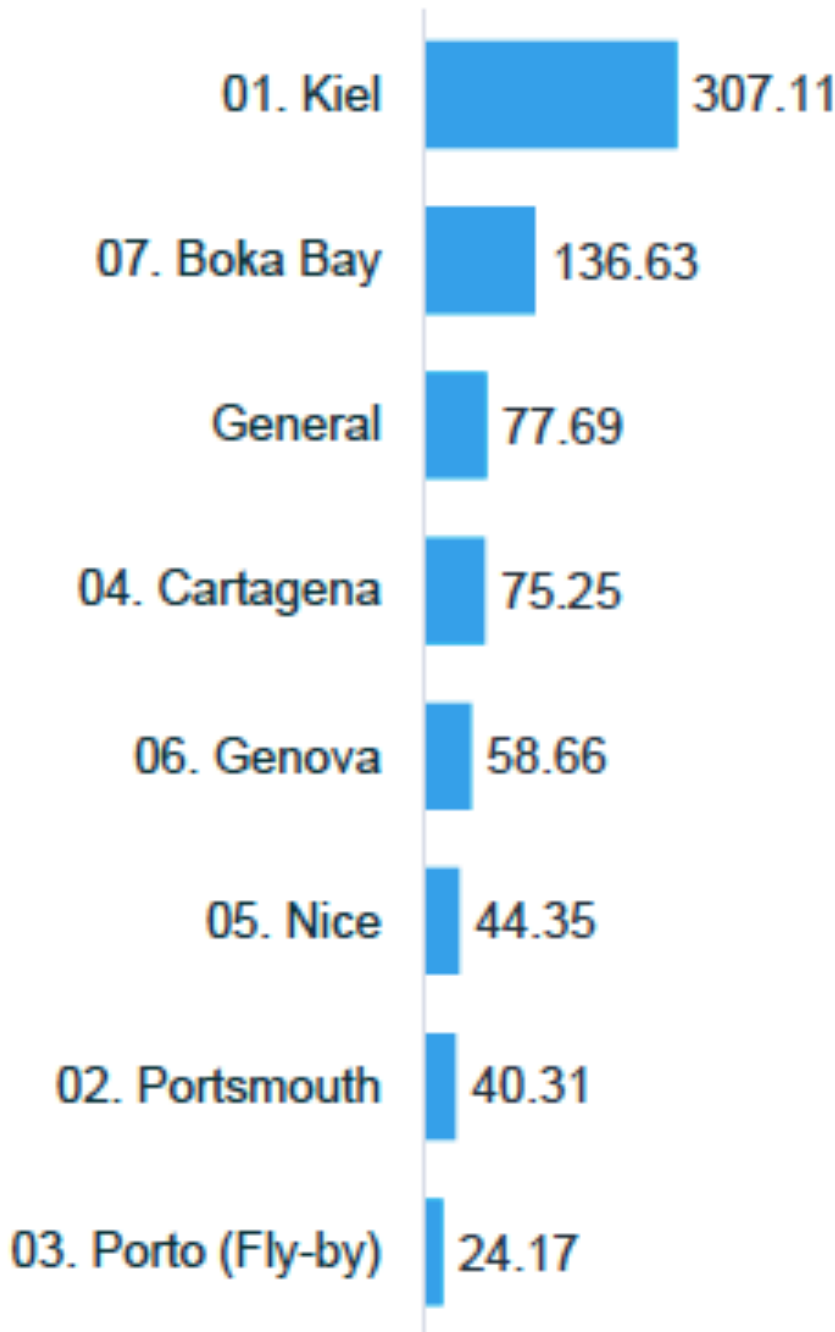
Reach (million)



Total: 751.71 million



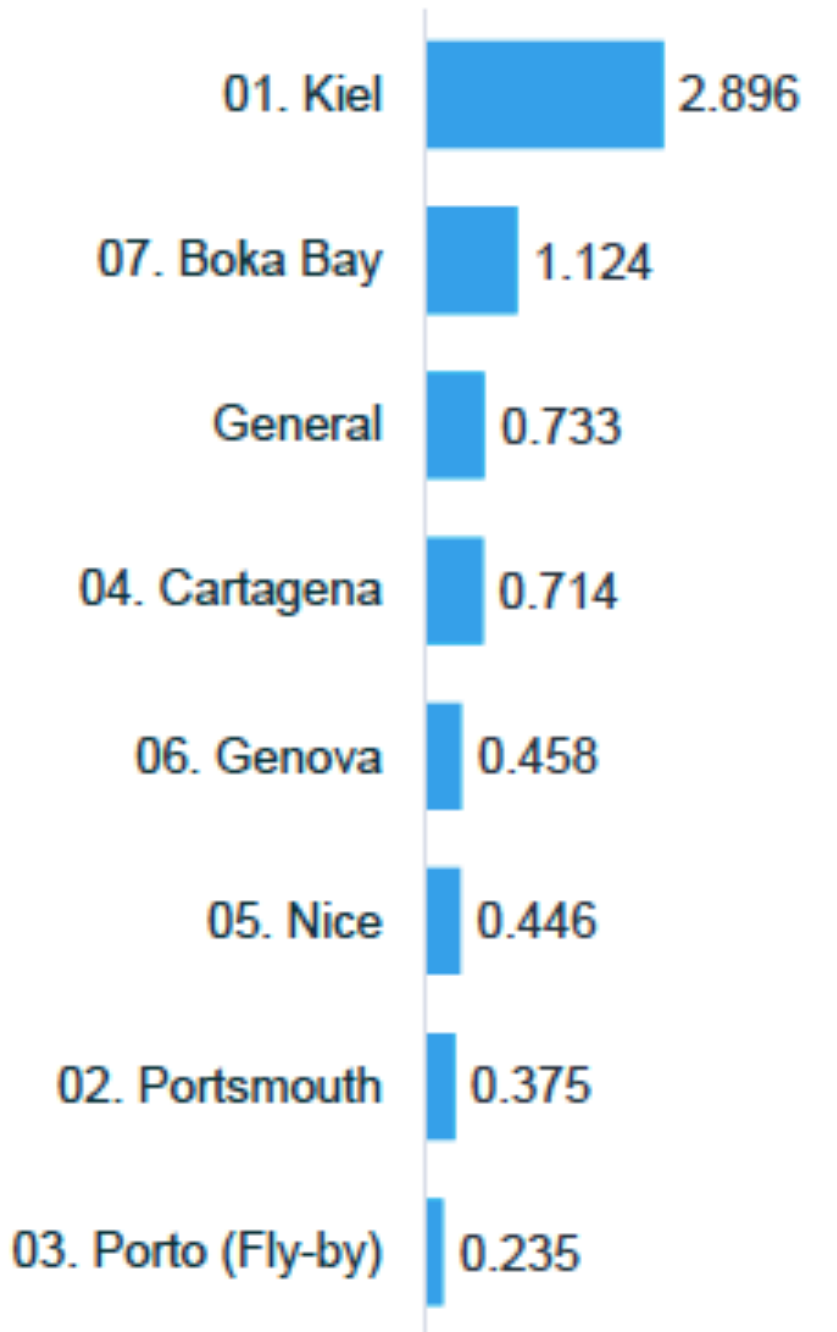
Media Contacts (million)



