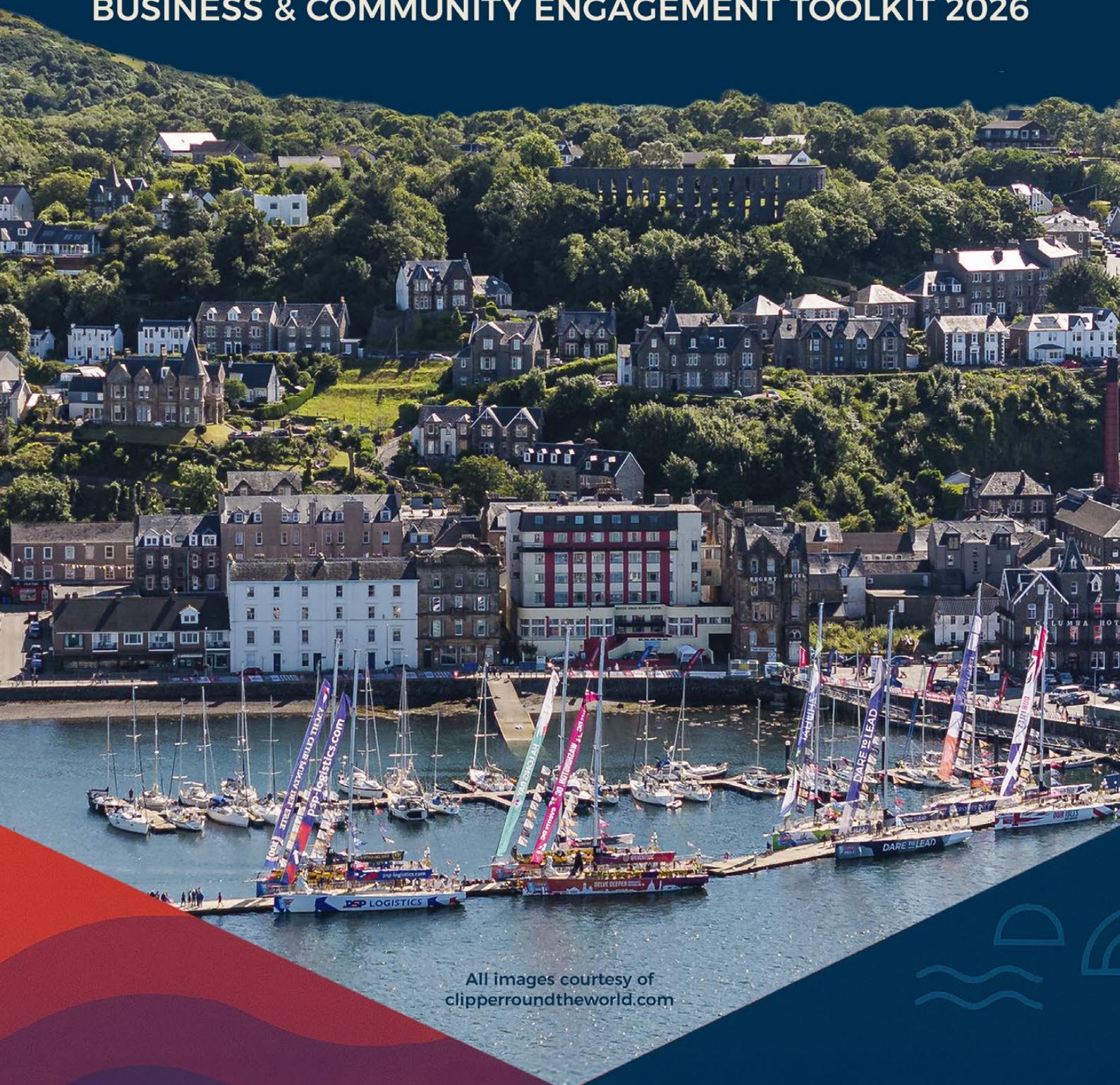


# OBAN WELCOMES THE WORLD

## CLIPPER ROUND THE WORLD YACHT RACE BUSINESS & COMMUNITY ENGAGEMENT TOOLKIT 2026



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WILD ABOUT  
ARGYLL  
& THE ISLES





# BUSINESS & COMMUNITY ENGAGEMENT TOOLKIT

## Introduction

In July 2026, Oban will welcome back the **penultimate stopover of the Clipper Round the World Yacht Race**, bringing international crews, families, media, and thousands of visitors to the town for a **10-day celebration** before the final race leg.

This is one of the world's toughest endurance races, with amateur crews sailing 40,000 nautical miles around the globe. Oban has been chosen again as a Host Port, welcoming the international fleet – including the new Scotland-branded yacht. There will be free and paid activities at North Pier and across the town, yacht tours and a festival atmosphere. Businesses, community groups and residents are encouraged to get involved, come along, enjoy the spectacle and help give crews and visitors a warm Oban welcome.

