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Caroline

Event legacies - changing destination perspectives : A case study of the The Rolex Middlesea Race : Malta

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yacht racing events worldwide



- America's Cup 1851 – oldest trophy.
- The Volvo Ocean Race, Cowes Week and the Caribbean 600 - tourism stopovers.
- Governments bid world-wide.
- Middle East destination image.
- Oman Sail – off peak events & reviving maritime heritage amongst it's youths.





STROMBOLI

ITALY

MESSINA

SICILY

FAVIGNANA

PANTELLERIA

CAPOPASSERO

MALTA

LAMPEDUSA

The Rolex Middle Sea Race



- The Rolex Series top 3 Fastnet , the Sydney-Hobart & The Rolex Middle Sea Race.
- Survived 34 years – 10 year break
- Attracted the sponsorship of Rolex 2002
- Extensive coverage – 600 pdf media posts
The Rolex minute
- Growing in popularity – 99 yachts in 2013, 42 in 2003. Began with only 8 in 1968.





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The Rolex Middle Sea Race 2013



- Only 2 weeks ago the end of the RMSR 2013—
- 85 international yachts 18 countries – Russia
 - A sizeable watching public
 - Heightened awareness on local media
 - Presence of Minister of Tourism & CEO of MTA.
- Increase medium & smaller yachts & amateur crew – strong contacts with yacht clubs and the value of “Word of Mouth”.
- Plan is to approach the Spanish & French markets.



Sport

90 boats arrive ahead of start of 2013 Rolex Middle Sea Race tomorrow

RMYC hope to surpass 100-mark

Sport

Sailing Rolex Middle Sea Race

All set for record entry

Valhgor Camilleri
Sport

Sailing Rolex Middle Sea Race

A thousand to set sail from the Grand Harbour

Research Problem



Is Malta optimizing on the benefits it could gain from yachting & choosing the RMSR as a showcase for Malta's yachting industry ?



BUSINESS AND MONEY

FINANCIAL NEWS P78, 79, 80
CONSUMER AFFAIRS P82

+10.00% MALTAPOST PLC	+2.59% ISLAND HOTELS PLC	+2.3% MIA PLC
-3.53% IHI PLC	-2.63% RS2 PLC	-2.11% LOMBARD BANK PLC

STOCK MARKET REPORT

» PAGE 81

SOLAR FARM AT MEDSERV

MEDSERV TO INVEST IN SOLAR FARM AT ITS BASE AT MALTA FREEPORT

» PAGE 80

Government committed to superyacht industry



Edward Zammit Lewis

a good command of English. Government is firmly committed to ensure that yacht owners, especially superyacht owners, view Malta as a highly respectable jurisdiction in fields which – although not directly related to yachting – are equally important to them, such as corporate, legal and financial services.

Policy and regulation have to be

excellence for the training of crew members looking for a career on superyachts.

We must ensure that the right infrastructure is in place. We are committed to identifying zones that can be transformed and developed. We already have the regenerating project of 'Port il-Kbir' and its relevant areas, and have invited expressions of inter-

leading jurisdiction in this sector. Much has been done and more needs to be done. We are committed to support such initiatives, and more importantly by actively contributing within the relevant international fora and informing the international community that we support this industry.

Towards the end of September, together with Infrastructure and

in worldwide superyacht industry, its recognition as the largest ship register in Europe and a popular yachting destination in the Mediterranean.

We will be participating in a number of networking events and I shall be addressing the Sea Changes Seminar, organised by the Professional Yachtsmen Association. This will serve as a good

research interests in relation to policy



- Mass tourism to niche markets –
- Attracting quality tourists/enthusiasts in the off peak – new markets
- Utilise existing infrastructure – very few environmental & social negative impacts
- Extend the yachting season – last race of the season.
- Add supplementary attractions .
- Strengthen the MICE tourism market.
- Create a better destination image.





Research Approach /Methodology



- Qualitative – empirical approach - exploratory
- Case study – single experiment - theory(Yin)
- Single Real life event – specificity – industry focused
- Inductive – how & what research questions
- Tool for gathering data – In-depth interviews
- Purposeful sampling with 19 key stakeholders –
Foreign yachting participants(7) & enthusiasts (2)
Local yachting executives(7)
Tourism executives(2)
- No random visitors, concierge or Russians.





19/OCT/2013

Key beneficial findings



- Uniqueness & branding potential.
- Rolex sponsorship offers credibility.
- Revisitation aspect – race spirit & warm welcome.
- New russian market & MICE tourism enquiries.
- Extensive coverage – show case for yachting in Malta
- Adding value to BDS - Medot, Sail coach & Malta Knights Trophy & prospective powerboat race stopover in 2015. Value of attracting off peak events.
- Tourism/business potential – charter, overwintering.



Challenges towards opportunities



- Lack of awareness – no data collected.
- Loss of our maritime culture & crew
- Low quality of hospitality services.
- Berthing– low quality infrastructure
- Need for better communication & networking especially support from MTA.





Conclusions



- Need for better communication/ awareness/ data
- MTA & tourism establishments could capitalise – must offer quality. ex. Airport & GHM
- Need for berthing in one spot - V few neg impacts.
- Good facilities, race spirit & management.
- Attracted new markets like Russian, MICE & charter
- Opport. to revive maritime heritage/ strengthen image, encourage revisit & business opportunities

Credibility of the RMSR towards further events







Thank you for listening 😊



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