



# ПАРИТЕТ ПЛЮС

Туристическая компания

## Решение кейса по туристической компании «Паритет Плюс»

**Подготовлено:**

Командой «Кроты» в рамках Международной  
Студенческой Олимпиады 2019

г. Санкт-Петербург

**Секция «Маркетинг»**



г. Санкт-Петербург, МСО 2019



Артём



Андрей



Екатерина



Артём



Самми



# Команда «Кроты»

# Колесо бренда для «Паритет Плюс»

Суть бренда

Портрет бренда

Ценности

Выгоды

Внешние  
атрибуты



# Инструменты по повышению узнаваемости бренда

Брендинг

Оформление точек продаж

Форумы по направлению туристической тематики

Скрытая реклама (с использованием QR)

Сувениры по окончании тура

Участие в качестве спонсора

PR

AR-метки



# Рекомендуемые инструменты маркетинга

Ценовая политика

Продолжение текущей ценовой политики

Товарная политика

- Расширение ассортимента
- Подбор компетентных гидов

Сбытовая политика

- Изменения оформления билетов;
- Модернизация электронного билета;
- Увеличение количества киосков в городе.



# Коммуникационная политика «Паритет Плюс»

Нэйминг

Сайт

*Проблемы:*

- Отзывы
- Оформление
- УТП
- Качество фото
- CRM-система

Instagram

ВК

Пересмотр наименования

*Действия:*

- ✓ Активная работа с отзывами
- ✓ Изменение облика сайта
- ✓ Введение
- ✓ Улучшение контента
- ✓ Внедрение CRM-системы

Коммерческий аккаунт

Разработка группы



Решения





**ПАРИТЕТ ПЛЮС**

Туристическая компания

Лендинг сайта «Паритет Плюс» для  
иностранцев



г. Санкт-Петербург, МСО 2019



## Discover St. Petersburg

You can see all the beauty of the city, learn its secrets and love it for life for a couple of hours. Especially if you spend these hours on a sightseeing tour of St. Petersburg on a bus from Parity Plus.

We have been working in this field for more than 18 years, and during this time we have gained everything we need: serious experience and knowledge, a team of talented and resourceful guides, cooperation agreements with the most interesting museums. Each bus excursion from our list is a small adventure that will give a huge amount of vivid emotions, new knowledge and will certainly replenish your list of favorite St. Petersburg places!



### Bus sightseeing tour of St. Petersburg

On a sightseeing bus tour you will see the main architectural masterpieces of



### Sky patrons of St. Petersburg

Do you want to find out all the most interesting about the patron saints of St.



### Imperial Splendor of Saint Petersburg

We invite you to an unforgettable tour of the historical part of St. Petersburg with



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## Bus sightseeing tour of St. Petersburg

On a sightseeing bus tour you will see the main architectural masterpieces of St. Petersburg.

1.5 h

11\$

BUY



## Sky patrons of St. Petersburg

Do you want to find out all the most interesting about the patron saints of St. Petersburg? Then go with us soon!

2.5 h

30\$

BUY



## Imperial Splendor of Saint Petersburg

We invite you to an unforgettable tour of the historical part of St. Petersburg with a visit to the Hermitage!

3.5 h

17\$

BUY




# Subscribe to Upcoming Tours!

Name

Email Address

**SUBMIT**

## Weather

DAY		DESCRIPTION	HIGH / LOW	PRECIP	WIND
TONIGHT OCT 30		Partly Cloudy	--/23°	↓ 10%	WSW 6 mph
THU OCT 31		PM Rain/Snow	36°/32°	↓ 80%	SSW 15 mph
FRI NOV 1		Mostly Cloudy	36°/28°	↓ 10%	WNW 11 mph

# Reviews



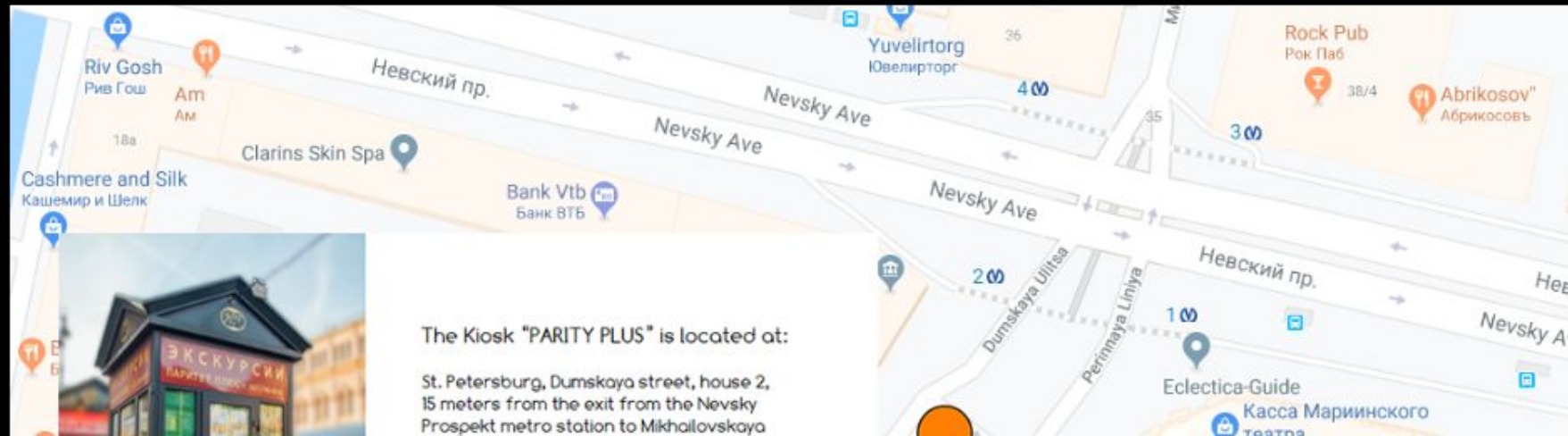
## Irina Kukurina

Many thanks to the specialists of Progulki company for their speed, professional competence and well-organized tour in Saint Petersburg for the Chinese students. I've been the customer of this company for 3 years already and still have never regretted my choice. The managing is always high level, the buses are comfortable, the guides are qualified, the hotels are good. None of our requests or issues was left without solving.

