







## Visit Tallinn Creators' Camp

## by Tallinn City Tourist Office & Convention Bureau & Tallinn City Enterprise Department

Tallinn is still a hidden gem even for Europeans, yet the city is well connected to most European countries, offers a variety of activities and boasts a picture perfect UNESCO listed Medieval Old Town. The challenge was how develop an innovative campaign in the fast-changing social media world on a low budget. The strategy from the very beginning has been to engage with travelers by providing good quality information and inspire through outstanding visuals with a focus on creating content that speaks for itself. The team wanted to work with content creators who may not necessarily have huge numbers of followers but who fit with Visit Tallinn values and deliver fast social content.

The idea was simple – the city would host 7 influencers for a week in Tallinn, take them on a journey and hope for great content in return - specifically for visual content matching Visit Tallinn's style and vision. To get quality content it was important to offer experiences through local partners that would be shared across social media. Influencers were brought together with local marketing people and visual content creators to learn from each other. In summary, the team wanted to build international relations with quality content creators, and make them ambassadors

Late in 2017 the campaign "Visit Tallinn Creators' Camp" aimed at content creators all over the world was launched. By March there were over 400 applicants from which 100 were singled out as possible future contacts. The 'campers' stay was informed by local travel influencers to provide locals knowledge. The team had to offer outstanding experiences that the influencers would want to share and in turn, the creators picked for the camp ended up producing way more content that was initially hoped for.

The goal was to reach 1 million people through Visit Tallinn Creators' Camp and to get one piece of material from each of the 7 campers & 2 local hosts. In fact, 400 photos, videos or vlogs were created during that week in August in Tallinn. The total reach of the posts on the creators' channels combined with Visit Tallinn channels is so far at 7.8 million. Over 50 local service providers or partners are involved in the project. In summary, the team gained new international influencer connections and lots of material to highlight Tallinn's beauty, in addition to securing buyin from local partners and content creators. ●

