

**visit PÄRNU**

**KUIDAS SAADA ROHKEM KORPORATIIV  
JA KONVERENTSITURISTE  
PÄRNUSSE INCENTIVE PROGRAMMIDE  
KAUDU?**

Olavi Andla, 6.02.24, [olavi@bluedrum.eu](mailto:olavi@bluedrum.eu)

# Teemad täna, 30 min

- Tallinna näide
- Tallinna positsioneerid – 4 sõna
- Pärnu positsioneerid – 4 sõna
- Mida teha, et saada kliente Pärnusse?



# TALLINNA TEEMA NR 1 KESKAEG JA VANALINN





Old Thomas gives the maps/hints to the captains in hotel!



# VENUES/ANIMATORS





AUTHENTIC DOMINICAN  
MONASTERY BUILT 1247

MONK LET TEAMS TO ASSEMBLE  
WOODEN PUZZLES





TOWN HALL PHARMACY, THE OLDEST  
FUNCTIONING PHARMACY IN THE  
WORLD!  
FIND THE PRODUCT WHICH CURE  
LOVE AFFAIR PROBLEMS!





**OTHER ANIMATORS: BUILDER, DANCER, MAIDEN, NUN, WITCH, CHIMNEY SWEEPER, ALMOND SELLERS, HUNTER**



**MORE ANIMATORS: COUNTRY GIRL, JESTER, EXECUTIONER, MARKET WOMAN, NUN, SOLDIER, STORY TELLER.**



## DRINKS AND SNACKS PER PERSON.

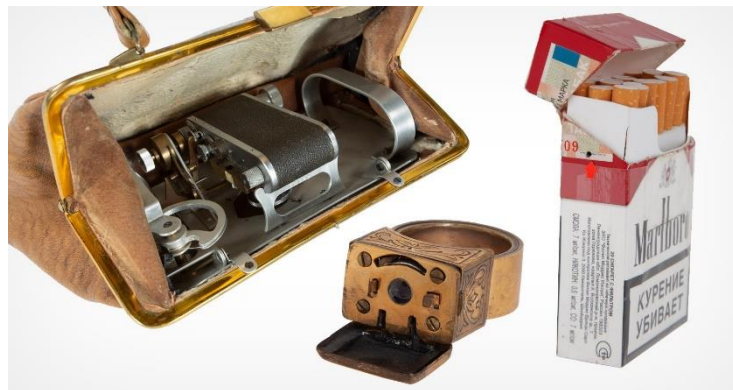
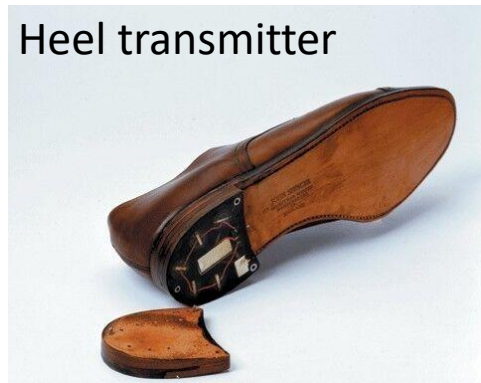
1. PIE IN DRAAKON CAFE
2. MULLED WINE ON GREEN MARKET
3. ALMONDS ON THE SMALL MARKET,
4. SMALL BEER IN NUNNEKODA, 100 ML
5. VANA TALLINN, 50 ML, TOWER



- HOW MANY PEARLS THEY COLLECTED?
- WINNERS ARE PRAISED!
- LOOSERS ARE PUNISHED!

# AWARDING CEREMONY





# Absurd Sightseeing Tour in Tallinn, Estonia: "How to Become a KGB Agent!"



This is a *histotainment*-type tour! It takes you to places that were under the control of the KGB during the Soviet era. You'll meet a spy who will train you to become a KGB agent. Due to the political situation, no Soviet symbols are displayed in public.

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**Date: ?**

**Max number of  
capitalists: 21**

**Language:  
English,  
cursing  
in Russian**



00.00-10.30 KGB Viru: Interrogation/excursion in the KGB Museum at Viru Hotel.

10.30-00.45 Transfer by Soviet bus to the nuclear shelter/bunker in Noblessner.

00.45-01.05 Engage in funny tests in the bunker - learn how to become a KGB agent.

01.05-01.45 Drive to Soviet Monument park in Maarjamäe.

01.45-02.15 Lunch in a local bar in Lasnamäe suburb.

02.30 Return to Tallinn City center or hotel. Bribing/promising/next steps!



You are in our database



What's the purpose of your visit?



I have been observing you for a long time



Time for the interrogation



Get into the damn bus!



We hear you but you don't see us!



Secret nuclear shelter in the middle of the city!



KGB Agent Survival Kit



Are you hiding something?



Probably you are the first tourists ever here but food is great!



Shall you "put flowers" on Lenin and Stalin monuments?





HISTERI  
TALLINN,  
E-ESTONIA

enter  
e-estonia

# TALLINN – KESKAEG, HIPSTER, RAHVUSLIK, KGB, TEEMAPEOD



PÄRNU  
POSITSIONEERING



SPORT  
LOODUS  
TERVIS  
PIDU



FIRMASPORT  
LOODUSSEIKLUS  
TERVISE NAUDING  
TEEMAPIDU





PRIVAATSED RANNAPEOD



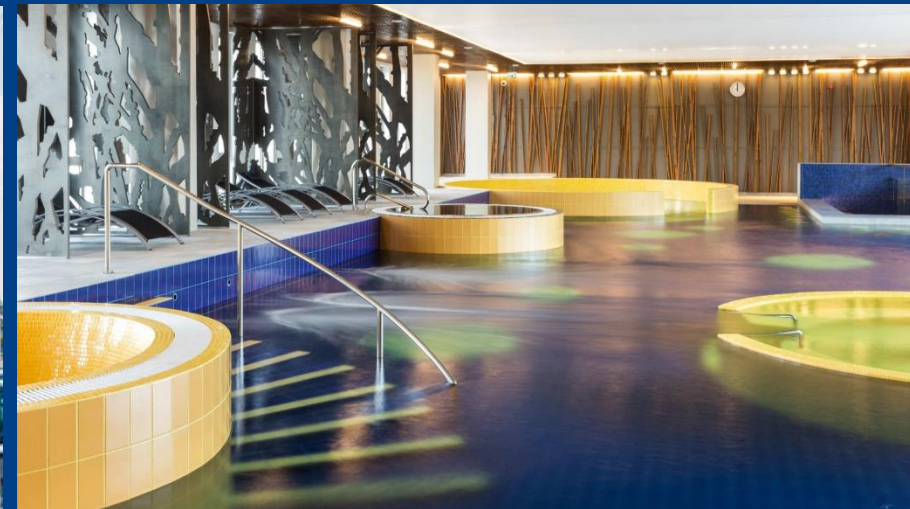
TIIMBUILDING SPORDIATRAKTSIOONID



PERSONALISEERITUD  
iPad MÄNGUD



WIPE OUT



TROOPIKA PEOD

PÄRNU  
SÜMBOL  
PIDUDEL?



TEEMAPEOD



TEATRAALSED JALUTUSKÄIGUD, PAUSID



# MIDA SIIS TEHA, ET SAADA KLIENDE?

- TOOTEARENDUS
- KONKREETSED PROGRAMMID
  - TURUNDUS

visit PÄRNU

Pidutse

Tuurita

Lõõgastu

Seikle

Naudi

Disaini