



# KEY DATA

## 54<sup>th</sup> EDITION



La Solitaire  
du **FIGARO**  
**PAPREC**

CAEN  
KINSALE  
BAIE DE MORLAIX  
PIRIAC-SUR-MER



**4**  
stopovers

**3**  
legs

**32**  
skippers

**1,860**  
milles covered

# ANATOMY OF A LEGEND



## THE OVERALL PODIUM



**2<sup>nd</sup>** Edenred  
*Bourgnon Basile*



**1<sup>st</sup>** Banque Populaire  
*Horeau Corentin*



**3<sup>rd</sup>** Skipper Macif 2022  
*Berrehar Loïs*



10MIN 52 SEC time gap between first and second

## LEG WINNERS



1<sup>st</sup> leg



2<sup>nd</sup> leg



3<sup>rd</sup> leg

# ROOKIE PODIUM BENETEAU



Coastal race winner



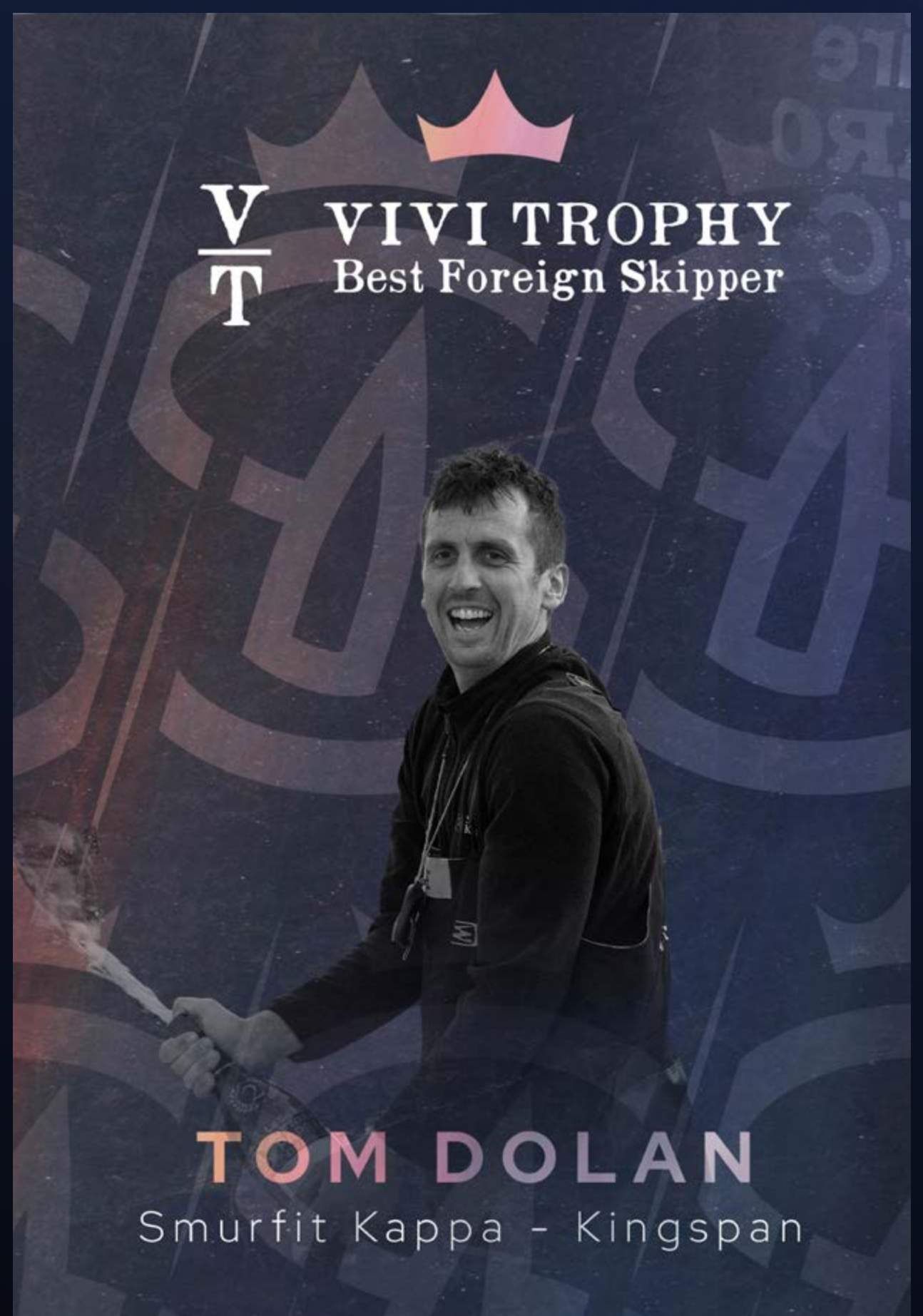
First to cross the starting line

TOTAL CASH PRIZE

100,000 €



Most combative skipper



First foreigner

# A POPULAR FESTIVAL OF TERRITORIES



**3**  
free event  
villages



over **90**  
exhibitors  
and events



**14**  
opening days



over **3,000**  
spectators along  
the canal during  
the Caen parade



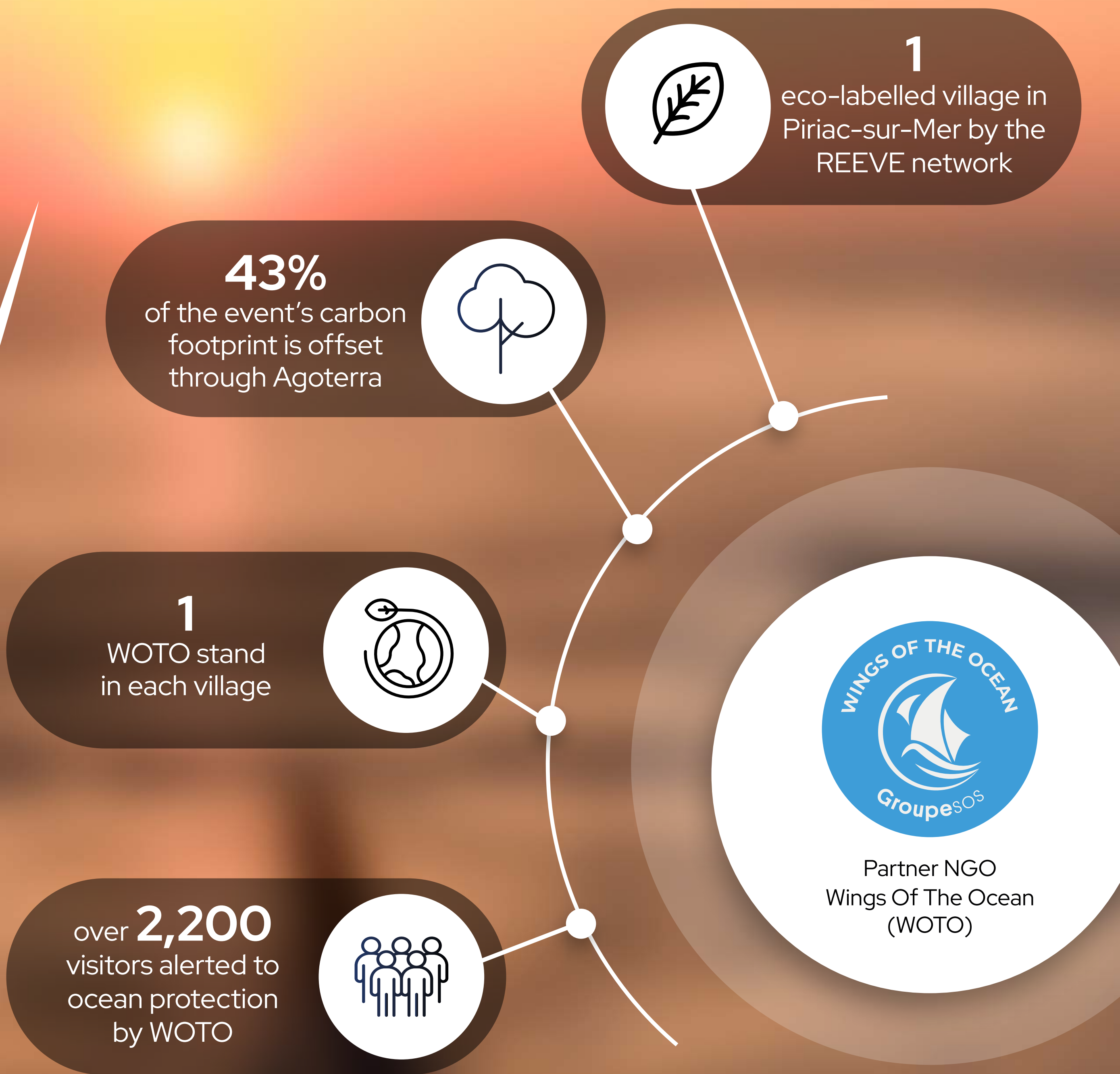
**1,500**  
schoolchildren  
welcomed to the event