Total: 764.17 million



Media Value (million €)



Total: 6.980 million €

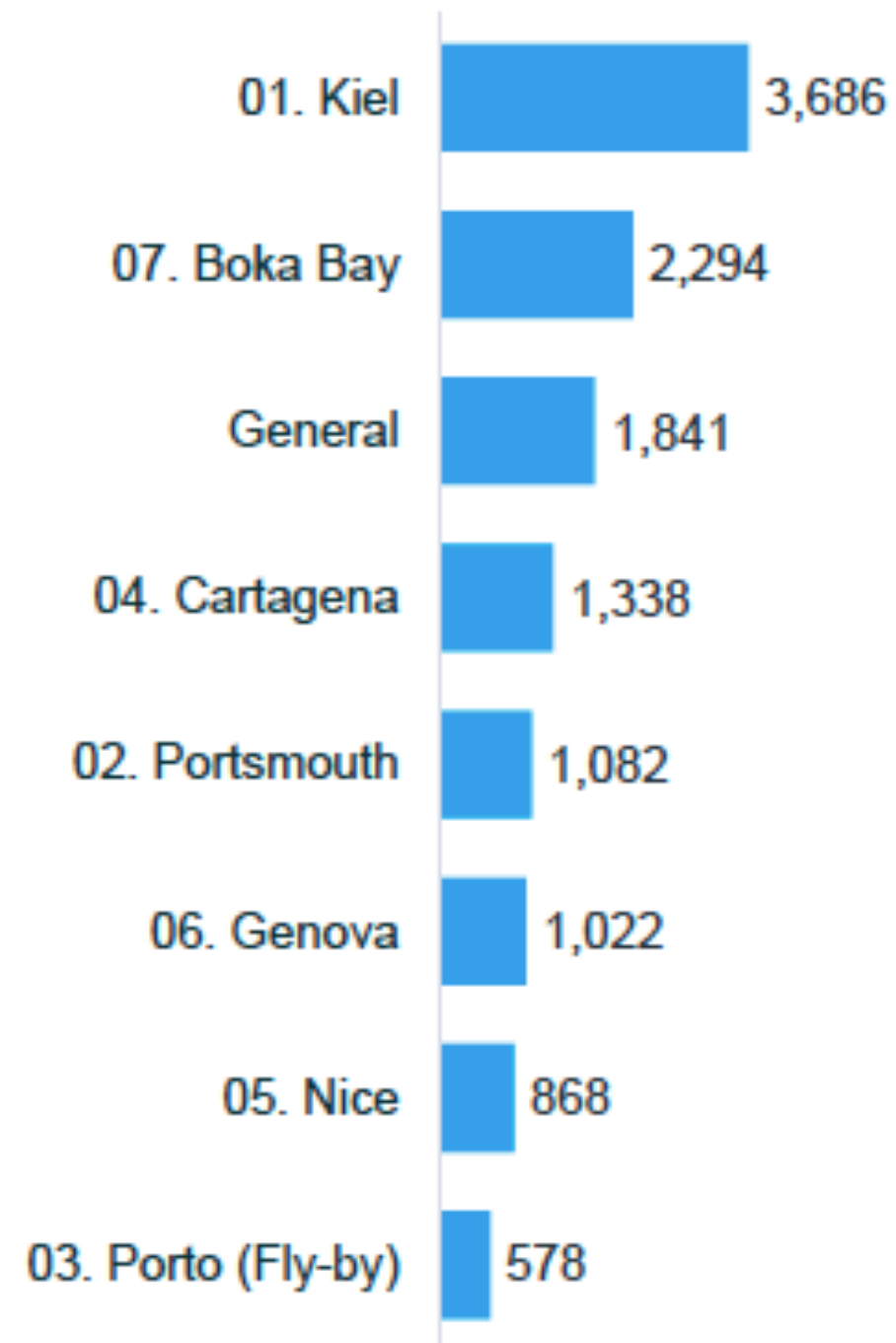


# ONLINE MEDIA RESEARCH

## BY EVENT



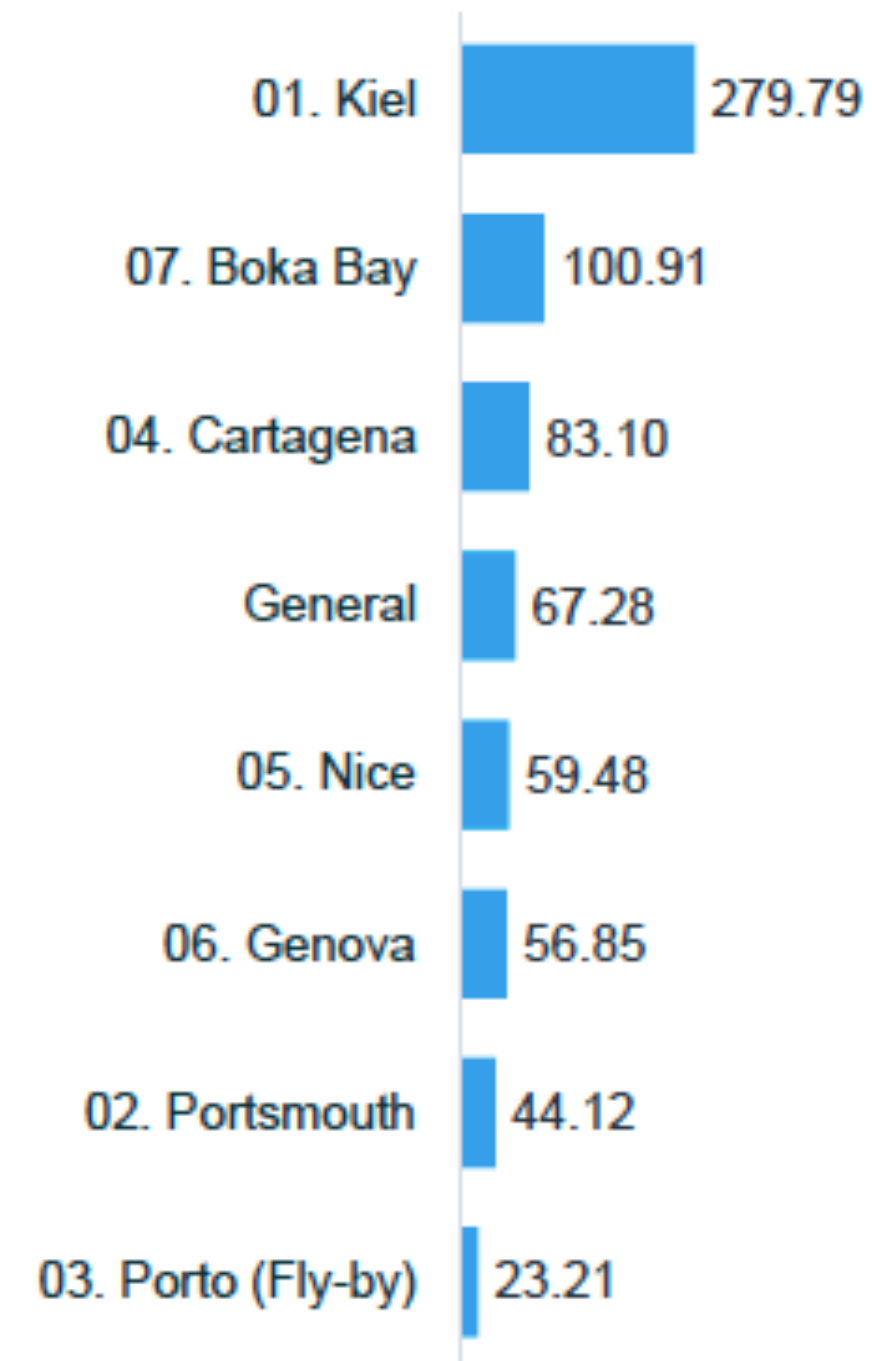
### Articles (number)



