

**WORLD'S
TOUGHEST**

ROW™

ATLANTIC - PACIFIC

INSIGHTS REPORT

2025

ORGANIZED BY

**ATLANTIC
CAMPAIGNS**



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RACE ORGANISERS



ADJUDICATOR



OCEAN
ROWING
STATS

ANALYTICS

PRECIOUS

Official Race Photographers Penny Bird & Robin Skjoldborg

The purpose of the Insights Report is to give an overview of the World's Toughest Row and showcase its audience reach and impact for new and existing stakeholders. This report has been created to help the participating teams explain the race to sponsors and other relevant parties.

Data detailed in this report was collected between March 2024 and February 2025, and contains combined analytics across the official World's Toughest Row channels, as well as coverage of our partners and rowers.

Published by:

Atlantic Campaigns

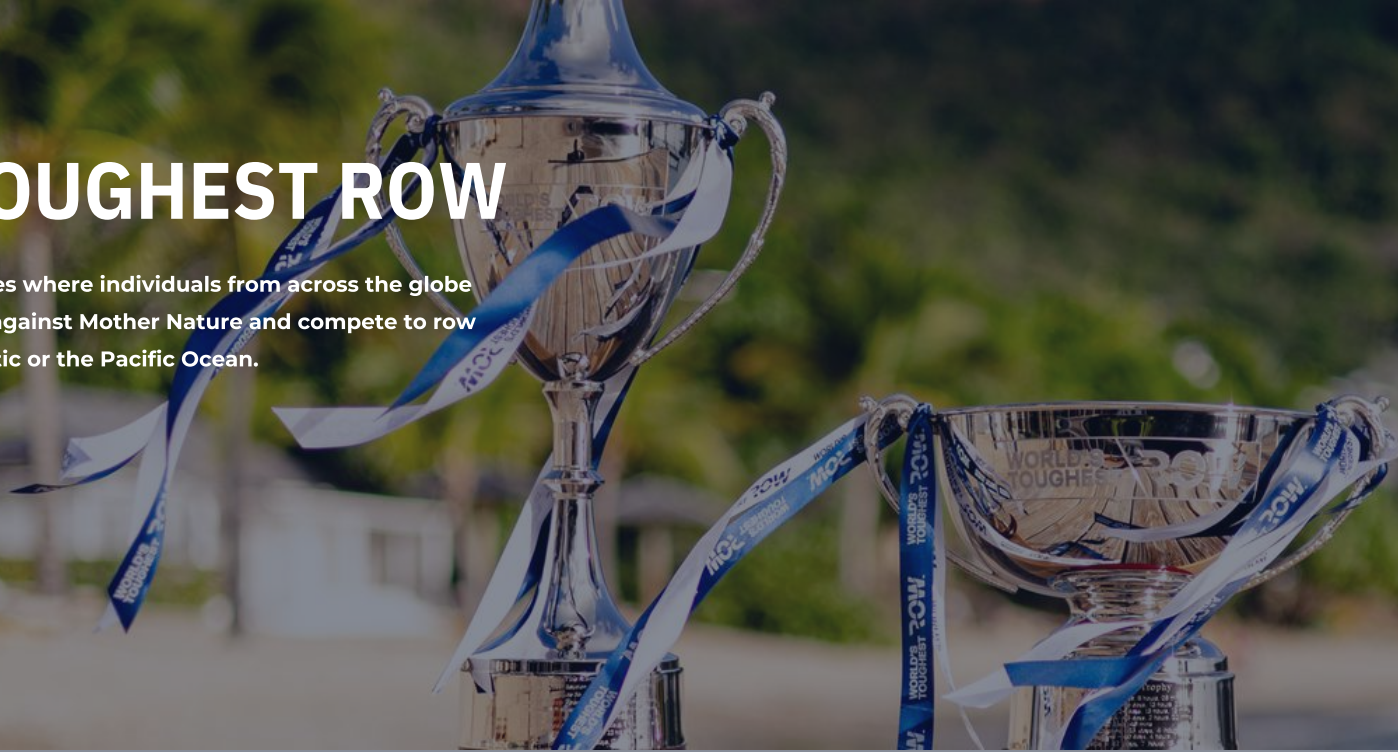
2025



WORLD'S
TOUGHEST ROW

WORLD'S TOUGHEST ROW

An extreme series of endurance races where individuals from across the globe gather annually to test themselves against Mother Nature and compete to row thousands of miles across the Atlantic or the Pacific Ocean.



OUR RACES

Each ocean offers a unique atmosphere allowing teams to absorb what will be a once in a lifetime adventure and experience.

The races create strong friendships and competitiveness gives way to camaraderie as months of planning turn into reality at the start line. At sea, the teams battle with sleep deprivation, salt sores and the physical extremes that the row inflicts. Participants of the races are left with their own thoughts, the vast expanse of the sea, and just one mission - to row across an ocean!

The events offer a different experience to all involved. Throughout the races, individuals embark on a voyage of self-discovery, uncovering the strength and resilience required to endure the physical and mental strains of rowing across an ocean. The journeys holds the potential for personal transformation, as well as the opportunity to set new records and achieve the unimaginable. Upon finishing, rowers join a small community of friends that have shared the adventures of an ocean crossing.

RACE ORGANISER

Atlantic Campaigns, founded over a decade ago has brought a new-found spotlight on the sport of ocean rowing. The organisation prides itself for its unwavering commitment to supporting and celebrating every individual rower, no matter first or last across the finish line.

The team oversees the entire event start to finish including safety, family liaison, photography, and videography, all under one roof. The tight-knit team is formed from diverse geographical backgrounds such as Denmark, South Africa, UK, USA and Austria, mirroring the international soul of the event and the participants themselves that form this global community.

