## CONFERENCE & MEETING GUIDE

PÄRNU CITY AND COUNTY ESTONIA



www.visitparnu.com



# PÄRNU IS EASY TO REACH!

Pärnu is easy to find and even easier to reach! On the European map, Pärnu is located in northeastern Europe just where the Baltic Sea joins Latvia, Estonia, Finland and Sweden together. The city lies between Rīga, Helsinki and Stockholm. The easiest way to get here is to book an international flight to the Estonian capital Tallinn or the Latvian capital Rīga. Parnu is only a couple of hours away from either airport by car. HELSINK STOCKHOLM

#### WHY ESTONIA?

- · Estonia is a new and attractive destination.
- Estonians are maximalists, and this applies to the leisure and conference industry, too. We offer the most modern opportunities for organising conferences and concerts.
- Estonia is a place where innovative e-society meets rich history. Here
  you will find an 11 000-year-old settlement in Pärnu County and a
  medieval old town in Tallinn alongside digital services and egovernment. It is easy to conduct business with people in Estonia.
- You are always connected here. It is difficult to find a spot without WiFi, and many services are digital (e.g. mobile parking).
- Local support services are provided via conference organisations (PCO) and marketing companies (DMC).

### WHY PÄRNU?

- Pärnu is conveniently located just 1.5 hours from Tallinn and 2 hours from Rīga.
- It is a rapidly growing tourist location, visited by over 400 000 people per year (including conference and SPA tourists).
- Seaside Pärnu is an attractive town with many cultural events and an active nightlife. It is surrounded by an unspoiled and pristine natural environment (e.g. bogs and marshes), which allows you to unwind in the midst of nature.
- Pärnu as a resort was founded around 180 years ago. This has
  given us plenty of experience in offering leisure services and
  has enabled us to develop a diverse selection of spa, wellness
  and health services. All of this allows you to tie together a
  conference trip with a spa vacation.
- As a conference hub, Pärnu is a new and convenient location in Europe. Pärnu has suitable facilities and everything is close at hand in this verdant small town. Pärnu is compact and safe.
- There is a lot to do in Pärnu and surrounding areas. For example, you can go on a day trip to the most exotic island in Estonia Kihnu, a site of UNESCO intangible heritage. Soomaa National Park, one of the most famous nature conservation areas in Estonia, is also close by.















750-year-old Pärnu has been developing its recreational economy for the last 180 years. The experience we have gained and the skills we have learnt have taught us to always take clients' needs and wishes into account. Pärnu and the surrounding county are fully at your service: they live and breathe in sync with conference and leisure tourists.

# PÄRNU A TOWN FOR CONFERENCES

Small and cute, Pärnu has everything necessary for organising conferences and offering diverse recreational activities, with most facilities being just a stone's throw away. Of course, all the good things that an elegant resort has to offer are compactly arranged here: a sandy beach bordering the city centre, numerous wellness and spa centres and renowned accommodation and entertainment facilities.

Pärnu is attractive year-round thanks to its many art galleries, festivals and handicraft workshops. Exotic Kihnu island, pristine woodlands and one of the most famous nature tourism destinations in Estonia, Soomaa National Park, offer a nice change from your business and work routine.

## Did you know?

The most innovative conference in Estonia took place in Pärnu. Roaster Camp 2016, which was held at Estonia Resort Hotel & Spa, brought 130 top coffee roasters from 18 countries around the world to Pärnu.











ESTONIA Resort Hotel & Spa's CONFERENCE CENTRE offers the best of both worlds – 106 elegant guest rooms, flexible conference facilities for 300 delegates and a relaxing lifestyle resort by the sea.



## Let us introduce you to E-WoW – the Estonian Way of Working

- A large hall max 300 delegates
- 4 break-out rooms, max 48 delegates
- A boardroom with a kitchen for cooking shows
- Air conditioning, modern AV equipment, natural davlight
- WiFi and BIA
- Restaurant NOOT serves modern Estonian cuisine
- Pool parties in the new SPA&SAUNA centre with live music
- · Sauna rituals with body treatments
- · Private sauna Juniper Club







Strand has the resources and experience to offer clients the best solutions for organising events. Out of its eight diverse halls, there is a suitable venue for every event - whether it be a conference, a meeting, a reception, an exhibition, a company or private party, a concert or a show. The professional team at Strand will help you figure out even the smallest of details and tailor their approach to fit the concept of your event.