This toolkit is designed to help **local businesses and community groups** understand:

- Opportunities to engage and celebrate
- Opportunities to collaborate
- Branding alignment and requirements
- How to communicate events
- Advertising, sponsorship and profile building opportunities
- How to support UNICEF, the official Clipper Race charity

# Why The Clipper Race Matters for Local Businesses and Community Groups

The Clipper Round the World Yacht Race is one of the most extraordinary ocean challenges on the planet - a true test of endurance, teamwork and courage that sees everyday people race 40,000 nautical miles around the world. Remarkably, no previous sailing experience is required. Through a structured, four-level training programme, complete novices are transformed into confident ocean racers, fully prepared for life at sea.

Sailing aboard 70-foot, high-performance racing yachts - the largest matched fleet of its kind - crews spend up to 220 days at sea over eleven months, living and working together through everything the ocean can throw at them, from flat calms to fierce storms. Participants can commit to the full circumnavigation or choose individual legs, offering flexibility while still being part of this epic global adventure.

For the first time ever, Scotland is taking centre stage with a fully Scotland-branded yacht, Team Scotland, competing in the race. Backed by Brand Scotland, Oban Distillery, SAMS and Love Oban Partners, the yacht proudly carries Scotland's identity across the world's oceans, putting the nation firmly on the global sailing map.

- Thousands of visitors expected across the 10-day period.
- Local, Regional and International media coverage (TV, digital, social & print).
- Increased demand for hospitality, retail, culture, accommodation & experiences.
- A rare chance to showcase Oban globally as a gateway to the Hebrides and Argyll.
- High civic and community engagement across the region.

**This is Oban's moment** - businesses and community groups that prepare can maximise footfall and brand visibility.





# Clipper Race Programme Timescales

## SPECTATOR & TURN UP EVENTS

**10th to 13th July, North Pier Pontoon** - Welcome The Clipper Race Fleet - Track their arrival [HERE](#)

**15th to 17th July, 9am to 5pm, North Pier** - Clipper Race Fanzone - Learn about the Clipper Race, the world's toughest ocean challenge, and how you can get involved in the next race.

**15th to 17th July, 10am to 6pm, North Pier Pontoon** - Tour a Clipper 70 Racing Yacht - Bring the family and step on board a Clipper 70 stripped down ocean racing yacht. Take an above and below deck tour with the Race Crew who have called these yachts home for eleven months - Free and no need to book!

### 19th July, Bid farewell to the Clipper Race!

- 12pm to 12.30pm - Slip the Lines: Come and cheer on the teams as they commence preparations for the Parade of Sail from 12:00 pm to 12.30pm.
- 1pm, Parade of Sail - From Kerrera Marina across Oban Bay past Dunollie Lighthouse out to Dunstaffnage.
- 3pm Clipper Race Start: From Dunstaffnage.



## Key Media Impact Facts – What the Clipper Race Delivers

In 2024, the Clipper Race stopover in Oban achieved significant domestic and international media coverage. Between the Clipper Race team, Love Oban, Argyll & Bute Council and partners Oban Times, the following outcomes were achieved:

**- 1,335 traditional media mentions** reaching a **readership audience of 174m**.

Traditional Media Coverage included major national and international outlets, alongside specialist sailing and lifestyle press, such as BBC News, STV, Daily Mail, The Press and Journal, VisitScotland, Oban Times, Sail World, MSN and Yahoo!

**- 1,047 social media mentions** delivering **23m social media impressions**. Social coverage linked to the Clipper Race generated high engagement, with posts receiving thousands of likes, comments, shares and views, strong performance for human-interest and community-led stories, including welcomes, crew features and ceremonies.

### Media Opportunities for Oban and your business

**- A Full Year of International Visibility;** The Clipper Race sustains media coverage over a 12-month period, from September 2025 to August 2026, keeping Oban and Scotland visible well beyond the stopover itself.

**- Coverage Across Global Media Channels;** The Race generates coverage across print, online, TV, radio and social media platforms, meaning local stories are shared on platforms reaching UK, European and international audiences.

**- Reaching a Prime, Economically Active Audience;** Audience analysis shows a 59% male / 41% female audience with 43% of the audience aged 25–44, a key demographic for tourism and hospitality, retail and food & drink.



## How Businesses Can Engage

### Decorate, Welcome & Theme

Use the arrival of the fleet to create a maritime, colourful, celebratory feel:

- Flags, bunting, window decals, themed shopfronts
- Sail-themed product displays
- Welcome messages for crews and visitors
- Showcase local produce and heritage

# Create special offers & packages

Ideas include:

- “**Clipper Race Crew Deals**” for food, drink, accommodation, retail
  - Produce a signature Clipper menu, dish and drink
- Multi-business packages (e.g., meal + tour + retail discount)
- Experiences: boat trips, seafood tastings
- Limited-edition products or yachting/nautical themed items
- Offer a Clipper Crew VIP perk and/or experience
- Host a spectacular shopfront display
- Create a race-themed visitor trail
- Deliver unique experiences (sunrise paddleboarding, harbour photography tours)
- Become a sector champion (e.g., seafood, adventure, arts, wellbeing)
- Put on a school/group play or performance
- Colouring competition at school (raise funds for Unicef!)

