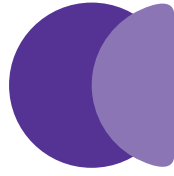




State Tourism Agency
of the Republic of Azerbaijan



azerbaijan

TOURISM BOARD

Marketing *Action Plan* *2025 Brief*

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1. Global Brand Awareness Campaigns

Our global brand awareness campaigns aim to position Azerbaijan as a leading travel destination through widespread media exposure and high-impact advertising across international media outlets, out-of-home (OOH), and digital channels in core and growth markets.

- **TV Campaigns:** Running advertising campaigns on major international networks like Euronews and CNN, as well as on regional and national television channels in key markets.
- **Out-of-Home (OOH) Advertising:** Focused placements in strategic locations within Russia and Türkiye to reinforce brand visibility.

2. Social Media Marketing

Leveraging a diverse mix of social media platforms globally and in core markets, these initiatives focus on building audience engagement and broadening Azerbaijan's digital presence through targeted content across channels like Meta, LinkedIn, and TikTok.

Active engagement across multiple platforms, tailored to specific audience segments:

- **Meta** (Facebook & Instagram)
- Tailored paid partnership through Meta to reach worldwide audience
- **Threads** to engage with younger audience through text and photo content
- **X** to engage with political audience
- **Weibo** and **Wechat** for engaging the Chinese audience
- **Snapchat** for engaging the UAE audience
- **Yappy, ЯRUS, OK, Dzen.ru, Telegram, RuTube** and **Vkontakte** for the Russian-speaking markets
- Tailored paid partnership through VK to reach wider Russian-speaking audience
- **LinkedIn** for professional and B2B outreach
- **TikTok** to engage younger, trend-driven audiences
- **Youtube & Youtube shorts** to create cultural based awareness
- Tailored paid partnership through Youtube to promote culture to wider audience
- **Pinterest** to reach worldwide travelers who are looking for travel inspirations

3. Digital Campaigns – Core Markets & Thematic Focus

Our digital campaigns strategically target core markets and are tailored to specific themes, enhancing visibility and engagement for niche segments such as culinary and wedding tourism on high-traffic travel and lifestyle platforms.

Strategic digital marketing efforts in core markets with thematic targeting:

- **Google** (including YouTube)
- Regional OTAs and booking platforms like: **WEGO (Middle East), Expedia (UK, Europe, Americas), Ctrip (China), MakeMyTrip (India), Aviasales and Yandex Travel (Russia, CIS), Lamatayel (Israel), Enuygun (Türkiye)**
- Thematic platforms following the four Take Another Look brand propositions, such as:
 - **50Best** for gastro tourism
 - **Weddingsutra** for promoting Azerbaijan as a wedding destination
 - **AllTrails** for promotion of hiking trails in Azerbaijan

Partnership Opportunities: To explore collaboration opportunities within our Digital Campaigns, please contact Aziza Mahmudova, Head of Marketing, at aziza.mahmudova@tourismboard.az for more details and tailored partnership solutions.

4. Exhibitions, Roadshows, and Destination Seminars

Participating in exhibitions, conducting roadshows, and holding destination seminars are key activities for directly engaging with international travel trade partners, promoting Azerbaijan's tourism offerings, and fostering relationships.

Exhibitions: Participation in major global exhibitions with Azerbaijan destination booth:

January		
Ferien Messe Wien	Vienna, Austria	16-19 January
FITUR	Madrid, Spain	22-26 January
OTM Mumbai	Mumbai, India	30 January - 1 February
PTM	Karachi, Pakistan	31 January - 2 February
February		
EMITT	Istanbul, Türkiye	5-7 February
SATTE	New-Delhi, India	19-21 February
March		
ITB Berlin	Berlin, Germany	4-6 March
MITT	Moscow, Russia	18-20 March
April		
KITF	Almaty, Kazakhstan	23-25 April
ATM Dubai	Dubai, UAE	28 April - 1 May
May		
IMTM	Tel-Aviv, Israel	7-8 May
ITB China	Shanghai, China	27-29 May
SITF	Seoul, South Korea	TBC, May
August		
BLTM	New Delhi, India	28-30 August
September		
TEJ	Tokyo, Japan	TBC, September
October		
ITB Asia	Singapore	15-17 October
November		
WTM London	London, UK	4-6 November
TITF	Tashkent, Uzbekistan	TBC, November

