

2022 AGM report – Marketing

The focus for marketing within OKDIA has primarily been directed towards a few topics;

Charter boats: As the Covid pandemic is easing its hold on travel the big regattas are back on schedule and with the recent surge in interest for the OK Dinghy there are many sailors wanting to join these events. There is a concern that the possibility to ship boats at a reasonable cost will be difficult, hence the need for charter boats is increasing. Based on a survey sent to all national organisations we concluded that there is an interest to charter up to 10 boats for the big events, such as the Worlds, Europeans Bandol etc.. A simple web site has been developed to start communicating charter boats, for sailors to show their interest and boat owners to share details on boats available for charter. Please visit and charter boat pages on events.OKDIA.org and share your feedback

Events site: We are promoting the events.OKDIA.org site to become the hub of future information on the bigger OKDIA events.

A possible bonus inputs to share:

After listening to many sailors of different nationalities, one of the challenges to grow the class is the supply of entry level second hand boats. Many sailors tell the same story; having been approached by other sailors in the harbour or at the yacht club and chatting about the boat. There is undoubtedly a lot of interest! Having few second hand boats makes the step bigger than needed and does not result in new members and an even stronger and more vital class.

What can we collectively do to support the growth of the OK Dinghy?

... two new countries have joined the OKDIA family!

Pontus Gäbel
Vice-President Marketing