

**Marketing Coordinator for GGR2022 entrant - Jeremy Bagshaw  
Golden Globe Race**

**2021 - 2023 · 2 yrs**

The Golden Globe Race is a solo non-stop race around the world which starts and ends in France. What makes it unique is that it is a retro race, meaning participants have a set of rules to follow that ensure they sail like it is 1968 - no modern tech, no outside support. Digital Niche has seen to the media and design for one of the South African entrants for the GGR2022, Jeremy Bagshaw. Over 3 years, this involved: Website design, logo design, recording and supplying video footage every 3 months of boat and prep work updates, supporting fundraisers, liaising with the organisers and other local and international media crew, writing press releases, photo and video library management and social media updates (some of these updates come in via sat phone while Jeremy is sailing).

**From Jeremy:**

**“I can honestly say that I would not have managed  
without Nichelle Swanepoel’s incredible  
professionalism.”**



**TEAM OLLEANNA**



[WWW.GOLDENGLOBERACE.COM](http://WWW.GOLDENGLOBERACE.COM) GLOBAL CAMPAIGN STATS >>>

**GOLDEN°GL°BE°RACE 2022**

# GOLDEN°GL°BE°RACE 2022

## 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.



The **Meltwater** media intelligence platform is used by more than 30,000 companies to stay on top of billions of online conversations, extract relevant insights, and use them to strategically manage their brand, campaigns and events.



**Ocean Frontiers Ltd**, an Australian registered company, trading as McIntyre Adventure, is the underwriting brand of the Golden Globe Race. CEO Don McIntyre is the founder of multiple round the world races, including the Ocean Globe Race and the Mini Globe Race.

# 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).

## Race Village Visitors

**240,000**

August 20<sup>th</sup> – Sep. 4<sup>th</sup>, 2022

120%\*

## PR Value in EUR

**213 million**

Sep. 1<sup>st</sup>, 2019 – July 31<sup>st</sup>, 2023

28%\*

\* Increase compared to GGR 2018.



GGR Media Statistics, 1<sup>st</sup> August 2022 – 31<sup>st</sup> July 2023.

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



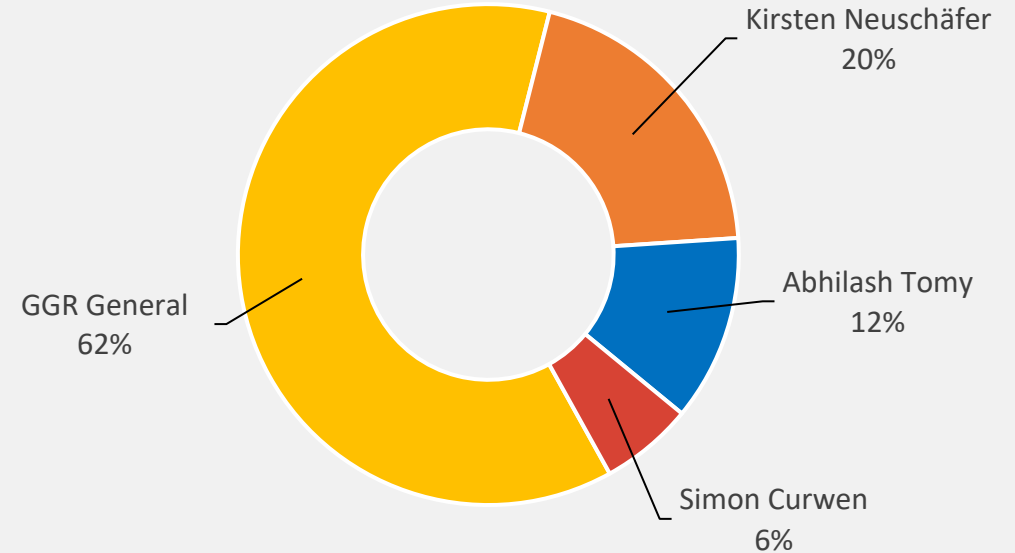
# GOLDEN°GLOBE°RACE 2022

## HIGHLIGHTS

# 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), 2<sup>nd</sup> 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 dismantled 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



Abhilash Tomy (IND)



Kirsten Neuschäfer (ZAF)



