

CLIPPER VENTURES

PARTNERSHIP CASE STUDY
CLIPPER RACE 2023-24
WASHINGTON DC



STRICTLY PRIVATE AND CONFIDENTIAL

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01 BACKGROUND & EXECUTIVE SUMMARY



BACKGROUND

A CHANGE IN APPROACH...

The 2023-24 Clipper Round the World Race visited Washington, DC for the first time in race history between 17-15 June 2024.

The Clipper Race team conducted an in-house economic impact analysis of the event, considering all monetary flows into the local economy from various sources, including spectator expenditure, attendee spending, indirect impact, and media value.

Data were collected from the general public (Visitors), Race Crew (Attendees), and Race Supporters (Visitors) during the stopover, offering insights into the event's reach and reception, including awareness levels and participant feedback across multiple metrics.

As a Clipper Race Team Partner, EventsDC had the opportunity to build a powerful connection with a global audience through year-round brand visibility, participation in race activations, and engagement with diverse communities across multiple international stopovers broadening the city's reputation beyond its political identity. This partnership platform not only boosted international awareness but also provided brand alignment with the adventure and purpose-driven spirit of the Clipper Race.



EXECUTIVE SUMMARY

STOPOVER HIGHLIGHTS

VISITOR
SUMMARY

228,165
SPECTATORS

VISITOR
DEMOGRAPHY

15%
INTERNATIONAL

ECONOMIC
IMPACT

\$7,061,935

\$788,420 from Attendees
\$6,273,515 from Visitors

VISITOR
GENDER

**EQUAL SPLIT OF
GENDERS**

VISITOR
DEMOGRAPHY

29%
FROM OUTSIDE DC

OPEN BOAT
ENGAGEMENT

2,112
INDIVIDUALS
STEPPED ON BOARD

CLIPPER

**ROUND THE
WORLD**



EXECUTIVE SUMMARY

GLOBAL CAMPAIGN

ACTIVATIONS

5

CONTINENTS ACTIVATED
ALONG THE RACE ROUTE

TRADITIONAL AUDIENCE

232,000,000

TRADITIONAL AUDIENCE

SOCIAL IMPRESSIONS

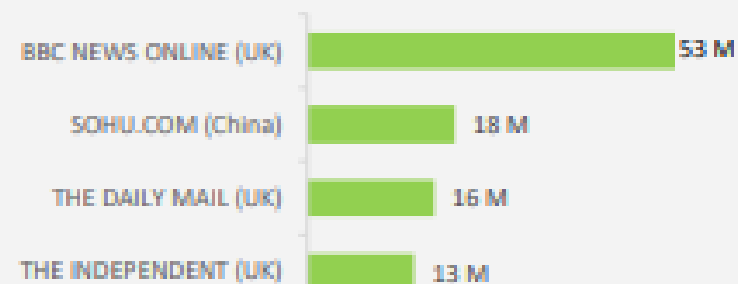
52,000,000

SOCIAL IMPRESSIONS

TRADITIONAL OUTLETS

TOP OUTLETS

by audience



SUSTAINABILITY

891

ITEMS RETRIEVED
DURING THE ANACOSTIA
RIVER CLEAN

PERCEPTION

“Beautiful city, with very
friendly people. It far
exceeded my expectations
and will be back for a
vacation.”

CLIPPER

ROUND THE
WORLD



02 ECONOMIC AND STOPOVER IMPACT



CLIPPER

**ROUND THE
WORLD**

METHODOLOGY

METHODOLOGY AND DEFINITIONS

ATTENDEE SPEND

Spend from individuals with an official role – such as staff, crew or local volunteers

Based on survey responses, multiplied by the amount of Race Crew and Clipper Race staff in Washington, DC

+

VISITOR SPEND

Spend from individuals with an unofficial role – such as Race Crew Supporters and spectators

Based on Clipper Race survey responses who indicated their primary motivation for visiting The Wharf was the Clipper Race; multiplied by the amount of increased visitors to The Wharf

=

ECONOMIC IMPACT

Total Economic Impact of hosting Clipper Race to Washington DC economy

NOTE: There was a YoY uplift of 24,450 visitors to The Wharf during the Clipper Race stopover. As 47% of our surveyed Visitors listed visiting the Clipper Race as their primary motivation for visiting The Wharf, we have reduced the data set we have extrapolated our EI data from by 53% to 11,491 giving a very conservative total EI figure.



