

# 2027 World Rowing Championships Bid Assessment



**VARESE**  
ITALY



**LUCERNE**  
SWITZERLAND

VENUE YEAR EVENT:		VARESE (ITA) 2027 WRCH	LUCERNE (SUI) 2027 WRCH
2027	WRCH		
<b>ASSESSMENT CATEGORY / CRITERIA</b>		Venue: Lago di Varese	Venue: Rotsee
<b>EVENT DATE</b>	Date/s proposed by the bidder	22 August 2027 to 29 August 2027	22-29 August 2027
<b>RACING CONDITIONS</b>	<ul style="list-style-type: none"> <li>- The risk of adverse weather conditions</li> <li>- The likelihood that wind could result in unfair racing conditions (direction of prevailing wind, wind shadows etc)</li> <li>- Impact of additional motorboats on the course e.g. TV and commentary catamarans</li> <li>- Warming up and cooling down on or off the course.</li> </ul>	<ul style="list-style-type: none"> <li>- Direction of the course is from West to East.</li> <li>- Prevailing wind is from West to East (tail wind).</li> <li>- Around 13 hrs of day light; sunrise around 06:30 and sunset around 20:00.</li> <li>- Reeds and gentle sloped banks help with wash mitigation.</li> <li>- Warm up and cool down areas are outside of the racing lanes.</li> </ul>	<ul style="list-style-type: none"> <li>- The course direction is from North East to South West.</li> <li>- The prevailing wind direction is west or north. North wind generally results in tailwind conditions.</li> <li>- The course is a sheltered location between two chains of hills and offers good conditions on all lanes.</li> <li>- The warm-up and cool down areas are outside the lanes. The OC would provide a wave absorber between the warm-up and the racing lanes for the 2027 WCH.</li> <li>- Mid-august sunrise is at 6h30 and sunset at 20h30</li> </ul>
<b>VENUE</b>	<ul style="list-style-type: none"> <li>- The water body</li> <li>- Race installations</li> <li>- Quality of the facilities</li> <li>- Layout of the venue and ease of use</li> <li>- In the case of planned improvements, likelihood that the improvements will be realised (or risk that they won't), and the viability of the venue in the absence of these improvements.</li> </ul>	<ul style="list-style-type: none"> <li>- It is a natural waterbody.</li> <li>- 13.5m width, 8 lanes.</li> <li>- The depth is approx. 4.5m.</li> <li>-The start tower will be renovated with some new wood. The start bridge will be the same however some of the fingers will be renovated.</li> <li>- New optical fibre will be installed at the venue.</li> <li>- Coaches would not be able to follow training and racing along the course as there is limited visibility. The OC would place a big screen in the athletes area and create a "viewing corner" for the teams.</li> <li>-There is a lot of space in the boat park area for all the team facilities (boat racks, team tents, ice baths etc.).</li> </ul>	<ul style="list-style-type: none"> <li>- It is a natural waterbody.</li> <li>- There are eight lanes with a width of 12.5m each.</li> <li>-The depth is approx. 16m.</li> <li>- The infrastructure at the Rotsee has been renewed prior to 2016 with total investments of CHF 16 million. Note that a part from the Rowing related infrastructure (albano system, pontoons), the finish tower and the boathouse, the majority of the infrastructure at the Rotsee is of temporary nature. This allows the OC to adapt the infrastructure to meet the event concept needs. From 2024 onwards, the installation of solar panels on the roof of the Rowing centre as well as new communication network components (meeting the latest international standards and approved by WR service provider) are planned to be installed. Further improvements to the venue are being considered (e.g. additional pontoons).</li> <li>- The quality of the infrastructure is high.</li> </ul>
<b>ACCOMMODATION</b>	<ul style="list-style-type: none"> <li>- Quality and quantity – for teams, WR, media and spectators</li> <li>- Distance of hotels from the venue &amp; travel times</li> <li>- Accessibility of the city (distance to airport)</li> </ul>	<ul style="list-style-type: none"> <li>- Several hotels proposed in categories I - III.</li> <li>- Category IV hotels - the OC is in discussions with the University of Varese to finalise an agreement for the use of rooms.</li> <li>- Hotels are between a 5 - 35 minute drive to the venue.</li> <li>- 244 accessible rooms available across categories I to III.</li> </ul>	<ul style="list-style-type: none"> <li>- Majority of hotels proposed in the city centre with easy public transport access to the rowing venue.</li> <li>- All usual Lucerne World Cup Hotels have been considered and reserved as part of the WCH bid.</li> <li>- New low cost options are provided.</li> <li>- 56 accessible rooms available, mainly all in category II accommodation.</li> </ul>