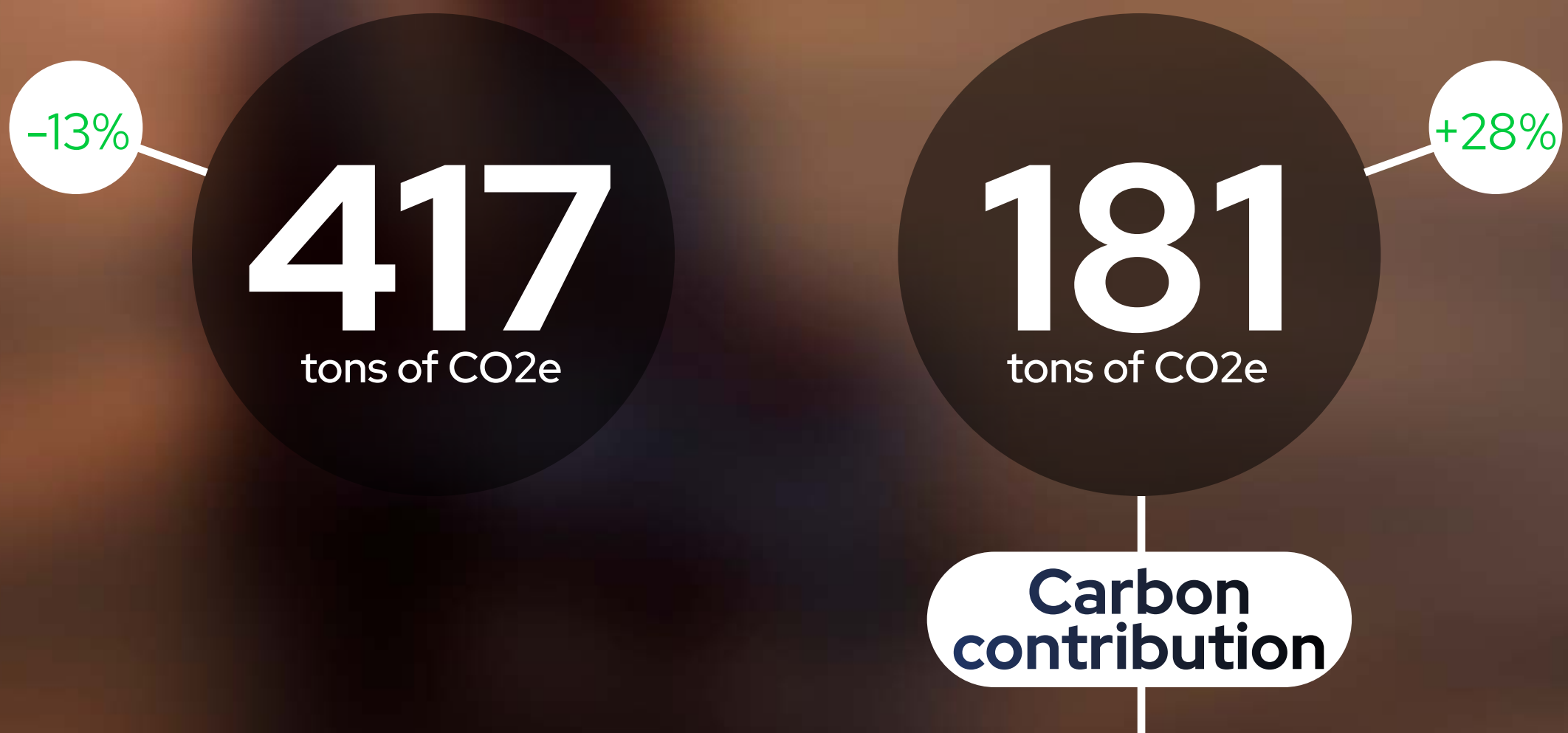
**300**  
Figaro Beneteau 3  
visits for the  
general public

