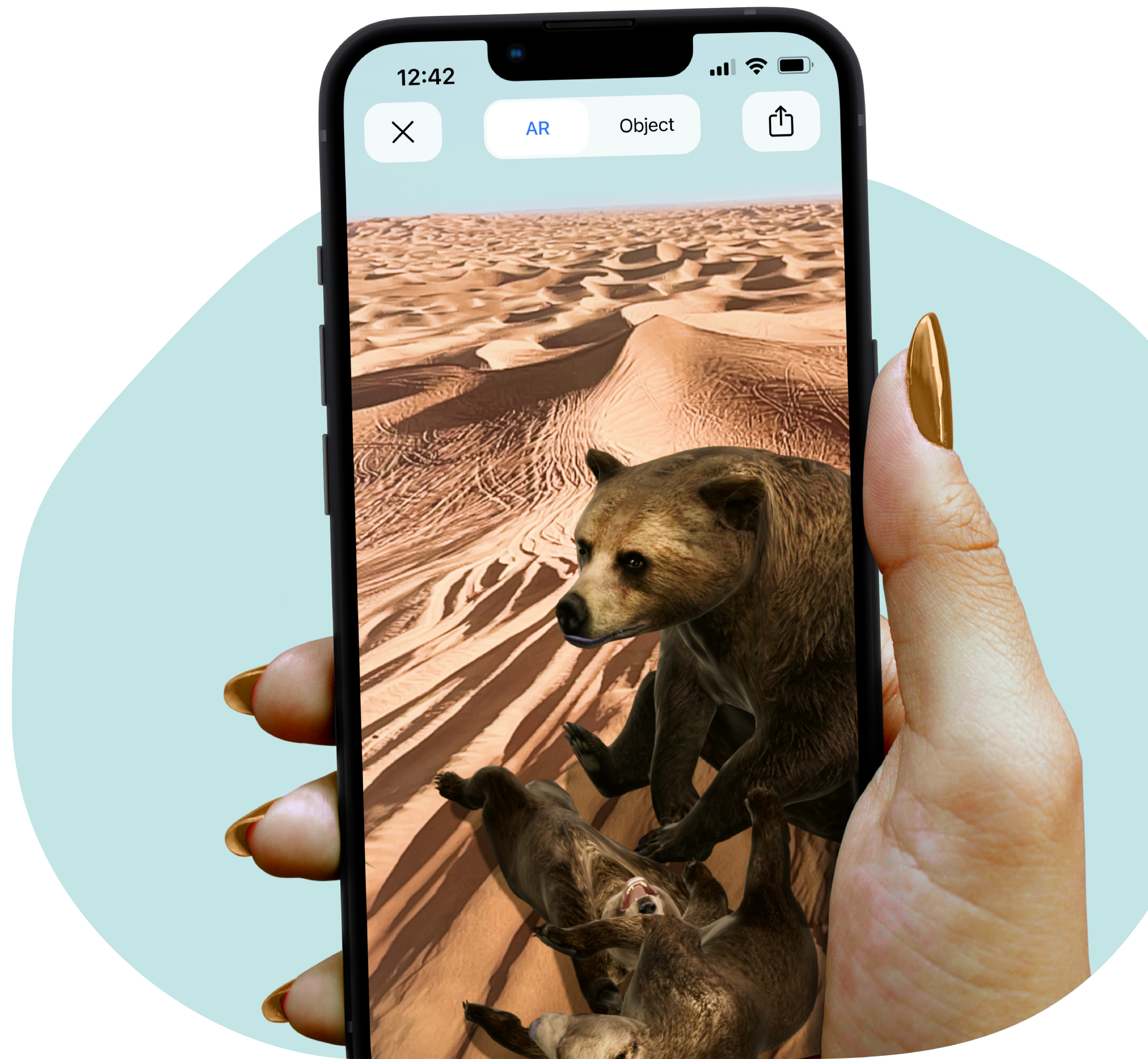


The goal of the campaign

Increase the awareness of Estonia as a travel destination



Project overview

Visit Estonia augmented reality campaign was active during the Expo 2020 Dubai. We introduced Estonian nature and raised awareness about Estonia as a travel destination. The visitors of the Estonian pavilion were able to scan QR codes with their mobile devices and bring 3D objects of Estonian nature to life in Dubai.

Estonian Brown bear travelling to Dubai for the first time was not the only fact.