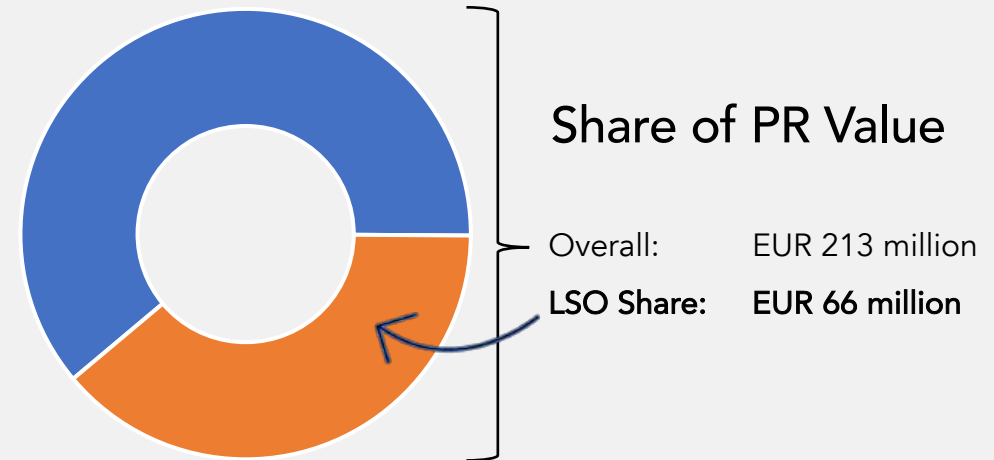
Simon Curwen (GBR)