“The event has continued to reach new heights since Atlantic 2012 We have led the race forward to become the safest and most successful ocean race on the planet! Through strategic initiatives and dedication, we have positioned this race in the global conversation like never before, both in the ocean rowing community and in press coverage. The result is a testament to the collective effort of Atlantic Campaigns and the incredible athletes who take on the challenge.

This event transcends boundaries, uniting participants from diverse backgrounds – some with no prior rowing experience, and others who take this sport to a professional and competitive level. The remarkable team at Atlantic Campaigns is the bedrock upon which our success is built. The dedication knows no bounds, and the love for this sport is palpable. With a cumulative ocean rowing experience exceeding 50 years, both on and off the water, our expertise is unparalleled.



Carsten Heron Olsen
CEO & Race Director of Atlantic Campaigns

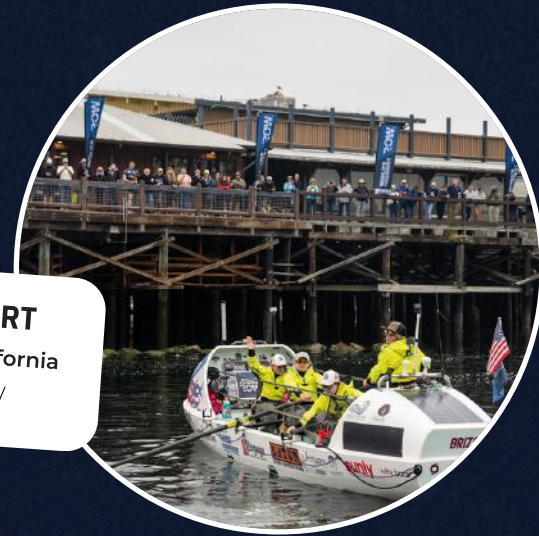


PACIFIC

The race begins in June every year with teams participating from around the world. The race starts from the historic harbor of Monterey, California following the path of many adventurers and explorers.

The teams row 2,800 miles of the Pacific Ocean to reach the paradise Hawaiian shores of Kaua'i, with finish line as unique as Hanalei Bay, it is hard to beat the backdrop to what is the most incredible, once in a lifetime adventure!

RACE START
Monterey, California
36°N, 121°W



RACE FINISH
Hanalei, Kaua'i
22°N, 159°W



2,800 MILES

ATLANTIC

The race begins in December every year with 35+ teams from around the globe. The race starts from San Sebastian de La Gomera, Spain, with an electrifying atmosphere at the race start as a crowd gathers to wave the rowers off.

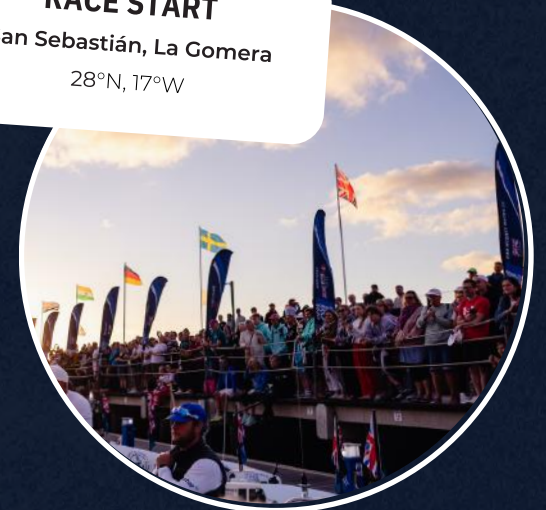
Teams navigate a daunting 3,000-mile expanse of the Atlantic Ocean, confronting towering waves, witnessing breathtaking sunrises, whilst accompanied by incredible wildlife and stunning night skies to finish on the heavenly island of Antigua in the Caribbean.



RACE FINISH
Nelson's Dockyard, Antigua
17°N, 62°W

3,000 MILES

RACE START
San Sebastián, La Gomera
28°N, 17°W





TESTIMONIALS

Hear the stories from our incredible rowers as they speak of their experience participating in the World's Toughest Row, a challenge that pushed their limits and forged lifelong bonds amidst the relentless waves.

“The very idea that we just use oars to cross the vast Atlantic Ocean, in a very small boat, without power or sail, is a mind blowing concept that will terrify many, but is in the same vein, a magnet to others. Atlantic Campaigns puts together a rigorous set of rules, pre-requisites, and qualifying measures to ensure that once you’ve reached the start line in La Gomera, you’ve arrived so well prepared and confident to deal with what lies ahead in those 3000 miles of what is truly an unforgettable experience. The dedication and professionalism of each and every single person involved in Atlantic Campaigns is so impressive.

From the very first contact with Atlantic Campaigns I felt there was an almost immediate energy and welcome into the ocean rowing community, and leading to asking that first question of “where do I sign up?”.

In the three years I had to prepare, find a boat, find a crew, overcome some personal health issues, I had Atlantic Campaigns in my corner offering helpful advice every single time.

Team SeaSoar had its fair share of events during our crossing. Every one of them a challenge that only added to the thrill of the adventure, and the Safety Officers were there with guidance every time. I stress that I cannot thank them enough for their support.

