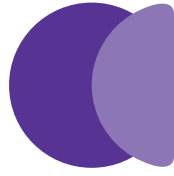


State Tourism Agency  
of the Republic of Azerbaijan



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) advertising, and digital channels in core and growth markets.

- **TV Campaigns:** Running advertising campaigns on major international networks such as 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 such as Instagram, Facebook, LinkedIn, and TikTok.

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

- **Meta** (Facebook & Instagram).
- Tailored paid partnership through Instagram and Facebook to reach a worldwide audience.
- **Threads** to engage with a younger audience through text and photo content.
- **X** to engage with a 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.
- Paid partnership through VK to reach a wider Russian-speaking audience.
- **LinkedIn** for professional and B2B outreach.
- **TikTok** to engage younger, trend-driven audiences.
- **Youtube & Youtube shorts** to create culturally based awareness.
- Tailored paid partnership through Youtube to promote culture to a wider audience.
- **Pinterest** to reach worldwide travellers seeking travel inspiration.

### 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 such as: **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, including:
  - **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](mailto:aziza.mahmudova@tourismboard.az) for more details and tailored partnership solutions.

## 4. Exhibitions, Roadshows, and Destination Seminars

Participating in exhibitions, conducting roadshows, and organising 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 an Azerbaijan destination booth:

<b>January</b>		
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
<b>February</b>		
EMITT	Istanbul, Türkiye	5-7 February
SATTE	New-Delhi, India	19-21 February
<b>March</b>		
ITB Berlin	Berlin, Germany	4-6 March
MITT	Moscow, Russia	18-20 March
<b>April</b>		
KITF	Almaty, Kazakhstan	23-25 April
ATM Dubai	Dubai, UAE	28 April - 1 May
<b>May</b>		
IMTM	Tel-Aviv, Israel	7-8 May
ITB China	Shanghai, China	27-29 May
SITF	Seoul, South Korea	TBC, May
<b>August</b>		
BLTM	New-Delhi, India	28-30 August
<b>September</b>		
TEJ	Tokyo, Japan	TBC, September
<b>October</b>		
ITB Asia	Singapore	15-17 October
<b>November</b>		
WTM London	London, UK	4-6 November
TITF	Tashkent, Uzbekistan	TBC, November

## Roadshows (Series of B2B workshops):

Quarter 1
• <b>Pakistan:</b> Islamabad
• <b>Israel:</b> Tel-Aviv, Jerusalem
Quarter 2
• <b>India:</b> Chennai, Hyderabad, Ahmedabad
• <b>Asia:</b> China
• <b>Europe:</b> Italy
• <b>Central Europe:</b> Poland, Czech Republic, Hungary
• <b>Middle East:</b> Saudi Arabia
Quarter 3
• <b>CIS:</b> Russia, Kazakhstan, Uzbekistan, Belarus
• <b>Asia:</b> China, South Korea
Quarter 4
• <b>Gulf Countries:</b> UAE, Qatar, Bahrain, Kuwait, Oman
• <b>DACH countries:</b> Germany, Austria, Switzerland
• <b>Southeast Asia:</b> Indonesia, Malaysia, Singapore
• <b>Türkiye:</b> Istanbul, Izmir, Ankara
• <b>Baltics:</b> Estonia, Latvia, Lithuania
• <b>Europe:</b> Spain, Nordics

**Destination Seminars:** Presenting Azerbaijan's tourism potential in cities such as **Kolkata, Jaipur, and Surat** (India), **Xiamen, Chongqing, Hangzhou, and Suzhou** (China), **Kazan, Novosibirsk, and Yekaterinburg** (Russia), **Tabriz and Tehran** (Iran).

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

Please visit our **website** for announcements on international events, and make sure not to miss the registration.

In addition to the activities organised, you are encouraged to explore third-party events from our trusted partners, all available in our **website's** market profiles section, which includes detailed information and contact details for the relevant market managers.

## 5. FAM Trips for Trade Representatives

Familiarisation 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, ranging from cultural and natural sites to luxury and wellness options.

### Organised FAM Trips:

FAM trips are planned for various markets, including Austria, Bahrain, Belarus, China, Czech Republic, Germany, India, Israel, Italy, Japan, Kazakhstan, Kuwait, Oman, Pakistan, Poland, Qatar, Russia, Saudi Arabia, South Korea, 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 section, which includes 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 top travel and lifestyle platforms, special edition features highlighting the country as a premier 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 such as 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 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](mailto: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.