<b>ACCOMMODATION PRICING</b>	Currency quoted	EUR	EUR
		<b>Cost is per person per night</b>	<b>Cost is per person per night</b>
	Category I - single	155-199 EUR (145 rooms)	250 - 260 EUR (15 rooms)
	Category I - twin	130-165 EUR (405 rooms)	180 - 185 EUR (150 rooms)
	Category II - single	120-165 EUR (164 rooms)	195 - 205 EUR (109 rooms)
	Category II - twin	100-120 EUR (413 rooms)	125 - 160 EUR (425 rooms)
	Category III - single	115-120 EUR (34 rooms)	125 EUR (10 rooms)
	Category III - twin	95-100 EUR (82 rooms)	105 - 120 EUR (175 rooms)
	Low cost - single	TBC once the agreement with the University has been finalised	no single low cost accommodation
	Low cost - twin		90 EUR (25 rooms)
Low cost - triple		90 EUR (38 rooms)	
	Total beds	2257 total beds available (plus university accommodation)	1818 total beds
	Number of accessible beds	244 accessible beds across categories I to III	56 accessible beds across all categories
<b>TRANSPORT</b>	<ul style="list-style-type: none"> <li>- System planned, number of routes, travel times</li> </ul>	<ul style="list-style-type: none"> <li>- All the transport between official hotels and the venue will be provided .</li> <li>- The OC will provide different type of buses and use a fleet with the capacity of 16 up to 120 people.</li> <li>- Airport transfers from Milan Malpensa Airport and Varese will be provided by the OC. It is possible that there will be a new direct train line between Milan Malpensa Airport and Varese in which the train would be covered by the OC.</li> </ul>	<ul style="list-style-type: none"> <li>- Transport will rely heavily on public transport as it is sustainable and efficient. It is at no cost to the teams (public transport ticket given to all hotel guests).</li> <li>- Selected accommodations (Seminarhotel Campus Sursee) will be serviced by the OC with also wheelchair accessible shuttle buses. 25 - 45 minute journey.</li> <li>- Airport transfer from Zurich airport to Lucerne will be provided by train. The train cost will be covered by the OC. OC chaperones will accompany the teams onto the trains. The OC will provide separate transport for team equipment from the airport.</li> </ul>
<b>ORGANISATION</b>	<ul style="list-style-type: none"> <li>- Strength of organisational leadership;</li> <li>- Experience of the OC;</li> <li>- Range of competencies;</li> <li>- Involvement of other organisations e.g. local authorities, govt representation.</li> </ul>	<ul style="list-style-type: none"> <li>- The Varese OC have recently hosted many WR events since 2011 with most recently the 2021 ERCH, 2022 combined WRU19U23CH and the 2023 &amp; 2024 WR Cups.</li> <li>- There is strong support from the municipality of Varese and National Rowing Federation.</li> </ul>	<ul style="list-style-type: none"> <li>- Very experienced OC, led by new Event Director.</li> <li>- The OC host an annual World Rowing event which is typically the World Rowing Cup.</li> <li>- Very strong support from local and regional governments.</li> </ul>
<b>SUSTAINABILITY</b>	<ul style="list-style-type: none"> <li>- Environmental Impact Assessment completed (to a good level)</li> <li>- Consideration of environmental, social and governance aspects</li> </ul>	<ul style="list-style-type: none"> <li>- Each year the OC is building on the sustainability plan from the previous event with the OC sustainability manager.</li> <li>- e.g. compost, recycling of food waste, use of plastic bottles (encourage refilling), try to use electric cars/buses etc.</li> </ul>	<ul style="list-style-type: none"> <li>- Aim to build on sustainability concept from 2024, 2025 and 2026 World Rowing Cups. Focus on prevention, reduction and offsetting negative impacts of hosting the event, and improve ecology, economy and society.</li> <li>- A detailed list of sustainable measures implemented by the OC is provided in their bid.</li> <li>- Long term sustainability concept 2024-2028.</li> </ul>

