

## PRESS RELEASE

### BARCOLANA56 PRESENTED BY GENERALI: PROVISIONAL DATA

#### WORLD SAILING INVITES BARCOLANA TO THE INTERNATIONAL SAILING DEVELOPMENT SYMPOSIUM IN SINGAPORE

*Trieste, 21 October 2024* - The Barcolana56 Presented by Generali has come to an end and has received important positive feedback related to its organisation in terms of the event's numbers and scope. It registered: a 3.87% increase in the number of people who attended the final four days of the event; a 9.22% decrease in the carbon footprint; an estimated 3,000 people who worked during the days of the event, 984 of which directly employed by the organiser; 5.6 million content views on social media (+60% compared to 2023); and a peak in the Instagram audience connected from Barcelona, where the America's Cup is underway.

*"We are very pleased with this edition,"* announced **President of the Società Velica di Barcola e Grignano (SVBG, Sailing Club of Barcola and Grignano) Mitja Gialuz**. *"The Barcolana is gaining more and more significance and exposure thanks to the lines of development we have set: expanding the reference territory to the entire region, creating a Festival of the Sea that incorporates the great sailing event taking place on the second Sunday of October, organising it together with the institutions, our presenting partner Generali, and the many local organisations that supported us. The 1,000 athletes at sea on the first weekend, the 2,000 students at the Sea Summit, the almost 350 events, and a growing online audience all show that we are on the right track to a further evolution of the event."*

While waiting for the prize-giving ceremony, scheduled for Sunday, 1<sup>st</sup> December at Teatro Rossetti in Trieste, the Barcolana will have a significant role in Singapore, where it has been invited by World Sailing to talk about the Barcolana Parasailing and Women in Sailing projects at the annual World Sailing Development Symposium. The Symposium is an event that brings together participants from around the world to discuss topics and initiatives related to international sailing training and development. It helps foster relationships between countries, share knowledge, and come up with ideas for sailing to continue to grow worldwide. This year it will be held on 10 and 11 November at the Suntec Convention Centre in Singapore.

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##### ATTENDANCE FIGURES DURING THE BARCOLANA IN THE EVENT'S AREA

Using satellite images as well as its own specific algorithm, JustOnEarth has recorded a total of 464,000 people in the area of the regatta (Piazza Unità and the Rive) between 3 and 13 October. In particular, it has registered 403,000 people from Thursday, 10 to Sunday, 13 October 2024, an increase of 3.87% compared to the 2023 edition, during which 388,000 people were observed between 5 and 8 October. On Sunday, 13 October there was a total of 2,586 boats at sea.

In terms of the carbon footprint, the numbers have improved, with a decrease of 9.22% in emissions compared to last year: 13.9 thousand tonnes instead of 15.4 thousand tonnes.

### **PRODUCING THE BARCOLANA56 PRESENTED BY GENERALI**

**984 people** worked to 'produce' the Barcolana (+42% compared to the 693 people of 2023). In addition to the employees and consultants of Barcolana Srl, the company that holds and markets the rights to the event, there were also SVBG members, volunteers, and temporary workers who were hired for the days of the event.

The Barcolana Village included around **200 operating temporary stores**, which in turn involved an extended team estimated at more than 1,800 people. During the ten days of the event, eight municipalities in Friuli Venezia Giulia were involved.

### **REGATTA PARTICIPANTS**

20 countries were represented in the Barcolana by their boat owners, including Italy. Among the people who registered for the regatta, **15% were foreigners, 35% were from Trieste, 15% from Friuli Venezia Giulia (minus Trieste), 35% from the rest of Italy (minus Friuli Venezia Giulia)**. The most represented countries were **Slovenia, Austria, Germany, Croatia, and Switzerland**.

### **LOGISTICS AT SEA**

As for the logistics at sea, the **Follow Me** service, **managed by 22 operators** and organised with **84 students from the Nautical Technical Institute and the Nautical Academy**, handled a total of **1,600 mooring operations**, involving **527 boats** that found space along the quays of the Rive, at Porto Lido, and at Molo 0 in Porto Vecchio. **2,400 metres of mooring chain** were pulled, and 50 buoys, 62 hooks, 78 square metres of floating docks, and 5 light tower generators were positioned. 50 boats on dollies were hauled and launched during the event.

### **CONTENT PRODUCED BY THE BARCOLANA**

Between 4 and 13 October, **more than 5.6 million content views were recorded on the Barcolana's social media channels** – especially on Instagram and Facebook – (+60% compared to 2023), almost 310 thousand video views on Facebook and YouTube, of which **34,600 views of the regatta's live stream on Facebook alone in the first 24 hours** after publication (+28% compared to the previous year), and **210 thousand minutes of watch time for the live stream on YouTube**. Between 4 and 13 October, **1,073 pieces of content were published on the Barcolana's social media pages** (almost twice as many as in 2023), including 72 reels and 605 stories, which **reached over 700 thousand accounts on Instagram alone, 48% of which were non-followers**. During the Barcolana days, a total of 32 people worked in the Barcolana press office, including 19 photographers and videomakers, plus the **international TV production**, which involved 10 people.

### **PRESS REVIEWS**

It is still too early for comprehensive data from the media, but over the ten days of the Barcolana **more than 2,200 articles and pieces of news were distributed to the Italian press both online and offline (twice as many as the previous year)**. These were related to the regatta, the city, and the various themes that the Barcolana has covered – first and foremost sustainability, inclusion, and sports. The foreign press and TV press reviews are still in progress, but reporters from the main TV stations arrived in Trieste for the event, including **RAI** (TG1, TG2, TG3, Rai News 24, Rai Italia, GR1), **Sky, La7, Mediaset**, in addition to the great work carried out by **TGR of Friuli Venezia Giulia**, which also worked in partnership with **Tv Koper-Capodistria**. There were 200 journalists and media workers accredited to the event, including bloggers, content creators, and TV production technicians for RAI and Barcolana,

of which over 150 on site. The international press covered the Barcolana through Ansa, France Press, and Reuters press agencies.

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