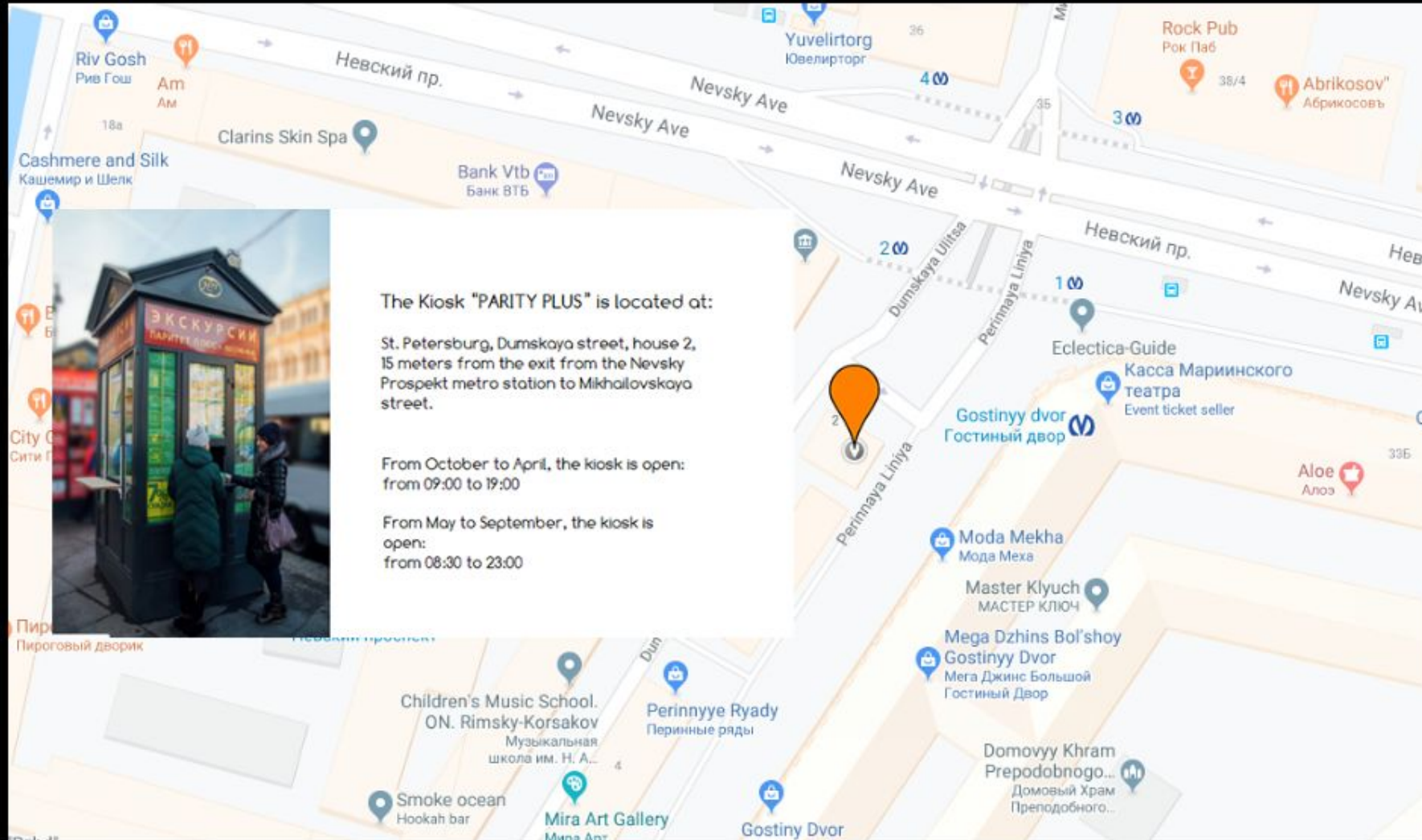
Thank you so much!



# Find us



# Find us



# FAQ

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## How to get e-visa?

You can apply for an electronic visa on the website of the consular department of the Ministry of Foreign Affairs of the Russian Federation.

## How long should you stay there?

We recommend spending there about a week or day less to enjoy your travel without getting bored. If you come just for a couple of days, that's too little. There are many sights worth visiting in Venice of the North, so 5 days is the minimum. If you can do more, do it!

## What season is the best to come to Saint Petersburg?

We think that Saint Petersburg is always beautiful, we could also add that summers (you can extend it from late April to early October) are friendlier than winters here. If you don't like watching water all around and slipping on a melting snow, then skip the eleventh, third and fourth months for sure.

## Do you recommend to hire a guide or to go on your own?

Yes, tickets are available in the Internet, but you must always consider that the guide (especially when he or she is a native Russian) can know something not written in any book and share this knowledge with you. Of course you can make yourself a plan with a list of sights, but certainly you will miss something crucial and regret that.

So we advise you to do a couple of days with guide working specially for you and then spend some time solo. This is the best way to enjoy your journey and share both leisure and education.

[See all](#)



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**Спасибо за внимание!**



г. Санкт-Петербург, МСО 2019