

Event Report

P1 Aalborg Grand Prix of the Sea

9 - 11 JUNE 2017



“We were very happy to welcome you here in Aalborg and the event was a great success. The number of spectators and visitors was the largest we've had at the Regatta so we couldn't be more pleased. It was great working with you and your team.”

Mette Matthiasen Larsen
Projektmedarbejder



Introduction

This report provides a brief summary of the first Powerboat P1 Grand Prix of the Sea event in Denmark. Powerboat P1 is one of the world's leading marine motorsport promoters. A P1 event delivers a significant impact with international appeal, capable of showcasing a host venue through extensive guaranteed global media exposure. The P1 brand is synonymous with the highest quality events.

This was P1 SuperStock's first visit to Europe and the host location proved to be an excellent choice. The combination of outstanding facilities, significant crowds, the link with the city's Regatta - together with the help and support of the team from Aalborg Events - made for a very successful weekend.

Objectives

- To host a marine motorsport event with a view to raising awareness of the underutilised waterway in the city
- To profile some of the interesting new waterfront developments and wider regeneration programme underway in the city
- To boost consumer spending – large crowds attending the event generate additional spend in the local community, including food and beverage sales, retail sales, accommodation and associated travel costs
 - Local people spending money in local businesses (local stimulus)
 - Divergent tourists who alter their travels to attend an event and extending their stay
 - Regional people traveling for the event
 - Visitors traveling to the host venue specifically for the event (racers and spectators)
- To encourage additional tourism visits for a period of a year or more afterwards prompted by the international TV exposure

Summary

The event was the largest of its kind run in Aalborg, with record attendance levels throughout the weekend.

City officials were delighted with the outcome and competitors were unanimous in their praise of the venue.

The event generated significant number of positive news stories at local, regional and international level and the global broadcast enhanced Aalborg's international profile.



"The 2017 Aalborg Regatta broke all records and we saw 70,000 people at the harbourfront during the weekend. Along with the local activities, the Powerboat P1 racing was a great factor in making this happen.

It is always amazing to see so many people in Aalborg enjoying what the city has to offer. Aalborg's unique location by the Limfjord makes it ideal for the race and I am happy P1 chose Aalborg as the first venue of its European series. The race was thrilling and exciting to watch and I am sure the crowd was as entertained as I. Hopefully we will have the opportunity to welcome P1 back to Aalborg again."

Thomas Kastrup-Larsen
Mayor of Aalborg

Race Report

Welsh one-two in Aalborg season opener

It was a memorable weekend at the P1 Aalborg Grand Prix of the Sea for the Welsh as they dominated the podium after Platinum Products edged out reigning UK champions Pertemps Network in a closely fought finale on the Limfjord.

The first ever overseas visit by the P1 SuperStock UK race series saw tens of thousands of spectators in the Danish city of Aalborg enjoy two days of world class powerboat racing as the four venue 2017 UK calendar got underway. After an exciting opening day of qualifying and heats, the Platinum Products team of James Norvill and Charlie Parsons-Young, who lead the 2017 US championship as Team Barbados, held a slender lead over current UK and world champions Sam and Daisy Coleman in Pertemps.

Racing got underway on the second day with the Plate Final as the four bottom teams from Saturday's results battled it out for a wildcard spot in the all important Grand Final and it was Pickfords who stormed to victory ahead of South Street, Typhoo and Arthur J Gallagher. They would line up alongside Platinum, Pertemps, Experience Kissimmee, Milford Waterfront and the rookie Spirit of Inverclyde team in the Grand Final with podium places up for grabs.

Platinum used their pole position to gain a lead on the first lap and despite Pertemps' taking their pit lap as late as possible, held on for the clean sweep and a maximum points tally of 80. There was drama in behind as Milford Waterfront managed to launch themselves off the start run to take third before falling back to fourth after their pit lap. However, Kissimmee had not gained a big enough advantage before taking their own pit lap and handed third place back to the Welsh team.

Milford's third place brought them level on points with Neil and Jason Jackson but were forced to settle for fourth as the fastest lap ruling came into play – a disappointing end to what was a fantastic round for Andrew Foster and Charles Morris who only made their debut in the series last season. It was a similar story in the battle for fifth as Pickfords and Spirit of Inverclyde finished level on points, the former taking fifth spot based on count back.