Of course, modern conference equipment is supplied in all rooms. The cherries on the cake at Strand are a relaxing spa, a private sauna with a jacuzzi, a restaurant inspired by different national cuisines, an exciting indoor mini-golf course and rooms with sea views where you can recharge your batteries after a long day. The full package!



#### THE BIGGEST CONFERENCE CENTRE IN WESTERN ESTONIA

- 25 years of experience
  - 8 different halls •
  - 2 unique party venues •
- Capacity of largest hall: 500 people
  - 187 rooms with sea views •
- À la carte restaurant for up to 80 people •
- Conference catering for up to 500 people .
  - Spa for up to 50 guests .
  - Private sauna for up to 10 guests
    - 18-hole indoor mini-golf course •

Strand Spa & Conference Hotel A.H. Tammsaare pst 35, Pärnu

72 447 5370 | sales@strand.e Strand SPA & Conference Hotel ( ee | www.strand.ee © strand\_hotell in Strand SPA & Conference Hotel



The modern OCC Conference and Leisure Centre in Pärnu's Old Town forms part of the St. Peterburg hotel complex and is a great place for seminars, meetings, conferences, lectures, banquets, birthday parties, wedding receptions and movie and karaoke nights.

The spacious light-filled rooms of the conference centre are supplied with professional digital equipment, and all rooms have free WiFi. There are eight rooms of different sizes. The biggest hall fits up

to 100 guests. Our solutions are very flexible and client-oriented.

Catering is provided by Seegi Maja restaurant. We offer snacks of your choice for coffee breaks, plus heartier lunches and festive dinners at both the OCC Conference and Leisure Centre and in Seegi Maja restaurant.

Guests are accommodated at St. Peterburg – a highly acclaimed hotel with a unique interior. The hotel and conference centre are conveniently connected. The hotel has 54 rooms and can accommodate up to 100 people.

The objective of OCC Conference and Leisure Centre is to offer highquality, all-in-one solutions and our signature feature is satisfied clients.



- flevible prices
- all-in-one solutions: conference facilities, catering and accommodation
- professional digital equipment and ventilation
- location in the city centre (100 m from the bus station

## OCC Conference and Leisure Centre

#### INFORMATION AND REQUESTS:

+372 554 4001 | occ@stpeterburg.ee

www.stpeterburg.ee/occ-konverentsi-ja-vabaajakeskus

6 OCC Conference and Leisure Centre





Siinmaa and A. Soans, the hotel was state-ofthe-art at the time and even today is considered one of the 10 true architectural masterpieces of Estonia. At the time of its opening, the hotel had 70 rooms with 102 beds and 35 sofas, including six double apartments and one triple apartment.

The interior of Rannahotell was last renovated in 2016. It now has 55 rooms, 11 of which are spacious suites. There is a large saloon and restaurant with sea views on the first floor.

- The President Lennart Meri Suite is designed for exclusive guests (up to 10 people)



INFORMATION AND REQUESTS:

+372 444 4444 | info@rannahotell.ee | www.rannahotell.ee

ff Rannahotell





RECREATION AND TRAINING CENTRE





Ojako Recreation & Training Centre invites you to enjoy its beautiful seaside setting during your seminars, training sessions and brainstorming. You have the use of two different seminar halls. The newer hall, with its stunning sea views and good acoustics, can fit up to 90 people and is located on the second floor. It is equipped with modern seminar technology. The second hall in the main building fits up to 50 people in theatre style. We also have rooms for group work.

Delicious food is prepared on site. The menu is always seasonal. For evening relaxation, we offer sauna facilities including a steam sauna and outdoor hot tubs. You can also take a dip in the outdoor pool.

- Rooms: new seminar building; party and conference venue for up to 90 people.
- Accommodation: beds for up to 65 people; tents for up to 300 people
- Relaxation: sea, saunas and coastal nature nurture both mind and body
- Activities: together with our partners we offer a wide variety of activities
- Catering we cook on site and will fill your bellies with delicious

Ojako Recreation & Training Centre Marksa village, Audru municipality, Pārnu County

#### INFORMATION AND REQUESTS:

- +372 508 4585 | info@ojako.ee | www.ojako.ee
- Ojako Recreation & Training Centre









Jaanihanso Cider House is a stylishly renovated workshop on an old collective farm. It has been equipped with all the mod cons. The building has two rooms: a smaller tasting room which accommodates up to 30 people and a large hall with space for up to 100 people. For events outside, Jaanihanso has a big terrace and romantic orchard.

