



Pärnu

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Pärnu 10.01.2012

# Welcome to Pärnu!

The Summer Capital of Estonia



# Pärnu – It's so easy to find us!



## Distances from Pärnu by highway:

- **Tallinn** 129 km, 1h50
- **Riga** 189 km, 2h10
- Helsinki 210 km
- St. Petersburg 459 km
- **Vilnius** 490 km
- Stockholm 500 km
- Warsaw 895 km
- Moscow 1150 km
- Berlin 1475 km
- Brussels 2272 km





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## Routes to Pärnu:

- Via Baltica motorway (E67), the most important highway connecting the Baltic countries
- Airport - Pärnu airport has a certificate for international flights but operates only between Estonian islands

Charter flights from different cities of Finland: 23.04-21.05 and 20.08-24.09

- The Port of Pärnu is the main sea gateway to South Estonia
- The Pärnu yacht harbor was the first one in Eastern Europe to receive the Blue Flag
- Railway – today its is only connection



# It all began...



## Short overview of the history of Pärnu:

- 9000 BC The first settlement at the mouth of the Pärnu River was established,
- 1251 The first written record of Pärnu,
- 1838 The first bathing establishment was opened in Pärnu,
- February 23rd, 1918, The Estonian State Independence was declared from the balcony of the theatre Endla,
- 1926 Pärnu was named a “vacation and therapy center” of national importance,
- 1940 -1991 Pärnu as the whole of Estonia belonged to the Soviet Union,





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- 1991 Estonia was recognised by international community (United Nations and major countries) as an independent state,
- 1992 The Museum of New Art in Pärnu was founded,
- 1996 Pärnu was declared the Summer Capital of Estonia,
- 1996 Pärnu College of the University of Tartu was opened,
- 2004 Estonia joined the European Union and NATO,
- 2006 The Beach Promenade was opened,
- 2010 The Beach Park (*Rannapark*) and Pärnu Yacht Club were reconstructed.



# Pärnu in figures



- Territory of Pärnu: 32,2 km<sup>2</sup>
- The population of Pärnu: 42 862 citizens
- Pärnu has 12 twin and 7 partner cities in Europe and USA
- Pärnu is a member of Union of the Baltic Cities
- Pärnu belongs to the WHO European Healthy Cities Network
- Pärnu is a member of the League of Hanseatic Cities



# Strenghts of Pärnu

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- Resort and vacation-city (from 1838): spa relaxations and treatments, new sauna centres, Estonian biggest water park, year-round cultural events, art and handicraft, activities, fascinating nature
- Beach of Pärnu
- Safety and greenery
- Architecture: old wooden buildings of classical and art nouveau style
- Quality restaurants



**A resort is a place used for relaxation or recreation, attracting visitors for holidays and vacations.**



# Pärnu beach

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- 10 to 15-minute walk away from the downtown area
- Pärnu beach belongs within the TOP 10 of the most beautiful undiscovered beaches in Europe and TOP 50 best Europe beach breaks destinations (The Independent, UK)
- On the sunny days 15 000 to 22 000 persons at the beach
- The warmest county in Estonia



# Tourism in Pärnu



## Reasons to visit Pärnu:

- Estonians – different activities and entertainment
- Foreigners – medical spas and peaceful atmosphere
- Summer = vacation and spas, also entertainment and cultural events
- Winter/spring = vacation, also conferences and business trips

## Visitors are satisfied:

- food and restaurant
- accommodation
- medical services

**95% of visitors are happy to come back to Pärnu 😊**



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## Accommodation establishments in Pärnu:

- More than 90 lodging establishments
- Number of beds in accommodation establishments in 2010: 4 365 beds
- 5 SPA-hotels with 1 500 beds
- Number of accommodated tourists in 2010: 220 375
- Number of visitors in 2010: 980 000

Entry/Year	2008	2009	2010
The <b>annual</b> average occupancy rate	40%	40%	40%
Incl. Hotels	32%	27%	29%
Spa hotels	61%	59%	68%
Other accommodation	26%	25%	23%

