



**Visit Estonia**  @visitestonia · Mar 14

Please stay safe and stay home. [#travel](#) [#estonia](#) [#staythefuckhome](#)



 340

 7.8K

 27.4K



# eesmärk

- + Näidata ilma igasuguse push-sõnumita (ilusad pildid, lingid) hoolivust — et inimene on kõige tähtsam ja Eestisse jõuab alati hiljem reisida
- + Jõuda rahvusvahelise sihtgrupini — globaalse maailmakodanikuni, kellele läheb korda vastutustundlik käitumine, sh ja miks mitte eriti brändide poolt
- + Tekitada loogika error ja uskuda tagurpidi psühholoogiale: kui turismibränd palub koju jääda ja enda eest hoolitseda, siis peaks tekkima huvi ja intriig selle sihtkoha suhtes

Impressions	3,014,477
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Total engagements	270,899
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Media engagements	166,214
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Likes	33,696
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Profile clicks	32,740
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Detail expands	21,878
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Retweets	9,603
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**Kersti Kaljulaid** ✓ @KerstiKaljulaid · Mar 15

Dear friends everywhere: get home and stay home. Your regularly scheduled programming will resume... when it's safe.



**Visit Estonia** ✓ @visitestonia · Mar 14

Please stay safe and stay home. #travel #estonia #staythefuckhome



16

222

893





**Sami Koskela** @KoskelaSuamesta · 4h



Replying to [@visitestonia](#)

Estonia... you are so cool... so, so, cool. See you soon I hope.



1





**Nicky Heppenstall** 🇪🇺 and **Chris** 🇺🇸🇺🇸🇺🇸

liked a reply to your Tweet

This is so nice. Estonia going at the top of the list of places to go to when this is all over.



**Passion Passport** 🔒 @passionpass... · 1h ▾

PSA for all tourism boards – follow this lead.



**Visit Estonia** 🔒 @visitestonia · 9h

Please stay safe and stay home. #travel  
#estonia #staythefuckhome

visit  
estonia  
...later  
#stayhome





**Oliver Martin** @OliMartin · 14m



This is brilliant and a bold move by [@visitestonia](#). It demonstrates real leadership. [@ETC\\_Corporate](#) [@PATA\\_HQ](#)



**Rafat Ali, Media Owner & Ope...**  · 8h

Well done, Visit Estonia.





**Uncornered Market - Dan & Audrey** ✓

@umarket

That's the Estonia I know & love.  
Say it like it is.



**Visit Estonia** ✓ @visitestonia · 16h

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



← Tweet



**Peter Vanham** ✓

@petervanham

In times like these, we have to dare to lead by example, even if it hurts us financially. Big kudos to [@visitestonia](#) for encouraging to Visit Estonia ... Later! And [#stayhome](#) now. Thank you for your leadership, Estonia. We'll see you on the other side!  
[#coronavirus](#)

 **Visit Estonia** ✓ [@visitestonia](#) · 18h

Please stay safe and stay home. [#travel](#) [#estonia](#)  
[#staythefuckhome](#)

visit  
estonia  
...later  
[#stayhome](#)

13:41 · 15 Mar 20 · [Twitter for iPhone](#)

1 Retweet 4 Likes

Tweet your reply



← Tweet



Selina Green ✓

@SelinaGreen5290

I feel like Estonia just got bumped up my to visit list....later, of course.

Visit Estonia ✓ @visitestonia · 18h

Please stay safe and stay home. #travel #estonia #staythefuckhome

visit  
estonia  
...later  
#stayhome

13:17 · 15 Mar 20 · [Twitter for iPhone](#)

1 Retweet 1 Like



Tweet your reply



← Tweet



**Sam**

@Jormungandr\_00

Replying to @peterdonaghy and @visitestonia

I honestly hadn't even considered Estonia, but it's at the top of my list as well

Whoever had this idea needs a massive raise

13:53 · 15 Mar 20 · [Twitter for Android](#)

5 Likes



**Magic Ant** @magicant · 25m

Replying to @Jormungandr\_00 @visitestonia and @peterdonaghy

Tallinn is beautiful. Looking forward to heading back to see more of it once we're through this.



