

Factbook 2012-2013

Vendée Globe

Creating sailing legends since 1989

01/07/2011



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A WORD FROM THE PRESIDENT

A mythical race

The Vendée Globe is simplistic: a sailing race around the world, solo, non-stop without assistance. It also has unique alchemy, born from the alliance between nature at its rawest and high technology, between the sailor's solitude and the crowd's enthusiasm. The Vendée Globe is an event supported by a whole region with its sight firmly set on the horizon.

The result lives up to expectations as 1.7 million visitors logged onto the official website during the last edition and 466 hours of TV were broadcast. Today, very few sporting events enjoy such popularity in ratings thus ensuring significant return to sponsors and partners.

Beyond numbers, the value of offshore racing gives its meaning back to committing to a sport: respect of the environment and of the game rules, pushing your limits, total challenge. Values that were displayed by the last pioneers of the modern times: Titouan Lamazou, Christophe Auguin, Loïck Peyron, Michel Desjoyeaux, Ellen Mac Arthur... They are sailing legends, strong and true, respected and admired.

Come and join us in this adventure, sharing with all the Vendée people and millions of enthusiasts, one of the biggest achievements in the world: the Vendée Globe!

Bruno Retailleau

President of SAEM Vendée Globe

President of the Conseil Général de la Vendée

FOUR TESTIMONIES OF WINNING SPONSORS

Patricia Brochard, Co-President Sodebo – December 2010

“More than ever, we are convinced of the power and consistency of a communication strategy linked with sailing. From 1998, we have included sailing sponsorship in our global communication plan where our goals were brand awareness and image. The Vendée Globe is a major race in the world of sport... This race stands for the values of commitment, freedom, sincerity and pleasure. We are therefore proud to join forces with the Vendée Globe for the third time running and to defend values that are at the core of SODEBO.”

Chantal Petrachi, Communications Director at Banque Populaire – April 2011

“The Vendée Globe was the only major ocean race Banque Populaire hadn’t participated in. It was therefore natural that we entered this new challenge that sports positive human values close to Banque Populaire’s heart: courage, pushing your limits, a conquest mind-set, and adventure.”

Xavier Carette, Director of the Pôle Multimédia at Veolia Environnement

“Internal or external return of the Vendée Globe for Veolia Environnement go much further than pure statistics. I wish to all the sponsors to live one day such a formidable adventure.”

Jean-Jacques Laurent, President of PRB

“The decision for PRB to join the adventure in 1992 was one from the heart. Our clients have been enthusiastic about the project and still are today. There isn’t a more beautiful race than the Vendée Globe, at the same time so simple and so complex. The returns have been exceptional for the company and we estimate that it made our turnover rise by 5% every year. In 2001 when we won with Michel Desjoyeaux, the media return had been equivalent to our turnover, 140 million francs at the time (...).”



I. A VENDEE GLOBE ROUND-UP IN 10 POINTS

- **1.7 million** visitors, including **80%** of a non-regional public
- **59 million** internet users
- **2,386** international journalists
- **466** hours of TV broadcast for a media value of **42 million** euros
- **300** hours of radio, i.e. **25 million** euros
- **18,604** press articles, valued at **62 million** euros including **15 million** euros for foreign press
- **332,000** Virtual players
- **104** hospitality operations
- **10,000** m² of race village opened to the public
- **3,300** m² of exposure on the West side of the Tour Montparnasse in Paris

The Vendée Globe official website address is: www.vendeeglobe.org

II. THE RACE

Born from the imagination of the Philippe Jeantot, twice winner of the BOC Challenge, solo round-the-world race with stops, the Vendée Globe celebrated its 20th anniversary in 2009. In 2004, the department of Vendée, the city of Les Sables d'Olonne, the region and 32 companies from Vendée, created a Société Anonyme d'Economie Mixte (the SAEM Vendée) to buy the Vendée Globe brand and to perpetuate this now mythical event.

The Vendée Globe is a round the world race solo, non-stop and without assistance: the simplest and purest of adventures.

