



PRESS RELEASE

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Port St. Maarten Proud to be a Premier Sponsor of 37th Edition of the St. Maarten Heineken Regatta

March 02, 2017 – As one of the proud premier sponsors of the 37th Edition of the St. Maarten Heineken Regatta, Port St. Maarten Management wishes the sailors and support teams a safe and fun event over the next few days.

Port St. Maarten will be hosting the sailors lounge during the St. Maarten by Sea segment of the regatta at the Walter Plantz Square on the Boardwalk on March 3rd.

The lounge will cater to the sailors providing them with a VIP experience at the Walter Plantz Square at Down Street. The daily prize giving for the Regatta participants will take place at the sailors lounge and a round of Heineken will be provided to all sailors!

The regatta attracts over 5000 visitors annually for this exclusive event. Regatta visitors spend over 35,000 nights in total on the island during the sailing event or over seven million dollars.

Regatta visitors spend over five million dollars on food, drinks, and transportation annually.

The 2016 regatta represented captains from 37+ different nations and is considered the largest warm water regatta in the world.

The St. Maarten Heineken Regatta grew from 12 registrations in 1980 to over 200 boats in 2016.

The Gill Commodore's Cup, which is the warm-up race of the St. Maarten Heineken Regatta, is ranked among the top five largest regattas in the Caribbean.

“The Port is proud to be a part of this international event hosted on our Island. With attracting 5000 visitors annually for several days in early March, the regatta since its inception has brought to our shores for the past 36 years, more than 100,000 visitors.

“Port St. Maarten fully recognizes the importance of this annual sailing event to our destination when it comes to promotion and knowledge of what the island has to offer visitors, and at the same time it contributes considerably to our economy. We see the importance of such an event and have become a key sponsor in order to ensure that the regatta success continues for many more years. Under the theme: ‘We are the St. Maarten Heineken Regatta,’” Port St. Maarten Management said on Thursday.



PHOTO OUTLINE: Michelle van der Werff – Regatta Director, Lela Simmonds - Port St. Maarten Project & Cruise Provisioning Coordinator, Addison Richardson- Walter Plantz Square Manager, John Gifford- St. Maarten Heineken Regatta Chairman.

For further questions, please contact: comments@portofstmaarten.com