

# VENDÉE GLOBE

SOLO | NON-STOP | WITHOUT ASSISTANCE



# OUTSTANDING MEDIA COVERAGE

Source Kantar

# 224 000 subjects

All media included  
(including **50,000** abroad)

# € 373 M

advertising value  
(including **€104 M** abroad)

# UNPRECEDENTED TV COVERAGE

Source ASO



## 190

Territories  
covered



## 129

TV  
Channels



## 2,1

Billion  
households



## 41

TV channels  
for Live Start

## 38

TV channels  
for Live Finish

# 2 435 HOURS OF BROADCASTING



**79 hrs**  
AMERICA

**1481 h**  
EUROPE

**322 hrs**  
ASIA & OCEANIA

**111 hrs**  
WORLD BROADCASTERS

**352 hrs**  
AFRICA & MIDDLE EAST



# A POPULAR SUCCESS!

**A 30 000 m<sup>2</sup> VILLAGE !**

**2.25 M visitors\***

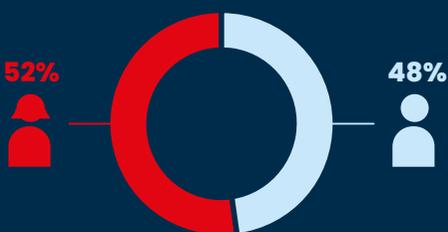
Les Sables d'Olonne



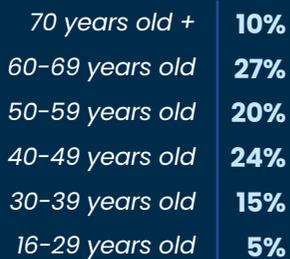
\*In 2020 : 200,000 visitors  
visitors in compliance  
with sanitary measures in force

## VISITORS' PROFILE

GENDER



AGE



**52** AVERAGE AGE  
**YEARS OLD**

**UNRIVALLED  
AWARENESS  
AND  
FOLLOWING**

**95.6%**  
of French  
people  
know the Vendée Globe

**66.7%**  
des Français  
followed the  
Vendée Globe





"More than ever in this particular context, the Vendée Globe has confirmed its status as a major sporting event, with its twists and turns and a breathtaking finale!

These women and men have offered us a puff of air and sea spray when we needed it most. They had us travelling when we couldn't move around. They've reminded us that values of solidarity and mutual aid are placed above all others. They've simply reminded us that this race is like no other, combining

courage, surpassing yourself and humility in the face of the elements. The Vendée Globe is all about this unique alchemy, making it the greatest human adventure of our modern-day world.

Fans around the world have acknowledged this and widely contributed to making this 9th edition a real success with their fervour and enthusiasm.

Join us on **10<sup>th</sup> November 2024** for the 10th edition of the Vendée Globe which will surely have you dreaming once again!"