**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.



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



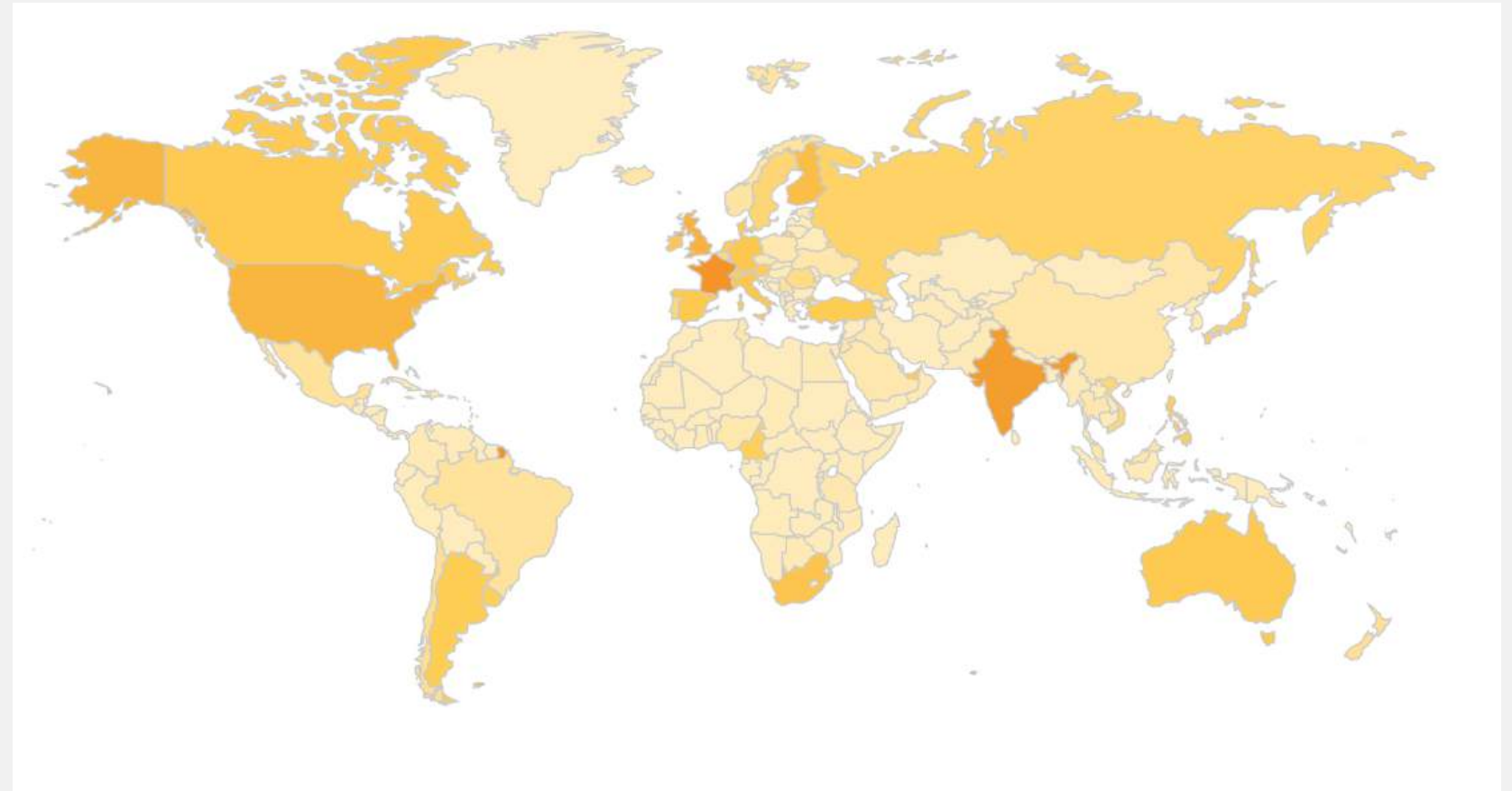
# GLOBAL PRESENCE

## 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**

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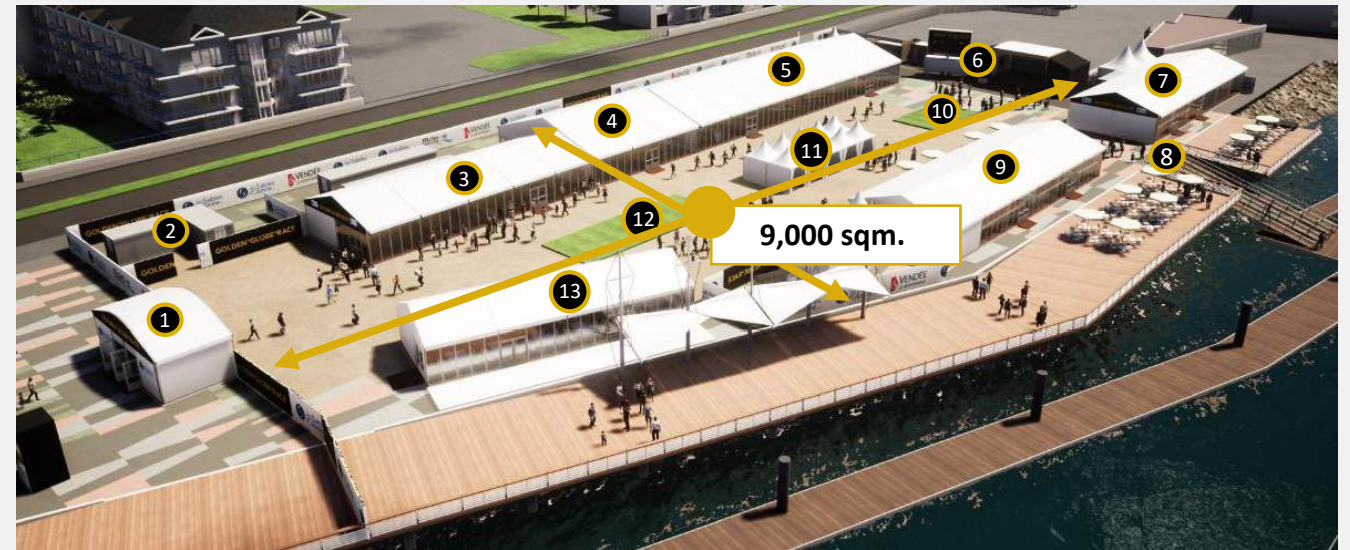
**RACE VILLAGE**

# 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.

## Key Village Statistics

- 240.000 Visitors
- 9,000 sqm. Village





# GOLDEN°GLOBE°RACE 2022

## SOCIAL MEDIA

**goldengloberace**  
Les Sables-d'Olonne

**goldengloberace** The #goldengloberace 2022 champions @kirstenggr 🏆 and @abhilashtomy\_bayanat\_ggr 🏆. Legendary 🙌🔥❤️

📧 @christophefavreau

#ggr2022 #heroes #champions #epic #lifeofadventure  
Edited · 20 w

**minelle11** I love you both ❤️❤️  
20 w 1 like Reply

**urmimalabhilash** My wallpaper!  
20 w 14 likes Reply

**raphaelroshaski** Proud moment of an indian ❤️  
18 w 1 like Reply

**isabelle.gomezfontes** Bravo à tous les deux !! Ce que vous faites est incroyable !!!



Liked by **wieb.kee** and 4,131 others  
29 APRIL

😊 Add a comment...