Total: 12,709



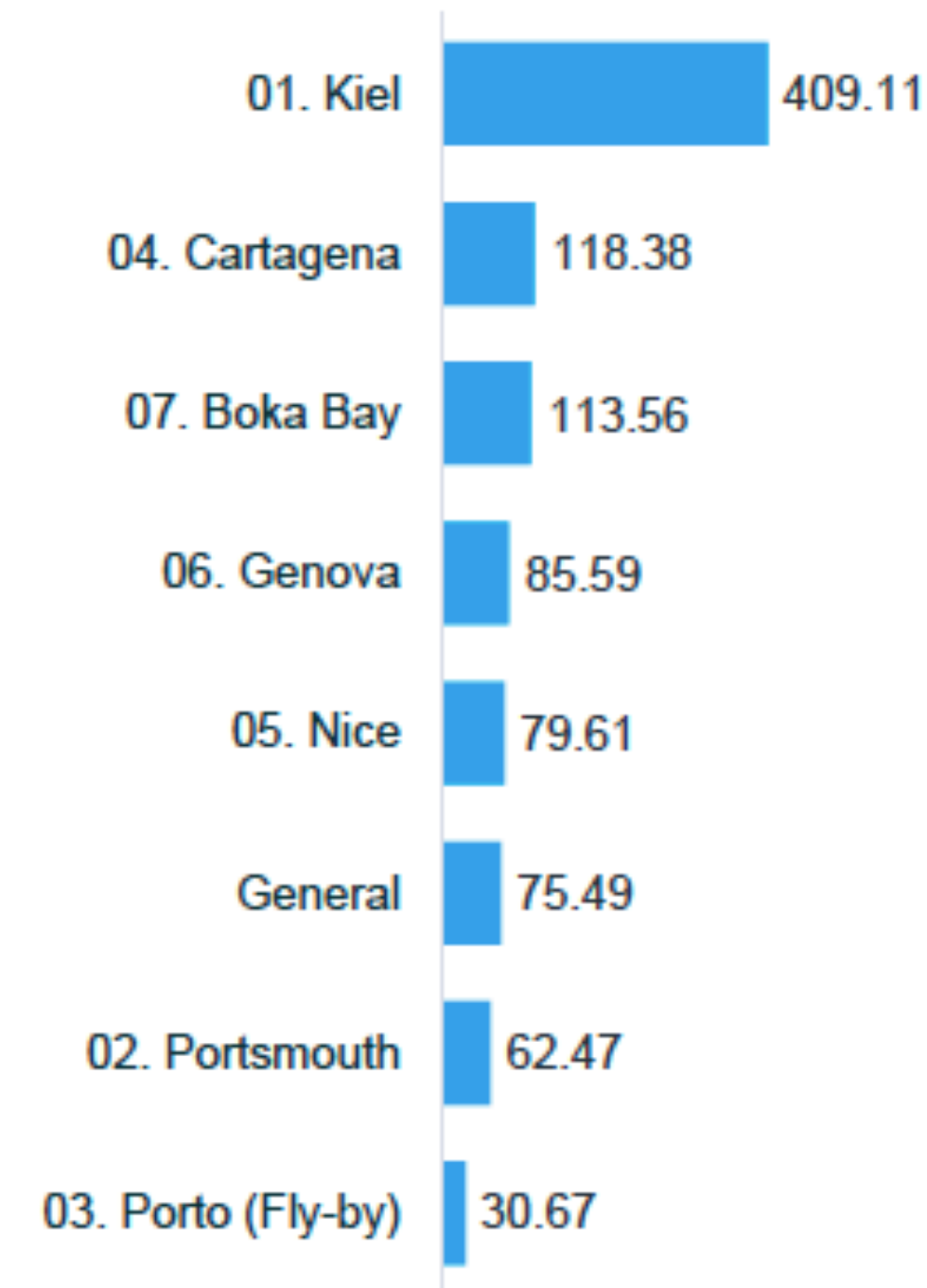
### Reach (million)



