



State Tourism Agency
of the Republic of Azerbaijan



Marketing

Action Plan

2026 Brief

Version: 1.0 (September 2025)

Total Pages: 7

This document (including any enclosures and attachments) has been prepared for the exclusive use of the State Tourism Agency of the Republic of Azerbaijan (STA) and Azerbaijan Tourism Board (ATB). It is intended solely for the purpose for which it is provided. Unless express prior written consent is given by STA/ATB, no part of this document may be reproduced, distributed, or disclosed to any third party. STA/ATB disclaim any liability if this document is used for any purpose other than its intended use or if it is disclosed to unauthorized parties.

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:** Euronews, Eurosport, BBC, CNN, ANewz, Netflix, National Geographic Abu Dhabi, Al Arabiya
- **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, TikTok, YouTube, X, and Pinterest.

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, Wechat, Douyin, and RED** for engaging the Chinese audience.
- **Snapchat** for engaging the UAE audience.
- **Yandex, Telegram, RuTube, and Vkontakte** for the Russian-speaking markets.
- Paid partnership through Yandex 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, Yandex (Russia) Ctrip (China), Fliggy(China), Qunar (China), CTG (China Tourism Group), Tongcheng Travel (China)**
- Thematic platforms following the four Take Another Look brand propositions, including:
 - **50Best and La Liste** for gastro-tourism

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 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:

January		
Ferien Messe Wien	Vienna, Austria	15-18 January
FITUR	Madrid, Spain	21-2 January
February		
IMTM	Tel Aviv, Israel	3-4 February
OTM Mumbai	Mumbai, India	5-7 February
EMITT	Istanbul, Türkiye	5-7 February
March		
ITB Berlin	Berlin, Germany	3-5 March
Connect Marketplace	Hong Kong, China	18-19 March
April		
Pakistan Travel Mart	Karachi, Pakistan	3-5 April
M&I Expo Abu Dhabi	Dubai, UAE	14-16 April
KITF	Almaty, Kazakhstan	22-24 April
May		
ATM Dubai	Dubai, UAE	4-7 May
ITB China	Shanghai, China	26-28 May
August		
PATA Travel Mart	Kuala Lumpur, Malaysia	18-20 August
ITE HCMC	Ho Chi Minh City, Vietnam	27-29 August
September		
WTM Riyadh	Riyadh, Saudi Arabia	8-10 September
October		
TTG	Rimini, Italy	14-16 October
London Snow Show	London, United Kingdom	17-18 October
November		
CIMX	Beijing, China	3-5 November
TITF	Tashkent, Uzbekistan	TBC, November

Roadshows (Series of B2B workshops):

Quarter 2 - 3
• Southern Europe: Italy, Spain
• Central Europe: Germany, United Kingdom
• CIS: Russia, Kazakhstan, Uzbekistan
• China: - Beijing, Shanghai, Guangzhou, Chengdu
• Türkiye: Istanbul, Izmir, Ankara
Quarter 3- 4
• KSA: Dammam, Jeddah
• South Asia: India, Pakistan
Quarter 4
• Gulf Countries: - UAE, Qatar, Kuwait, Bahrain, Oman
• South East Asia: Malaysia, Indonesia, Singapore

Destination Seminars: Presenting Azerbaijan's tourism potential in cities such as **Zhengzhou, Wuhan, Nanjing, and Qingdao** (China); **Aktau and Atyrau** (Kazakhstan), **Samarkand and Bukhara** (Uzbekistan); **Moscow, Kazan, Yekaterinburg, Novosibirsk** (Russia); **Istanbul** (Turkiye); **Tel Aviv** (Israel).

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 Russia, Kazakhstan, Uzbekistan, Belarus, Türkiye, Italy, Spain, United Kingdom, Austria, Poland, Hungary, Switzerland, Czechia, Israel, China, South Korea, Japan, Malaysia, Indonesia, Singapore, India, Pakistan, Saudi Arabia, UAE, Qatar, Kuwait, Bahrain and Oman.

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** for more details and tailored partnership solutions.

Conclusion

The 2026 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.