**Collaborate with other businesses and community groups:**

- Food Experiences
- History & Heritage talks/showcase
- Music & Entertainment programmes
- Whisky, Wine, Gin & Beer Tastings
- Arts & Crafts Trails
- Treasure Hunts
- Scenic Tours
- Late Night Shopping/Extended Opening Hours

**For Clipper crew only experiences and offers please email:  
[cathy@wildaboutargyll.co.uk](mailto:cathy@wildaboutargyll.co.uk) to be included in crew booklet.**





## Host events that add to the festival atmosphere

Businesses can create their own programme alongside official events. These can be ticketed or free events and will be marketed as part of the overall festival. Host events that highlight the region's culture, food & drink, creativity, stunning scenery and our sense of community.

Ideas:

- Live music sessions
- Harbour-view breakfasts
- Outdoor food and produce stalls (join the organised event/hub)
- Craft workshops
- Food & Drink demos
- Sports challenges
- Meet-the-maker demonstrations
- Wellness mornings, yoga by the shore
- Oban photographic/art displays and exhibitions
- Storytelling nights

For themed events, please email [cathy@wildaboutargyll.co.uk](mailto:cathy@wildaboutargyll.co.uk) to be included in public programme of events.

# How to communicate your activities

## Use the Official Channels

Partner with:

Love Oban, The Oban Times and Nevis Radio who can support with:

- Regional marketing
- Shared storytelling
- Photography & video assets
- Visitor itineraries that feature your business
- [Click HERE](#) for the official **Love Oban** Clipper Race Oban page for events programme and digital and social updates..

### • **The Oban Times and [West Coast Today](#)**

For print and digital advertising opportunities in *The Oban Times* newspaper and [www.westcoasttoday.co.uk](http://www.westcoasttoday.co.uk)

Facebook & Instagram

*Holiday West Highland* magazine

*The official Clipper Race* Programme

*Live Broadcasts and Podcast Sponsorship*

Email for details [nmurphy@obantimes.co.uk](mailto:nmurphy@obantimes.co.uk)

### • **Nevis Radio**

For advertising opportunities:

*Live broadcasts*

*Podcasts*

*Drive-time/Breakfast Show slots*

Email for details [sy@nevisradio.co.uk](mailto:sy@nevisradio.co.uk)

### • **Local Social Media Forums & Platforms**

*Share your posts with them, including This is Oban and Information Oban*

**For access to official Clipper Race and Love Oban logos and brand guidelines**

Email: [cathy@wildaboutargyll.co.uk](mailto:cathy@wildaboutargyll.co.uk)





## Social Media

Use hashtags and tags for maximum reach:

- **#ClipperOban26 #LoveOban #WildAboutArgyll #abplace2b**

Tag:

- @ClipperOban26
- @LoveOban
- @WildAboutArgyll
- @ArgyllandButeCouncil

Offline Communication

- Window posters
- Flyers in accommodation providers
- Menus, table cards, event boards
- Official Clipper Race Programme
- Staff debrief - to ensure everyone is prepared to welcome visitors and answer questions.

# Align with the Love Oban brand

All local promotions should support a **unified Oban identity**.

## Love Oban brand alignment includes:

- Using the Love Oban logo pack (email: [cathy@wildaboutargyll.co.uk](mailto:cathy@wildaboutargyll.co.uk))
- Consistent colours, fonts & tone
- Promoting Oban as **vibrant, welcoming, authentic**
- Emphasising community and local heritage
- Celebrating sustainable tourism

## Key messaging themes

- “Gateway to the Isles”
- “Scotland’s Seafood Capital”
- “A warm welcome to the world”
- “Where adventure meets community”





## Supporting UNICEF – The Official Clipper Race Charity

Businesses can help raise funds through:

- Charity buckets or UNICEF donation points
- £1-per-sale charity items
- Sponsored events / challenges
- Hosting fundraising quizzes, ceilidhs, raffles
- Collaborating with the Clipper Race organising team locally to run fundraising events
- Matching donations for a set time period

UNICEF branding guidance will be provided.



# Contact Information

- Official event lead: [Phillprentice@bid4oban.co.uk](mailto:Phillprentice@bid4oban.co.uk)
- Business engagement lead: [kirsty@kirstyinnespr.com](mailto:kirsty@kirstyinnespr.com)

## Sponsors

**DIAGEO**



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<https://www.oban.org.uk/clipper-race-26/>