Jaanihanso invites guests to organise seminars, cider tastings, parties, company strategy meetings and other



- Seminars with cider tasting
- Cosy atmosphere and spacious light-filled rooms
- Large, beautiful outdoor area,
- Walk in a romantic orchard



## Jaanihanso Cider House una property, Kaelase village, Halinga municipality, Pärnu County

INFORMATION AND REQUESTS +372 512 0874 | cider@jaanihanso.ee









### MARIA FARM

Five Generations of Tradition and Hospitality

Maria Farm is a West-Estonian type of farm which is a great place for both resting and organising seminars or training courses. The wonderful scenery offers a range of opportunities for adventures in the forest, in bogs and at sea. We are situated in Pärnu County, 32 km from the city centre of Pärnu

We have 25 double rooms in beautiful holiday houses. Each holiday house has three double rooms, all with a WC and bathroom with floor heating, and a kitchenette with a fridge, stove and microwave oven.

The farm hostesses treat you with fresh seasonal salad, pork, salmon, herring, soup of the day, kama, pancakes or other desserts of Maria Farm—we offer breakfast, lunch and dinner.





At Maria Farm everyone can enjoy sauna procedures in country spa saunas: a wood-fired Finnish sauna and authentic Estonian farm sauna — a smoke sauna.

We offer the possibility of organizing events lasting from one to several days by combining work and pleasure. We offer a variety of inspiring activities: hikes, horseback riding, a homemade breadmaking workshop, shooting 'flying saucers', rural spatreatments and more.



During the whole year you will have the opportunity to visit Santa Claus's Korstna farm, which is situated next to Maria Farm. There you'll find a fairy-tale cottage where Santa lives with Mrs. Clause, his elves, horses, rabbits, spiders, moles, birds and many other friends big and small.

#### Maria Farm

Kõpu village, Tõstamaa municipality, Pärnu County

#### INFORMATION AND REQUESTS:

- +372 523 6066 | +372 447 4558 | info@maria.ee | www.maria.ee
- f Maria Talu

Hostesses performing everyday work create an atmosphere as if you have ended up at grandma's in the country.

- We have seven seminar rooms of different sizes.
- All the rooms are equipped with modern seminar technology.
- The biggest is 250m² and the smallest (for meetings) fits up to six people.
- The big hall comes with a spacious outdoor terrace.
- There is also an open-air covered area that will fit up to 200 people.
- We cater for up to 300 people and accommodate up to 84 people

## GOLF COURSES NEAR PÄRNU

#### White Beach Golf GOLF COURSE & RESTAURANT

Valgeranna, Pärnu +372 442 9930 caddiemaster@wbg.ee www.wbg.ee

White Beach Golf

whitebeachgolf

Designed by Finnish architect Kosti Kuronen, this 18-hole championship course is the first of its kind in Pärnu County. The 84-hectare area features large greens, broad fairways and 19 hectares of water hazards.

The links-type course close to the sea is open to the winds, providing a challenge for both beginners and advanced players. The

soft winter climate in Estonia's coastal areas does not drain the grass, meaning that by early spring the course is in excellent condition, allowing you to begin the season in March. Our soft fairways and even surfaces make the course suitable for senior players as well. The clubhouse is open to all visitors and the restaurant is well known for its excellent food.

- · Organising golf tournaments for companies and groups of friends
- · Golf demo (1.5- to 2-hour introduction to golf)
- Greencard courses (two-day course for beginners)
- Organising client days and company summer events
- Catering for groups



#### Pärnu Bay Golf Links

Klubi tee 1, Reiu,
Tahkuranna municipality, Pärnu County
+372 443 3030
info@parnubay.com
www.parnubay.com

Pärnu Bay Golf Links

parnubaygolflinks

This course has only been open since September 2015 but is already ranked among the top 100 Continental European courses.

Located on the shore of Pärnu Bay within a 10-minute drive of the lovely spa hotels in the city centre, the course has a marvellous clubhouse facing directly onto the sea with a

fully equipped pro shop, saunas and an excellent restaurant (Eagle) offering Scottish flavours with a Nordic twist.

The course features a par-three course of five holes, a driving range and a putting green suitable for demo events for smaller and larger groups alike. Fun in the fresh air is guaranteed!