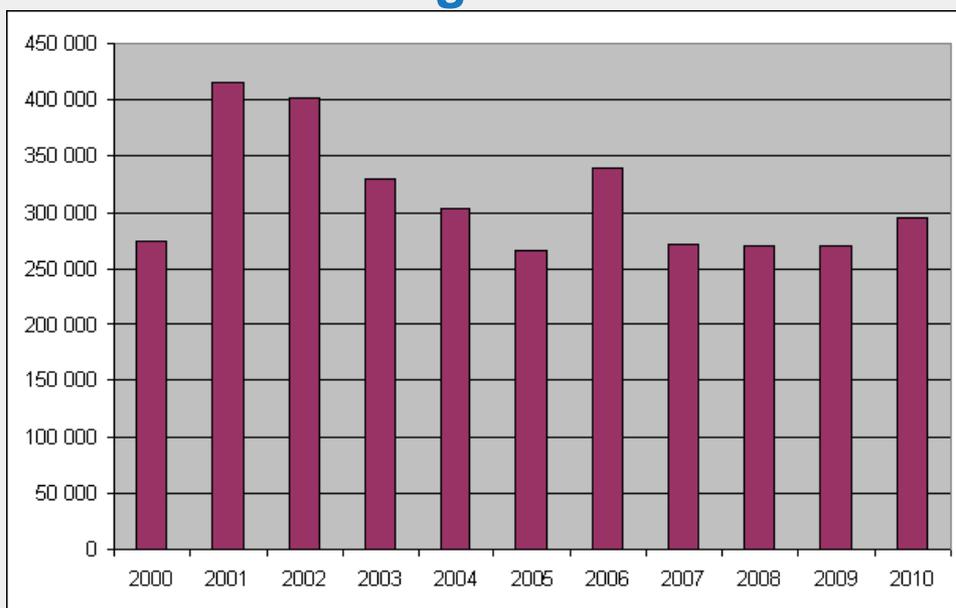


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## Number of summer guests from 2000 to 2010:



## Composition of the foreign visitors of Pärnu in summer 2010:

- Origins: 23% Estonians and 77% foreigners
- Foreigners from: 76% Finland, 5% Sweden, 4% Germany, 3% Latvia, 3% Russia





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## Important tourism markets of Pärnu:

- Primary markets:  
Estonia, Finland, Sweden, Germany
- Developing markets:  
Russian, Latvia, Great Britain, Norway
- New markets:  
Lithuania, France, Italy, Netherland, Poland, USA



# Doing business in Pärnu



Location:	in South-West of Estonia
Area of Pärnu county:	4807 km <sup>2</sup> , which is 11% of the territory of Estonia
Territory consists of:	54% forests, 24% swamps and bogs, 19% arable land, 3% other land
Population:	88 327 (7% of Estonian population)
Regional centre:	City of Pärnu, ~43 000 inhabitants





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### **Favourable geographic and logistic location:**

- Tallinn 130 km, Riga 189 km, Helsinki 210 km
- Via Baltica, harbour, airport, railway

### **Traditional, various, balanced and export oriented economic sectors:**

- Wood processing
- Textile
- Assemble of electronic components
- Tourism, recreation and rehabilitation

### **Co-operation:**

- with supporting structures and local government (politicians, policy, communication with the entrepreneurs, common marketing, etc)
- Learn from experiences
- Different co-operation networks in Estonia as well as in Europe
- Clusters: tourism, forestry, etc





## Key sectors by employment

- Manufacturing (~24%)
- Wholesale and retail trade (~16%)
- Accommodation and food service activities (11%)
- Rehabilitation (~9%)

## Biggest companies in Pärnu region (offering the largest employment opportunities)

Company	Activity
Wendre AS	Home textile (quilts, pillows)
Rehabilitation Centre Tervis AS	Rehabilitation, hotel service
Scanfil OÜ	Electronic components, cables
Viisnurk AS	Furniture and building materials
G4S Lääne-Eesti OÜ	Security services
Rapala Eesti AS	Lures for fishery
Efore AS	Electronic components





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## Latest investments:

- Fortum Termest
- Pärnu Sport Hall
- Via Baltica
- Recreation areas:  
The Beach Park and Vallikäär
- A new building for hobby school
- Pärnu Visitor Centre



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# Project: Restoration and Public Access of Coastal Habitats in Urban Environment “Urbancows”

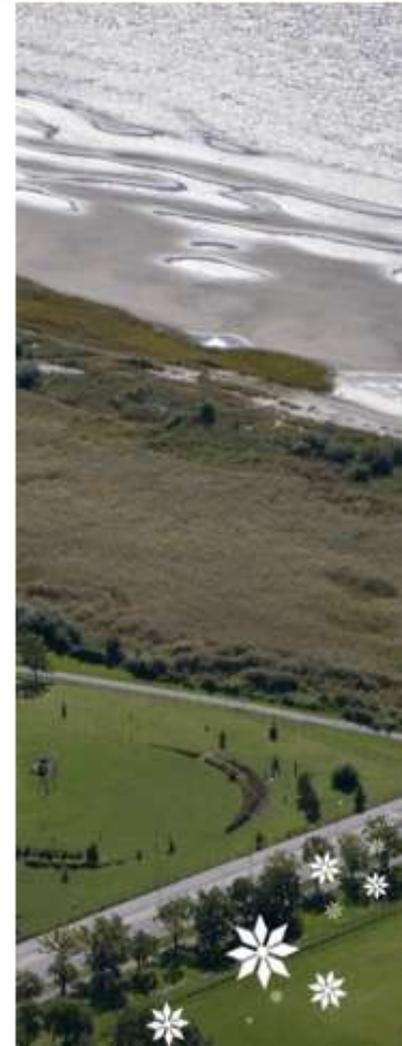


## Goal:

The overall goal of the project is to improve the favourable conservation status of the coastal meadow and lagoon habitats in City of Pärnu as well as the species characteristics to this habitat complex.

## General information:

- Partners: The Environmental Board, Pärnu City Government, University of Tartu Pärnu College
- Funding:
  - Total cost: 1 138 413 EUR
  - Requested European Union contribution: 853 809 EUR
  - Beneficiaries' contribution: 284 604 EUR
- Area: 250 ha
- Project period: 2012-2016





- LEGEND
-  Proposed locations for mobile cattle shelters
  -  Removal of bushes
  -  Lagoon restoration
  -  Proposed pasture plots, minimal fencing
  -  Pärnu rannarände SCI



## Actions involved:

- Cleaning unwanted vegetation (i.e. reed and brushwood)
- Preparing area for grazing, building fences and other infrastructure necessary for grazing
- Restoring the natural hydrology of coastal lagoons
- Establishing visitor infrastructure (trails, observation platforms, etc)
- Raising awareness of local community and visitors of the city about nature values
- Raising awareness of decision makes in other similar areas (urban pastures)



# Favourite place for living, working and recreation



## Summer Capital of Estonia:

- a good image of the city
- long traditions as a resort
- the sea, the river, the beach and the parks provide a variety of opportunities for holiday making
- various cultural events during year-round
- up to 300 000 visitors in summer

## Possibility of very good education:

- University of Tartu Pärnu College, 1000 students: business administration, tourism management, social work administration
- Pärnumaa Vocational Education Centre, 1300 students: twenty-two specialities in accordance with needs of local companies





## Nice and secure living environment:

- Remarkable developments in the fields of social services, culture and sport: the concert hall, craftsmen guild, sport hall, Pärnu hospital, etc.
- 1/3 of Pärnu's territory is covered with park and green areas



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Pärnu is a sportive and healthy city.

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Every autumn around 2 500 – 3 000 runners participate in Jüri Jaanson's two bridges run which is an international marathon of 9km competition in crosscountry running.

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# Jüri Jaanson KAHE SILLA JOOKS



Jüri Jaanson, the citizen of Pärnu, was a silver medal winner of the Olympic games in Athens (2004) and Beijing (2008) in rowing.

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# Welcome back!

