

2013 EVENT REPORT



AN OVERVIEW OF MUSSANAH RACE WEEK 2013



200
Participants



OMR **547,938**
of PR media value achieved



30
Nations



40 Youth Sailors
present at the 'Ask the Coaches' evening



6 International
Coaches



7 of the top 20
ISAF Laser World sailors sailing in
Mussanah Race Week



"With such an array of good sailors and a professional committee in place, it is our aim to receive ISAF (International Sailing Federation) credibility and recognition as a top class event, thus helping Oman earn its place on the world map of sailing venues, whilst continuing to inspire the growing talent which we are nurturing among our local sailors."

Issa Al Ismaili

Oman Sail's Director of events





MUSSANAH RACE WEEK: OMAN'S WORLD-CLASS ANNUAL DINGHY REGATTA

Mussanah Race Week is the Sultanate of Oman's premier annual dinghy regatta. It is the most competitive event of its kind in the Middle East and its rapidly acquired international stature makes it one of the most sought after events by top sailors worldwide.

This regatta is unique and innovative in that it combines world class coaching clinics for each of the seven competing dinghy classes as part of its week-long schedule, competitors get the rare opportunity to learn from the very best specialist coaches, world champions and sailing Olympic medallists.

This formula has proven to be such a popular draw for both regional and international teams - so much so, that the regatta has more than trebled in size since its creation in 2011. The first event welcomed 78 sailors from three nations racing in four sailing classes while last year 165 sailors from nine nations competed in seven dinghy classes. This year 200 sailors from 30 nations participated in the event.



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"The sessions act as a great arena to share ideas and techniques in this rapidly developing class. We're also working on shaping the sailors on water training and fitness strategies. The competitors are using this event as a warm up event to the European Championships, so it is a key learning time for all."

Koray Ezer
Turkish National Champion
and RSX Windsurf coach



THE STRATEGY: OMAN SAIL CREATED THIS EVENT WITH SPECIFIC AIMS IN MIND

Oman Sail - A Visionary National Initiative

Oman Sail is a pioneering national initiative established in 2008 that is using the sport of sailing in a novel and ambitious way to rekindle the Sultanate of Oman's maritime heritage, to foster Oman's socio-economic development and to promote the country as a high-end tourist destination. The scale, vision and early successes of this unique programme, which aims to instill confidence and teach valuable transferable life skills to a generation of young Omanis is without precedent.

Education and Development

The expert international coaching team provided invaluable guidance and inspiration to everyone they worked with at the event – either individually or as a group, participants benefitted greatly from expert tutelage. Groups included children from our Youth Programme, our Oman Sail Instructors, ladies from the Women's Programme; and for the National Race Team it was another step on their Olympic training programme.

Establishing an annual competitive dinghy regatta on Omani waters

An event where sailors can compete against their peers, and have access to elite sporting and life lessons, echoing the very spirit of Oman Sail.

To promote Oman as a tourist destination

Al Mussanah Sports City is a sports event city, and a sailing venue that is unrivalled in the region. The positive and extensive media coverage is going a long way to raising awareness of the venue, and moreover of Oman as a credible sailing destination that is attractive to regional and international tourists.

Recognized and Certified by ISAF

The long-term aim is to run an international regatta recognized by ISAF [International Sailing Federation], with most of the sailing nations from around the globe represented and competing in Olympic classes.



THE VENUE: AL MUSSANAH SPORTS CITY, AN UNRIVALLED SAILING VENUE ON THE SEA OF OMAN

Situated on the Sea of Oman about 85 km up the coast from Muscat and just 45 minutes from Oman's international airport, Al Mussanah Sports City offers a purpose built, Olympic-standard sailing facility.

The sailing conditions in March are perfect, with steady winds averaging around 14 knots, temperatures averaging 23° C and warm 20° C water.

The marina offers first class facilities including virtually limitless boat storage, launching and landing zones, gym, direct access to kilometres of pristine beach and a competitor's village. Offices onsite are fully equipped with hosting facilities, including event management offices, jury rooms, technical official lounges and press lounges.

