

POP UP TOURISM and PAMPERING DAY



A map of Latvia is shown in a dark grey color with a white outline. Five blue location pins are placed on the map, each containing a circular image and text. The pins are located in the following areas: Vulfas Kundze (top left), Meždrivas (middle left), Namdara Darbnīca (top center), Sauleskalns (top right), and Sporta Komplekss 333 (bottom center). The date '27. NOVEMBRIS' is written in large, bold, light blue letters across the center of the map. At the bottom, the text 'POP-UP TŪRISMA DIENA PIERĪGĀ' is written in large, bold, light blue letters. The names of the regions 'GABRIĻI' and 'ROPAŽI' are faintly visible in the background.

VULFAS KUNDZE

MEŽDRUVAS

NAMDARA DARBŅĪCA

SAULESKALNS

SPORTA KOMPLEKSS 333

27. NOVEMBRIS

POP-UP TŪRISMA DIENA PIERĪGĀ

POP-UP TOURISM and PAMPERING DAY in NUMBERS

- 345 emails sent
- 32%- 45% emails opened
- ~300 phone calls made
- 25 real event visitors
- ~800 EUR of shared expense
- 5 tourism objects involved
- ~1 month of preparation time
- 9:00 am- 7:00 pm event duration



CONCLUSIONS or “SHOULD WE REPEAT THIS?”

Current issues:

- Who are “still in the game?” and how to find it out
- What is COVID save these days?
- Rebirth of incoming tourism for groups
- Quick decision- rapid action



**THANK YOU for YOUR
ATTENTION and LET'S
MEET UP at
"NAMDARA DARBNICA"!**

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