



FOILING WEEK

P E N S A C O L A





FOILING WEEK PENSACOLA

FOILING WEEK, recognized as a World Sailing Special Event, is an exceptional fit for the vibrant and scenic city of Pensacola. This event transcends the typical boundaries of a sailing regatta, offering an exhilarating blend of sportsmanship, innovation, and community. Pensacola, with its stunning coastlines and optimal sailing conditions, provides the perfect stage for the dynamic sport of foiling, where cutting-edge nautical technology meets the thrill of high-speed racing.

At the heart of **FOILING WEEK** is the gathering of a diverse, international community - sailors, coaches, families, friends, and sailing enthusiasts. This convergence not only celebrates the spirit of nautical adventure but also significantly contributes to the local economy. The influx of participants and spectators translates into a boost for local businesses, from accommodations and restaurants to various tourist attractions.

Moreover, **FOILING WEEK** presents an opportunity for Pensacola to shine on the global stage. The event's international reach is a gateway to showcasing the city's unique charm and hospitality, positioning Pensacola as a prime destination for world-class sporting events. The economic and cultural impacts of hosting such a prestigious event resonate far beyond the immediate spectacle, weaving into the city's cultural fabric and enhancing its appeal as a tourist haven.

FOILING WEEK in Pensacola would be more than just a sporting event; it would be a celebration of community, innovation, and the city's enduring connection to the sea.





2024



**FOILING WEEK
PENSACOLA**

Foiling Boats
Boards
Toys
Motorboats
Conferences and Exhibits

2025



**FOILING WEEK
PENSACOLA**

Foiling Boats
Boards
Toys
Motorboats
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**NATIONAL
CHAMPIONSHIPS**

2026



**FOILING WEEK
PENSACOLA**

Foiling Boats
Boards
Toys
Motorboats
Conferences and Exhibits



**CONTINENTAL
CHAMPIONSHIPS**

2027



**FOILING WEEK
PENSACOLA**

Foiling Boats
Boards
Toys
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**WORLD
CHAMPIONSHIPS**



FOILING WEEK is an internationally-recognized **World Sailing Special Event**.



FOILING WEEK is widely regarded for its role in **accelerating consumer foiling and new foiling technology applications**.

FOILING WEEK is preparing to duplicate this event in North America by launching in **Pensacola in 2024!**
 This foiling community festival will bring together the **top U.S. sailors** while attracting the **best field of competitors from around the world**.

FOILING WEEK will be escalated from a domestic focus to a global event .
 This approach will assure delivery of the **highest quality content**, while managing the scale of the event to best align with local, regional and continental partners.

FOILING WEEK IMPACT

FW	SAILORS	COACHES	FW TEAM	FAMILY & FRIENDS	LOCAL TEAM	PUBLIC (FROM THE COUNTRY)	PUBLIC (FROM OUTSIDE THE COUNTRY)	PEOPLE ATTENDING	AVERAGE NIGHTS EACH WEEK OF EVENT
2024	180	20	15	50	40	500	500	1.040	3.855
2025	240	15	20	100	50	1000	1000	2.050	6.625
2026	300	20	25	200	60	2000	2000	4.060	11.815
2027	360	25	30	400	70	4000	4000	8.070	21.705

NUMBER OF PEOPLE ATTENDING FOILING WEEK IN 4 YEARS **15.220**

TOTAL NUMBER OF NIGHTS IN PENSACOLA IN 5 YEARS OF FOILING WEEK **44.000**

2024 FOILING WEEK PENSACOLA YEAR 1

£ SPECTATOR SPENDING

£500.000

Based on 2,500
spectator admissions

Total Spectator Admissions 2,500

Average number of days attended 4

% of Spectators resident in the host economy 20

% of non-local spectators who are casual visitors 0

Number of Commercial stayers 500

Number of Non-Commercial stayers 0

Number of Day visitors 0

Average number of nights spent in the host economy 4

Average cost per bed-night (per person) £150

Average daily spend on non-accommodation items £100

£ ATTENDEE SPENDING

£463.750

Based on 305
Attendee admissions

Total Attendees 305

Average number of days attended 7

% of Attendees resident in the host economy 13

Number of Commercial stayers 265

Number of Non-Commercial stayers 0

Number of Day visitors 0

Average number of nights spent in the host economy 7

Average cost per bed-night (per person) £150

Average daily spend on non-accommodation items £100

£ DIRECT LEAKAGES **£100.000**

Spectator and Attendee Spending with
Non-local Vendors £100,000

£ DIRECT SPENDING **£150.000**

Organiser spend in Host Economy £150,000

£ DIRECT ECONOMIC IMPACT **£1.013.750**

Direct Economic Impact £1,013,750

GVA Spending to GVA Ratio 46.5%
GVA Impact £471,393.75
GVA per Workforce Job £39,504
Jobs Supported 12