## Events 2011+

<b>2011</b>	Pärnu 760 Scientist Georg Wilhelm Richmann 300 Architect Olev Siinmaa 130 The 25th Pärnu International Film Festival
<b>2012</b>	Perno Postimees 155 Pärnu Ice Festival 2012
<b>2013</b>	Republic of Estonia 95 Resort of Pärnu 175 Composer Raimond Valgre 100 The 20th international art show MAN and WOMAN
<b>2014</b>	Riga 2014 – European Capital of Culture



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**Pärnu is bigger than You can guess...**

**Thank You!**



Tourism in Pärnu [www.visitparnu.com](http://www.visitparnu.com)  
Tourism in Estonia [www.visitestonia.com](http://www.visitestonia.com)



Visit Pärnu City YouTube Video Channel [www.youtube.com/user/visitparnucity](http://www.youtube.com/user/visitparnucity)



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PÄRNU KONTSERDIMAJA

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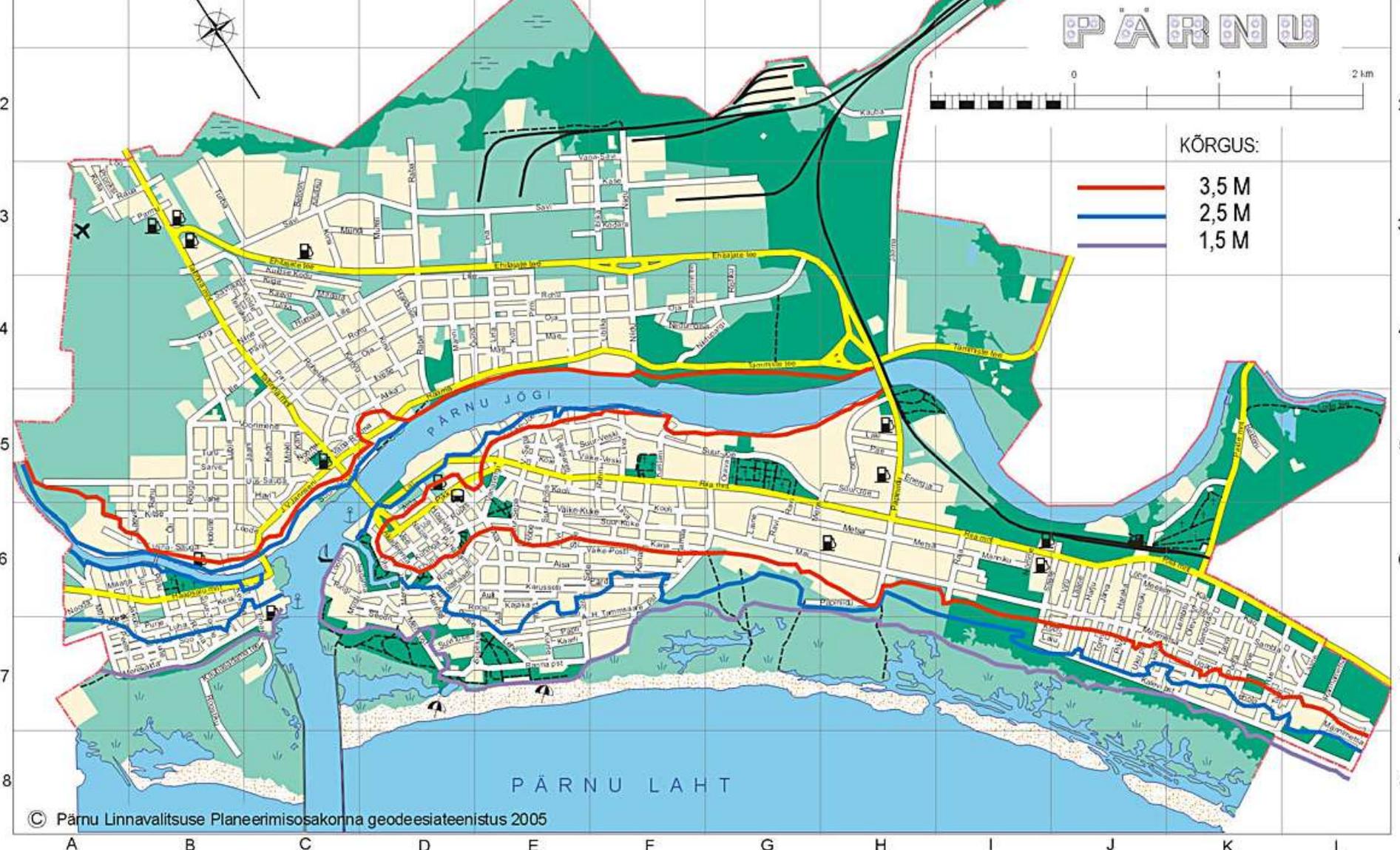
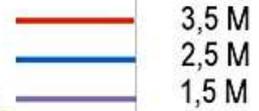