The Millennium Resort, Mussanah is situated as part of the venue and offers a wide range of accommodation, from full board to self catered apartments, all with panoramic views of the ocean. Facilities include complimentary WIFI, an international restaurant, bar, coffee shops, boardrooms and free parking. The Oman Sail yacht charter, dive centre, sailing school and a range of watersport activities also operate from the venue.



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“This is a great location, the perfect conditions took me a bit by surprise. I wasn't expecting to see such good breeze, and the temperature makes a nice change from some of the colder locations we race in.”

Tom Burton

2011/2012 Winner of the ISAF Sailing Worldcup and World No. 1

THE EVENT: A UNIQUE FORMAT FOCUSED ON WORLD CLASS COACHING

World class coaching is what sets this regatta apart. No other regatta brings together such a high profile group of Olympic medallists, world champion sailors and coaches to provide free coaching for competitors as part of the event. For two days before the start of racing, all competitors benefit from coaching clinics in which experiences are shared and new skills are taught in an effort to fast track performance and improve understanding of the sport.

The 2013 International Coaches

Laser

Paul Goodison

Paul is the 2008 Olympic Gold medallist, past World, European and British Champion. In 2006, Paul won four Gold medals and a Silver. He was then selected to represent Great Britain in the Laser class at the 2008 Olympic Games, where he won the Gold medal. The following year saw him win the Laser World Championships in Canada.

Hugh Styles

Hugh enjoys helping others to learn and develop their skills in life and in their sports activities. He aims to use his elite experiences to improve the chances of success for the people that he coaches. Hugh has worked with a wide spectrum of athletes, from Optimist sailors to Olympic athletes and professional sailors, who have gone on to achieve success at World, European and National level. As a sailor he has won World championships and won medals at Olympic class events and a top ranking world wide of 2nd for a few years in Laser and Tornado classes. Hugh is a professional sailor with experience racing Extreme 40 and TP52 as well as other competitive race boats.





F18/ Open CAT

Coen de Koning

Koning, a force in the sailing world, is a double F18 Catamaran World Champion and a Senior Coach in the Dutch Sailing Federation. Recently, Coen was the champion of the 2011 Nacra Infusion Worlds.

Paul Wakelin

Highly experienced international race coach and Oman Sail's one time National Catamaran Coach, Paul Wakelin, has helped many sailors to develop their potential on a wide range of catamaran classes. Previously with the RYA as National Catamaran Youth Coach, Paul has enjoyed Gold and Bronze medal successes at the ISAF Youth Worlds with sailors going on to achieve World Championship status at senior levels.



"Mussanah Race week is a unique opportunity for developing and highly experienced sailors to enjoy an A-grade regatta as part of a winter training programme. This superb event will get more successful each year."

Paul Wakelin - International Race Coach

Wind Surfing (RSX)

Koray Ezer

Koray grew up in Turkey with numerous Olympic athletes and was driven to the top of the sport from a young age competing in his first world championship at the age of 14. Koray has competed in multiple World and European Championships and has represented Turkey in the Olympics in the Windsurfing category, while also proving to be a successful windsurfing coach. Having worked with many top athletes within the sport, Koray was recruited to Oman to kick-start the Olympic Windsurfing programme and the Oman team is now a serious contender within the GCC and Asia.

Optimist

Chris Atkins







Chris Atkins was most recently employed by Volvo Ocean Race as lead coach and umpire instructor for the 2011-2012 Race Youth Academy, delivering Optimist and team racing coaching in 12 stopover ports around the world, including Abu Dhabi. Chris was also a member of the International Jury for the Race.

Chris's coaching experience spans from coaching Team GBR, when the team won the inaugural ISAF Team Racing World Championships in 1995, to being Event Coach and Chief Umpire at the Optimist European Team Racing Championships since 2008, to most recently coaching Optimist sailors in China and Sweden in September 2012. He is currently a Member of ISAF Council, and Chairman of the ISAF Events Committee.