Making four very different guys friends for life, this challenge culminated in such a mind blowing fanfare of an arrival, that I didn’t want it to end. Would I do it again? In a heartbeat. “

Niall Brannigan

Team Sea Soar – Atlantic 2024/25



"I took part in the World's Toughest Row Pacific 2024 challenge, and it remains one of the most incredible experiences of my life. Although my team experienced an emergency during the row and ultimately had to retire from the race, World's Toughest Row was with us every step of the way, ensuring we safely made it back to land. The entire staff worked diligently to facilitate a safe arrival and prepared our families for what to expect upon our return. The level of professionalism and unwavering support was unmatched, and it is the reason my entire team made a healthy return. I am incredibly grateful to the staff for everything they did. While the outcome wasn't what I had initially anticipated, the experience of being out on the ocean and working alongside the World's Toughest Row team was uniquely rewarding. There is no other challenge quite like this one, and the sense of community it encourages is truly exceptional. Even though I haven't crossed that finish line yet, I know that World's Toughest Row will be there, offering their full support when I'm ready"

KAITLYN PILTZECKER

ROWING OCEANS 4 WOMEN – PACIFIC 2024

"Participating in the World's Toughest Row – Atlantic was the best experience of my life, made even better by the team supporting the event. From when I very first expressed interest in the event with Nikki, to crossing the finish line with Carsten and Ian, I was supported all the way through.

The meticulous planning and attention to detail were evident from start to finish, from the monthly calls with the safety team to the logistics of arriving in Antigua, everything was taken care of with professionalism and enthusiasm. For three years the organisers were our guiding light, and this continued whilst we were on the ocean, there was never any point that we as a team didn't feel supported or like we weren't in safe hands. The organisers became more than just our support network, they became friends who you felt really cared for you. "

Molly Hemeter

Atlantic Fusion – ATLANTIC 2024/25



HISTORY OF THE RACE

1997

Inspired by his row in 1966, Sir Chay Blyth organised **the first ever Atlantic Race**, named the St. Charles Rowing Race. 30 teams started and 24 teams finished. After 41 days, 2 hours and 55 minutes, Team Kiwi Challenge arrived in Barbados.



2003

The race changed its departure port to San Sebastián de La Gomera - **the same port and island where Christopher Columbus started his journey**. The first boat to arrive in Barbados was Team Holiday Shoppe Challenge.



2007

Once again named the Woodvale Atlantic Rowing Race, the race moved the start date to the now traditional month of December. After 48 days, 2 hours and 52 minutes the British Team Pura Vida **victoriously stepped on land in sunny Antigua**.



2011

Talisker Whisky signed their first one-year contract with previous race organisers. The 2011 race departed with a fleet of 18 boats, including the **now legendary Row2Recovery**. Only 11 teams reached the finish line, with the winning team 'Box No. 8'.



2015

New developments and safety procedures introduced by Atlantic Campaigns bear fruit as 26 teams leave La Gomera and **26 teams arrive safely in Antigua**. Team Ocean Reunion set the new Race Record of 37 days, 9 hours and 12 minutes.



2001 Now named the **Ward Evans Atlantic Rowing Race** it was once again a boat from New Zealand, Team Telecom Challenge finished first in Barbados after 42 days, 4 hours and 3 minutes. 36 boats started the race and 33 finished.



2005 The race was now open for other classes. This was the year where Olympic gold medallist James Cracknell and TV presenter Ben Fogle participated, resulting in the **award winning programme**, 'Through Hell and High Water'.



2009 With a delayed start due to bad weather, the race started in January 2010. Englishman Charlie Pitcher won as a solo rower after 52 days, 6 hours and 47 minutes. This race also saw the **longest solo crossing along the Atlantic route in 118 days**.



2013 After purchasing the rights to the race in 2012, 2013 was the first organised by Atlantic Campaigns. The race was won by Team Locura who arrived into Antigua after 31 days, 2 hours and 38 minutes **with a blue marlin beak pierced through their hull**.



2016 The new Race Record didn't last long as Anglo-American Team Latitude 35 took almost two days off the previous record with a winning time of 35 days, 14 hours and 3 minutes. Team Row 4 James raised over £650k for their charity!

2017

This race is remembered as one of the fastest and most changeable in history. This led to two rescues and two abandonments. This also led to **the most prestigious of World Records**. The Four Horsemen won the race in 28 days, 13 hours and 34 minutes.



2018 A total contrast to the conditions of the previous race, this year was relatively calm and slow. Crews had to dig deep for every mile. **World Records were still achieved** with the youngest ever male Solo, Luke Haitzmann at 18 years old.

2019

35 boats left La Gomera and 87 days later the race completed. The winners of the 2019 race were Fortitude IV. All 35 teams arrived safely into Antigua, with 9 Solo rowers, 6 Pairs, 4 Trios, 15 Fours and 2 Fives. At the time - the largest fleet to ever row!



2020 COVID-19 brought huge global change and presented enormous challenges. Isolation, restrictions and hardship meant the fleet was only 21 boats strong. The year saw **Row4Cancer set a record** in 32 days, 22 hours and 13 minutes.

2021

36 teams set off from La Gomera and 35 successfully made it to the finish line. This year was marked by an **unprecedented number of wildlife sightings**. 5 World Records were set across all categories, The fleet was united by community, hope and strength.



2022 The 2022 race saw **43 teams from across the world - the largest fleet to date!** Ocean CATs were the first Spanish winners of the race, finishing in a time of 31 days, 17 hours and 9 minutes. Three World Records were set this year!

2023

The first ever World's Toughest Row - Pacific began! 14 teams set off from Monterey, California on the inaugural race. **An astounding 5 world records were set**, as teams from across the world took part in the challenge.



2023 - 38 boats set out from La Gomera. 37 crews finished in Antigua in some of the most technically challenging conditions we have ever seen. The 4th January 2024 saw the crew Aussie Old Salts rescued following the tragic death of Alisdair Putt. Our deepest sympathies and heartfelt condolences remain with his crew, family and friends.

2024

Nine crews set off from Monterey, with eight reaching Kaua'i. The Salty Sappers won in 36 days, 6 hours, and 49 minutes. Women's participation reached 71.4%, with Wild Waves setting a women's Pairs world record and Pacific Triow setting a Trio world record. Human Powered Potential raised \$41,000,000 for charity, breaking the race's fundraising record.