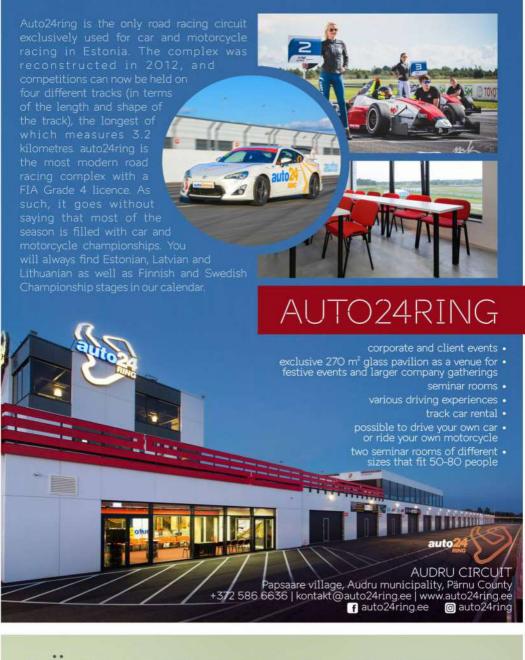


Fun introductions to galf (min. 1.5 hours) on the galf course

Organising courses and competitions for beginners and advanced players

Organising company events and product presentations in a stunning environment





## PÄRNU'S FAMOUS SE

Pärnu has been an international resort for around 180 years and is primarily famous for its mud-baths and spas. Currently there are eight spas in the city, which in addition to water centres also offer different treatments ranging from salt and cold chambers (-100° to -120°C) to renowned mud therapy. This is a great way of offering something unique and memorable to conference guests.

#### EIGHT DISTINCTIVE SPA HOTELS:

ESTONIA Resort Hotel & Spa\*\*\*\* ESTONIA Medical Spa & Hotel Health Center & Hotel Wasa Hedon Spa & Hotel Strand Spa & Conference Hotel Tervis Medical Spa Tervise Paradiis Spa Hotel & Water Park www.terviseparadiis.ee

www.spaestonia.ee www.spaestonia.ee www.wasa.ee www.hedonspa.com www.strand.ee www.spatervis.ee







## FOR CULTURE LOVERS AND HANDICRAFT ENTHUSIASTS

Residents of Parnu, as well as visitors here, music festival of world-famous Estonian cultural calendar, which features year-round art exhibitions and performances by artists of just 40 000, it has its own Symphony Orchestra and an internationally awarded concert hall with a jam-packed programme. Fans of every genre will find a suitable event.

yearly traditions. For example, the classical

Those who wish to create art themselves can Town. You'll find different workshops where woodworking, felt-making, glass-melting and your conference will become truly memorable.

make the most of your conference holiday.

Cultural events Mary Magdalene Guild Museum on New Art Pärnu Concert Hall Pärnu Museum

www.visitparnu.com www.maarjamagdaleenagild.ee www.concert.ee/parnu www.parnumuuseum.ee



# GREAT FLAVOURS FOR EVERY TASTE

Of course, part of a successful conference is good food. Both gourmands and lovers of fast food will find a favourite spot in Pärnu. Many restaurants focus on fresh local produce.

Pärnu is a town of cute cafés, where the cakes and pastries of local bakers simply melt in your mouth. Gourmands should plan their visit so that they are here for Restaurant Week in April or Café Week in October. During these campaigns, tempting special offers are available.

#### Dining Options and Entertainment

Ammende Villa restaurant - - - - - www.ammende.ee max. 200 guests

Café and restaurant Piparmünt ----- www.kurgovilla.ee Best restaurant in Pärnu according to Flavours of Estonia Restaurant Guide 2017 max. 60 guests

Eagle golf restaurant ----- www.parnubay.com max. 200 guests

ESTONIA Resort Hotel & Spa 4\*

Restaurant NOOT ----- www.spaestonia.ee max. 220 guests

Jaanihanso Ciderhouse ----- www.jaanihanso.ee max 100 quests

Pärnu Yacht Club restaurant ----- www.jahtklubi.ee max. 150 guests

Rannahotell restaurant ----- www.rannahotell.ee
Best restaurant in Pärnu according to Flavours of Estonia Restaurant Guide 2017
White Guide Nordic's pick for top place to eat in Pärnu
max. 70 guests

Restaurant Embecke ----- www.hotelparnu.com max. 250 guests

Restaurant Raimond ----- www.hedonspa.com max. 100 guests

Restaurant Strand ----- www.strand.ee max. 160 guests

Restaurant Villa Wesset ----- www.wesset.ee
Best restaurant in Pärnu according to Flavours of Estonia Restaurant Guide 2017
max. 120 guests