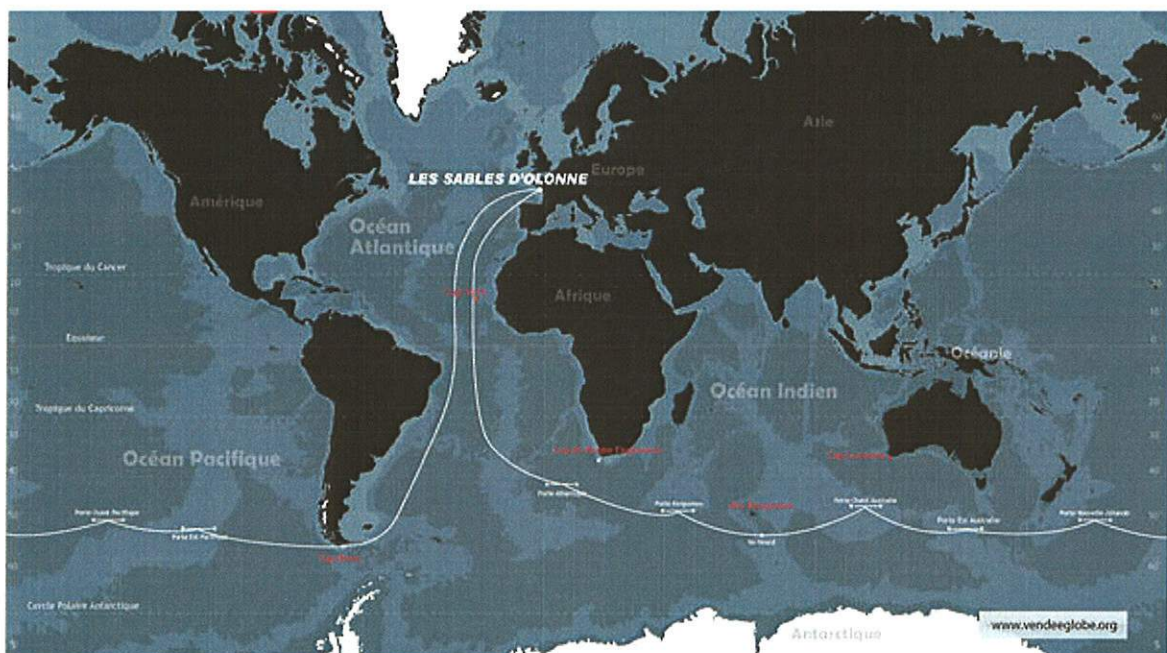
To go around the world by the equator or by the poles (big circle arc) represents 40,000km, i.e. 21,600 miles.

The Vendée Globe race route is a little bit more than 24,000 miles and was outlined by 8 gates in 2008: Atlantic, Kerguelen, Heard Island, New-Zealand, West Pacific, East Pacific, Western and Eastern Australia.

The starting and finishing point is Les Sables d'Olonne in Vendée, France.

It is therefore a true endurance race, taking place every four years just like the Olympics, and is exclusively opened to IMOCA Open 60 boats. The simplicity and easy understanding of the event make it accessible to a wide audience.

The advanced technology and fascinating machines of the Vendée Globe make it one of the largest nautical events in the world, alongside the America's Cup.



III. VENDEE GLOBE SKIPPERS

1. Vendée Globe winners history
2. List of skippers with sponsors in the Vendée Globe 2012-2013

Vendée Globe winners' history

Edition	Year	Winner	Nat.	Name of the boat	Time
1 st	1989-1990	Titouan Lamazou	FR	Écureuil d'Aquitaine	109d 8h 48 min 50s
2 nd	1992-1993	Alain Gautier	FR	Bagages Superior	110d 02h 22 min 35s
3 rd	1996-1997	Christophe Auguin	FR	Geodis	105d 20h 31min
4 th	2000-2001	Michel Desjoyeaux	FR	PRB	93d 3h 57min 32sec
5 th	2004-2005	Vincent Riou	FR	PRB	87d 10h 47min 55s
6 th	2008-2009	Michel Desjoyeaux (2)	FR	Foncia	84d 3h 9min 8s (current record)*Record set despite a race route longer than in the previous editions

Other big sailing names (who participated but didn't win):

Loïck Peyron, Philippe Poupon, Isabelle Autissier, Jean Le Cam, Yves Parlier, Ellen McArthur, Roland Jourdain...