2024 - 38 teams! The race started with an early withdrawal from City Of Derby, followed by the withdrawal of 'All 4 One'. Fours Team 'Row4Cancer' won the race in 37 days, 13 hours and 20 mins. The weather for this race was very unpredictable, with a real mix of frustration and exhilaration added to the race. The race saw 6 new WRs and multiple Marlin strikes!

BRANDING

The rowing boat is the ultimate blank canvas - a floating billboard that will be shown around the world.



Sponsoring a team's challenge gives companies and brands the opportunity to align with a project that not only represents the core values of their business, but also gives access to a potential audience of more the 3 billion people worldwide. Preparing to row an ocean takes time, training and money. On average the rowers need to raise between €130,000- €180,000 per campaign in order to get to the start line. The World's Toughest Row offers potential sponsors, brands and ambassadors the opportunity to raise the profile and brand perception of their company on a national and international scale.



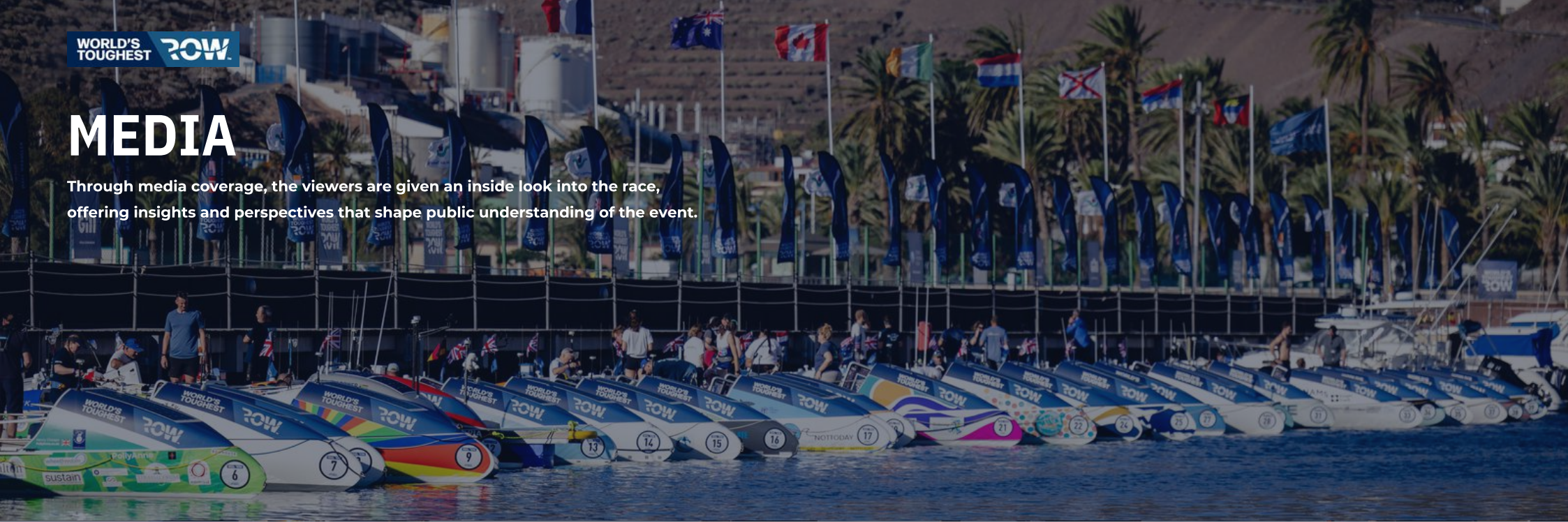
The World's Toughest Row attracts rowers from across the globe. To date, teams have hailed from: UK, Germany, Ireland, USA, Canada, South Africa, India, Botswana, Zimbabwe, Spain, Romania, Norway, Sweden, Australia, New Zealand, China, Finland, Netherlands, Italy, Switzerland, Wales, Scotland, Northern Ireland, Egypt, Ukraine, Uruguay, UAE, Papua New Guinea, Portugal, France and Antigua.

Each team draws significant fan and media attention in their home country. The World's Toughest Row is the key international event in ocean rowing.



MEDIA

Through media coverage, the viewers are given an inside look into the race, offering insights and perspectives that shape public understanding of the event.



OFFICIAL RACE CONTENT

Professional film crews and photographers attend both the race start and each finish line event to capture visual assets that are distributed around the world. Press releases and video news reels (VNRs) are produced for each team, always ensuring that there is a steady stream of content available for global media.



CONTENT FROM THE SEA

Throughout the race, teams transmit daily videos, photos, and updates directly from the ocean via satellite and made possible through our communications partner, Range Global Services. These real-time glimpses into life at sea offered an authentic, unfiltered view of the rowers' journeys, capturing everything from intense weather and physical strain to powerful personal reflections and awe-inspiring wildlife encounters.

This rich stream of content was shared widely across social media and passed on to media outlets around the world, allowing followers to feel connected to the action as it unfolded. The immediacy, honesty, and human perspective of these updates created a compelling narrative for each team, strengthening public engagement and media interest day by day.



When my husband rowed 3,000 miles unsupported across the Atlantic, people often asked, "Weren't you worried?" My answer: Atlantic Campaigns. From the moment he signed up, their rigorous standards, training, and ongoing support gave us complete confidence.

From family briefings in La Gomera to constant updates during the row—especially in the tough 2023/24 weather—Atlantic Campaigns were there every step of the way. They truly are the village it takes to row an ocean.