ECONOMIC IMPACT

TOTAL

ATTENDEE SPEND

\$788,420

VISITOR SPEND

\$6,273,515

+

=

ECONOMIC IMPACT

\$7,061,935

ECONOMIC IMPACT

ATTENDEE SPEND

ACCOMODATION	\$459,912
LOCAL TRANSPORT	\$45,705
FOOD & DRINK	\$157,113
TOURISM ACTIVITIES & SOUVENIERS	\$125,690
= TOTAL	\$788,420



NOTE: 80 Attendees completed the Attendee specific survey out of 414 Race Crew in Washington, DC during the Clipper Race stopover

ECONOMIC IMPACT

VISITOR SPEND

ACCOMODATION	\$4,055,752
LOCAL TRANSPORT	\$540,077
FOOD & DRINK	\$861,825
TOURISM ACTIVITIES & SOUVENIERS	\$815,861
= TOTAL	\$6,273,515



NOTE: 164 Visitors completed the Visitor specific survey, although there was a total visitor number of 228,165 we only included the YoY uplift of 24,450 visitors to The Wharf

ECONOMIC IMPACT

VISITOR EVENT ENGAGEMENT & DEMOGRAPHY

VISITOR SUMMARY

228,165
SPECTATORS

11% increase year on year
47% attended for the Clipper Race
67% wouldn't have visited independently

VISITOR AGE

PEOPLE OF ALL AGES

30% under 35
22% 35-44
45% 35+

EVENT RECEPTION

NET PROMOTER SCORE (NPS)

How likely are you to recommend the
Clipper Race – **69/100**
How likely are you to recommend
Washington DC – **72/100**

VISITOR GENDER

EQUAL SPLIT OF GENDERS

50% male
47% female
1% non-binary

VISITOR DEMOGRAPHY

DEMOGRAPHY

29% from **outside** Washington DC
15% travelled **internationally**
20% of visitors had never visited
Washington DC / The Wharf

LOCATION RECEPTION

OVERALL

61% a 'good' event for the city to host
35% 'one of the best' events to take place in the city



OBJECTIVE: BRAND ESTABLISHMENT & BRAND AWARENESS – TOURISM ENGAGEMENT AND LOCAL IMPACT

ECONOMIC IMPACT

TOTAL ECONOMIC IMPACT BREAKDOWN

ACCOMODATION

\$4,055,752

\$161 Average Attendee cost per night
\$341 Average Visitor cost per night
6.8 nights average length of stay

ECONOMIC IMPACT

\$7,061,935

\$788,420 from Attendees
\$6,273,515 from Visitors

TOURISM ACTIVITIES

\$815,861

\$71 Average Visitor spend per day
\$44 Average Attendee spend per day

FOOD & DRINKS

\$861,825

\$55 Average Attendee spend per
day on food & drink
\$75 Average Visitor spend per day
on food & drink

LOCAL TRANSPORT

\$540,077

\$47 Average Visitor spend per day
\$16 Average Attendee spend per day

CLIPPER

**ROUND THE
WORLD**



OBJECTIVE: BRAND ESTABLISHMENT & BRAND AWARENESS – TOURISM ENGAGEMENT AND LOCAL IMPACT

STOPOVER IMPACT

STOPOVER IMPACT

PRIMARY DRIVERS

47%

Of visitors cited the Clipper Race as the primary reason for visiting The Wharf

CITY PERCEPTION

88%

Of visitors believed that hosting the Clipper Race is something the city can be proud of

NPS SCORE

The creators of the Net Promoter Score [NPS] metric, Bain & Company, state that:

NPS score above 0 is good
NPS score above 20 is great
NPS Score above 50 is amazing
Anywhere above 80 is the top percentile

PRIMARY DRIVERS

67%

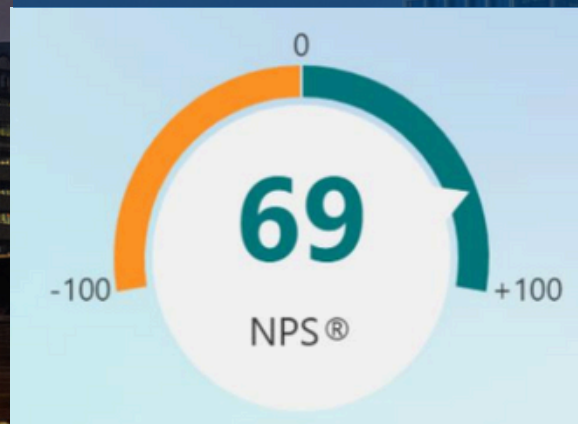
Of visitors wouldn't have visited The Wharf if the event wasn't taking place

