

rahvusvahelise turismibrändi
reaktsioon globaalsele
pandeemiaile Twitteris

Visit Estonia tutvustab Eestit kui reisisihti välismaal.

See tähendab lõputult pressireise ajakirjanikele ja influenceritele, osalemist messidel, suuri kampaaniaid peamistel sihtturgudel, pidevat suhtlust välismaiste reisikorraldajatega, igapäevast sisuloomet nii veebis kui sotsiaalmeedias.

Kas ja kuidas aga reageerida olukorras, kus turism keeratakse täiesti kinni?

Valikuid oli mitmeid.

Üldse mitte midagi öelda?

Jätkata inspireerimist?

Visit Estonia otsustas turismibrändi loogikale vastuoluliselt hoopis
võimendada sõnumit, et inimesed püsiksid kodus ja külastaksid Eestit...
kunagi hiljem.



Postituse tegemise hetkel oli üks levinumaid hashtage koju jäämise teemal #staythefuckhome.

Tuli teha kiire otsus, kas minna brändi reeglite vastu ja minna selle sõnumiga kaasa. Erakorraline aeg nõuab erakorralisi meetmeid.

Hashtagi kasutamine kahtlemata võimendas oluliselt postituse levikut, tuues siiski tähtsaimana välja selle, et Eestile on inimeste tervis tähtsam kui turismitulu. Püsige kodus ja püsige terved. Reisida saab alati hiljem.

Tweet sai tohutult vastukaja nii travel influencerite kui arvamusliidrite seas.

Otsustasime teadlikult sinna alla raha mitte panna, et postitus mõjuks siiralt ja autentselt.

Ka ei kasutanud me ühtki turismivisuaali, vaid ainult puhast sõnumit ennast. Tule Eestisse... hiljem.

Postitus hakkas levima esimestest sekunditest peale.

Ühena esimestest jagas seda ka Eesti president Kersti Kaljulaid.

Intervjuud palus Washington Post.

Eraldi kajastusena jõudis see ka World Bank blogisse.

Postitust kajastasid positiivselt paljud reisimisele spetsialiseerunud rahvusvahelised väljaanded a turismibrändi lehed, nagu Skift ja IBTM blog.

Tweet jõudis ka Redditi esilehele.

Visit Estonia ...later sõnumiga Eesti kevadvideo jõudis Lonely Planeti lemmikute hulka.

100% orgaaniline postitus

(Twitteri statistika, ei sisalda earned media kajastusi)

3.5 m

impressions

287k

total engagements

32k

likes

11.2k

retweets


WORLD BANK BLOGS

Published on **Voices**

We can't travel, but we can take measures to preserve jobs in the tourism industry

CAROLINE FREUND | MARCH 20, 2020

This page in: English



For tourist destinations d...
From washingtonpost.com - delive

Estonia tourism has also made a hairpin turn and adapted "Visit Estonia" to "Visit Estonia ... later," with a corresponding hashtag.

"It's such a sensitive topic. You think maybe it's better not to say anything because it can go wrong, but from all I've seen, you can't go wrong if you tell people you care about them," said Shardee Rebas, campaign manager for Visit Estonia. "That's true in any relationship, even destinations and brands. People care more if you show that you don't just talk about yourself, that you think about them in the long term. If you can make them feel good today, they're more likely to think about you in the future."

In addition to using the universally popular #stayhome consistently, in one of the tweets Rebas included a modified trending version of the hashtag that drives

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The Washington Post Find out how

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Skift

STAY THE F&*% HOME

Even in the absence of active campaigns, there are a variety of techniques to wait out this time. Visit Estonia recently gained attention with a social media campaign on Facebook and Twitter which did something that would be nothing short of anathema in normal times: It actively told people not to visit. Using the provocative (and trending) hashtag #staythefuckhome, the Tweet was the most highly-engaged post

Brian Tyler Cohen @briantylerc...
The person who runs Estonia's Twitter account has clearer messaging than the president of the United States.

Visit Estonia @visitestonia · 3d
Please stay safe and stay home. #travel #estonia #staythefuckhome

visit estonia
#stayhome

34.3K 8:50 PM

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https://inspire.ibtmevents.com

Do something unusual or different

When VisitEstonia saw the hashtag #staythefuckhome trending on Twitter, they had a choice to make.

"We understand that the hashtag we used on Twitter was rather sensitive for an official tourism account," said Shardee Rebas, the campaign manager for Visit Estonia, in an email to Skift.

visit estonia
safe and stay home. #travel #estonia #stayhome

visit estonia
...later
me

“Estonia just shot on the top of my travel list... for 2021.”

“Marketing at its finest. Makes me want to visit Estonia.”

“Because of this tweet, putting Estonia on top of my travel list when this is all over.”

“Attention everyone working in the travel industry - this is brilliant and you should copy it. Now. Actually 5 minutes ago, but now is fine too.”