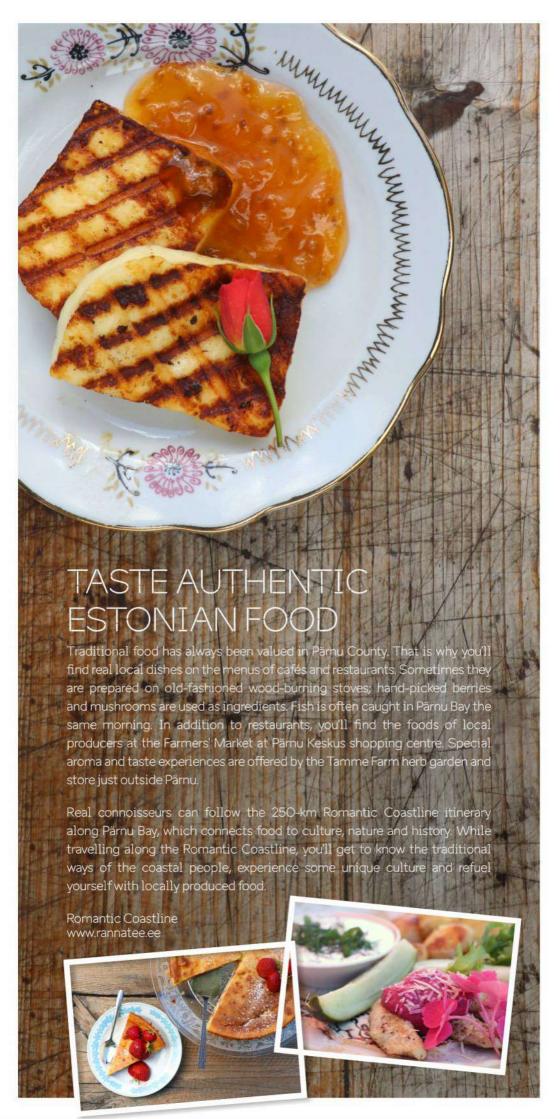
White Beach Golf restaurant ----- www.wbg.ee max. 80 guests

Domestic cider- and wine-making is flourishing alongside Pärnu's romantic cafés and acclaimed restaurants.

Jaanihanso Cider House ----- www.jaanihanso.ee

Tori Cider and Wine Farm ----- www.siidritalu.ee

Allikukivi Winery ------ www.visitestonia.com/en/visit-to-allikukivi-winery



# THE MOST EXOTIC ISLAND IN ESTONIA, UNIQUE IN THE WORLD

Kihnu, a former island of seal hunters and fishing folk, is culturally unique in the world and is definitely the most exotic place in Estonia. This is why Kihnu's cultural heritage is on the UNESCO list of intangible heritage.

The island and its ca 600 inhabitants showcase a strong community and old traditions; the Kihnu language, singing, dancing and instrumental music are integral parts of life. Over the centuries, the men of Kihnu have spent a large chunk of their life at sea, leaving island matters to the women folk. Women have become the keepers and bearers of traditional handicrafts, dances, games and music. Even today you might see

them riding motor bikes in their striped Kihnu skirts. Kihnu is a magnificent place for a day trip and it is great to explore the island on a bike. You can rent one on the island.

Culture lovers will appreciate the home visits, truck rides and fishing trips. In summer, you can enjoy a beautiful view of the whole island, the surrounding islets and the sea from the top of the lighthouse. Kihnu Museum, which welcomes visitors year-round, provides an overview of the history of the island, including the life of famous local captain Kihnu Jõnn.

www.kihnu.ee





Soomaa National Park is an area in Parnu and Viljandi counties with lots of bogs and marshes. Altogether there are five bogs in Soomaa, which is dubbed the 'capital of the Estonian wilderness'. On the banks of winding rivers, diverse water and wooded

#### SOOMAA VATIONAL PARK

meadows have developed as a result of traditional land use. Visitors can enjoy hiking and canoe and bog-shoe tours and even observe beavers.

Soomaa is a place with five seasons: spring, summer, autumn, winter and the floods. Visitors are mostly familiar with the floods known as the fifth season. When the snow melts and heavy rain hits the area, low forested areas, roads and even yards are flooded. During this period, water enthusiasts can row on the rivers and sometimes even canoe in the forests.