CITY PERCEPTION

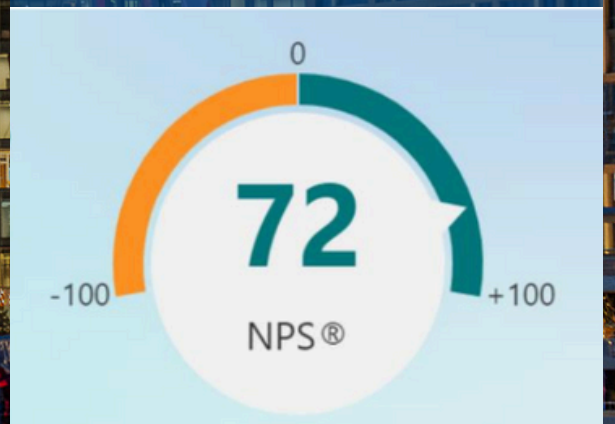
77%

Of Visitors said the event positively changed their perception of Washington, DC

EVENT



CITY



CLIPPER

ROUND THE WORLD

OBJECTIVE: BRAND ESTABLISHMENT & BRAND AWARENESS – TOURISM ENGAGEMENT AND LOCAL IMPACT

STOPOVER SENTIMENT

“Beautiful city, with very friendly people. It far exceeded my expectations and will be back for a vacation.”

ATTENDEE REVIEWS

- *Washington has been amazing the sights to visit, the food our location in the centre of everything all brilliant” - Race Crew Member (Team Bekezela)*
- *“Enjoyed the stay very much, great welcome, top infrastructure, showers, marina office to relax and a good wifi! Laundry machines top. Restaurant’s nearby, just quite expensive.” Race Crew Member (Team Ha Long Bay)*
- *“A fabulous city with a wonderful collection of museums and so much to see and do. I will be back!” - Race Crew Member (Team Ha Long Bay)*
- *“Beautiful city, with very friendly people. It far exceeded my expectations and will be back for a vacation.” Race Crew Member (Team Dare to Lead)*