Total: 693.07 million



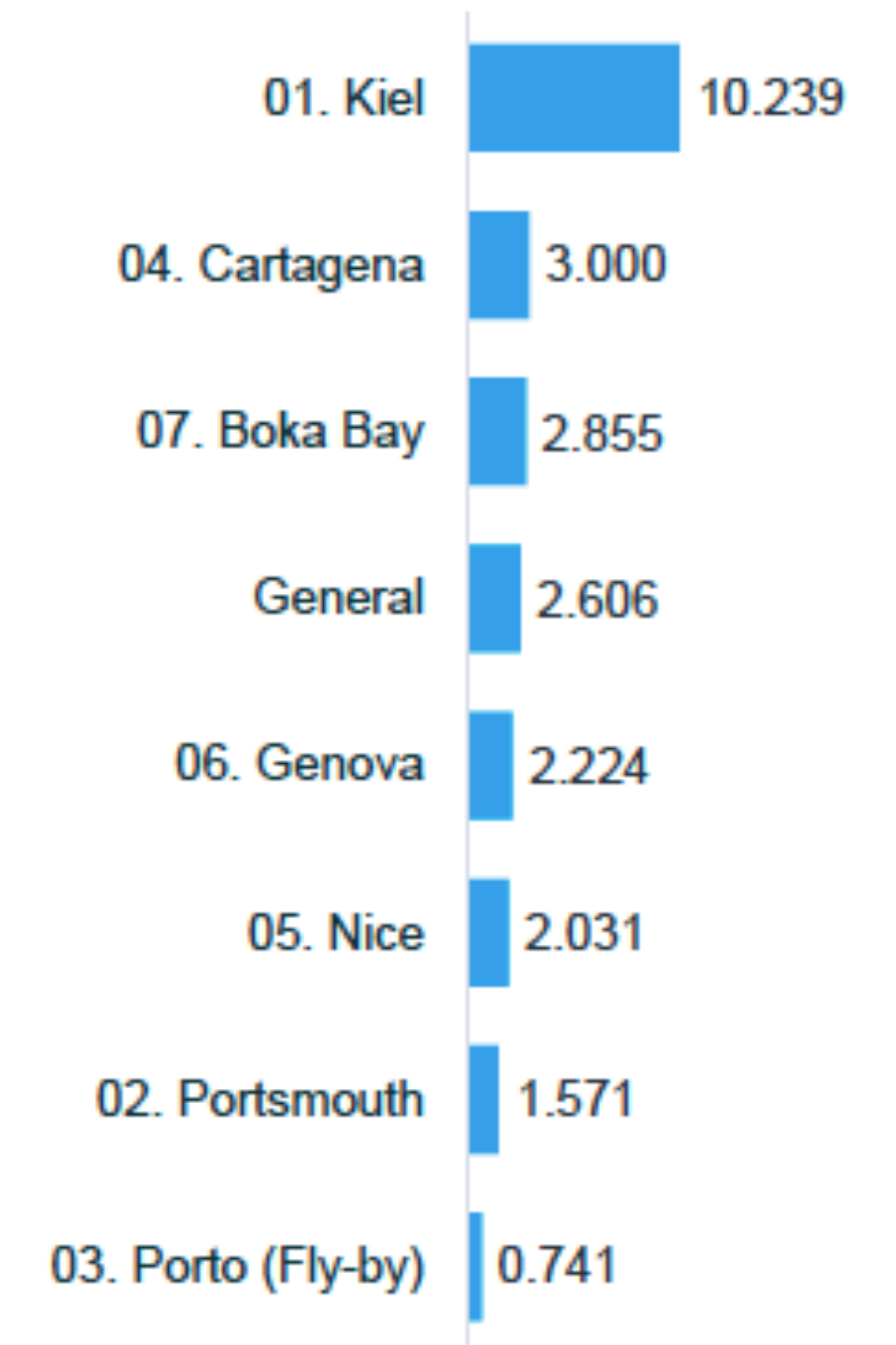
### Media Contacts (million)