Results

TEAM	POINTS
Platinum Products	80
Pertemps Network	74
Milford Waterfront	63
Experience Kissimmee	63
Spirit of Inverclyde	53
PickfordsFX	53
Typhoo	50
Arthur J Gallagher	48
South Street	46



“For the first time, Denmark has arranged a P1 Powerboat event, powerful and fast paced, the great city of Aalborg really had a signature event going forward. Looking into the strategic plan for the DMU and the growth of our newest sport with powerboat and jetski on the agenda, we are happy to welcome the experienced promotor Powerboat P1 with our hospitality for many years to come.”

Jonas Nygaard

Secretary General – Danmarks Motor Union (DMU)





TV Coverage

The P1 Aalborg Grand Prix of the Sea was broadcast to a global audience on the following channels:

Broadcaster	Homes	Territory
TV2 Nord		Denmark
FOX Sports US	43m	North America
NBC Regionals	14m	North America
MAVTV	20m	North America
FOX Sports Latam	35m	South America
Sky Sports	11m	UK
Fox Europe	15m	Pan European
Sport 1	34m	Germany
Nautical Channel	4m	North America
Eleven Sports	23m	North America
Motors TV	20m	Pan European
Ten Sports	140m	SE Asia
Star Sports	22m	SE Asia
FOX Sports Asia	550m	Asia
ESPN Oceania	5m	Australia/NZ/Pacific Rim
Flow	.3m	Caribbean



TV Distribution

By the end of July 2017, the following TV broadcasts had been confirmed. Further broadcast details will be provided separately.

DATE	TIME	CHANNEL
28/06/2017	21:00:00	Sky Sports 5
28/06/2017	24:00:00	Sky Sports 5
29/06/2017	07:00:00	Sky Sports 5
29/06/2017	10:00:00	Sky Sports 5
29/06/2017	13:00:00	Sky Sports 5
29/06/2017	16:00:00	Sky Sports 5
19/07/2017	21:09:00	MOTORS TV FRANCE
19/07/2017	05:20:00	MOTORS TV FRANCE
20/07/2017	11:52:00	MOTORS TV FRANCE
20/07/2017	01:36:00	MOTORS TV FRANCE
21/07/2017	09:37:00	MOTORS TV FRANCE
21/07/2017	14:02:00	MOTORS TV FRANCE
21/07/2017	03:41:00	MOTORS TV FRANCE
22/07/2017	00:21:00	MOTORS TV FRANCE
23/07/2017	11:20:00	MOTORS TV FRANCE
23/07/2017	04:53:00	MOTORS TV FRANCE
24/07/2017	10:00:00	MOTORS TV FRANCE
25/07/2017	14:02:00	MOTORS TV FRANCE
12/07/2017	20:20:00	MOTORS TV Europe
12/07/2017	23:15:00	MOTORS TV Europe
14/07/2017	09:05:00	MOTORS TV Europe
15/07/2017	07:00:00	MOTORS TV Europe
16/07/2017	12:00:00	MOTORS TV Europe
02/08/2017	19:26:00	MOTORS TV UK
02/08/2017	06:06:00	MOTORS TV UK
03/08/2017	11:11:00	MOTORS TV UK
04/08/2017	16:50:00	MOTORS TV UK
04/08/2017	23:06:00	MOTORS TV UK
04/08/2017	03:41:00	MOTORS TV UK
26/06/2017	15:00:00	Fox Sports Europe
27/06/2017	06:00:00	Fox Sports Europe
27/06/2017	12:00:00	Fox Sports Europe
28/06/2017	11:00:00	Fox Sports Europe
30/06/2017	01:00:00	Fox Sports Europe
TBC	TBC	Eleven Sports Network
TBC	TBC	Nautical Channel

Excellent results achieved in partnership with TV2 Nord



Powerboat P1 was first introduced to TV2 Nord's Chief Editor, Jesper Christiansen on a visit to Aalborg to visit the event site. A relationship was developed and it the opportunity for TV2 Nord to show the Aalborg race was confirmed.

The show was aired 5 times on flowtv channel TV2 Nord Salto in week 28. Details of the broadcast and repeats are shown below:

Sunday 9 July	19:45 - 20:30
Sunday 9 July	22:25 - 23:10
Monday 10 July	23:10 - 23:55
Wednesday 12 July	15:40 - 16:25
Friday 14 July	16:35 - 17:20

For the opening broadcast, the first 8 minutes were shown on the national TV2 Denmark channel, with some 45,000 viewers and a 60% share.