03 DIGITAL AND TRADITIONAL MEDIA

MEDIA IMPACT

SOCIAL & TRADITIONAL MEDIA

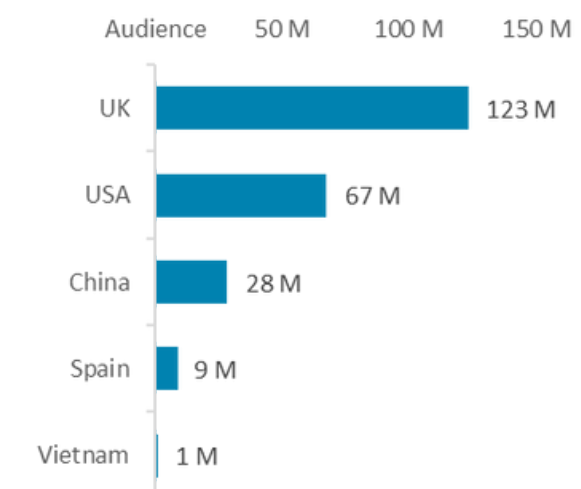
SOCIAL
IMPRESSIONS

52m
IMPRESSIONS

TRADITIONAL
AUDIENCE

232m
TRADITIONAL AUDIENCE

TOP MARKETS



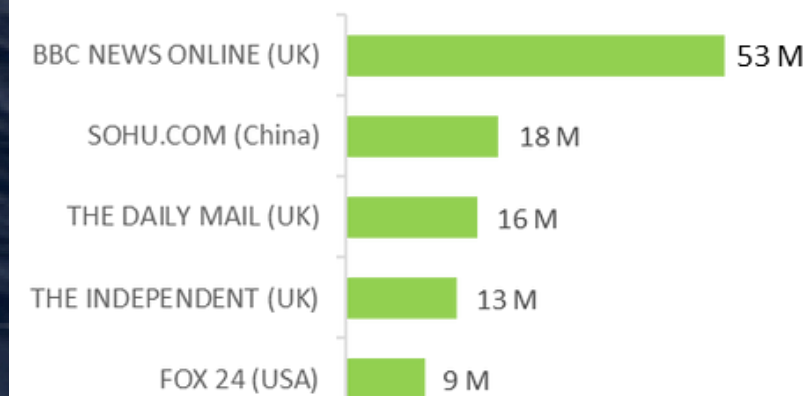
SOCIAL
ENGAGEMENTS

106k
ENGAGEMENTS

TRADITIONAL
MENTIONS

1,693
TRADITIONAL MENTIONS

TOP OUTLETS



OBJECTIVE: BRAND ESTABLISHMENT – DRIVING AWARENESS THROUGH REACH AND ENGAGEMENT
FULL MEDIA REPORT HAS BEEN PROVIDED






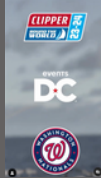

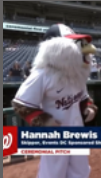
DIGITAL MEDIA

EXAMPLE SOCIAL POSTS [click to view]





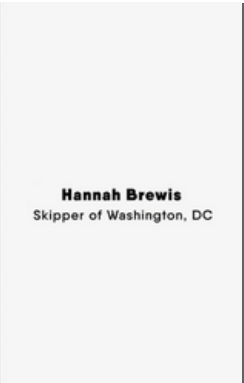

CLIPPER RACE

 <div>01/09/2023 Instagram/Facebook @CLIPPERRACE</div>	 <div>03/12/2023 Instagram/Facebook @CLIPPERRACE</div>	 <div>05/12/2023 Instagram/Facebook @CLIPPERRACE</div>	 <div>09/12/2023 Instagram/Facebook @CLIPPERRACE</div>
 <div>17/06/2024 Instagram/Facebook @CLIPPERRACE</div>	 <div>22/06/2024 Instagram/Facebook @CLIPPERRACE</div>	 <div>26/06/2024 Instagram/Facebook @CLIPPERRACE</div>	 <div>23/08/2024 Instagram/Facebook @CLIPPERRACE</div>

EVENTSDC x CLIPPER RACE

 <div>21/11/2023 Instagram/Facebook @CLIPPERRACE</div>	 <div>06/12/2023 Instagram/Facebook @CLIPPERRACE</div>	 <div>13/04/2024 Instagram/Facebook @CLIPPERRACE</div>	 <div>01/05/2024 Instagram/Facebook @CLIPPERRACE</div>
 <div>07/06/2024 Instagram/Facebook @CLIPPERRACE</div>	 <div>18/06/2024 Instagram/Facebook @CLIPPERRACE</div>	 <div>20/06/2024 Instagram/Facebook @CLIPPERRACE</div>	 <div>11/07/2024 Instagram/Facebook @CLIPPERRACE</div>

TOP EXTERNAL MEDIA

 <div>07/04/2024 INSTAGRAM @FOX13SEATTLE</div>	 <div>23/05/2024 INSTAGRAM @NIKIMOOREFUNNY</div>	 <div>07/04/2024 YOUTUBE NO QUARTER SAILING</div>	 <div>04/06/2024 YOUTUBE LIFE WITH NATE</div>	 <div>04/09/2023 INSTAGRAM @MUSTOCLOTHING</div>	 <div>18/05/2024 INSTAGRAM @EMBASSYLIFEINDC</div>
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OBJECTIVE: BRAND ESTABLISHMENT – DRIVING AWARENESS THROUGH REACH AND ENGAGEMENT
FULL MEDIA REPORT HAS BEEN PROVIDED