Post

# SOCIAL MEDIA



- Page Likes 66,480
- Organic Reach 3,173,953
- Page Visits 2,438,031



- Total Followers 11,300
- Impressions 5,243,600



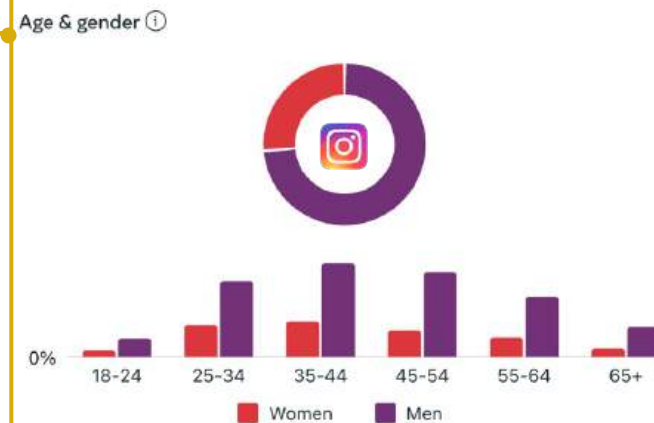
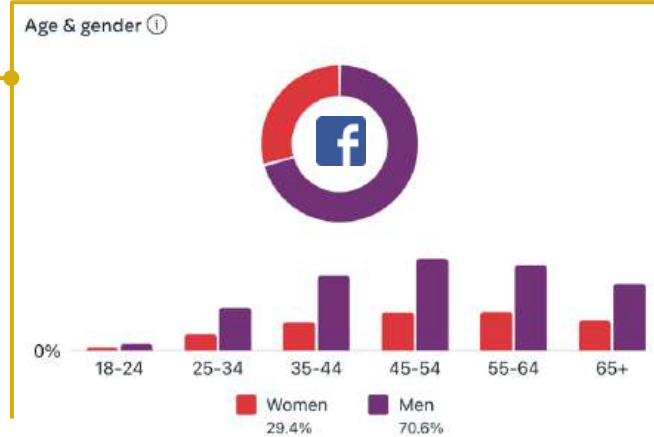
- Total Followers 28,363
- Reach 1,095,128
- Page Visits 126,163



- Subscribers 21,000
- Views 3,212,458

## CORE DEMOGRAPHIC

- Male
- Generation X and Y



**i** The GGR Instagram account was has been created a month before the race start. It gained nearly 30,000 followers and a reach to over a million users within ten months only.

GGR Social Media Statistics, 1<sup>st</sup> August 2022 – 31<sup>st</sup> July 2023.

# SOCIAL MEDIA

## 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  
load countries without gps  
event round first Indian  
sailors boat first woman genes  
**édition - TDM** दृढ़ संकल्प  
कठिनतम नौका solo race worldhistory  
world race globe finish line  
competitors to sail नए सोपान  
world yacht race  
ऐतिहासिक उपलब्धि first South African sailor

### Tomy appointed mentor for Navy woman's solo voyage

Panaji: The Indian Navy formally began preparations for Sagar Parikrama IV, which aims to send a woman naval officer alone around the world ...

... , intent by signing an agreement with ace circumnavigator and Golden Globe Race hero Cdr Abhimilash Tomy (Retd), who will mentor and coach ...

Golden Globe Race

31.2M Reach 8 Social Echo

### Voile : l'épopée pionnière de Kirsten Neuschäfer, vainqueur de la Golden Globe Race

La Sud-Africaine est la première navigatrice à remporter une course autour du monde en solitaire.

... , à son arrivée aux Sables-d'Olonne (Vendée) en tête de la Golden Globe Race. La navigatrice de 40 ans s'est imposée après 235 jours en ...

Golden Globe Race

26.4M Reach 457 Social Echo 4 Duplicates

### Kirsten Neuschäfer gewinnt Golden Globe Race

Die Zeit Sportschicht geschreiben: Als erste Frau hat Kirsten Neuschäfer eine Weltumsegelung geschafft.