DANIELLE MITCHELL

WIFE OF CHRIS, SPIRIT OF HOSPITALITY – ATLANTIC 2023

“Whilst rowers are at sea the Atlantic Campaigns team provide key

Atlantic Campaigns have struck the balance perfectly, between providing the service and professionalism of a huge company, whilst maintaining the approachable personal touch of a boutique business.

Barry Hayes

SOCIAL MEDIA SPECIALIST

ACCREDITED MEDIA

The race's dedicated Press and PR teams support both the accredited media present on site and the numerous global television networks and news organisations. Their collaborative efforts involve not only providing real-time assistance and information to on-site journalists but also ensuring that the race's unfolding narrative is effectively communicated to a global audience.

100% Royalty-free Media Access

50+ Accredited Media Teams

100% Participating Teams Represented



The race operates dedicated media centres in both the race start and finish destinations. These centres support media professionals, as well as other visiting news teams covering the race.



A continuous stream of royalty free images, videos and other multimedia content is offered, including livestreams and embeddable social media content. This content is distributed via news-wires or dispatched directly.



MEDIA COVERAGE

This year's races generated an incredible amount of media attention for both the historic Atlantic race and the inaugural Pacific race.



RACE MEDIA TEAM

The dedicated race media team distributes feature stories, news coverage, images and videos to major news outlets across the world. Coverage was generated by the combined efforts of the dedicated race media team, and through team PR efforts.



TEAM PR EFFORTS

The individual teams also generated coverage in abundance themselves and created coverage for their campaigns. Global and local news outlets were fascinated by the teams' amazing accomplishments, and spirit of adventure.



PRESS COVERAGE

The races garner substantial press coverage, drawing the attention of journalists and media outlets from around the globe. With a remarkable array of world records shattered and captivating personalities from rowers spanning the continents, the events emerge as a compelling story for media organisations on an international scale.

The skill and determination showcased by our rowers transcends geographical borders, resonating with audiences at the local, national, and international levels.

110m+ Print Circulation

17.5m+ People Reached





Ryan Reynolds



Dolly Parton



Richard Branson



Joe Rogan



Prince of Wales



Piers Morgan



Coldplay



Duchess of Cambridge

PUBLIC FIGURES

Many well-known lifestyle and outdoor influencers have been actively involved and openly discussed the race. Notably, there's been a growing trend of high-profile individuals like the Prince of Wales and celebrities like Dolly Parton showing their support for our teams.

The combined impact of these endorsements has resulted in the race gaining traction among a wider audience, significantly expanding the race's appeal beyond the ocean rowing and extreme sports community.

150m+ Audience Reach



Message from His Majesty King Charles III

TELEVISION

At both races start and finish lines, the World's Toughest Row media team are ready to facilitate live and pre-recorded interviews as well as provide royalty-free VNRs. These interviews offer a unique glimpse into the determination, strategies, and emotions that fuel the participants.

Television segments not only chronicle the progress of the teams but also cultivates a shared sense of excitement among audiences, transforming the challenge into a captivating journey accessible to viewers.

80+ Pieces of Coverage

42m+ Global TV Audience

DIGITAL PRESS

Over the past year, the World's Toughest Row generated 1,450 coverage across multiple online news outlets, blogs, and feature platforms. This widespread attention reflected not only the growing interest in ocean rowing but also the compelling human stories that emerged from the race.

Coverage highlighted a wide spectrum of narratives from charitable missions and environmental advocacy to dramatic wildlife encounters and personal triumphs over adversity. These stories resonated globally, amplifying the event's visibility and inspiring deeper audience engagement across digital channels.

1450+ Pieces of Coverage



METRO

Rowers' monumental feat was fuelled by Sir Bru and Terry's Chocolate Oranges

Rowers' monumental feat was fuelled by Sir Bru and Terry's Chocolate Oranges

GOOD MORNING AMERICA

LEWIS | May 26, 2023

Inaugural Pacific Challenge hopes to raise funds for 'K-9's for Warriors'

Team Chase gave 12 others participating from around the world a \$2,500 prize each that starts in Monterey, Calif. on Monday, and heads across the Pacific Ocean to Hawaii.

UNILAD

Woman rowing for two months found herself closer to space station than anyone on Earth

Published 16 Feb 2023 09:01

A woman who was rowing her boat for a staggering two months straight, found herself closer to somebody on the International Space Station than anyone on Earth.

CatalanNews

Catalan rowers win Canary Islands to America rowing race

Great Cats row 3,000 nautical miles and reach Antigua and Barbuda in 32 days, 22 hours, and 59 minutes

Daily Mail

Oh, brother! Two sets of twins become first group of four brothers to complete 3,000-mile row across the Atlantic Ocean

Billings Jack and Nathan Friend, 26, and younger brothers East and Arthur Friend, 24, have raised nearly £200,000 for various UK charities since setting off on December 12

Their 28ft boat had also previously completed the crossing and was being 'recycled' for another challenge - though they accidentally crashed it into a buoy upon arriving in Antigua.

WIC NEWS

Botswana's Marc makes history as 1st Solo Rower to finish World's Toughest Row in Antigua

Continued used the competition to see the much-needed funds for the BWR Youth Foundation who are providing educational grants in southern Botswana.

Friday, 24th January 2023

Antigua and Barbuda **Marc DeGroot**, of Botswana has made history by becoming the first person from the country to row across an ocean. He completed the **World's Toughest Row**, a transatlantic race covering approximately 3,000 miles from La Gomera in the Canary Islands to English Harbour in Antigua, in 63 days, 9 hours, and 27 minutes, securing first place among solo rowers.