TRADITIONAL MEDIA

TOP COVERAGE *[click to view]*

BBC WORLD



WTOP NEWS



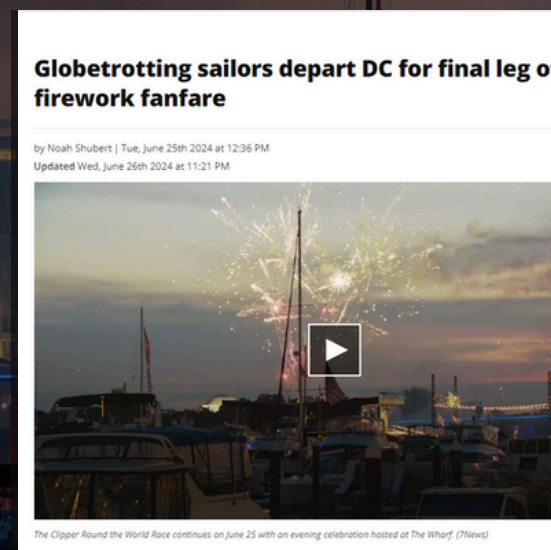
BAO QUANG NINH



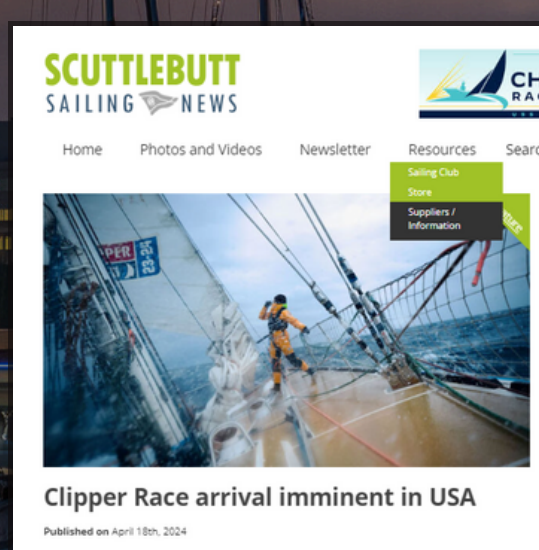
BBC UK



WJLA



SCUTTLEBUTT SAILING



MEDIA COVERAGE:

- BBC 1 SCOTLAND (Radio)
- FOX24 (Broadcast-TV)
- STV (Broadcast-TV)
- BBC 1 EAST MIDLANDS (TV)
- ABC 7 NEW YORK (TV)
- FOX 5 (TV)
- LEICESTER MERCURY
- YACHT.DE
- YACHTS AND YACHTING
- SAIL WORLD

OBJECTIVE: BRAND ESTABLISHMENT – DRIVING AWARENESS THROUGH REACH AND ENGAGEMENT
FULL MEDIA REPORT HAS BEEN PROVIDED



04 GLOBAL CAMPAIGNS



TEAM HIGHLIGHTS

WASHINGTON DC SKIPPER

Hannah Brewis, 26, from Grantham, joined the 2023-24 Clipper Race lineup as one of its youngest Skippers, bringing over 40,000nm of experience from a lifetime of sailing. Starting with dinghy racing at Rutland Water, Hannah's early passion grew with offshore experience in Greece, the Mediterranean, and as an AQP on board Seattle in the 2019-20 Clipper Race, where she completed North Pacific and North Atlantic crossings.

Driven to build a strong, confident team, Hannah aspired to create a positive, high-energy environment for her crew. When not sailing, she was often found exploring the mountains of Northern England.



OBJECTIVE: BRAND AWARENESS – THE SKIPPER WAS A KEY SPOKESPERSON FOR WASHINGTON, DC TO THE MEDIA

TEAM HIGHLIGHTS



OBJECTIVE: BRAND AWARENESS – THE TEAM ENTRY HAD 67 CREW FROM 19 NATIONS TO ACT AS INTERNATIONAL PROMOTORS

RACE ROUTE

Washington, DC maximised its presence on the Clipper Race by transforming its yacht into a dynamic, moving billboard that traveled across six continents.

This branded yacht, adorned with Washington, DC vibrant “Delve Deeper” imagery, became an icon, in each port, generating global visibility and sparking curiosity among diverse audiences.

Global activities included:

- Public yacht tours around the world where over 1,000 people stepped on board and got to know the team and delve deeper into DC
- Sailing experiences and static tours for media outlets and influencers
- Speaker opportunities as part of Clipper Connect Business Series

Activations and events promoting Washington, DC in 9 international markets



OBJECTIVE: BRAND ESTABLISHMENT & BRAND AWARENESS – ACTIVATING IN KEY MARKETS ON THE RACE ROUTE

CAMPAIGN ACTIVATIONS

PARTNER OBJECTIVE

Broaden the city's reputation beyond its political identity.

TEAM ENGAGEMENT

EventsDC's consistent engagement with their crew throughout the Clipper Race journey transformed the crew into enthusiastic advocates for Washington, DC. From providing personalised gifts and letters at Race Start, to joining the crew for sail days in Cape Town and Fremantle, and sending culturally relevant gift packs in Qingdao, EventsDC built a strong connection with the crew at every stop.

