

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

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 buy-in from local partners and content creators. ●

HOW TO MEET PEOPLE WHILE SOLO TRAVELING & BACKPACKING!

30,542 views

MY YEAR - 2017 TRAVEL HIGHLIGHTS | JORDEN TUALY

23,014 views

City Nation Place Awards 2018