* The entirety of the information has been sourced from: www.eventimpacts.com/Calculator

2025 FOILING WEEK PENSACOLA YEAR 2

£ SPECTATOR SPENDING

£1.000.000

Based on 5.000 spectator admissions

Total Spectator Admissions 5,000

Average number of days attended 4

% of Spectators resident in the host economy 20

% of non-local spectators who are casual visitors 0

Number of Commercial stayers 1,000

Number of Non-Commercial stayers 0

Number of Day visitors 0

Average number of nights spent in the host economy 4

Average cost per bed-night (per person) £150

Average daily spend on non-accommodation items £100

£ ATTENDEE SPENDING

£656.250

Based on 425 Attendee admissions

Total Attendees 425

Average number of days attended 7

% of Attendees resident in the host economy 11.75

Number of Commercial stayers 375

Number of Non-Commercial stayers 0

Number of Day visitors 0

Average number of nights spent in the host economy 7

Average cost per bed-night (per person) £150

Average daily spend on non-accommodation items £100

£

DIRECT LEAKAGES

£200.000

Spectator and Attendee Spending with Non-local Vendors £200,000

£

DIRECT SPENDING

£300.000

Organiser spend in Host Economy £300,000

£

DIRECT ECONOMIC IMPACT

£1.756.250

Direct Economic Impact £1,756,250

GVA

Spending to GVA Ratio 46.5%

GVA Impact £816,656.25

GVA per Workforce Job £39,504

Jobs Supported 21

* The entirety of the information has been sourced from: www.eventimpacts.com/Calculator

2025 FOILING WEEK PENSACOLA YEAR 3

£ SPECTATOR SPENDING

£2.000.000

Based on 10.000 spectator admissions

Total Spectator Admissions 10,000

Average number of days attended 4

% of Spectators resident in the host economy 20

% of non-local spectators who are casual visitors 0

Number of Commercial stayers 2,000

Number of Non-Commercial stayers 0

Number of Day visitors 0

Average number of nights spent in the host economy 4

Average cost per bed-night (per person) £150

Average daily spend on non-accommodation items £100

£ ATTENDEE SPENDING

£953.750

Based on 605 Attendee admissions

Total Attendees 605

Average number of days attended 7

% of Attendees resident in the host economy 10

Number of Commercial stayers 545

Number of Non-Commercial stayers 0

Number of Day visitors 0

Average number of nights spent in the host economy 7

Average cost per bed-night (per person) £150

Average daily spend on non-accommodation items £100

£

DIRECT LEAKAGES

£300.000

Spectator and Attendee Spending with Non-local Vendors £300,000

£

DIRECT SPENDING

£450.000

Organiser spend in Host Economy £450,000

£

DIRECT ECONOMIC IMPACT

£3.103.750

Direct Economic Impact £3,103,750

GVA

Spending to GVA Ratio 46.5%

GVA Impact £1,443,243.75

GVA per Workforce Job £39,504

Jobs Supported 37

* The entirety of the information has been sourced from: www.eventimpacts.com/Calculator

2027 FOILING WEEK PENSACOLA YEAR 4

£ SPECTATOR SPENDING

£4.000.000

Based on 20.000 spectator admissions

£ ATTENDEE SPENDING

£1.426.250

Based on 885 Attendee admissions

£ DIRECT LEAKAGES

£400.000

Spectator and Attendee Spending with Non-local Vendors £400,000

£ DIRECT SPENDING

£600.000

Organiser spend in Host Economy £600,000

£ DIRECT ECONOMIC IMPACT

£5.626.250

Direct Economic Impact £5,626,250

GVA

Spending to GVA Ratio 46.5%
 GVA Impact £2,616,206.25
 GVA per Workforce Job £39,504
 Jobs Supported 66

Total Spectator Admissions 20,000

Average number of days attended 4

% of Spectators resident in the host economy 20

% of non-local spectators who are casual visitors 0

Number of Commercial stayers 4,000

Number of Non-Commercial stayers 0

Number of Day visitors 0

Average number of nights spent in the host economy 4

Average cost per bed-night (per person) £150

Average daily spend on non-accommodation items £100

Total Attendees 885

Average number of days attended 7

% of Attendees resident in the host economy 7.9

Number of Commercial stayers 815

Number of Non-Commercial stayers 0

Number of Day visitors 0

Average number of nights spent in the host economy 7

Average cost per bed-night (per person) £150

Average daily spend on non-accommodation items £100

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WE ARE FOILING



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