Engaging with crew throughout the race builds brand loyalty and turns them into passionate representatives for the brand ensuring maximum impact from the partnership.



OBJECTIVE: BRAND ESTABLISHMENT & BRAND AWARENESS – ACTIVATING IN KEY MARKETS ON THE RACE ROUTE



CAMPAIGN ACTIVATIONS

PARTNER OBJECTIVE

Broaden the city's reputation beyond its political identity.

CROSS-SPORT NARRATIVE

EventsDC positioned their Skipper alongside Washington, DC's top sports teams like the Nationals and Washington Spirit. In the lead-up to the stopover, the Skipper was given the opportunity to throw a ceremonial pitch at a Nationals game, an honour usually reserved for major pop-culture figures. The narrative culminated with her engaging with Nationals players before throwing the pitch in front of thousands of fans.

By aligning its Skipper with elite local athletes, EventsDC strengthened the connection between the Clipper Race and Washington's sports culture, driving greater local engagement and boosting the prestige of the partnership.



OBJECTIVE: BRAND ESTABLISHMENT & BRAND AWARENESS – ACTIVATING IN KEY MARKETS ON THE RACE ROUTE



CAMPAIGN ACTIVATIONS

PARTNER OBJECTIVE

Broaden the city's reputation beyond its political identity.

VARIED ACTIVATIONS

EventsDC's activations were key to maximising their partnership with the Clipper Race. Transforming their team boat into a float for the National Cherry Blossom Festival generated major media coverage ahead of Fleet Week.

During the DC stopover, EventsDC highlighted the city's vibrant, multicultural identity through activations like live music, BBQ competitions, and sports games. The Clipper Connect Business Series and WISE panel showcased DC's focus on sustainability and women's leadership. These efforts enhanced brand visibility, engaged diverse audiences, and deepened the partnership's impact.



OBJECTIVE: BRAND ESTABLISHMENT & BRAND AWARENESS – ACTIVATING IN KEY MARKETS ON THE RACE ROUTE



05 ESG INITIATIVES



ESG DEVELOPMENT

CREATING POSITIVE IMPACT THROUGH COLLABORATION

The Clipper Race is committed to driving positive impact across Climate, Environment, Social, Economic, and Diversity & Inclusion goals working closely with Future Plus in becoming certified sustainable.

Together with EventsDC, we developed three synergetic initiatives and events at the Washington, DC stopover aligning to the ESG objectives across both organisations.

ESG SOLUTION



ESG IN ACTION

WOMEN IN SPORTS AND EVENTS (WISE)

The WISE networking event at the Clipper Race's Washington DC stopover supported EventsDC's ESG goals by spotlighting female leaders. Featuring Skipper Hannah Brewis and First Mate Ella Hebron, the event, hosted by Laura Ayres, underpinned female leadership in high-pressure roles, promoting gender equality and inclusivity in leadership.



OBJECTIVE: ESG ACCOUNTABILITY– EMPHASISING THE IMPORTANCE OF TAKING RESPONSIBILITY ON A LOCAL AND GLOBAL SCALE

ESG IN ACTION

CLIPPER CONNECT: Protecting The Health of Waterways and our Oceans

Together with EventsDC we hosted a Clipper Connect business event, with a focus on “Environmental Impact: Protecting Waterways and Oceans.” The discussion highlighted local efforts for Anacostia and Potomac River conservation and emphasised global sustainability through cross-level organisational commitment and collaboration. This inspired a sustainability activity to reinforce our commitment to protecting waterways.



OBJECTIVE: ESG ACCOUNTABILITY– EMPHASISING THE IMPORTANCE OF TAKING RESPONSIBILITY ON A LOCAL AND GLOBAL SCALE

ESG IN ACTION

ANACOSTIA RIVER CLEAN

Aligned with EventsDC's sustainability goals, the Greenboat River Cleanup united Clipper Race crew and staff on kayaks to remove 86.82 pounds of trash from the Anacostia River, organised with the Department of Environment and Energy (DOEE). This initiative directly supported ecosystem health, demonstrating EventsDC's commitment to protecting local waterways.



OBJECTIVE: ESG ACCOUNTABILITY– EMPHASISING THE IMPORTANCE OF TAKING RESPONSIBILITY ON A LOCAL AND GLOBAL SCALE



clipperroundtheworld.com