List of skippers with sponsors in the Vendée Globe 2012-2013

- Jean-Pierre Dick (Fr) – Virbac Paprec
- Vincent Riou (Fr) – PRB
- Arnaud Boissières (Fr) – Akena Vérandas
- Kito de Pavant (Fr) – Groupe Bel
- Dominique Wavre (Ch) – Mirabaud
- Bernard Stamm (Ch) – Cheminées Poujoulat
- Armel le Cléach (Fr) – Banque Populaire
- Alex Thomson (Gb) – Hugo Boss
- Marc Guillemot (Fr) – Safran
- François Gabart (Fr) – Macif
- Mike Golding (Gb) – Gamesa
- Javier Sanso (Es)

IV. IMOCA OPEN 60

1. Specifications
2. Budget



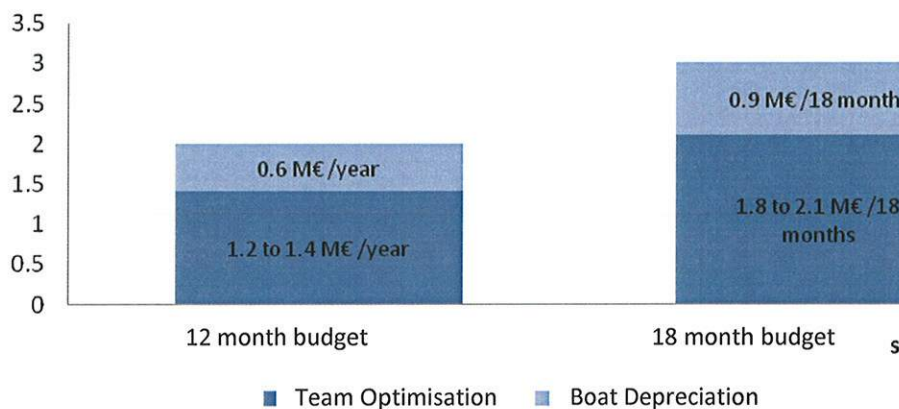
Specifications

Open 60 monohulls are amongst the fastest modern racing boats. Built from composite material, they are designed to be as light as possible (to gain speed) and strong enough to sustain the worst weather conditions that offshore sailing throws at them.

The IMOCA class is characterised by the freedom the designers enjoy during the design stage, giving full meaning to the word "Open". There are minimal constraints: more than 59ft long but less than 60ft (18.29m), a 4.5 metre draft max and a mast that can be as high as 28 metres above sea water level (non-retroactive 2010 rule). The boats' beam is approximately 5.5 metres and the weight between eight and nine tons.

Budget

An IMOCA Open 60 budget comprises two major points (boat depreciation and team optimisation) for a yearly budget of 1.8/2M€ taking into account that a minimum operation to participate in the Vendée Globe is of at least 18 months.



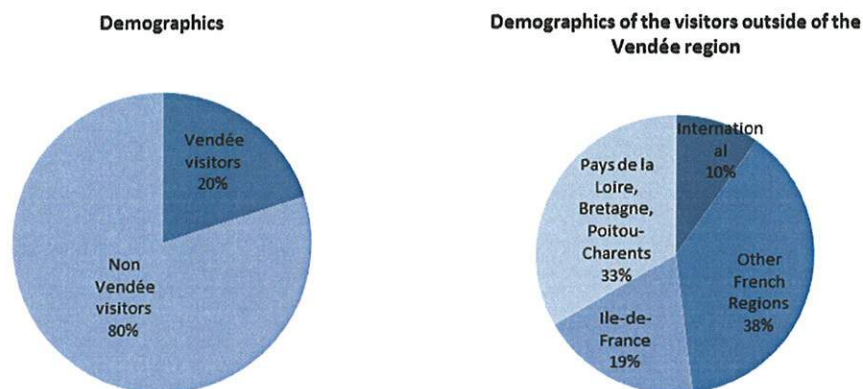
The Vendée Globe overlaps from 2012 to 2013, therefore the budget is divided over two years, i.e. an approximate annual budget of 1.5M€.