... , rein männlich ...

Golden Globe Race

22.8M Reach 2 Social Echo 3 Duplicates

### Voile : Kirsten Neuschäfer, aventurière singulière et à jamais la première

La navigatrice a franchi en vainqueur, jeudi soir, la ligne d'arrivée de la Golden Globe Race. La Sud-Africaine, première femme à s' ...

... peu avant de franchir la ligne d'arrivée et de remporter la Golden Globe Race, au large des Sables-Olonnes (Vendée), le 27 avril 2023. ...

Golden Globe Race

23.4M Reach 1.95k Social Echo

### 全球单人环球帆船比赛(GOLDEN GLOBE RACE) #航海常识分享

... 在法国西海岸有一座小城，因为单人环球帆船比赛而世界闻名于世，她便是“莱·萨布勒多洛讷”(Les Sables-d'Olonne)。如果喜欢帆船航海，了解帆船比赛，也许你知道那个名字浪漫的单人帆船环球比赛：“狂代环球赛”(Vendée Globe)。不过， ...

... ，绝对算是历史最悠久，难度最大，同时最考验水手技术的一项比赛。它就是“全球单人环球帆船赛”(Golden Globe Race)。以下简称“GGR”。“全球单人环球帆船赛”(Golden Globe Race) 说到这项比赛， ...

Golden Globe Race

84.9M Reach

### अभिलाष टॉमी ने रचा इतिहास, दुनिया की सबसे खतरनाक Golden Globe Race में हासिल किया दूसरा स्थान

... जो सबसे कठोर निर्जन समुद्र में 150 किलोमीटर प्रति घंटे की रफ्तार और 40-50 फीट ऊपर उठती हुई लहरों के बीच तिलिचा और भौत की अधिक पड़े ...

... अभिलाष टॉमी ने रचा इतिहास, दुनिया की सबसे खतरनाक Golden Globe Race में हासिल किया दूसरा स्थान ...

Golden Globe Race

56.9M Reach 1 Duplicates

### Weltumsegelung nonstop: 240 Tage kein Fuß an Land

Die Ostseeboot Michael Duggemeyer legt zur Hülse an Südatlantik des Golden Globe Race. Bei ...

... , 99 Tage ...

Golden Globe Race

4.37M Reach 2 Social Echo 3 Duplicates

### Race sailor from Shropshire rescued after 'life-threatening' storm

Image caption, The sailor was picked up safely by Taiwanese fishing vessel the Zi Da Wang, said race organisers. A round-the-world sailor ...

... boat, was picked up by a Taiwanese fishing crew on Tuesday. Golden Globe race official Don McIntyre said it had been a "life-threatening ...

Golden Globe race

161M Reach 84 Social Echo

### Talking With Kirsten Neuschäfer, the First Woman to Sail and Win the Golden Globe

The nonstop, round-the-world Golden Globe Race has become a banner of "retro sailing," or "sailing like it's 1968." Entrants for the ...

The nonstop, round-the-world Golden Globe Race has become a banner of "retro sailing," or "sailing like it's 1968." Entrants for the ...

Golden Globe Race

137M Reach 705 Social Echo

### Golden Globe Glory

When he competed in the first Golden Globe Race in 1968, he was a ...

... , 99 Tage ...

Golden Globe Race

4.37M Reach 2 Social Echo 3 Duplicates

# Meet the First Woman to Sail the 'Voyage for Madmen'

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

Share full article 158



# GOLDEN°GLOBE°RACE 2022

# PROMINENT PRESS

### She went around the world in 235 days to win sailing's most grueling competition

South African sailor Kirsten Neuschäfer beat 15 rivals in the 2022 Golden Globe Race, a grueling, nonstop, round-the-world sailing ...

... Golden Globe Race, a grueling, nonstop, round-the-world sailing competition. She is the first woman in the race's history to have taken ...

Golden Globe Race, GGR2022

45.7M Reach 48.1k Social Echo

# PROMINENT PRESS

 **Le Monde** · Patricia Jolly  
Editorial | FR | Apr 28 · 9:55 PM

## Voile : Kirsten Neuschäfer, aventurière singulière et à jamais la première




La navigatrice a franchi en vainqueur, jeudi soir, la ligne d'arrivée de la Golden Globe Race. La Sud-Africaine, première femme à s' ...