The Telegraph

All-women British trio row from California to Hawaii in world record time

Dawn Wood, Sophie Hibbin and Kay Taitner set a new world record as they complete 2,800-mile trip in just over 40 days

By: Mike Hopkins
23 July 2023 - 9:30pm

THE TIMES

Mental health campaigner Bernie Hollywood nearing the end of gruelling Atlantic rowing challenge

GRANADA | AND FINALLY | WORLD | HEALTH

Tuesday 28 March 2023 at 5:07pm

Bernie Hollywood set off from La Gomera in December 2022 on his small rowing boat City of Liverpool, en-route to Antigua

Credit: Atlantic Campaigns

BBC

'I want to inspire others with solo Atlantic row'

7 February 2025

Rachel Russell
BBC News, Yorkshire

A Sheffield woman is thought to be the first "woman of colour" to row solo across any ocean after completing a 3,000-mile voyage across the Atlantic.

Ananya Prasad, 34, who was born in India, started her journey on 11 December from La Gomera in the Canary Islands, before completing the voyage in Antigua on Saturday, after 52 days at sea.

Despite having no rowing experience, she decided to take part in the World's Toughest

MailOnline

British man, 60, prepares to row 3,000 miles single-handedly as he crosses the Atlantic with the backing of Sir Elton John

A 60-year-old is preparing to single-handedly take on the 'world's toughest row' across the Atlantic with the backing of music icon Sir Elton John.

'Atlantic Rocketman' Andrew Major is set to row 3,000 miles from the small island of La Gomera, just off Tenerife, to the English Harbour in Antigua and Barbuda in a gruelling challenge that is expected to take up to 60 days at sea.

abc NEWS

First Australian women's pair to complete Atlantic challenge had never rowed on ocean before signing up

ABC Southern Murray | By Alice Walker
Posted 14th Mar 2023 at 12:28pm, updated Fri 19 Mar 2023 at 9:06am

Two local rowers from inland Australia took to the high seas.

itv NEWS

Hero's welcome for victorious Looe rowing team after completing The World's Toughest Row

Over 400 Looe rowing club members Harry Proctor described the challenge as "brutal".

He said: "It's the best country. You are in the middle of nowhere, you've got no idea where you are, where anyone else is and you're just completely self-reliant and you're in a very small boat."

"Man! I think, in the best way to describe it!"

SALZBURG 24

Ruderer Wolfgang Fankhauser erreicht nach 43 Tagen Hawaii

Saltburger paddelt 6.000 Kilometer über Pazifik

San Francisco Chronicle

Rowers break world record for 2,200-mile journey from California to Hawaii

By: Stephen Lee
July 19, 2023 | Updated on July 19, 2023

TV2

Endelig i mål: Simon og Kasper har roet på tværs af Atlanten

Simon og Kasper har roet på tværs af Atlanten og er nu i mål i Antigua og Barbuda. De har været i ro på tværs af Atlanten i 52 dage og 12 timer.

The Telegraph

Rowed an ocean with my son - he left a boy and arrived a man

Rowed an ocean with my son - he left a boy and arrived a man

Rowed an ocean with my son - he left a boy and arrived a man

RACE PLATFORMS

Social following and engagement across all race platforms continues to grow year after year as the race gains more public exposure.



worlds.toughest.row 🏆 Overall WINNERS 🏆



worlds.toughest.row 🏆 NEW WORLD RECORD! 🏆



INSTAGRAM

Instagram is proving to be one of the most popular ways for fans to engage with the race offering a window into the unfolding events of the races. The latest content from the fleet is constantly uploaded by a dedicated content manager on site at the race start and finish, ensuring that followers stay connected in real time.

41,5K+ Total Page Followers

4,5M+ Monthly views during each race

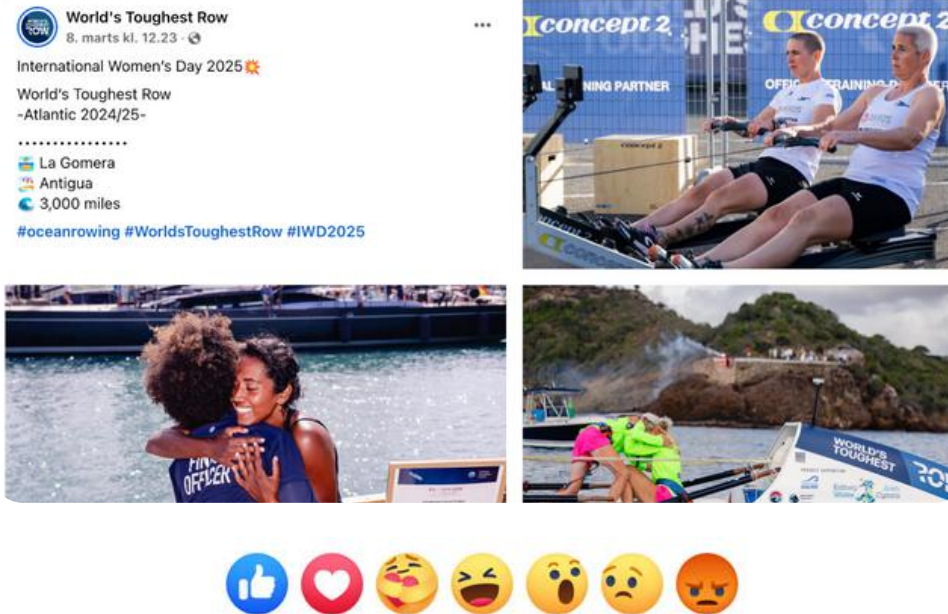
Source: Instagram Analytics February 2025

FACEBOOK

This year's race content achieved great exposure across Facebook, with many returning visitors. The live broadcasts on Facebook, capturing both the start and finishes of the race, play a big role in driving the race's popularity as followers tune in to witness and interact with the unfolding race action.