Roadshows (Series of B2B workshops):

Quarter 2
• Gulf Countries: UAE, Saudi Arabia, Qatar, Bahrain, Kuwait, Oman
• India: Chennai, Hyderabad, Ahmedabad
• Pakistan: Lahor, Karachi
• Israel: Tel-Aviv, Jerusalem
Quarter 3
• CIS: Russia, Kazakhstan, Uzbekistan, Belarus
• Asia: China, South Korea
• Türkiye: Istanbul, Izmir, Ankara
Quarter 4
• Central Europe: Poland, Czech Republic, Hungary
• Mediterranean: Italy, Spain
• Baltics: Latvia, Lithuania, Estonia
• DACH countries: Germany, Austria, Switzerland
• South Asia: Indonesia, Malaysia, Singapore

Destination Seminars: Presenting Azerbaijan’s tourism potential in cities in **Cairo** (Egypt), **Kolkata, Jaipur, and Surat** (India), **Casablanca** (Morocco), **Changsha, Chongqing, Hangzhou, and Suzhou** (China), **Krasnodar, Novosibirsk, and Yekaterinburg** (Russia), **Tabriz and Tehran** (Iran).

Partner Opportunities: Local tourism companies, hotels, and DMCs can join exhibitions, roadshows, and seminars, providing a direct connection to international partners. They may also host editorial teams or media representatives at these events, contributing content and testimonials to be featured increasing market exposure and credibility.

Please follow our [website](#) for international events we announce and do not miss the registration.

Apart from activities organized by us, we encourage you to explore third-party activities from our trusted partners, all available on our [website's](#) market profiles section, which includes detailed information and contact details for the relevant market managers.

5. FAM Trips for Trade Representatives

Familiarization trips invite international tourism representatives to experience Azerbaijan firsthand, enhancing their understanding and advocacy for the destination through curated local experiences and itineraries. These trips will focus on showcasing the unique experiences and infrastructure in Azerbaijan, tailored to each market's interests, from cultural and natural sites to luxury and wellness options.

Organized FAM Trips:

FAM trips are planned for various markets, including Austria, Bahrain, Belarus, Bulgaria, China, Czech Republic, Egypt, Estonia, Germany, Hungary, India, Indonesia, Iran, Israel, Italy, Japan, Kazakhstan, Kuwait, Latvia, Lithuania, Malaysia, Morocco, Oman, Pakistan, Poland, Qatar, Romania, Russia, Saudi Arabia, Singapore, South Korea, Spain, Switzerland, Türkiye, UAE, United Kingdom, and Uzbekistan.

Partner Opportunities: Local partners, such as hotels, tour operators, and experience providers, are invited to host segments of these FAM trips, gaining exposure to influential market representatives.

For detailed information and to connect with the relevant market managers, please visit our [webpage](#) for market profiles, which include contact details for each market.

6. Media Collaborations

Expanding Azerbaijan's visibility through strategic media collaborations with top digital and print platforms, as well as partnerships with influencers and content creators. These initiatives aim to showcase Azerbaijan's unique tourism offerings, culture, and events in an authentic, engaging, and credible manner.

Content Types: Azerbaijan's campaigns will include sponsored articles and advertorials on leading travel and lifestyle platforms, special edition features highlighting the country as a top destination, and well-placed banners and digital ads to reinforce brand awareness. Collaborations will also extend to video content, mini-documentaries, and influencer partnerships across popular channels like YouTube, Instagram, TikTok, and local platforms, designed to captivate audiences through compelling storytelling.

international travel and lifestyle publications, as well as regional and niche magazines focused on adventure, eco-tourism, and luxury.

Partnership Opportunities: Local tourism businesses, hotels, and service providers can engage directly in co-branded media content and to host editors or influencers, enhancing their visibility through featured coverage across print and digital channels.

To explore collaboration opportunities within our Media Collaborations, please contact Sabina Suleymanova, Head of Media and Communications, at sabina.suleymanova@tourismboard.az for more details and tailored partnership solutions.

Conclusion

The 2025 Marketing Action Plan outlines a strategic path to position Azerbaijan as a premier global travel destination through innovative campaigns and collaborative opportunities. By engaging with local and international stakeholders, this plan enhances Azerbaijan's visibility and impact across core and emerging markets.

We invite partners to explore opportunities for co-branding, event participation, and contributing to market-specific initiatives. For more information or to discuss partnerships, please contact us.