

The goal was to amplify Visit Estonia's presence at Simple Session by creating a visually striking, shareable experience during Simple Session 2024 in Tartu—the festival's birthplace 25 years ago. This August, we returned to Tartu after 20 years, making the event even more special. Hosting a ramp jam on Estonia's largest river ferry showcased the country's creativity, adventure, and unique locations, engaging skaters and audiences alike. The event aimed to generate social media buzz, media coverage, and brand visibility while strengthening partnerships with key sponsors.

The Visit Estonia Barge Ramp Jam redefined action sports by taking skateboarding off the streets and onto the flowing waters of Tartu. Hosted on Estonia's largest river ferry, Koit, the event turned the moving vessel into a floating skatepark, creating a visually stunning spectacle. As the ferry cruised along the Emajõgi River, skaters threw down high-energy tricks against the historic city backdrop.

Attendees arrived in boats and watercraft, adding to the festival-like atmosphere. Meanwhile, Team Perfect Landing's wakeboarding circus and rail foil rides brought even more action. The use of boats as spectator platforms further enhanced its exclusivity, making it a once-in-a-lifetime event that drove viral engagement. The ferry traveled back and forth through Tartu, making the entire city part of the experience.

This unique setting maximized social media buzz and live audience engagement. The event's climax at the Arch Bridge drew a massive crowd, ensuring maximum visibility. By blending urban sports with Estonia's natural beauty, the event showcased Tartu in a bold, innovative way, reinforcing Visit Estonia's brand as a leader in adventure and culture.

The event stood out with its unconventional location and dynamic storytelling.

The Simple Session x Visit Estonia Barge Ramp Jam successfully met its objectives, generating massive social media buzz and visibility for Tartu and Visit Estonia. The event attracted strong media coverage, millions of online impressions, and was featured in Simple Session's live broadcast, reaching audiences worldwide. The unique execution on a moving ferry created high-impact, shareable content, amplifying brand awareness. Sponsor visibility was maximized, and positive feedback reinforced the event's success in blending action sports with Estonia's scenic beauty.