TV2 Nord confirmed that in their region there are about 500,000 inhabitants who can watch flowTV. Around 10 percent of the inhabitants in the region saw the program on flow TV. TV2 Nord also estimates that more than 200 viewers had streamed the programme from their website.



Event Impact

Event Delivery Impact

The event delivery impact covers operational expenditure across various categories including accommodation, travel, subsistence, and event operations.

• Accommodation (P1 direct)	£17,955
• Accommodation (participants)	£15,960
• Travel (P1 direct)	£14,250
• Travel (participants)	£22,800
• Subsistence & Hospitality (P1 direct)	£11,400
• Subsistence & Hospitality (participants)	£9,500
• Marketing, Sponsor Activation and PR	£8,164
• TV Production & Distribution	£32,484
• Sport Operations (excluding salaries, maintenance, design or sport equipment)	£44,281

Total

£176,794



Spectator Impact

The spectator impact figures combine the inward economic impact made by spectators travelling to the event with an overnight stay, the stimulus to the local economy from day visitors and the wider economic impact.

• Travelling spectator inward economic impact	£525,000
• Day visitor spectator economic impact	£283,500
• Local stimulus	£787,500

Total

£1,596,000



Notes:

The spectator impact calculations assume:

- ~ The impact calculations conservatively assume 10% of spectators travelled and stayed overnight.
- ~ The study assumes 15% were day visitors from outside the local area.
- ~ It also assumes 75% were from Aalborg.
- ~ The study assumes the individuals within these three distinct groups each spent £125, £45 and £25 respectively.
- ~ Crowd estimates are based on the published number of 70,000 spectators over the two days.
- ~ Spectator numbers are discounted by 40% to account for children, who do not personally contribute to the spend.

Event Impact

Media value

The media value is based on a combination of television, print and digital coverage

• TV Broadcast value (race event - based on Repucom data)	£485,850
• Impact relation (UK & USA) - based on KPMG and Nielsen estimates	£75,000
• Print & TV News media (programmes, interviews, PR, race reports, promotions & news reports)	£27,575
• Digital value (online reports, advertisements, promotions and videos - based on Meltwater data)	£31,800

Total	£620,225
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Notes:

As some of the TV broadcasts are still to be shown, the broadcast valuation for the event is an estimate based on an equivalent 2016 event. P1 has adopted a conservative approach here and is confident that the estimate is robust.

Revised estimates will be provided once all broadcasts have been shown and the Repucom analysis is completed.

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Summary

• Event delivery impact	£176,794
• Spectator impact	£1,596,000
• Media value	£620,225
Total Estimated Event Impact	£2,393,019

Total Estimated Event Impact - Converted to DKK	DKK 19,897,615
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Looking ahead to 2018

Powerboat P1 is delighted to have successfully staged the event in Aalborg and to have had such positive feedback from city officials and competitors alike.

The 2018 Aalborg Regatta looks set to be staged on 16 - 17 June and Powerboat P1 would like to return with a full P1 Grand Prix of the Sea weekend, including the P1 SuperStock and P1 AquaX classes. This would significantly enhance the show on the water, provide added television content and attract a higher number of competitors and spectators to the event. P1 AquaX is an exciting production-based jet-ski series fully supported by the leading manufacturers including SeaDoo, Kawasaki and Yamaha.

With a successful first year completed, P1 would like to propose it's original idea of staging a much larger on-water programme, including the P1 AquaX jet ski series, demonstration rides and freestyle displays. P1 is eager to open up discussions to secure support for a Denmark-branded race boat to compete in the full 2018 P1 SuperStock season and will be meeting with representatives of the Copenhagen Racing Team who have expressed a keen interest to compete in the series. This would generate an additional £450,000 in media value next year.



"The city location close to the water meant it was a really great event - everything was easily accessible, we could walk everywhere, the locals were friendly and staging the event with the Regatta meant there was lots to see and do for everyone."

Neil Jackson

P1 SuperStock Competitor

"When P1 visited the Aalborg Regatta it brought another dimension to an already successful event. The city was buzzing. People enjoyed that it was very easy to watch and involved the whole city. I think everyone hopes that P1 returns next year for more great racing."

Claus Carstensen

Owner - El Mariachi Gastro Pub



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