

Game Of Thrones - Karlskrona

The objective is to drastically increase tourist traffic to Karlskrona in a fun and innovative way that's accessible for all and incorporates the unlimited power of technology. We really want the experience to be unique and memorable for all and most of all create an experience that people will want to share and experience over and over again. Ours will be an edutaining experience combining Game of Thrones and Swedish history.

CONCEPT

Game of Thrones is a pop culture phenomenon with millions of loyal fans across the globe. Our idea is to bring the world of Game of Thrones to the Citadel as well as certain parts of Karlskrona city for an exciting and edutaining experience. We will replace Game of Thrones characters with notorious historical figures from Swedish history and use specifically identified buildings around Karlskrona city as our Game of Thrones set. You will be completely immersed in the world of Game of Thrones as you explore the city and all it has to offer. There will be interactive games, quizzes and an actual virtual reality dragon. Food and beverages from the show will be replicated with a fun Karlskrona twist.

JOURNEY

The journey will begin on a ferry ride to the Citadel, this is where the mood for your upcoming city wide adventure will begin. Theme music from the show will excite you, the decorations on the ferry will completely immerse you in the world. Once your off the ferry and before you cross the bridge into the Citadel you will be met by a Medieval guard who will take your tickets. A dragon will be projected into the sky, you are now entering a very real dream world. As you enter the court yard a jousting duel will begin in the main courtyard. From here you will be off on an adventure through the entire Citadel where a surprise adventure awaits you around every corner. Enjoy your favorite Game of Thrones meals and beverages at the Citadels restaurant and Cafe. From here the journey continues throughout the city at specifically identified locations.

Now the adventure continues back into the city where specific buildings have been chosen and converted via projection mapping into iconic and instantly recognizable buildings from Game of Thrones. The tourists will also

get to explore different parts of Karlskrona and be a positive boost to the local economy by patronizing businesses, restaurants and cafe's.

Projection mapping will be used around the city of Karlskrona to transform our carefully selected buildings into Game of Throne replicas, this will really magnify each unique building and keep our theme alive. A map of Karlskrona will be given to each of our participants. The map will specifically pinpoint where all our unique locations around the city can be located. The adventure continues as you follow your map from location to location.

EDUTAINMENT

A big component of the tour will incorporate Swedish history. We will pick Key and exciting historical events and individuals from Swedish history to incorporate into our tour in place of actual Game Of Thrones characters. This is the educational and informative component of our tour and allows our visitors to experience something new in an exciting format and concept that they are used too and more than willing to participate in.

Over time and as word and popularity of the event spreads we also strongly feel that there might be an opportunity to contact HBO to see if they would be interested in shooting at a real Citadel thats over three hundred years old and located in one of the most unique and beautiful locations in the world, Karlskrona.

We really believe the Citadel is a tremendous gift to Karlskrona and can provide unlimited opportunity to the city, its residents and many businesses.

Thank you very much for this incredible opportunity to present our idea to you, we really look forward to hearing your thoughts.