# Daily life is much more severe

- In January 9th, 2005, an unseen storm attacked the Pärnu Bay.
- Sea-level raised about 3 metres.
- 700 houses were caught by the cold sea water in the town of Pärnu.
- 500 farms were flooded in Pärnu county.



KÕRGUS:



© Pärnu Linnavalitsuse Planeerimisosakonna geodeesia teenistus 2005

The blue line marks flood up to 2,5m, the red line marks rise of sea level up to 3 metres.



Sunday morning, January 9th, 2005, in Papli Street.





The same morning, the ice from the Baltic Sea arrived in Seedri Street.

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Men and women took their dearest belongings and escaped like rabbits.

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The Pärnu Concert Hall was the best place for performing  
The Swan by Saint-Seans!

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The Ammende Villa was close to float away...

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In January 2012, the highest storm raised the sea level up to 1 m 70cm. No-one suffered. The new waterfront buildings are empty. A lot of investments have failed.

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The mouth of Pärnu River has become a port for export of Estonian wood. The port is confronting the development of the spa resort.

The logo for Pärnu, featuring the word "Pärnu" in a white, stylized, rounded font with three leaf-like shapes above the letter 'ä'. The logo is set against a solid blue rectangular background.



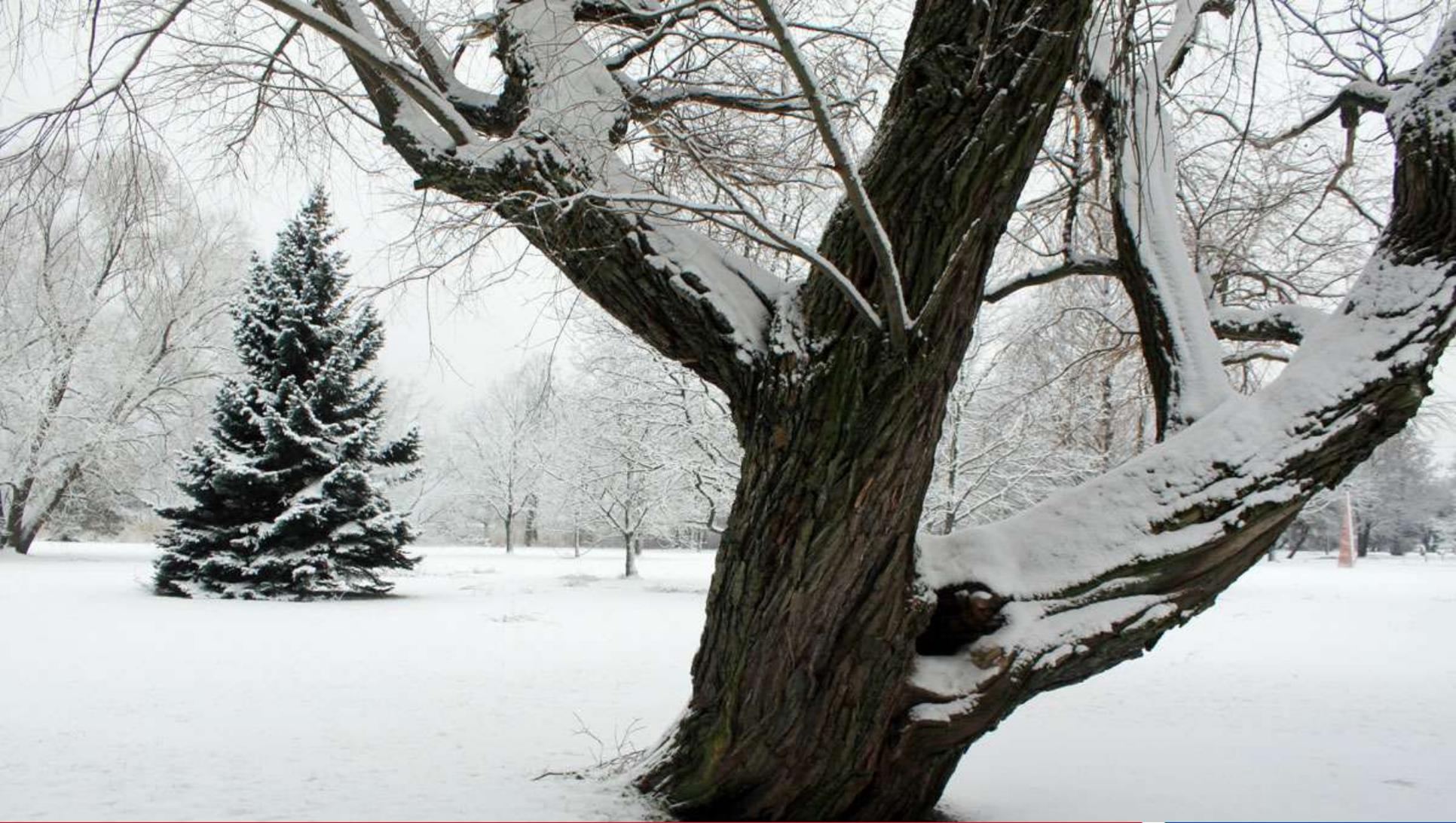
On the left bank of Pärnu River there are wide areas for future development. What could be our challenge if the world economy won't brisken?