V. VENDÉE GLOBE 2008-2009 ATTENDANCE RATE

- 1,680 000 visitors to the race village and pontoons in Les Sables d'Olonne
- 17,000 people at the race headquarter in Paris Montparnasse

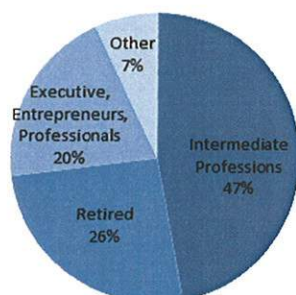
1,680000 visitors on the race village and the pontoons in Les Sables d'Olonne

- Geographical origins of the visitors and demographics of the non-Vendée audience



- Dispatching of the crowds
 - 26,000 school children (15,000 m² of edutainment space)
 - 104 hospitality operations
 - 102 village exhibitors
 - 735,000 visitors on the official race village during the 3 weeks at the start
 - 300,000 people on race start day
 - 400 boats and 25,000 people at sea on race start day
 - 125,000 people for winner Michel Desjoyeaux's finish on the 1st February 2009
 - 500,000 people in total to follow the 11 arrivals
 - Opening of the arrival village in Les Sables d'Olonne for a month and a half

- **Social and Occupational Categories**



- **Some numbers**

- 64% between 35 and 59 years old
- 41% were coming for the first time
- 50% of the visitors not from the Vendée region came especially for the Vendée Globe

Race Headquarters in Paris Montparnasse

- 700m² headquarter, including a 200m² radio vac room open to the public every day, week-ends included. It has welcomed and hosted 17,000 people in 2008-2009.
- A 180m² hospitality space

VI. MEDIA RETURN

1. 145 million euros worth of media return in 2008-2009
2. 49 million website visitors and 332,000 virtual skippers

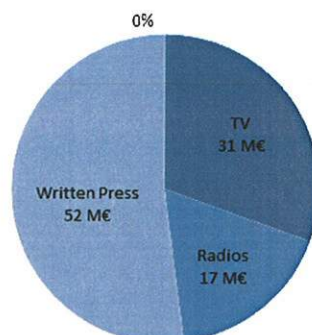
145 million euros worth of media return in 2008-2009

- **Giant billboard adverts at the race HQ in Paris Montparnasse**
 - 3,300 m² of exposure on the west side of the Tour Montparnasse (81 metres high by 46 metres wide)
 - Two extra billboards surrounding the Gare Montparnasse square, one on the train station glass wall, the other 140m² above the entrance of the shopping centre indicating the race HQ location
- **2386 accredited journalists (1388 France / 998 International)**
 - 1200 journalists present at the start
 - 687 TV journalists TV accredited
 - 27 countries involved
- **466 hours of TV Programmes and News (+69%)**
 - 15,311 news stories and features
 - The overall media value of the race is set at 42M€, multiplied by 2.2 i.e. a very strong exposure of the Vendée Globe on the French TV screens
 - Airtime x 2.5
 - National channels exposure increase (7.8% against 5.4% in 2004)
 - Advertising rate increase
 - + 100% of airtime on TF1, France 2 and France 3
 - TF1: airtime x 3.3
 - Fr 2: airtime x 2.3
 - Fr 3: airtime x 2.7
 - + 72% of exposure in the terrestrial national news
 - The media return value of international television is estimated at 2.3M€, i.e. +115%
- **300 hours of news radio and radio shows (+53%)**
 - 18,042 news stories and features

- The overall media value of the race is set at 25M€, i.e. +72%, therefore a very strong exposure of the Vendée Globe on the French radio network.
 - France Info, Europe 1 and RTL doubled their race airtime
 - Many partnerships between radio stations and skippers (Peyron/Europe 1, Boissières and Dick/France Info...)
 - Massive increase of national radio (+75% of airtime) and regional radio (+42%)
 - More exposure on national radio (39.5% against 34.7% in 2004)
 - Many live links in Les Sables, 798 radio vacs
- **18,604 press articles (+50%)**
 - Regional Daily Press: + 10%
 - National Daily Press: =
 - TV : + 10%
 - Sports: + 321%
 - 46.5% of articles come from the daily nationals
 - The media value of written French press is estimated at 62M€, i.e. +15%
 - Written press coverage: +73.6%
 - The media value of written International press is estimated at 12.8M€; i.e. +10.3%
 - A dedicated editorial team and more than 10,000 published articles (47% in English)