- 75M+ Lifetime Reach
- 62K+ Followers
- 78K+ Engagement Per Race

Source: Facebook Analytics February 2025



TIKTOK

TikTok is emerging as a dynamic platform for engagement, offering a unique perspective into the race events as they unfold. Our rowers and collaborators have achieved remarkable success, amassing millions of views on their race-related content - deepening engagement with the race and its participants.

- 15M+ Combined Video Views in the Last 12 Months
- 1.5M+ Top Performing Video Views
- 280K+ Combined Following Across Participants

Source: TikTok Analytics February 2025



YOUTUBE

The official YouTube channel has achieved a significant milestone, amassing a lifetime view count exceeding 2 million in over 53 countries. We provide comprehensive coverage in the upload of the official race videos produced by our race videographer.

The channel not only showcases pre-recorded content but also engages with our audience through live broadcasts during key race moments.

3.1M+ Lifetime Views

2.3M+ Total Impressions

Source: YouTube Analytics February 2025



Race Winners | World's Toughest Row | Atlantic 2024

World's Toughest Row 19.8K subscribers

Subscribed

48 Likes

Share

Save

X

When it comes to staying updated in real-time, X / Twitter takes the lead as the fastest source for the latest fleet news. The race's dedicated content team ensures a steady stream of up-to-the-minute information, sharing videos and photos directly from the teams.

This active approach guarantees that followers are consistently in the loop and well-informed about every moment of the race.

55K+ Combined Following Across Participants

38K+ Average Impressions Per Month

Source: X Analytics February 2025

World's Toughest Row @toughestrow · Feb 15, 2024

NEW WORLD RECORD

Oldest person to row any ocean solo (73 years & 156 days at the start!) Team Alzheimer's Research UK with @Frank_Rothwell just finished his 3,000 mile crossing in a time of 64 days, 7 hours and 54 minutes

La Gomera → Antigua 3,000 miles



Reply

Like

Retweet



LIVE LIVESTREAMS

During each year's race season, YouTube Live plays a prominent role. Livestreams are broadcast to capture the race start and the finish of each team's journey across the Atlantic and Pacific

Our official race reporter enriches the race narrative with expert commentary and on-ground coverage.

19,5K+ Subscribers

450K+ Average Yearly Live Views

Source: YouTube Analytics February 2025



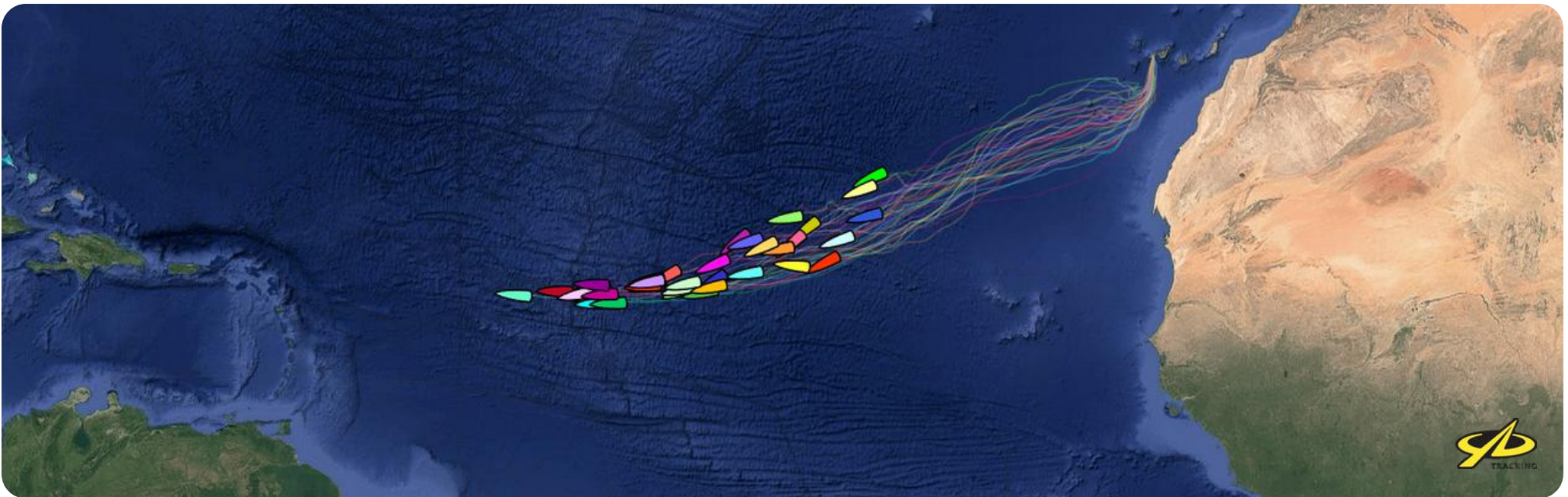
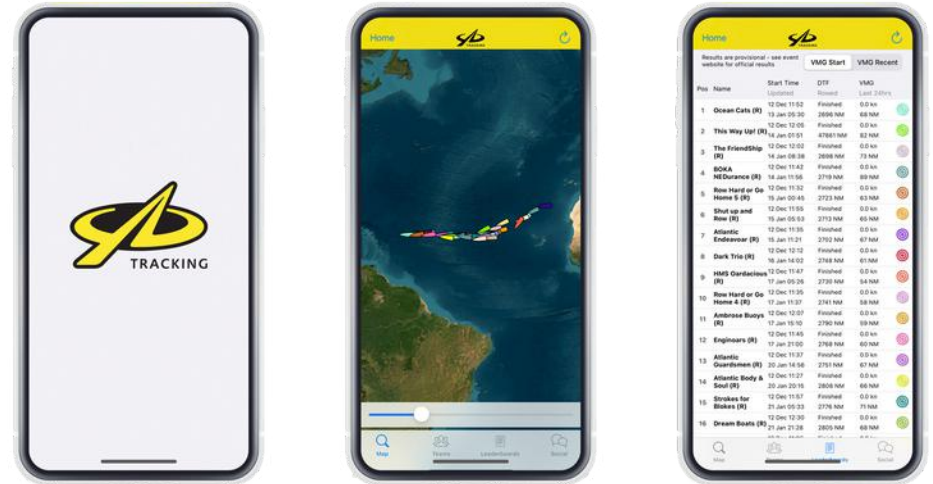
RACE TRACKING

The tracker is the most popular way for fans to follow the progress of the boats during the crossing in a trend affectionately known as 'dot watching'. Regularly updated at intervals of about 4 hours, the tracker displays the boats' positions as they cross the ocean.

