Media Analysis and Race Statistics

Data analysed in this report has been collected and filtered by predefined searches on the Meltwater media intelligence platform by tracking mentions of The Golden Globe Race across 320,000+ global editorial sources, comprehensive social media & global broadcast coverage.
REPORT SUMMARY

- The **PR Value** for the GGR 2022 amounts **213 mil. EUR**, excluding Social Media and YouTube. An *increase of nearly 30%* compared to the GGR 2018 (185 million USD or 166 million EUR per May 2019 exchange rate).

- **240,000 people** visited the two-week GGR Race Village in Les Sables d’Olonne, twice as many as in 2018.

- The top three locations by mentions were **France**, **UK** and **India**, while the top three locations by AVE were **France**, **Germany** and **India**.

- The **overall sentiment of the GGR 2022 was positive** and significantly higher compared to the GGR 2018.

- **4 million unique visits** were registered on the website with 1.2 million unique visits on YB Tracker Page, excluding the YB Tracking App (65,000 users added the GGR 2022).

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**Race Village Visitors**

<table>
<thead>
<tr>
<th>Date</th>
<th>Visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>August 20th – Sep. 4th, 2022</td>
<td>240,000</td>
</tr>
</tbody>
</table>

**PR Value in EUR**

<table>
<thead>
<tr>
<th>Period</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sep. 1st, 2019 – July 31st, 2023</td>
<td>213 million</td>
</tr>
</tbody>
</table>

**Increase compared to GGR 2018.**

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* PR Value is based on the Advertising Value Equivalent (AVE), an estimate of the amount of revenue attributed to online news articles.

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HIGHLIGHTS

GOLDEN GLOBE RACE 2022
GGR SAILORS

- Kirsten Neuschäfer (ZAF), winner of the GGR 2022 and first woman to win a solo, nonstop around the world race, made the news in major press around the world like CNN, the New York Times, The Times of India, Le Figaro and Le Monde.

- Abhilash Tomy (IND), 2nd in the GGR and Indian sailing legend, was frequently featured in Asian news. Known as ‘Titanium Tomy’ after his rescue during the GGR 2018, he successfully tied the loop this time despite getting nearly dismasted during the Prologue Race.

- Simon Curwen (GBR), winner of GGR Chichester Class and prominent sailor in the UK and France, dominated British news while leading the fleet through the Atlantic, Indian and Pacific Ocean. He had to stop in Chile for repairs but was the first boat back in Les Sables d’Olonne.

Share of Voice

- Kirsten Neuschäfer 20%
- Abhilash Tomy 12%
- Simon Curwen 6%
- GGR General 62%

Share of Voice measures how much of the conversation one competitor dominates compared to the GGR overall. Meltwater includes search engine appearances, pay-per-click ads and social media results.
**GGR HOST PORT**

- **Les Sables d’Olonne**, the host port of the GGR, became synonymous with Adventure around the world. The city’s share of the overall PR Value (AVE) is 66 million EUR or 31%.

- The media value for Les Sables d’Olonne in relation to GGR peaked slightly during the Race Village and greatly at the arrivals of the first GGR finishers, Simon Curwen, Kirsten Neuschäfer and Abhilash Tomy.

![Graph showing share of PR Value](image)

*Les Sables d’Olonne AVE peaked during at the finish of the GGR.*

![Graph showing media value](image)
GLOBAL PRESENCE

GGR Heat Map

The ‘Heat Map’ shows the overall coverage around the world broken down by percentage per country.

Top 5 Countries:
1. France (15.5 %)
2. India (13.8 %)
3. UK (8.3 %)
4. USA (7.2 %)
5. Finland (4.5 %)

GGR Heat Map, August 2022 – July 2022
GOLDEN® GLOBE® RACE 2022
RACE VILLAGE
GGR RACE VILLAGE

• 240,000 people visited the GGR Race Village during the two-week festivities in the GGR host city Les Sables d'Olonne, France. An increase of 120% compared to the previous edition when 110,000 people joined the event.

• The Race Village covered an area of over 9,000 sqm., featuring a main stage with screen, an event tent with bar, two exhibition tents, a media tent, a VIP reception tent as well as modern restrooms.

• The host city has organized multiple animations around town including a major fireworks event, a classic yacht race and various VIP receptions.

• Les Sables d'Olonne is known as the ‘capital of solo sailing’ as it also hosts single-handed races like the Mini 6.50 Transat or the Vendée Globe.
SOCIAL MEDIA

GOLDEN GLOBE RACE 2022
SOCIAL MEDIA

- Page Likes: 66,480
- Organic Reach: 3,173,953
- Page Visits: 2,438,031
- Total Followers: 11,300
- Impressions: 5,243,600
- Total Followers: 28,363
- Reach: 1,095,128
- Page Visits: 126,163
- Subscribers: 21,000
- Views: 3,212,458

CORE DEMOGRAPHIC

- Male
- Generation X and Y

GGR Trending Themes

The summary of the most trending themes associated with the GGR 2022 represents the overall higher share of voice by the GGR skippers Kirsten Neuschäfer (South African Entry) and Abhilash Tomy (Indian Entry).

The French term ‘TDM’, ‘Tour du Monde’ or ‘journey around the world’, was the highest trending theme overall.

- world event
- fully crewed races
- great capes
- हार्दिक बधाई
- भारतीय नौसेना
- countries without gps
- load
- event round first Indian
- sailors boat first woman genes
- édition - TDM
- कठिनतम नौका
- solo race
- world history
- world race globe
- competitors to sail
- finish line नए सोपान
- world yacht race ऐतिहासिक उपलब्धि
- first South African sailor
Meet the First Woman to Sail the ‘Voyage for Madmen’

Kirsten Neusäßcher talks about winning the nonstop, round-the-world Golden Globe race and the possibility of another circumnavigation.

