



International Melges24
Class Association

Roma, October 31st 2017

2017 Annual Activity Report

Throughout 2017, substantial progress has been made on communication directed to Melges24 sailors aiming at increasing participants in our events.

In the first part of 2017 the replacement of the temporary old web site with a new one connected to the legendary domain melges24.it and a better social media coverage granted a new web presence focused on providing information and services to competitors.

The result of our efforts in order to improve the level of communication resources, in connection with our regatta plan, has been appreciated by Melges24 sailors.

Just a number to define the interest in our events after the above actions:

number of visitors to 2018 Melges24Tour Schedule Facebook page at Oct 31st: no. 2723

The 2017 Melges24Tour attracted teams to 3 events in Portoroz, Riva del Garda and Luino, with a total number of 97 boats involved.

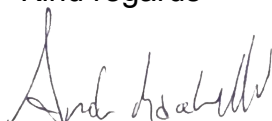
On 2018 we arranged a regatta circuit including no. 7 events in lovely locations and our target will be to achieve a total number of 280/300 participants.

The fascinating 2018 Melges24Tour will kick-up the number of Class associates from the current 14 to 20/25 entering "new blood" inside the Melges24 movement.

In these days several potential owners from other Classes are getting information about the boat and the circuit.

We do think the breeze is growing in Italy and this new renaissance will affect the life of all European NCAs.

Kind regards



Andrea Racchelli