Total: 974.87 million



### Media Value (million €)



Total: 25.266 million €

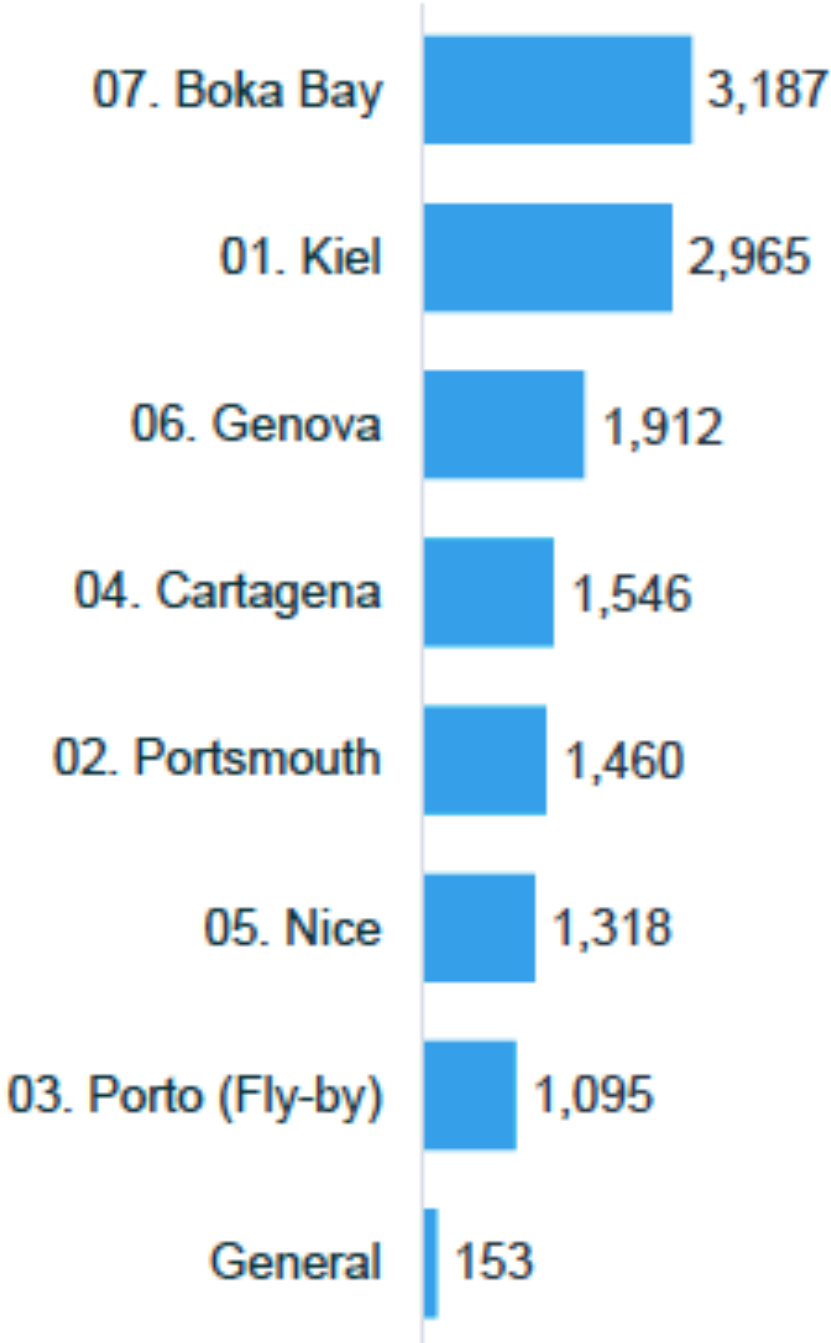


# SOCIAL MEDIA RESEARCH

## BY EVENT



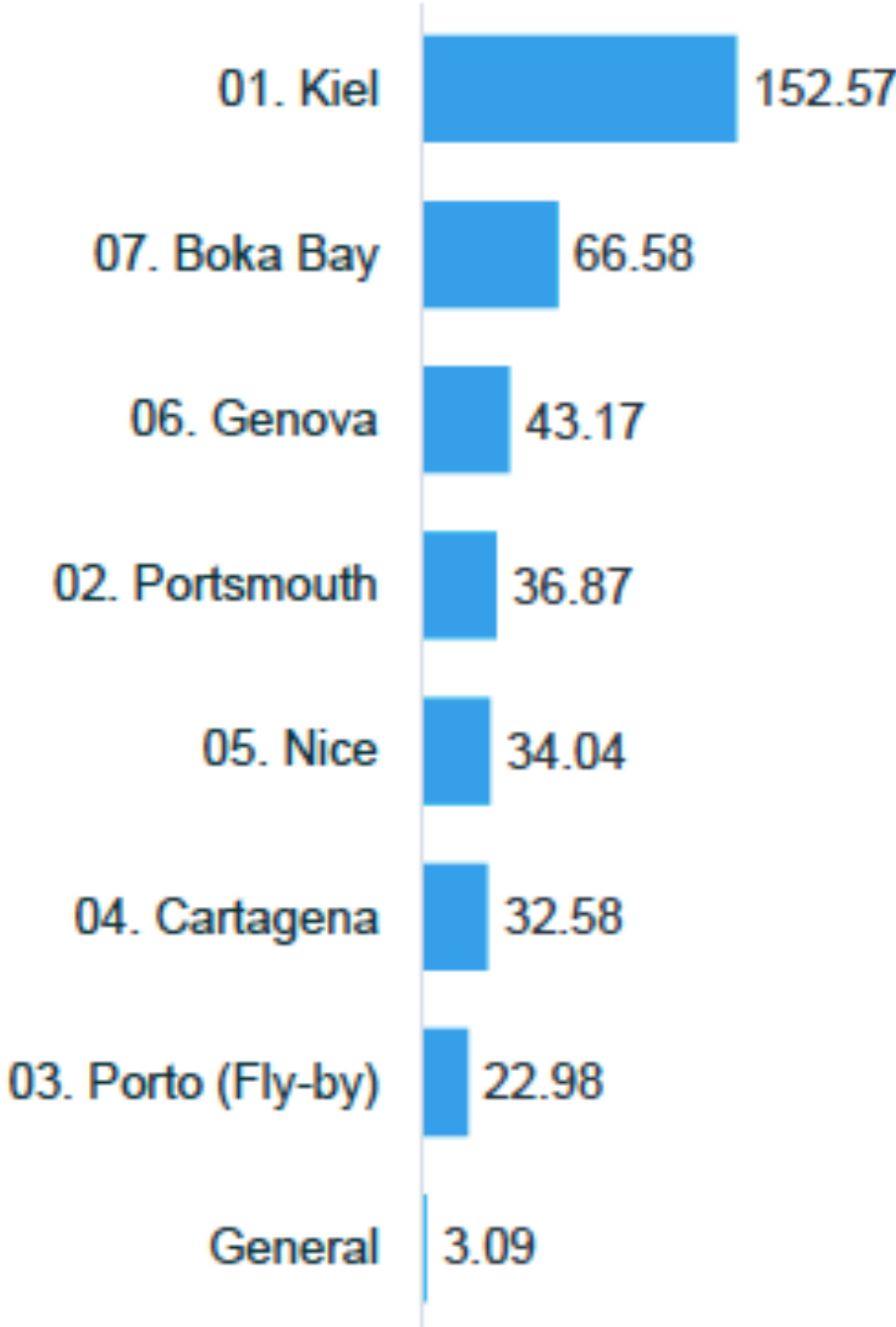
### Posts (number)



Total: 13,635



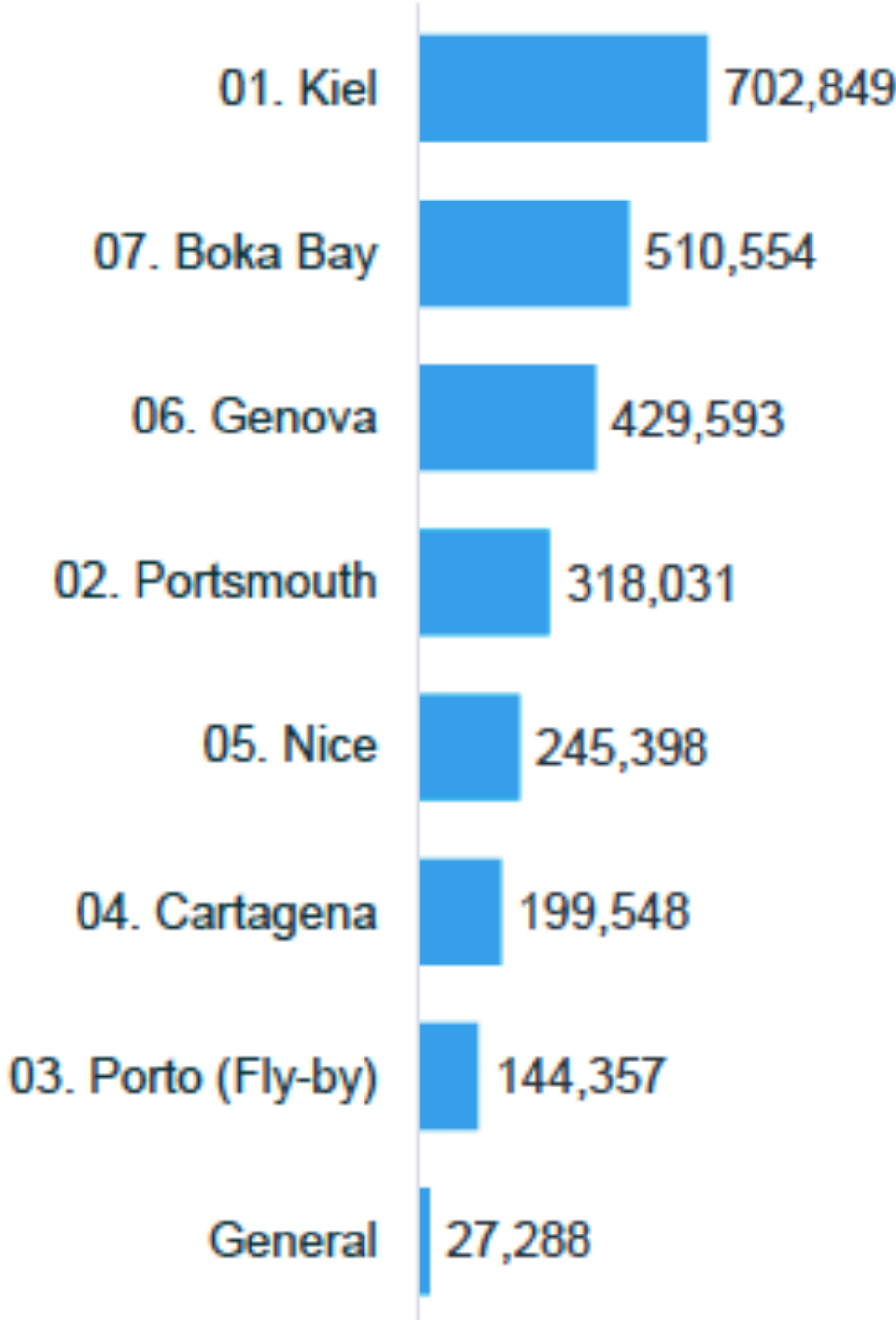
### Reach (million)