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The Beach Park, a state nature protection area as well as a state heritage area, located between the seaside and the riverside, could be a nice place for an international cultural park.

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This winter was late, the first snow fell down at the Beach Park in January 7th, 2012.

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Some summers ago, creative workshops for artists were held here, in the Beach Park.

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Today, a lonely basket ball place is longing for the next summer.

The logo for Pärnu, featuring the word "Pärnu" in a white, stylized, handwritten-style font on a blue background. Above the letter 'ä' are three small, white, leaf-like shapes.



A forgotten art work is missing its creator.

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Silence and solitude – what could be here in the future?

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In the right bank of Pärnu River, there was a huge metal works.

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Today, it is just a souvenir from the Soviet regime...

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Instead of the former metal factory, planned to be removed, there could appear a housing project. But there is no great demand for new apartments in town...

ETTELAKOOLI  
HARIDUSKÜL  
Pärnu



The first Estonian newspaper Perno Postimees was born here in 1857. The paper is published until today. The birthplace of the paper and the poetess Lydia Koidula has survived, not the surroundings.

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Between Koidula Museum and the riverside, there is located a huge sawdust port which makes the area very noisy and dusty.

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As the export has slowed down, there are more silent days at the harbour.

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The only bridge in the town center is a gateway from Pärnu to Tallinn.

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The quay in the town center was closed for shipping a dozen years ago but hasn't found any new goal.

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The oldest linden alley in town, planted in 1875, takes you to the first gymnasium from where many state leaders of Estonia took off for their life work.

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In Kuninga (King) Street, the world famous scientist Georg Wilhelm Richmann was born in 1711. He was one of the first researchers of electricity and was killed by lightning in 1753.

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History? No, it is a brand new apartment building in the old town of Pärnu.

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The Museum of New Art domesticated the former district headquarters of the Communist Party and tries to ...

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...rebuild it into a real international art center.

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In January 2012, there are the latest paintings by Juri Arrak on show. His Last Supper revises an old and traditional theme of many artists of previous centuries.

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Nature is better artist than any human being.

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Welcome to Pärnu, the best place in Estonia!

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Welcome to Estonia, the fast developing country of new ideas!

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