Support	Articles/news stories/features	Advertising value
TV	16,272	44M
Radios	18,042	25M
Written Press	22,424	75M
TOTAL	56,738	144M

Advertising value in million of euros
Total: 144 M€



Internet

- 49 million visitors to the official race website www.vendeeglobe.org
- 17,811 articles published on websites
- 628 videos, 9008 photos, 1298 sound pieces
- 213 million pages read on the Internet (135M in 2004)
- 225,000 unique visitors par day between November 2008 and February 2009
- + 400% audience increase on the French website
- + 173% audience increase on the English website
- 16 million videos viewed by the internet users
- 31,000 subscribers to the Carré Vendée Globe (17% foreign)
- 30,000 subscribers to the daily newsletter
- 332,569 players of the Vendée Globe virtual game – Virtual Regatta. 138,642 finished the race... the game generated 27M visits

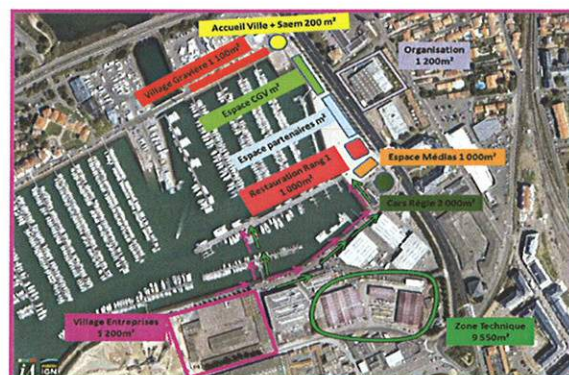
VII. WHAT'S NEW IN 2012

1. Bigger Race Start Village
2. More Presence in Paris
3. Increased Media Promotion of the Event and Brand Exposure
4. Internationalisation of Image Distribution

Bigger Race Start Village

To activate the partnerships, there will be a hospitality village in Les Sables d'Olonne specifically dedicated to the race sponsors, the teams' partners and their skippers and to companies wishing to engage in hospitality.

- Commercial village located on the Quai de l'Amiral de la Gravière with an estimated 1100m² surface area.
- Corporate hospitality and reception village located on the site of the Chai des Marins, with an estimated 5200m² surface area.
- Main race village, compulsorily located on the "place du Vendée Globe" with a maximum surface area of 9730m² and including:
 - A reception pavilion with an estimated surface area of 200m² occupied by the SAEM Vendée and the city of les Sables d'Olonne
 - A space for the Conseil général de la Vendée of approximately 1400m²
 - Some spaces for the official boutique of the Vendée Globe (number to be decided)
 - A 2500m² space for partners and sponsors bringing together the race partners, the boats' sponsors and activities aiming to promote the Vendée region. This space will give the opportunity to sponsors and suppliers of the race to promote their businesses.
 - A bar and restaurant with a minimum surface area of 1500 m²



More presence in Paris

- The race headquarters will have a minimum surface area of 1000m² and will be located in Montparnasse
 - It will include a TV set and a public area, a hospitality area, a fun presentation of the race and a giant billboard on the Tour Montparnasse.