Total: 391.78 million



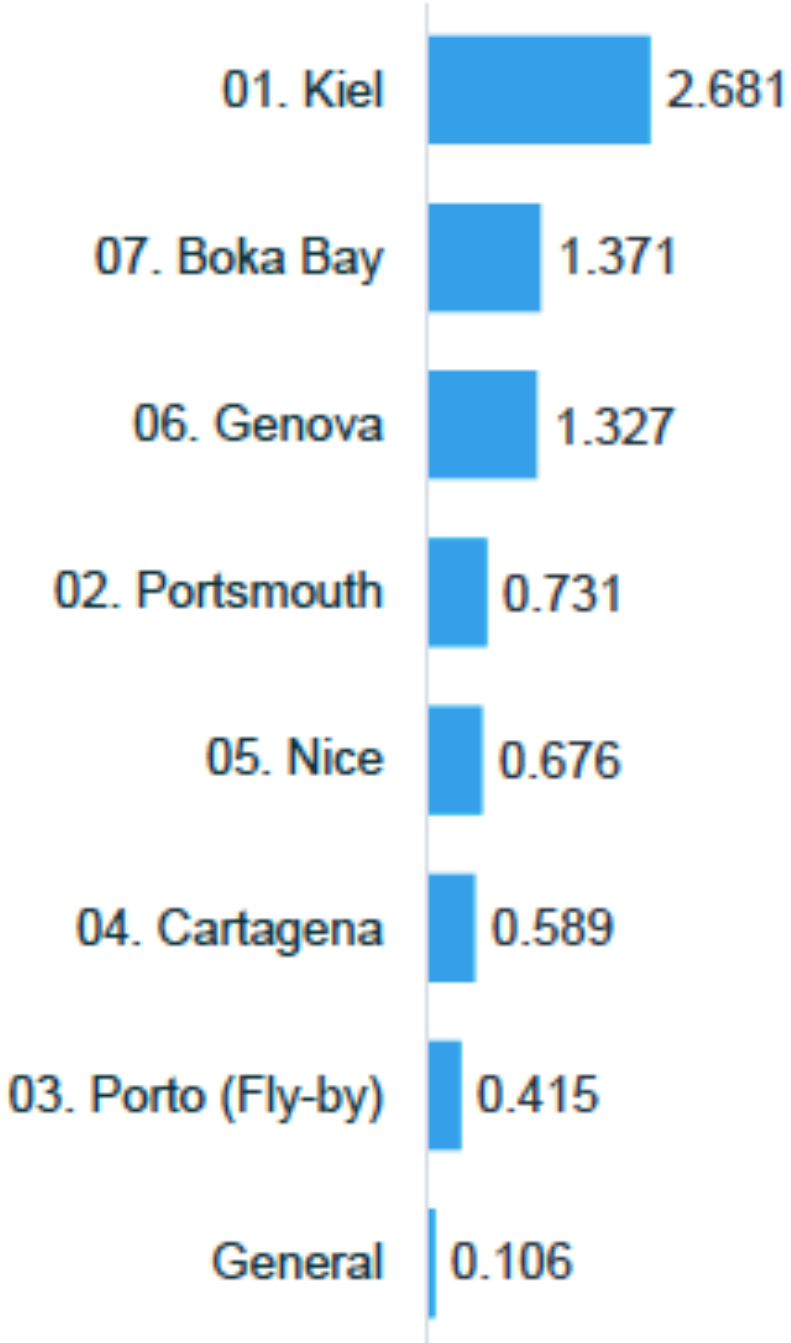
### Engagement (number)