## **OUTDOOR ACTIVITIES**



#### **ENTICING WATER ADVENTURES**

With 242 kilometres of coastline, 177 islands and Pärnu River as one of Estonia's longest waterways, Pärnu County is a place of sea breezes and water. Here you can try sailboarding, kitesurfing, kayaking, stand-up paddleboarding and skimboarding. Water bikes, fishing boats and chartered yachts cater to more sedate tastes.

Aloha Surf Centre: www.aloha.ee Pärnu Surf Centre: www.parnu.surf Pärnu Yacht Club: www.jahtklubi.ee



#### CANOEING IN THE WILDERNESS

Did you know that canoeing is one of the best ways of spending time with your friends and colleagues and enjoying a sporty vacation? Canoe tours give you the chance to get out into the fresh air and get to know the nature and fauna surrounding the river.

Canoeing will be an unforgettable challenge for all visitors.

Soomaa.com: www.soomaa.com

Kanuu.ee: www.kanuu.ee



#### **GPS GAMES**

GPS games are super-fun, super-sociable and super-useful! Namely GPS games broaden your horizons, provide moderate exercise and require good teamwork and just the right amount of logic. They are suitable for people of all ages, and for larger or smaller groups.

Seikle Vabaks: www.seiklevabaks.ee





- Pärnu Old Town (Pärnu town centre from the Middle Ages to nowadays)
- Pärnu white functionalism (from joiner's son to city architect, functionalist bathing architecture and places linked to city architect Mr. Olev Siinmaa)

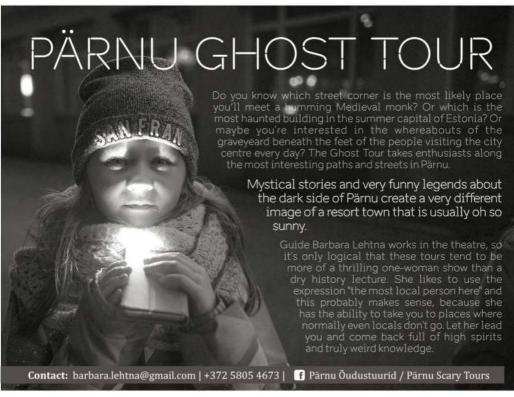
Pärnu health resort history

- Supeluse Street (resort town development from its beginning to nowadays)
- Pärnu tastes tour (Kiek in de Kök & history of Pärnu best restaurants)
- Pärnu churches and the religion in Pärnu throughout history
- Walk on an imaginable medieval town wall
- Industrial town of Pärnu (bike tour)
- Pärnu County's southern coastal villages and walk on the Rannametsa-Tolkuse nature study trail
- · Bog hike in Soomaa

Tours can be combined | Approximate length 1.5 hours | Price 30 €/hour/group | Walking, bike or bus tours



F Pärnu Tourist Guides Association parnuguide@gmail.com www.visitparnu.com/en/useful-information/tour-guides







# FACTS ABOUT ESTONIA

- Area: 45 336 km²
- Population: 1 315 635
- Official language: Estonian
- Capital: Tallinn
- Climate: in summer, temperatures can reach +30°C; in winter, they often fall to -20°C.
- There are over 1400 lakes and 1500 islands in Estonia.
- The country has 1242 km of coastline

## FACTS ABOUT PÄRNU

- Area: 858,07 km²
- Population: 50 517
- First mention of the city: 1265
- Pärnu is one of the oldest resorts in the region. The first bathing institution in Pärnu was opened as early as 1838.
- Pärnu is becoming increasingly attractive to tourists more than 400 000 are visiting the city each year. There are around 5000 beds for travellers around the town.
- Pärnu is home to 27 hotels, including eight spa hotels and two
  internationally renowned conference centres. Business clients can make
  use of many different conference facilities in the city. Two
  internationally acclaimed golf courses and a motor racing circuit are
  situated on the outskirts of Pärnu.
- Pärnu is a green city. Parks and green urban areas make up more than a quarter of the town.
- Pärnu has around 2 km of sandy beach, which attracts tens of thousands of people in sunny weather. As the coastline of Pärnu County is 220 km long, even more stretches of private sandy beaches can be found outside the city.
- There are over 180 islands in the county, the two biggest ones Kihnu and Manilaid being on the UNESCO World Heritage list for their unique culture.





## www.visitparnu.com

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Estonian Convention Bureau (ECB) Viru 19, 10148 Tallinn, Estonia info@ecb.ee www.ecb.ee

ECB membes in Pärnu ESTONIA Resort Hotel & Spa\*\*\*\* Strand SPA & Conference Hotel



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