The 2013 Sailing Classes































- F18
- Laser 4.7
- Laser Radial
- Laser Standard
- Optimist
- RXS Windsurfer
- RS Q'ba

The 2013 International Race Jury

-  Chris Atkins (GB)
-  Luigi Bertui (ITA)
-  Neven Baran (CRO)
-  Marina Psychogiou (GR)
-  Saleh Al Jabri (OMA)
-  Mohsin Al Busaidi (OMA)



30 Nations Represented in 2013

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|  1. Australia |  16. Portugal |
|  2. Bahrain |  17. Russia |
|  3. Belgium |  18. South Africa |
|  4. Canada |  19. Kazakhstan |
|  5. Denmark |  20. Singapore |
|  6. Finland |  21. USA |
|  7. France |  22. Sudan |
|  8. Great Britain |  23. UAE |
|  9. Germany |  24. Turkey |
|  10. Holland |  25. Qatar |
|  11. Ireland |  26. Sweden |
|  12. Egypt |  27. Croatia |
|  13. New Zealand |  28. India |
|  14. Oman |  29. Hungary |
|  15. Poland |  30. Spain |

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“Mussanah Race Week is set to be a huge success, the list of competitors includes a host of world championship holders, Olympic medalists and national champions, with such a line up the level of competition will be high. I am looking forward to a top quality event, in a great location.”

Paul Goodison - Olympic Gold Medalist

THE COMMUNICATION: THE LOCAL AND INTERNATIONAL CAMPAIGN

The PR and Marketing campaign positioned the event as a unique training platform for national and international sailors because of the coaching clinics offered to all participants. In addition to this, the PR campaign enlightened the high quality sailing facilities offered by Oman within an unspoiled and authentic environment.

PR activities included media relations targeting Omani, GCC, French and German media. The total PR media value achieved was OMR 547,938 with a total of 100 articles published in Oman, Bahrain, UAE, France and the UK and daily TV broadcasts on Oman TV.

OMR 547,938

Of PR media value achieved

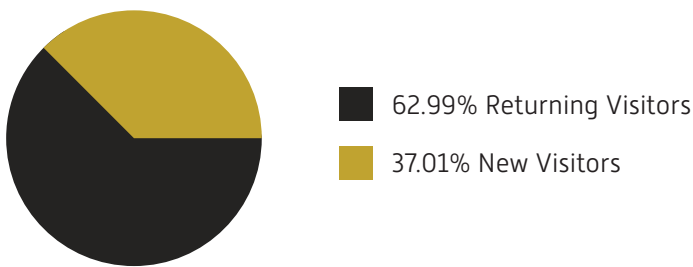


DIGITAL COMMUNICATION









Website Traffic

This year live-blogging was introduced on the event website, this greatly helped to increase the traffic on the site, generating 2,612 visits. The live-blogging also helped to facilitate race updates between participants and their relatives/friends in Europe.

7,398 Website Visits
23,388 Page Views



Top Visiting Countries

- | | |
|---|--|
|  1. Oman [1,210] |  6. Netherlands [313] |
|  2. UK [737] |  7. New Zealand [305] |
|  3. France [728] |  8. Belgium [282] |
|  4. Singapore [644] |  9. UAE [229] |
|  5. Australia [500] |  10. Denmark [227] |

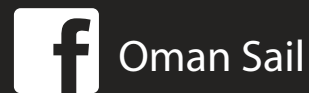


Social Media Platforms

Mussanah Race Week 2013 achieved great success on a digital level through Oman Sail's social media platforms. These various platforms were the key drivers to generating awareness of the competition and allowed participants to instantly update their followers regarding the racing, their learnings and the cultural and social evenings while in Oman.



Search engines: about 6,430 results for the key words "Mussanah Race Week" including coverage on the ISAF website



Facebook: around 1,342 new likes, posts reached 411,639 people and generated 6,131 likes.



Twitter: around 363 tweets during the event for Mussanah Race Week



YouTube: 3 videos produced resulting in 3,544 video views



Instagram: 9 photos shared and 416 likes

KEY FIGURES: 2011 - 2013

Comparison	2011	2012	2013
Participants	78	165	200
Nations	4	9	30
Classes	4	8	7
Boats	69	145	186
Coaches	5	6	6



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It's a fantastic venue, which we are very impressed with. We have everything we need in order for the event to work well. One advantage is that the accommodation is at the venue, We are also very happy with the race management team and I'm confident that this event will be recognised as it's being run in a professional way."

Antonio La Madrid
ISAF Sailing World Cup Manager





For more information and registration for 2014, please visit

www.mussanahraceweek.com