Total: 2,577,574



### Media Value (million €)



Total: 7.895 million €






# Socioeconomic impact of The Ocean Race Europe 2025

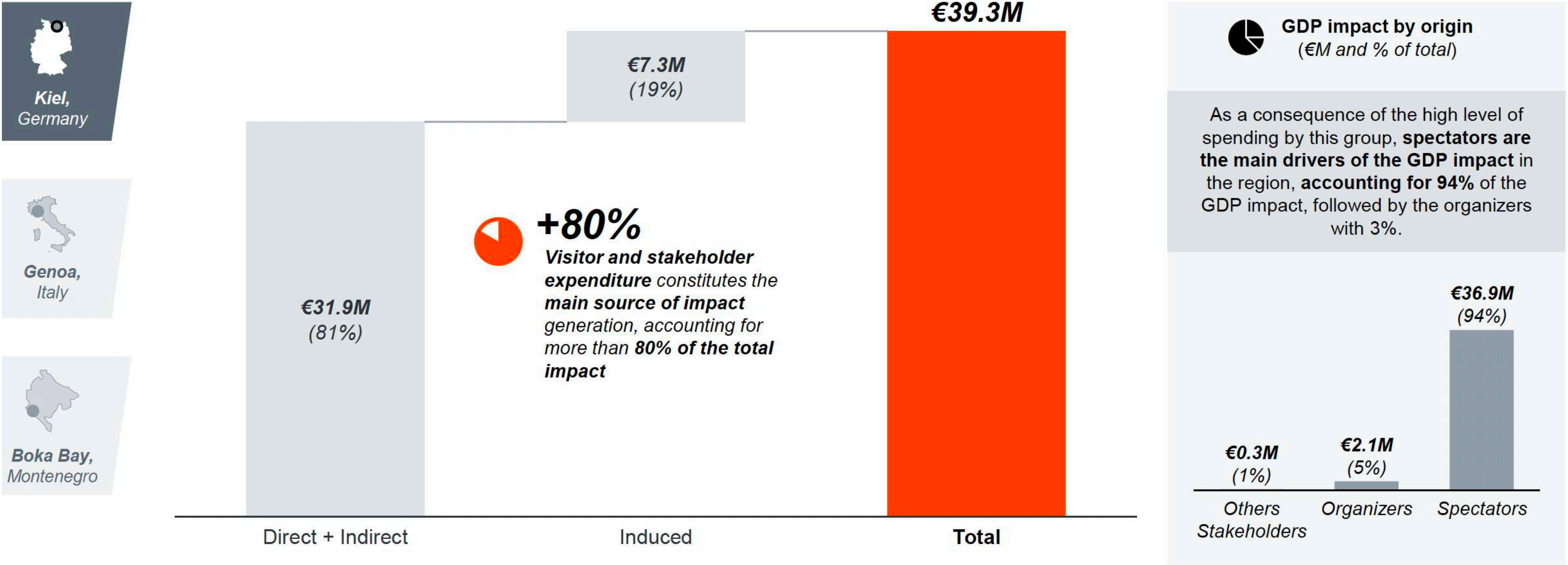
Draft Report  
December 2025





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

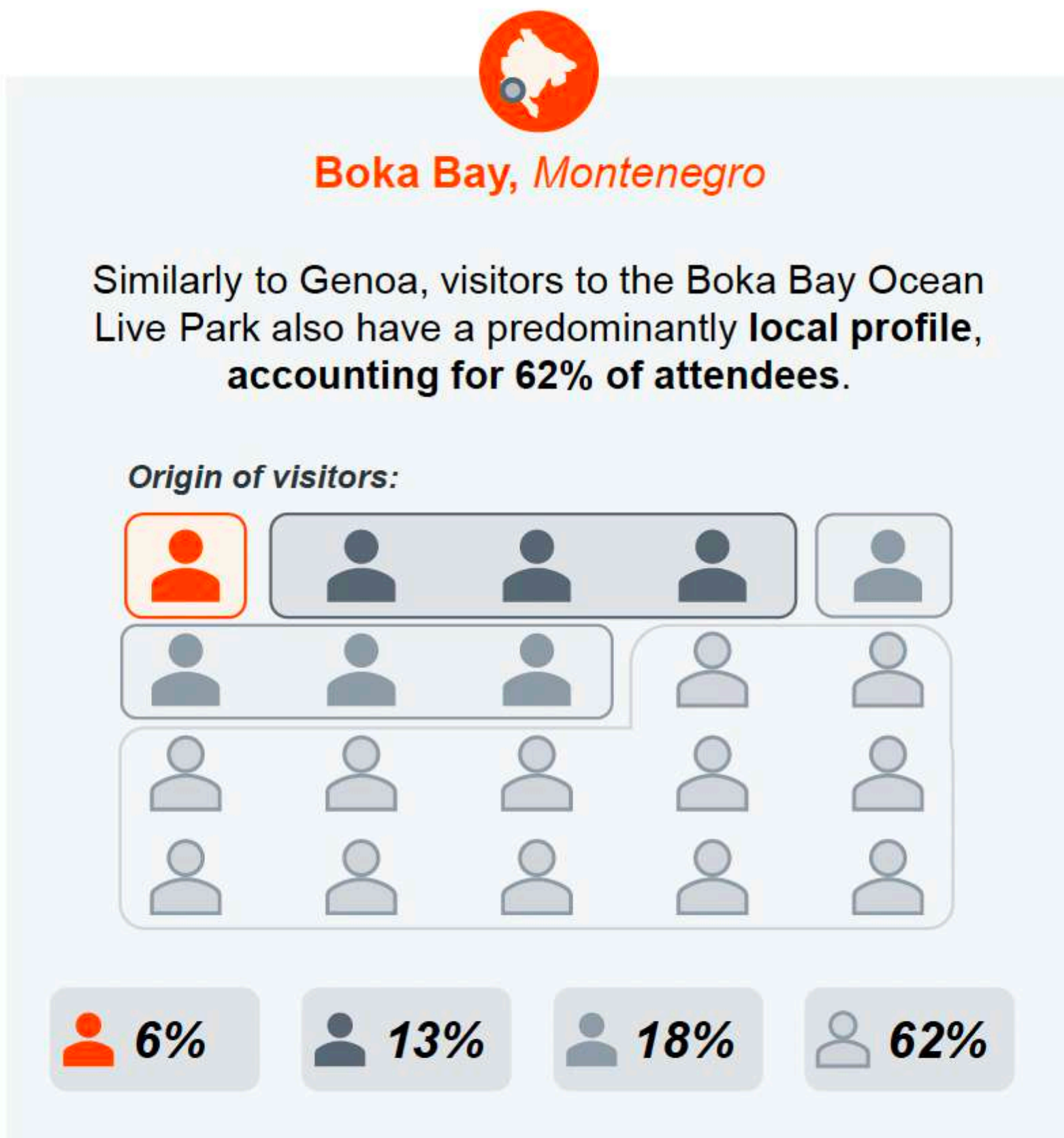
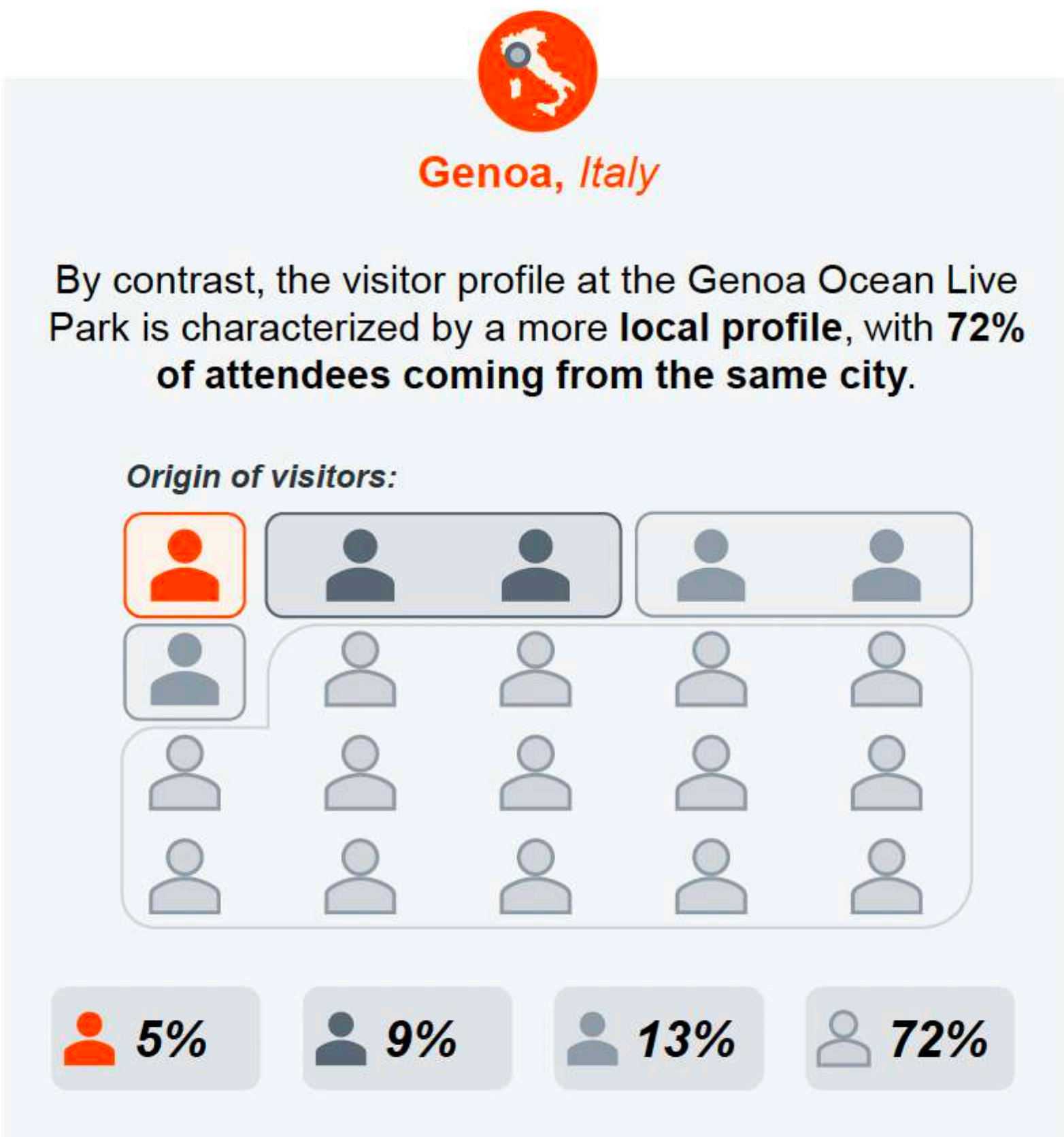
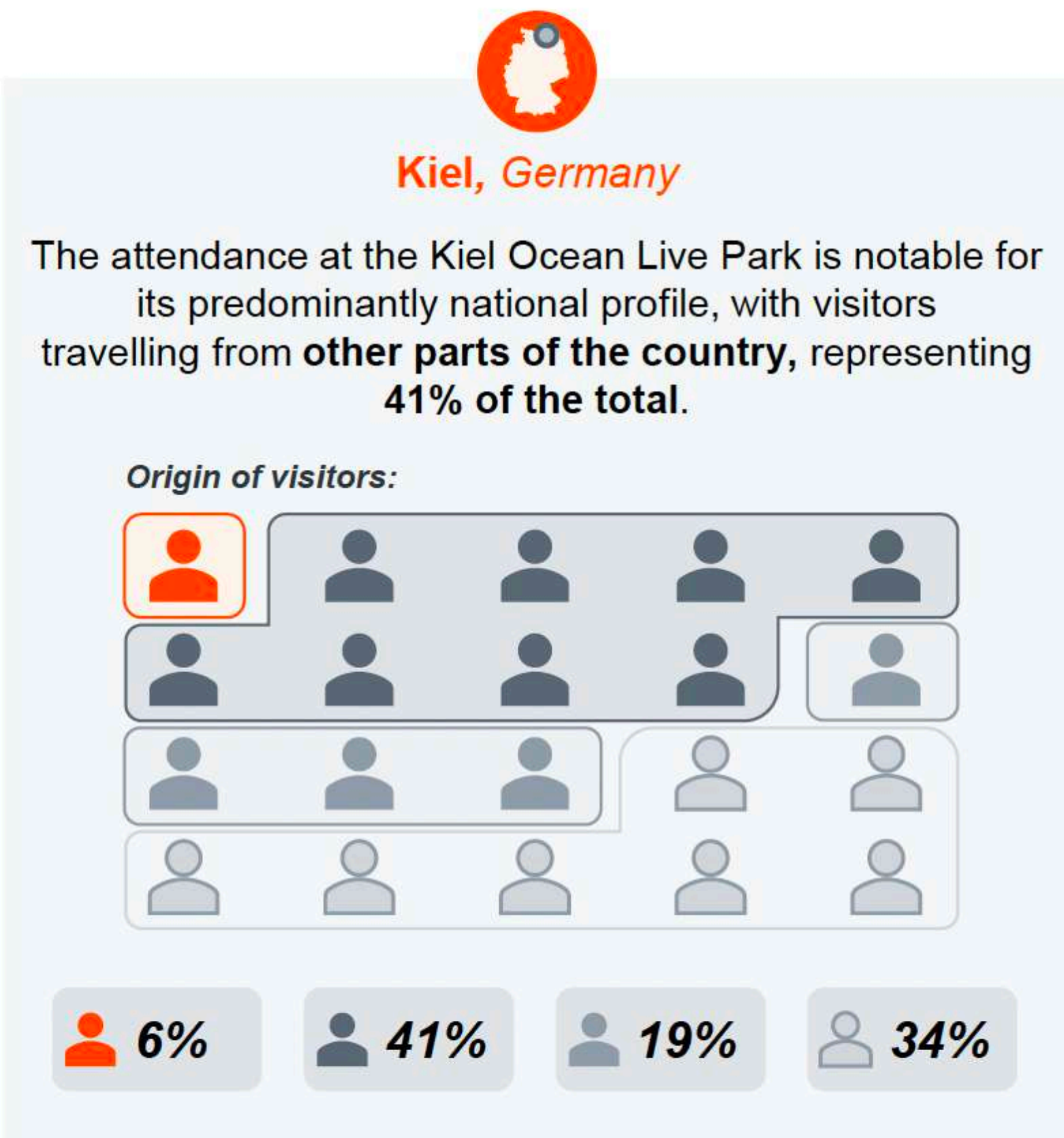
 Contribution to GDP of The Ocean Race Europe 2025 in Kiel (€M, 2025)






