

# Launching a world first tourism portal for kids



## The brief

Our campaign goal was to get families from Finland, Russia and Latvia to spend their winter vacation in Estonia. We are a quite well known country among our target groups. The problem is, that most of them only visit a small selection of attractions.

We had to introduce places and activities that are out of tourists usual areas of interest. In other words "in the other end of Estonia".

But there was a significant obstacle. Kids can become really bored and annoying during longer trips. Thus, we had to assure parents that kids will love what we have to offer.



## Execution

For this, we launched the world's first tourism portal for kids where everything was observed through kids' eyes and described through their imagination.

There is plenty of tourist sites that describe sightseeings for kids but not exactly from their viewpoint.

We invited kids from Finland, Russia and Latvia here to visit our attractions. Based on their descriptions, we created content for our portal and for the media campaign.

We made the trip-planning really convenient for families with a super-simple vacation planner. By answering four simple questions they got a tailor-made family trip plan with all the necessary travel information.

Our media campaign ran for 3 weeks mainly in online channels and highlighted different tourist attractions for different markets.



## Media channels

- Online banners
- Video banners
- Social media posts
- Pre-roll videos
- E-mail marketing
- Print ads
- PR activities
- Radio show



## Results

Our portal was visited **167 318 times** during the media campaign. The average time spent on the web page **exceeded 1 minute**, the **bounce rate was 23%**, in other words — excellent.

The vacation planner turned out to be really useful with the test completion rate being 86%.

We caught the attention of various media channels and generated a significant buzz!

THERE WAS A SUBMARINE  
IN THERE AND IT WAS FLYING!