Media coverage of the event

- Early July 2011: press announcements around the slogan “La Vendée, vous n’avez pas fini d’en faire le tour” (Vendée, you are not done circumnavigating it) which puts in parallel two major events taking place in Vendée: the start and hosting of the Tour de France over three days and the Vendée Globe. Full colour advertising pages in the following newspapers: L’Equipe, 500,000 copies (2nd July 2011), Les Echos 115,000 copies (30th June), le Figaro, 316,000 copies (2nd July) and the Times, 479,000 copies (2nd July).
- Mid-July 2011: Launch of a bi-monthly newsletter to inform the media, the press agencies, advertisers and consultancies of the progress of the Vendée Globe 2012 preparations with introductions of the enlisted teams or teams in the process of registration.
- 1st two weeks of September: hospitality and PR operation aimed at targeted advertisers, consultancy agencies and opinion leaders in the industry of sports marketing.
- Winter 2011 : Press conference launching the Vendée Globe 2012 one year prior to the start
- An 2012 internet policy firmly positioned towards web promotion, mobility and social networks or e-reputation
- Saturday 31st March 2012: Deadline for the organiser to send registration packs
- Sunday 1st July 2012 : Deadline for returning pre-registration files
- Summer-Autumn 2012: event media plan, rallying of the touristic and economic movers and shakers of Vendée
- September 2012: press conference at D-60
- Monday 1st October 2012 : deadline to return registration packs
- 20th October 2012: Race start village opens in Les Sables d’Olonne
- 10th November 2012 : start of the Vendée Globe 2012-2013
- 11th November 2012 until January 2013: Race HQ opens near the Gare Montparnasse in Paris, event branding on the Tour Montparnasse itself, TV media plan
- End of January 2013: Race finish village opens in Les Sables d’Olonne
- From February 2013: arrivals of the skippers back in Les Sables d’Olonne
- May 2013: Prize-giving on the main beach of Les Sables d’Olonne

Internationalisation of image distribution

- Image distribution strategy aimed at European countries
- Negotiation of partnerships with European TV channels



IX. NUMBERS AND FACTS

The age of the captain!

- Youngest participant: Ellen MacArthur in 2000 – 2001, at 24 years old
- Oldest participant: Jose de Ugarte in 1992 – 1993, at 62 years old
- Youngest winner of the Vendée Globe: Alain Gautier in 1993, at 30 years old
- Oldest winner: Michel Desjoyeaux in 2009, at 44 years old

Repeat performances

- Marc Thiercelin: 4 Vendée Globe including 2 ranked (2nd in 1996-1997 and 4th in 2000-2001).
- Raphaël Dinelli: 4 Vendée Globe including 1 non-classified (1996-1997) and 2 ranked (2004-2005 and 2008-2009)

Gap between winners and their closest rivals

- 1990 : Titouan Lamazou finished 16h30 before Loïck Peyron
- 1993 : Alain Gautier finished 6 days 12h40 before Jean-Luc Van Den Heede
- 1997 : Christophe Auguin finished 7 days 11h50 before Marc Thiercelin
- 2001 : Michel Desjoyeaux finished 1 day 00h50 before Ellen Mac Arthur
- 2005 : Vincent Riou finished 6h30 before Jean Le Cam
- 2009 : Michel Desjoyeaux finished 5 days 06h30 before Armel Le Cléac'h

The mad dashes: the best distances realised over 24 hours in each edition

(Record of the number of miles sailed)

- In 1989, Titouan Lamazou: 304 miles
- In 1992, Alain Gautier: 339 miles
- In 1996, Yves Parlier: 374 miles
- In 2000, Dominique Wavre: 430 miles
- In 2004, Roland Jourdain: 439 miles
- In 2009, Michel Desjoyeaux: 466.6 miles

NB: The record of distance covered in 24 hours on board an IMOCA Open 60 is, to this day, held by Alex Thomson, solo and double-handed:

- Solo: 468.72 miles / 24h, i.e. 19.53 knots of average speed in 2003
- Double-handed (with Andrew Cape): 501,9 miles / 24h, i.e. 20,91 knots of average speed in 2007

Success rate: the number of competitors to have finished the race

- In 1989-1990: 7 competitors at the finish out of 13 at the start, i.e. 54% of the fleet
- In 1992-1993: 7 competitors at the finish out of 15 at the start, i.e. 46,7% of the fleet
- In 1996-1997: 6 competitors at the finish out of 16 at the start, i.e. 37,5% of the fleet
- In 2000-2001: 17 competitors at the finish out of 26 at the start, i.e. 65,4% of the fleet
- In 2004-2005: 13 competitors at the finish out of 20 at the start, i.e. 65% of the fleet
- In 2008-2009: 11 competitors at the finish out of 30 at the start, i.e. 36% of the fleet

Experience

- The record in terms of experience accumulated by all the skippers of the Vendée Globe 2008: the 30 skippers on the start line accounted for 32 round the worlds and 21 Vendée Globes.