She went around the world in 235 days to win sailing’s most grueling competition.

South African sailor Kirsten Neusäßcher beat 15 rivals in the 2022 Golden Globe Race, a grueling, nonstop, round-the-world sailing ...
<table>
<thead>
<tr>
<th>Title</th>
<th>Source</th>
<th>Date</th>
<th>Summary</th>
<th>Reach</th>
<th>Social Echo</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Voile : Kirsten Neuschäfer, aventurière singulière et à jamais la première</td>
<td>Le Monde · Patricia Jolly</td>
<td>FR</td>
<td>Apr 28 - 9:55 PM</td>
<td>Golden Globe Race</td>
<td>23.4M</td>
<td>1.95k</td>
</tr>
<tr>
<td>She went around the world in 235 days to win sailing's most grueling competition</td>
<td>NPR · Michael Paulsen</td>
<td>US</td>
<td>Apr 27 - 10:34 PM</td>
<td>Golden Globe Race, GGR2022</td>
<td>45.7M</td>
<td>48.1k</td>
</tr>
<tr>
<td>Race sailor from Shropshire rescued after 'life-threatening' storm</td>
<td>BBC · Susie Rack</td>
<td>GB</td>
<td>Apr 12 - 11:01 AM</td>
<td>Golden Globe Race</td>
<td>161M</td>
<td>84</td>
</tr>
<tr>
<td>Weltumschlagung nonstop: 240 Tage kein Fuß an Land</td>
<td>DerStandard.de · Sigi Lützow</td>
<td>DE</td>
<td>Jan 3 - 6:00 PM</td>
<td>Golden Globe Race</td>
<td>4.37M</td>
<td>2</td>
</tr>
</tbody>
</table>
## Prominent Press

<table>
<thead>
<tr>
<th>Source</th>
<th>Title</th>
<th>Authors</th>
<th>Date</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>New York Post</td>
<td>South African Kirsten Neuschäfer on course to become first woman to win around-the-world race</td>
<td>Joshua Rhett Miller</td>
<td>Feb 13</td>
<td>Neutral</td>
</tr>
<tr>
<td>Hindustan Times</td>
<td>Gaganyaan: Ace sailor to help in safe recovery of astronauts</td>
<td>Editorial</td>
<td>Aug 22</td>
<td>Neutral</td>
</tr>
<tr>
<td>News18</td>
<td>Proud Moment: Indian Adventurer Becomes 1st Asian to Sail Around The World in Toughest 30,000 Miles Race</td>
<td>Majid Alam</td>
<td>May 1</td>
<td>Neutral</td>
</tr>
<tr>
<td>Ouest-France</td>
<td>INTERVIEW. Golden Globe Race. Simon Curwen : « Je suis un peu déçu que ma course s’arrête ainsi... »</td>
<td>Editorial</td>
<td>Feb 9</td>
<td>Neutral</td>
</tr>
<tr>
<td>HT Image</td>
<td>Gaganyaan: Ace sailor to help in safe recovery of astronauts</td>
<td>HT Image</td>
<td>Aug 22</td>
<td>Neutral</td>
</tr>
<tr>
<td>La Gazzetta Dello Sport</td>
<td>Video: Guggenberger, chiude terzo alla Golden Globe</td>
<td>Editorial</td>
<td>May 15</td>
<td>Neutral</td>
</tr>
<tr>
<td>The Times (eClips Web)</td>
<td>Simon Curwen: Golden Globe leader suffers steering failure</td>
<td>Ed Gorman</td>
<td>Jan 30</td>
<td>Neutral</td>
</tr>
</tbody>
</table>

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### Notes
- **Golden Globe Race**: 2022
- **Golden Globe Race, Abhilash**: 55.9M Reach, 5 Social Echo, 2 Duplicates
- **Golden Globe Race, Simon Curwen**: 17M Reach
- **Golden Globe Race, Abhilash, Simon Curwen**: 10.6M Reach

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British round-the-world sailor is rescued from the South Atlantic by a fishing vessel after his boat was damaged in 100m...

Ian Herbert-Jones, 52, was competing in the single-handed Golden Globe Race. His boat, named Puffin, came into trouble as he approached east ...
... to the GGR Crisis Management Team. The message read: 'ALL RECD THKUI OK HERE TOUGHNIHT TRYING2STAYWARM.' This was then shortly followed ...

Kirsten Neuschäfer has become the first woman to win the Golden Globe Race. https://t.co/kXY0FlswTw

Simon Curwen first finisher in Golden Globe Race (but can’t win overall)
British solo sailor Simon Curwen has crossed the finish line of the Golden Globe Race, the single-handed around the world ‘retro’ event, ...
... solo sailor Simon Curwen has crossed the finish line of the Golden Globe Race, the single-handed around the world ‘retro’ event, after ...

Voile : l’épopée pionnière de Kirsten Neuschäfer, vainqueure de la Golden Globe Race
La Sud-Africaine est la première navigatrice à remporter une course autour du monde en solitaire,
... en Vendée dans les prochains jours tandis que l’Autrichien Michael Guggenberger se trouvait encore au large des Canaries. Le Britannique ...

Michael Guggenberger

Zeepokken zorgen voor mogelijke vierde uitval in Golden Globe Race
Ze lijken in de verste verte niet op het beeld dat de meeste mensen van een kreeftachtige hebben, maar toch behoren ze tot de ...
... sinds overige week mogelijk om je in te schrijven voor de Golden Globe Race van 2026, dus mocht je geïnteresseerd zijn, je kunt je hier ...
CONTACT

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CEO Ocean Frontiers Ltd.
Founder of GGR 2026

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