New for 2023

# COMMITTS



## CARBON FOOTPRINT

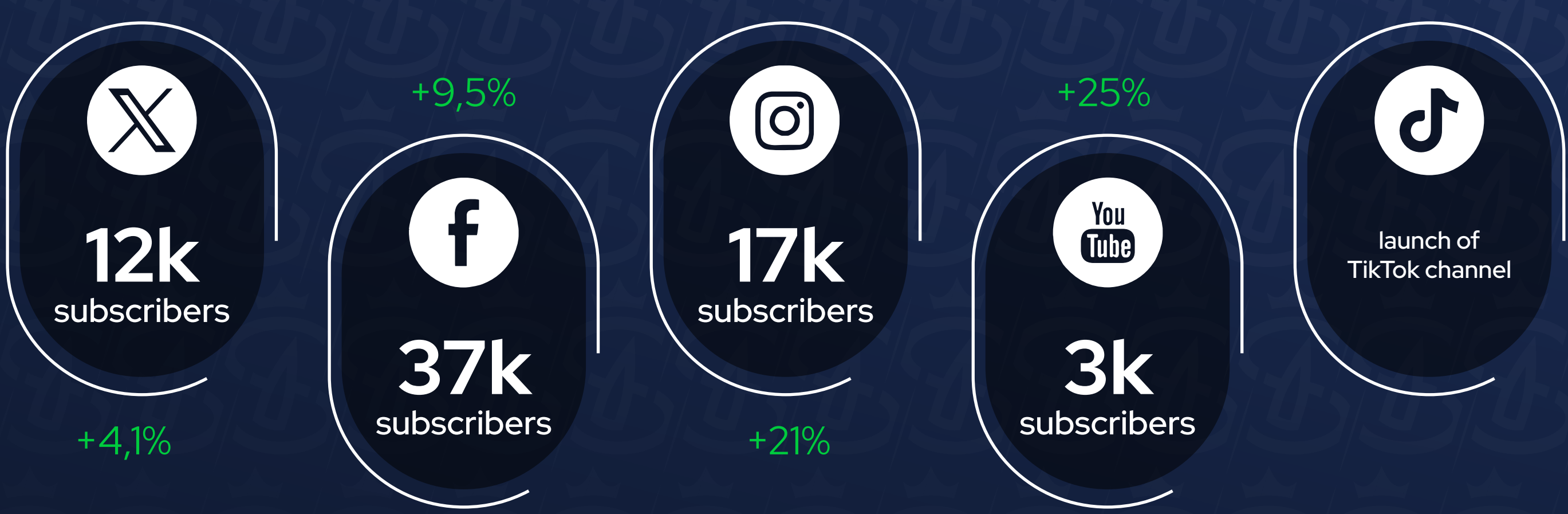


Assist a Norman farmer in transitioning to sustainable agriculture through Agoterra by evaluating our carbon footprint contribution.

# SOCIAL NETWORKING



Start and finish of each stage broadcast live on social networks



# NEW WEB SITE



# VIRTUAL REGATTA

Official Online Race



## Ranking

1. Farley
2. TeloMartius-TPN
3. Flying Phil /INC-BUREAU VALLEE

# RACE START LIVE

**.3**  
france•tv

- Bretagne
- Pays de la Loire
- Normandie

**117,000**  
viewers

**1H**  
broadcast

27 000 additional viewers followed the race start live on social media!

## MEDIA IMPACT

**17**

Millions d'euros EAE\*  
(equivalent of advertising space purchasing)

63 accredited journalists



Print media :  
394 topics



Web press :  
2,424 topics



Radio :  
150 topics



TV :  
92 topics

NUMBER OF COVERAGE  
**3,060 articles**

+76%



# 37 PARTNERS INVOLVED

## TITLE PARTNER



## OFFICIAL PARTNERS



## HOST COMMUNITIES



## MEDIA PARTNERS



## OFFICIAL SUPPLIERS



## TECHNICAL SUPPLIERS



## WITH THE SUPPORT OF



## AN EVENT





La Solitaire  
du **FIGARO**  
**PAPREC**

# SEE YOU IN 2024