**400k+** visitors of the Expo 2020 Dubai saw the campaign

**15 093** visitors interacted with the augmented reality campaign

**3,15%** of the engaged audience signed up for the Visit Estonia newsletter



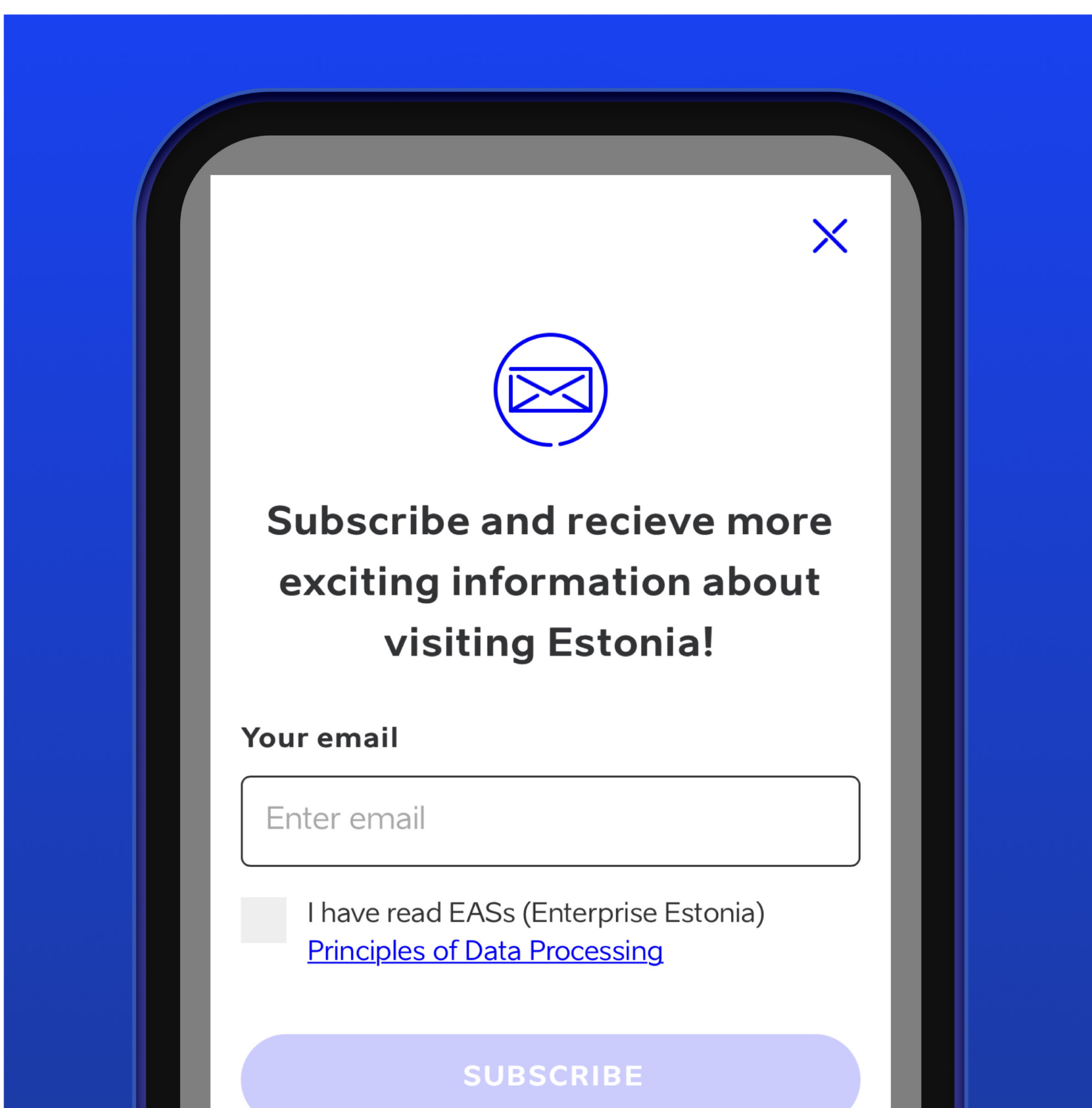


## Sharing the experience

Not only did the visitors try out the interactive AR campaign, but they also took pictures with Estonian animals and shared them with the world.

## Combining the experiences

Guests of the Taste Estonia restaurant were greeted with augmented reality stickers, making it possible to enjoy Estonian food and nature simultaneously.



## Capturing the relationship

The augmented reality experience opened a doorway with a pop-up guiding to additional Estonian related information.



# Try out yourself

Open the [ar.visitestonia.com](http://ar.visitestonia.com) website on your mobile device and tap on the blue "Experience in reality" button.

Or scan any of the QR codes below using your mobile device camera app.

scan the code with your smartphone camera app