... peu avant de franchir la ligne d'arrivée et de remporter la **Golden Globe Race**, au large des Sables-Olonnes (Vendée), le 27 avril 2023. ...

**Golden Globe Race**

23.4M Reach 1.95k Social Echo Neutral

 **The New York Times** · Lauren Sloss  
Premium | US | Jun 16 · 7:30 PM


## Talking With Kirsten Neuschäfer, the First Woman to Sail and Win the Golden Globe

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The nonstop, round-the-world **Golden Globe Race** has become a banner of "retro sailing," or "sailing like it's 1968." Entrants for the ...

**Golden Globe Race**

137M Reach 705 Social Echo Positive

 **NPR**  
Editorial | US | Apr 27 · 10:34 PM

## She went around the world in 235 days to win sailing's most grueling competition



South African sailor Kirsten Neuschäfer beat 15 rivals in the 2022 Golden Globe Race, a grueling, nonstop, round-the-world sailing ...

... **Golden Globe Race**, a grueling, nonstop, round-the-world sailing competition. She is the first woman in the race's history to have taken ...

**Golden Globe Race, GGR2022**

45.7M Reach 48.1k Social Echo Positive

 **BBC** · Susie Rack  
Editorial | GB | Apr 12 · 11:01 AM

## Race sailor from Shropshire rescued after 'life-threatening' storm




Image caption, The sailor was picked up safely by Taiwanese fishing vessel the Zi Da Wang, said race organisers A round-the-world sailor ...

... boat, was picked up by a Taiwanese fishing crew on Tuesday. **Golden Globe race** official Don McIntyre said it had been a "life-threatening ...

**Golden Globe race**

161M Reach 84 Social Echo Negative

 **哔哩哔哩**  
Editorial | CN | Jan 28 · 4:47 AM

## 金球单人环球帆船比赛(GOLDEN GLOBLE RACE) #航海常识分享



... 在法国西海岸有一座小城，因为单人环球帆船比赛而世界闻名于世，她便是“莱·萨布勒多洛讷”(Les Sables-d'Olonne)。如果喜欢帆船航海，了解帆船比赛，也许你知道那个闻名遐迩的单人帆船环球比赛：“旺代环帆赛”(Vendée Globe)。不过， ...

...，绝对算是历史最悠久，难度最大，同时最考验水手技术的一项比赛。它就是“金球单人环球帆赛”(Golden Globe Race)。以下简称“GGR”。“金球单人环球帆赛”(Golden Globe Race) 说到这项比赛， ...

**Golden Globe Race**

84.9M Reach Neutral

 **DerStandard.de** · Sigi Lützwow  
Editorial | DE | Jan 3 · 6:00 PM

## Weltumsegelung nonstop: 240 Tage kein Fuß an Land




Der Österreicher Michael Guggenberger liegt zur Halbzeit im Spitzenfeld des Golden Globe Race. Bei seiner Solo-Segelregatta muss der Wiener ...

... lässt die Teilnahme an der Solo-Nonstop-Weltumsegelung namens **Golden Globe Race** nicht zu. Seit 4. September ist Guggenberger, ist das Feld ...


**Golden Globe Race**

4.37M Reach 2 Social Echo 2 Duplicates Positive

# PROMINENT PRESS

 **New York Post** · Joshua Rhett Miller  
Editorial | US | Feb 13 · 10:32 PM


## South African Kirsten Neuschäfer on course to become first woman to win around-the-world race




She's the last woman sailing.  
... in her wake as she vies to become the first woman to win the **Golden Globe Race** — a solo, nonstop voyage around the world. Neuschäfer and ...

**Golden Globe Race**

68.7M Reach 4.71k Social Echo Neutral

 **News18** · Majid Alam  
Editorial | IN | May 1 · 10:37 AM

## Proud Moment: Indian Adventurer Becomes 1st Asian to Sail Around The World in Toughest 30,000 Miles Race



The Golden Globe Race considered the world's toughest, started on September 4, 2022, from Les Sables-d'Olonne in France, with 16 sailors ...  
Commander **Abhilash** Tomy (retired) has become the first Indian to complete the longest endurance solo race around the world covering 30,000 ...