**Alain Lebœuf**

President of the Vendée Globe  
President of the Vendée Department

## EXPLOSION OF DIGITAL PLATFORMS!

### WEBSITE

**11 M unique visitors**  
**115 M visits**  
**452 M page views**

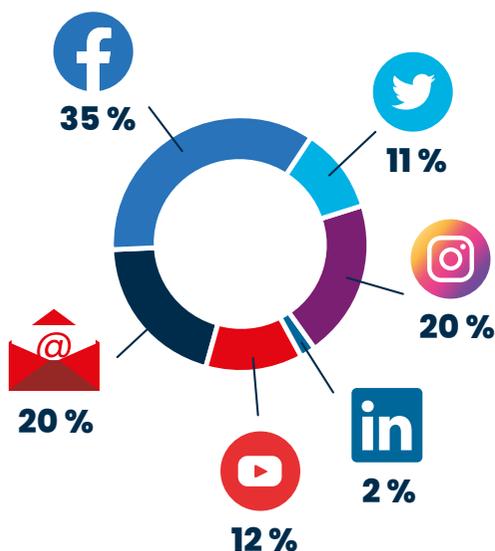
### NEWSLETTER

**200 000 subscribers**

41% opening rate  
64% click-through rate

### SOCIAL MEDIA

**985 000 FANS**



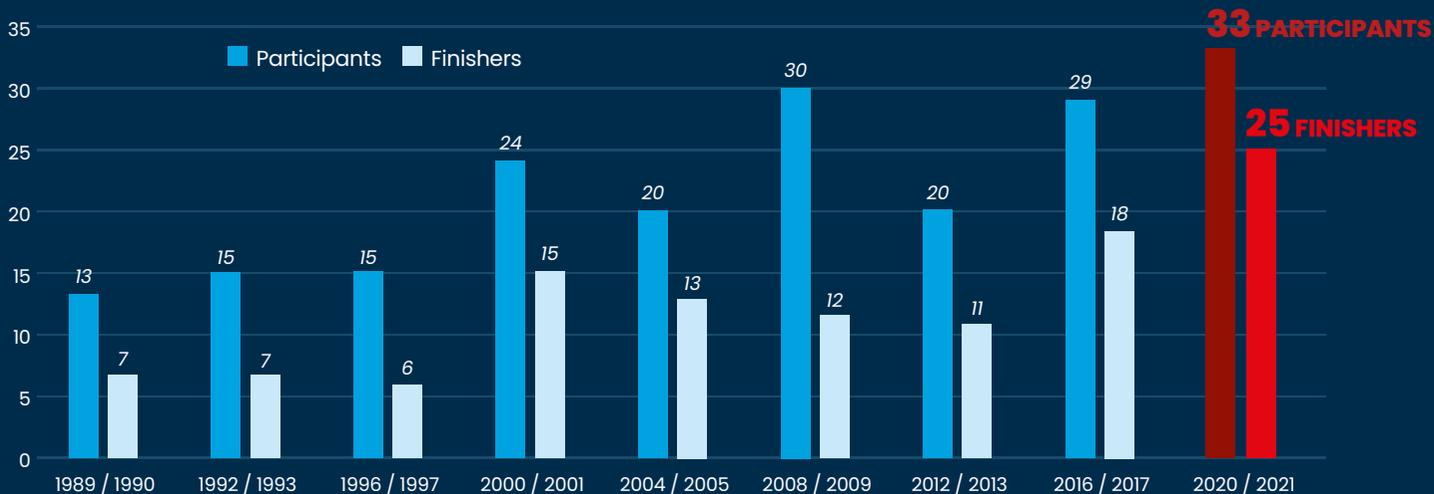
### VIDÉOS

**115 M**  
aggregated views

### E-SPORT

**1 069 000 PLAYERS**  
on Virtual Regatta

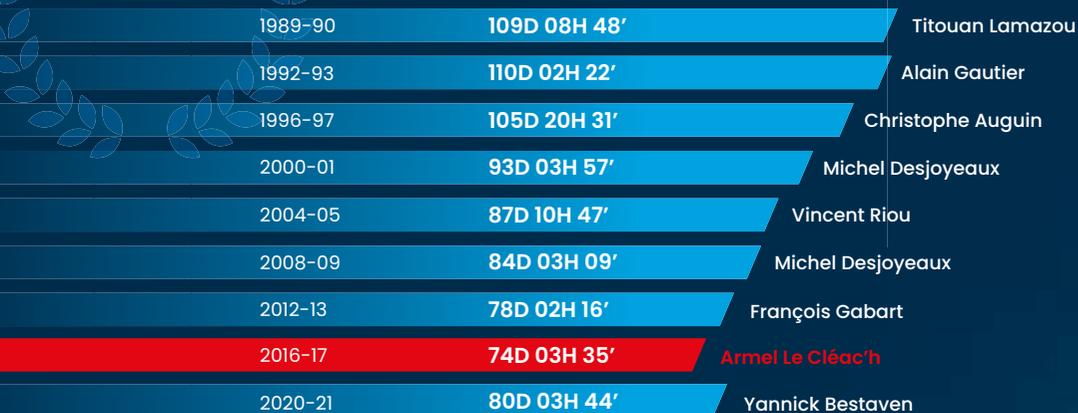
# MORE PARTICIPANTS THAN EVER



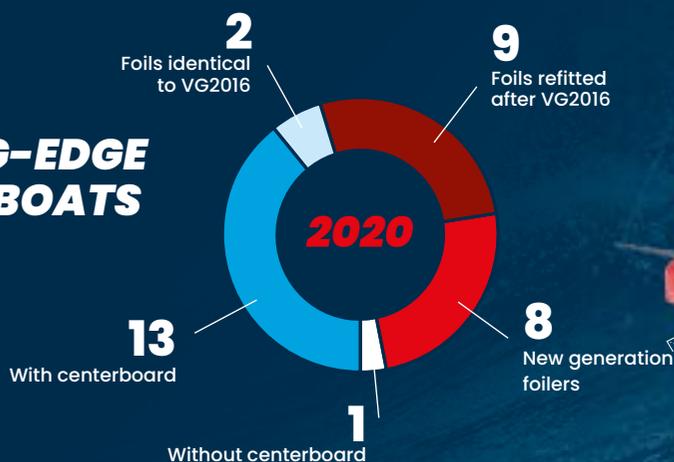
## 9 NATIONALITIES IN 2020



## RECORD TO BEAT



## CUTTING-EDGE BOATS





# SOLO NON-STOP WITHOUT ASSISTANCE

The event followed in the wake of the Golden Globe which had initiated the first circumnavigation of this type via the 3 capes (Good Hope, Leeuwin and Horn) in 1968.

Nine pioneers set sail in 1968 but only one succeeded in returning to Falmouth : British skipper Robin Knox-Johnston, after 313 days at sea. 20 years later and after winning the BOC Challenge twice (the solo round-the-world with stopovers), Philippe Jeantot launched the idea of a new race around the world,

solo, but... without any stopovers! The Vendée Globe was born. On 26th November 1989, 13 sailors took the start of the 1st edition which lasted over 3 months. Only 7 of them returned to Les Sables d'Olonne.

The nine editions of the race have enabled 200 competitors to take the start and only 114 of them managed to cross the finishing line. This figure speaks for itself to show the extreme difficulty of this planetary event! The Vendée Globe is first and foremost a journey across the seas and deep

down inside.

Great sailors have been crowned champions. **The record holder of the race remains Armel Le Cléac'h, actual holder of the race record in 74 days. Only one sailor has won it twice: Michel Desjoyeaux, in 2001 and in 2009.**

**The 10th Vendée Globe will start from Les Sables d'Olonne on 10<sup>th</sup> November 2024.**

## AN EXTRAORDINARY RACE SINCE 1989

# 40.075 km (21,638 miles)



In this planetary adventure starting from Vendée, solo skippers must contend with wind, waves and swell to go down the Atlantic, cross the Indian and Pacific oceans then go back up the Atlantic in order to reach the starting port of Les Sables d'Olonne and its mythical channel. The trajectory of the boats consists of a series of broken lines, zigzags, detours and changes of course for this ultimate challenge which many call "the Everest of the Seas".



Animated route