<p><b>EVENT PROMOTION</b></p>	<p>Impact of the marketing and promotion programme on the promotion of the Championships and Rowing</p>	<ul style="list-style-type: none"> <li>- By engaging with local tourism authorities and creating comprehensive travel packages, the OC want to enhance the visitor experience and maximize the event's economic benefits.</li> <li>- Key Strategies: Collaboration with Local Tourism Authorities, partner with Varese's tourism board to promote local attractions and create awareness about the event.</li> <li>- Develop joint marketing campaigns to highlight Varese and its surroundings as a premier destination.</li> <li>- Touring/Travel Packages: Design specialized travel packages that include visits to local attractions, particularly the four UNESCO World Heritage sites in the area. Offer customizable itineraries catering to different interests (cultural, historical, nature).</li> </ul>	<ul style="list-style-type: none"> <li>- Lucerne have been very active in the promotion of their bid accessing every opportunity.</li> <li>- In the run up to the event the budget will be used for content creation, story telling as well as classical promotional activities.</li> <li>- Visitor packages planned in collaboration with other cultural events and tourism activities in the region.</li> </ul>
<p><b>PARTICIPANT EXPERIENCE</b></p>	<ul style="list-style-type: none"> <li>- Likely experience of the teams;</li> <li>- Appeal/attractiveness of the location;</li> <li>- Effort to differentiate</li> <li>- Spectator experience</li> </ul>	<ul style="list-style-type: none"> <li>- Attractive venue with an OC that has a new plan regarding a village atmosphere. Planning to upscale the festivalisation of the event (especially in the area behind the grandstand with a big screen, food trucks etc.).</li> <li>- The Varese OC aims to create a festive atmosphere during the 2027 WRCH by establishing a "Rowing Village" in the center of Varese. This village will be open throughout the semifinals and finals, providing a hub for spectators.</li> <li>- The victory ceremonies would take place in the Rowing Village.</li> <li>- 100 years of the Varese Rowing Club - there will be various activities associated with the 100 year celebration.</li> </ul>	<ul style="list-style-type: none"> <li>- Lucerne is known for its tourism as well as the Rotsee known within the rowing community as the "lake of the gods".</li> <li>- The OC is planning new concepts for 2027 such as a fan village in the city centre. This will further improve the athlete and spectator experience and portraying the athletes as heroes in the city. There will be a big screen to showcase racing as well as host concerts and other local cultural events.</li> <li>- The victory ceremonies would take place in the city centre.</li> <li>- In addition at the venue there will be spectators on both sides of the finish line creating a unique stadium effect for the athletes with over 5000 spectators.</li> <li>- The start area will also be accessible to spectators to not only see the starts but also a big screen will be provided.</li> <li>- The athlete area around the boathouse will be secure and only accredited personnel will be able to access. This will provide the athletes with a calmer space to properly prepare for their race.</li> <li>- The OC want to create a rowing festival with captivating racing in harmony with nature.</li> </ul>
<p><b>LEGACY</b></p>	<ul style="list-style-type: none"> <li>- Impact on the city/region and on the growth or development of Rowing in the region/country</li> <li>- Use of the Championships to improve infrastructure at the Rowing venue.</li> </ul>	<ul style="list-style-type: none"> <li>- Some new renovations on the course that would then carry over to future rowing events in Varese.</li> <li>- Important for the region to keep hosting major international sporting events.</li> </ul>	<ul style="list-style-type: none"> <li>- To upgrade some of the venue, including renting/purchasing a wave absorber between the warm up/cool down, to extend the current victory ceremony pontoon.</li> <li>- To bring back a World Championships to Lucerne and continue to promote rowing in Switzerland.</li> <li>- A lot of the proposed renovations, improvements in infrastructure, concepts, staffing for the 2027 WCH will be carried over to the rowing events on the Rotsee from 2028 onwards.</li> </ul>