For seamless accessibility, the YB Races tracker extends its availability to both mobile platforms, catering to iOS and Android users, alongside the race website integration. The user-friendly approach allows users to see how many miles our rowers have left, who is in the lead, and what their estimated time of race finish will be.

3.1M+ Average unique Views per event year

Source: YB Races Analytics February 2025



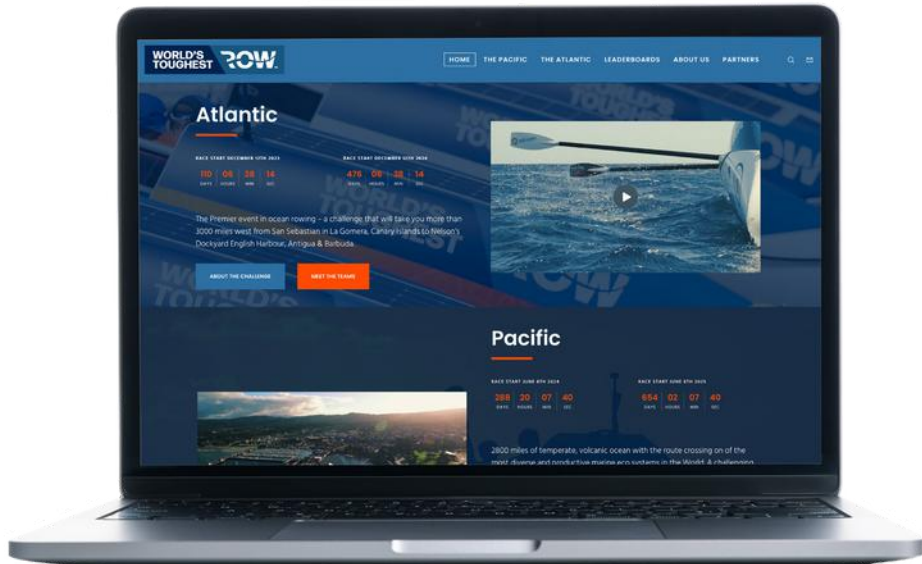
RACE WEBSITE

The official World's Toughest Row website serves as a central hub catering to the needs of both rowers and fans alike. Its primary purpose is to create a seamless and immersive experience for individuals interested in the World's Toughest Row.

4.2M+ Average page Views per event year

1.58 minutes Average Time Spent on the Website

Source: Google Analytics February 2025



ENVIRONMENT

Atlantic Campaigns are deeply aware of the privilege we have been granted to host our races in such a spectacular natural setting and as such we remain committed to minimising our impact on the marine environment.

The Atlantic & Pacific Oceans' looks after our rowers, therefore we take a strict approach towards ensuring our teams return the respect.

An example of this is our race rule regarding litter. We know how much food each team has taken on-board their vessel and when they reach the finish line and complete their post-race inspection, we manually count each rubbish bag back out of the boat and into the recycling bins. If any teams do not return with the correct amount of rubbish, they are disqualified from the race. The obvious use of oars vs. powered engines, solar energy vs. fossil fuel and desalination machines vs. bottled water are also key displays of how our race and the sport offer an environmentally friendly opportunity to participate responsibly in an extreme sport.

A mere 13% of the world's seas are truly wild – meaning largely unmarred by human activity. It is now more important than ever that we protect this wild spirit, before it's too late.

Over the years our rowers have actively adapted their ocean rowing campaigns in an effort to be more environmentally friendly and sustainable, with ECO boat builds now available, carbon offsetting on unavoidable travel as well as researched and considered product and equipment choices. Teams also raise a vast amount of money every year specifically for environmental and ocean preservation charities.

As race organisers, we are very aware that although we deliver the platform for the World's Toughest Row to take place, ultimately it is the Atlantic & Pacific Ocean that provides the setting, surroundings and scenery, meaning year on year we ensure to do our best to maintain her as well as encouraging everyone else associated with the race and beyond to do the same.

CHARITIES

The World's Toughest Row is a globally visible and diverse platform, enabling each team participating in the race to raise funds and awareness of charities of their choosing.

Each team or individual can choose one or as many charities that are close to their hearts to support during their campaign as they wish. Not only does this raise much needed funds for the charity in question, but also gives the rowers a purpose, motivation and a personal cause to focus on during the darker and harder moments of their crossing. The total raised by teams in the World's Toughest Row now stands at an amazing... From December 2024 and beyond the Official Charity Platform for The World's Toughest Row is GiveWheel, making raising awareness and funds easier than ever before!

The total raised by teams in the World's Toughest Row now stands at an amazing...

€67,500,000+ & COUNTING!



**WORLD'S
TOUGHEST**

ROW™

PROUD PARTNERS



DESTINATION PARTNERS



THE CITY OF
MONTEREY



Atlantic Campaigns wishes to thank all the rowers, partners, participants, staff, friends, families, and media teams for their efforts and contributions in making our races so successful!