Sleep

- The average length of sleep per 24 hours over the 3 months of the race was 5 hours.

Best female roles

- In 1989-1990: no women
- In 1992-1993: no women
- In 1996-1997: 2 women, Catherine Chabaud (6th) and Isabelle Autissier, not ranked as stopped
- In 2000-2001: 2 women, Ellen MacArthur 2nd. Best female ranking in the Vendée Globe to this day), Catherine Chabaud, abandoned
- In 2004-2005: 2 women Anne Liardet 11th and Karen Leibovici, 13th
- In 2008-2009: 2 women Dee Caffari 6th and Samantha Davies 4th

Coming from far away: the number of non-French competitors at the start

- In 1989: 3 competitors out of 13, i.e. 23%, 4 nationalities at the start
- In 1992: 7 competitors out of 15, i.e. 47%, 6 nationalities at the start
- In 1996: 5 competitors out of 16, i.e. 31%, 5 nationalities at the start
- In 2000: 11 competitors out of 26, i.e. 42%, 7 nationalities at the start
- In 2004: 7 competitors out of 20, i.e. 35%, 5 nationalities at the start
- In 2008: 13 competitors out of 30, i.e. 43%, 7 nationalities at the start

Distance and speed: distance effectively sailed by each one of the winners and the surface speed

- Titouan Lamazou : 25,485 miles at 9.7 knots
- Alain Gautier : 25,315 miles at 9.58 knots
- Christophe Auguin : 26,520 miles at 10.44 knots
- Michel Desjoyeaux : 26,700 miles at 11.94 knots
- Vincent Riou : 26,714 miles at 12.73 knots
- Michel Desjoyeaux : 28,303 miles at 14.02 knots

Speed records to beat on parts of the round the world route

- From Les Sables d'Olonne to the Equator: Jean Le Cam in 10d, 11h, 28'
- From Les Sables d'Olonne to the Cape of Good Hope: Vincent Riou in 24d, 02h, 18'
- From Les Sables d'Olonne to Cape Leeuwin: Vincent Riou in 36d, 12h, 48'
- From Les Sables d'Olonne to Cape Horn: Jean Le Cam in 56d, 17h, 13'
- From Les Sables d'Olonne to the equator on way back: Vincent Riou in 72d, 13h, 58'
- From Les Sables d'Olonne to Les Sables d'Olonne: Michel Desjoyeaux in 84d, 03h, 09' (14.02 knots average speed)

Speed records to beat on the 3 ocean crossings

- Down the Atlantic: Vincent Riou on board PRB in 24d, 07h, 20' (11.7 knots average speed). NB: Jean Le Cam's Bonduelle average speed is very close (11.6 knots)
- Indian Ocean crossing: Mike Golding on board Ecover in 14d, 21h, 30' (13.7 knots average speed) in front of Sébastien Josse on board VMI.
- Pacific Ocean crossing: Mike Golding on board Ecover in 16d, 06h (12.8 knots average speed)
- Return back up the Atlantic: Vincent Riou on board PRB in 30d, 01h, 40' (9.7 knots average speed).

APPENDIX

Evolving list of available campaigns for the Vendée Globe 2012:

- Marc Emig (Fr) www.marcemigetmoi.com
- Jérémie Béyou (Fr) www.jeremie-beyou.com
- Dee Caffari (Gb) www.deecaffari.com
- Jean Le Cam (Fr) www.jeanlecam.fr
- Samantha Davies (Gb) www.samdavies.com
- Yann Eliès (Fr)
- Alessandro Di Benedetto (It) www.alessandrodibenedetto.net
- Boris Herrmann (De) www.borisherrmannracing.com
- Steve White (Gb) www.whiteoceanracing.com
- Raphaël Dinelli (Fr) www.fondationoceanvital.com
- Jean-Baptiste Dejeanty (Fr) www.dejeanty.fr
- Cécilia Carreri (It) www.ceciliacarreri.it
- Alex Pella (Es)