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

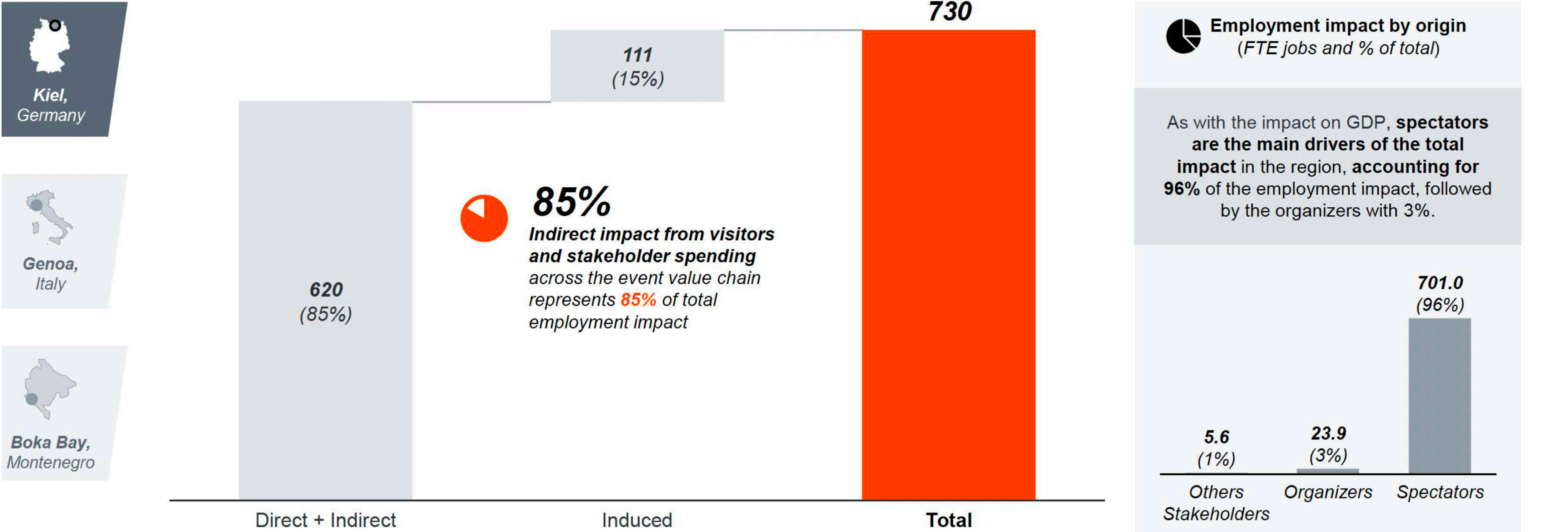
## Attendance at The Ocean Race Europe 2025





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

 **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**

