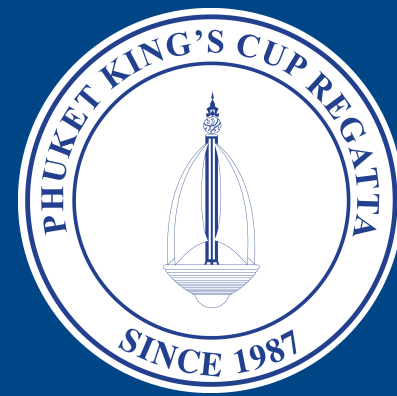


# PHUKET KING'S CUP REGATTA

**Brand Phuket: Sports Tourism**



# THE BRAND

## Values, Perception

Phuket King's Cup Regatta is known around the world:

- Attracts over 1,000 participants.
- Involves more than 2,000 people.
- Participants from over 30 countries.
- Top participating countries: Australia, UK, Russia and Japan.
- 2011 Survey: Found 32% participants from Europe, 23% from Australia and New Zealand, and 20% from Asia, as well as strong participation from US, and Russia.

One of the longest established regattas in the region – 2012 is the 26th year.

Considered by many sailors to be the “one-to-win” in the region.

International Race Management and Jury.

Top racing; top parties.

Royal connection – unique in the region.



# THE REACH



## Media, Valuation Methodology

2011: Media Value = over USD 8,000,000 (approx. THB 250,000,000).

*Media coverage for Phuket King's Cup Regatta grew from by more than 50% (2009 - 2010); and more than 20% (2010 – 2011).*

2011 International Broadcast (satellite, cable, terrestrial) – more than 900 minutes, reaching 400 million households across Asia, Asia/ Pacific, Africa, Middle East and Europe.

IPTV: Not counted in the above figures. Partial 2011 figures show over 20,000 views by March '12.

2011: More than 100 media used the press centre onsite.

2011: More than 100 offsite accredited media.

### **Caveat:**

Trends, not absolute numbers are the key metrics. Valuations are “grey” at best, but a consistent methodology has importance in making comparisons.

Define your market and your goals, and develop a media strategy to deliver. ROO.



# SOCIAL MEDIA

facebook



vimeo

YouTube

YES – facebook, twitter, google+, linkedin, pinterest, blogs – but why?

- What are you trying to achieve? Who do you want to connect with?
- Are these the right tools to connect with the target audience? facebook v's linkedin.
- One-way communication... **engage** with your followers.
- Develop a fan-base. An interactive fan-base.
- Phuket King's Cup Regatta: a dedicated person in 2011 focussed on engagement.

## IPTV:

YouTube, Vimeo, own player.

An area the Phuket King's Cup has had a lot of success in in recent years.

- Daily clips.
- Embed/ share.

YouTube reach:

- More than 24 hours of video is uploaded to YouTube every minute.\*
- There are more than 2 billion video views on YouTube every 24 hours.\*

\* *Source: Econsultancy*

A different level of engagement between IPTV and traditional Broadcast TV. Some reports suggest IPTV content has a media value 15 times more than Broadcast TV. **Engaged viewers.**

2010 Phuket King's Cup – last day's clip had over 20,000 views within 24 hours of posting.

# THE BENEFITS TO PHUKET

## Economic, Awareness, Repeat Visitors

Independent survey in 2008, 2009 and 2011 found spend on accommodation and F&B by participants during the Regatta Week was over THB40 million/ year.

- This does not include travel to/ from, spend on boat maintenance, spend before/ after Regatta Week, auxiliary spend, spend by the regatta organisers.
- Numbers from the TAT and Governor's office have indicated Phuket's economic benefit is THB80m, and THB600m respectively.
- E.g. USD15,000/ day for crew – example of money spent on taking part/ in the local economy.
- 40%+ of participants are charterers.

Marine industry – people leave their boats in Phuket pre- and post-event:

- Berthing fees.
- Maintenance.
- Refit and repair work.

Media exposure – domestic and international:

- International media reach: delivering images, moving pictures, stories of Phuket worldwide.
- Don't ignore the domestic media. Domestic tourism is a growing trend for Phuket and as mature international markets shrink, Sports Tourism has a role to play in connecting with domestic tourists.
- **Phuket** King's Cup Regatta – the destination is in the name.

### **2011 Survey:**

- Thailand was voted the favourite sailing venue and best regatta location in Asia by survey participants.
- 27% have been sailing in Thailand for more than 10 years.
- 17% come to Thailand 10 or more times per year. Repeat visitors. Brand ambassadors, e.g. Phuket Airport closure.

# FUTURE OF SPORTS TOURISM (PHUKET)

## Crystal Ball Gazing, Opinion

Attract international events – re Sailing: Singapore host Extreme Sailing Series and Volvo Ocean Race; China host Extreme Sailing Series; Malaysia and Korea host World Match Racing Tour. Thailand...?

Government support – in a clear and professional way. A sports tourism strategy is needed by the Government.

The reality is... it will be private-sector driven.

Homegrown events need to have a commercial focus. Commercialism can breed professionalism.

Improvements in professionalism – hosting, operation, communications and sponsorship.

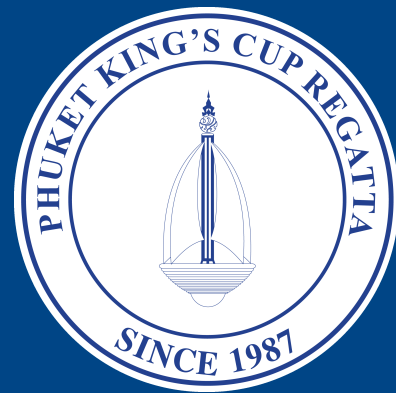
→“I know someone at [company name]....” is not a professional approach to sponsorship.

→“I know the editor of ...” is not professional communications.

Communication Strategy – Events need to improve communications; identify key messages. What do you want to say? Who are you communicating to – media, participants, partners, public?

A professional Communications Strategy is essential for the event on all levels.





**THANK YOU**  
**[www.kingscup.com](http://www.kingscup.com)**