**Golden Globe Race, Abhilash**

58.9M Reach 5 Social Echo 2 Duplicates Neutral

 **Ouest-France**  
Editorial | FR | Feb 9 · 4:38 PM


## INTERVIEW. Golden Globe Race. Simon Curwen : « Je suis un peu déçu que ma course s'arrête ainsi... »



Simon Curwen, ancien leader de la Golden Globe Race est actuellement à Puerto Montt, au Chili, afin de réparer son régulateur d'allure. Le ...  
Depuis que **Simon Curwen** a fait escale à Puerto Montt, ce mercredi au Chili, il n'est officiellement plus en tête de la Golden Globe Race . ...

**Simon Curwen**

23.4M Reach 246 Social Echo Neutral

 **Hindustan Times**  
Editorial | IN | Aug 22 · 8:17 PM

## Gaganyaan: Ace sailor to help in safe recovery of astronauts

HT Image ...  
Champion sailor Commander **Abhilash** Tomy (reted) will serve as a consultant to the Indian Space Research Organisation (Isro) for the safe ...

**Abhilash, Golden Globe Race**

55.2M Reach 2 Social Echo Neutral

 **La Gazzetta Dello Sport**  
Editorial | IT | May 13 · 2:05 PM


## Video: Guggenberger, chiude terzo alla Golden Globe



Michael Guggenberger aveva iniziato la regata con qualche difficoltà rispetto agli altri iscritti alla Golden Globe Race. Perché viene ...  
... stato accolto a Les Sables d'Olonne da Kirsten Neuschäfer (ZAF), **Abhilash** Tomy (IND), **Simon Curwen** (GBR) e Ertan Beskardes (GBR), oltre a ...

**Golden Globe Race, Abhilash, Simon Curwen**

10.6M Reach Neutral

 **The Times (eClips Web)** · Ed Gorman  
Editorial | GB | Jan 30 · 2:01 AM


## Simon Curwen: Golden Globe leader suffers steering failure

It looked as if it were all over for Simon Curwen — and it may still be — but the 63-year-old company director from Hampshire is not giving ...  
It looked as if it were all over for **Simon Curwen** — and it may still be — but the 63-year-old company director from Hampshire is not giving ...


**Simon Curwen**

17M Reach Negative

# PROMINENT PRESS

 **Daily Mail** · Milica Cosic  
Editorial | GB | Apr 12 · 11:26 AM

## 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 THKU! OK HERE TOUGHNIGHT TRYING2STAYWARM.' This was then shortly followed ...

**Golden Globe Race, GGR**

83.5M Reach 3 Social Echo 4 Duplicates Neutral


 **CNN** @CNN  
Twitter | Apr 28 · 10:48 PM

## Kirsten Neuschäfer has become the first woman to win the Golden Globe Race


<https://t.co/kXY0FlswTw>

**Golden Globe Race**

61.4M Reach 411 Engagement 179k Views Positive

 **The Times of India** · Anantha Narayanan  
Editorial | IN | Apr 30 · 3:32 AM

## Hero of seas, Abhilash is still his mama's little boy at heart



KOCHI: Abhilash Tomy may be a solo circumnavigator of the world, braving the elements and his own demons, but at heart, he remains his mama ...

When asked if Abhilash will sail for the next edition of the **Golden Globe Race (GGR)** aiming for pole position, Tomy said he would not be ...

**GGR, Golden Globe Race**

25.4M Reach 17 Social Echo 2 Duplicates Neutral

 **Le Figaro**  
Editorial | FR | Apr 28 · 7:53 AM

## 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**

26.4M Reach 457 Social Echo 4 Duplicates Neutral

 **Yachting World** · Helen Fretter  
Editorial | GB | Apr 27 · 1:47 PM

## 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 ...

**Golden Globe Race**

204k Reach 3.42k Social Echo Positive

 **Zeilen** · Rianne Hulshof  
Editorial | NL | Nov 4, 2022 · 2:41 PM

## Zeepokken zorgen voor mogelijke vierde uitvaller 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 ...

**Golden Globe Race, Elliott Smith**

35.5k Reach 100 Social Echo Neutral



**Thank you.**



## **CONTACT**

**Don McIntyre**  
CEO Ocean Frontiers Ltd.  
Founder of GGR 2026

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