2



**nathanmcn33** @nathanmcn33 · 1h

Replying to @Jormungandr\_00 @visitestonia and @peterdonaghy

Tallinn is a beautiful city, I'd love to visit one day

Tweet your reply





**Jen Voss** @jvoss0712 · 8m

Marketing at its finest. Makes me want to visit Estonia, in a year or so



**Visit Estonia** @visitestonia · 20h

Please stay safe and stay home. #travel  
#estonia #staythefuckhome

visit  
estonia  
...later  
#stayhome



1



← Tweet



**JohnnyJet** ✓  
@JohnnyJet

Best. Tourism. Message. Ever. Via  
[@visitestonia](#) [@LandLopers](#)

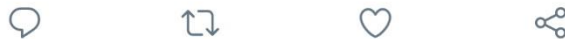
**Visit Estonia** ✓ @visitestonia · 21h

Please stay safe and stay home. #travel #estonia  
#staythefuckhome



17:22 · 15 Mar 20 · [Twitter for iPhone](#)

1 Retweet 9 Likes



**Matt Long** @LandLopers · 5m  
Replying to [@JohnnyJet](#) and [@visitestonia](#)  
Right?! Brilliant on so many levels



Tweet your reply





**Michael Carpenter** ✓ @mikercarpe... · 8m ▾

This is why I love Estonia. They're so polite but they also don't mince words:

[#staythefuckhome](#)



**Visit Estonia** ✓ @visitestonia · 21h

Please stay safe and stay home. #travel  
#estonia #staythefuckhome

visit  
estonia

...later


#stayhome





**Priscilla Pilon**  @PriscillaPilon · 3m

Replying to [@LandLopers](#) [@visitestonia](#) and [@JohnnyJet](#)

Absolutely! I have been smh  at the companies/brands/destinations that continue to put out content that relates nothing to what people are going through. This nailed it!





**Matt Long** @LandLopers · 3h

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



**Visit Estonia** @visitestonia · 22h

Please stay safe and stay home. #travel  
#estonia #staythefuckhome

visit  
estonia  
...later  
#stayhome



4



11



56





← Tweet



**JOE LEE** 🇺🇸  
@klubbkiddkl

Best tourism campaign. Ever.

Sorry @iceland.

**Visit Estonia** ✓ @visitestonia · 23h

Please stay safe and stay home. #travel #estonia  
#staythefuckhome



19:10 · 15 Mar 20 · [Twitter for Android](#)

2 Retweets 5 Likes



Tweet your reply



**Perrote Suertudo** @BrunoOGrosso · 7m



Replying to [@visitestonia](#) and [@DanGamboaB](#)

Ovation.

Estonia has been added to my bucket list right now.





**Avital Andrews**  @avitalb · 3h

Attention every tourist board everywhere:  
This is the only proper message to be putting  
out there right now. [twitter.com/visitestonia/  
S...](https://twitter.com/visitestonia/S...)



**Visit Estonia**  @visitestonia · 1d

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**Priscilla Pilon**  @PriscillaPilon · 3h

Nailed it! Your PR/Marketing team deserves all the kudos for this perfect [#travel](#) [#ad](#). 🙌



**Visit Estonia**  @visitestonia · 1d

Please stay safe and stay home. [#travel](#)  
[#estonia](#) [#staythefuckhome](#)

visit  
estonia  
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**Sascha Segan**  @saschasegan · 6h

I love this. Estonia (creator of Skype) has always been witty and innovative - this is a perfect example.



**Visit Estonia**  @visitestonia · 1d

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**Sean Gallagher**  @thepacketrat · 5m

Replying to [@visitestonia](#)

I have to say, I wanted to visit Estonia before...but now I want to even more. Later though.





**Dan V** and 4 others Retweeted a Tweet you were mentioned in

honestly with every ad I'm more and more convinced that no one does country marketing better than Baltic states

...



**Josh Gold** liked a Tweet you were mentioned in

Here's a few shots of Estonia being its typical gorgeous self... It should definitely be at the top of your list when all this is done and it's safe to travel again 🇪🇺💙 @visitestonia ...



**Dr. Edwin Pynegar** @EdwinPynegar · 55m



One of my favourite countries in the world...  
and for this 🇪🇺 alone I figure I should get back  
to [#Estonia](#) sooner rather than later!  
(Seriously, once this whole disaster is over, go  
and check it out.)



**Visit Estonia** @visitestonia · 1d

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**Ann Handley**  @MarketingProfs · 1h

#tourismmarketing at its finest in March of 2020. (H/t @KerryGorgone)



**Visit Estonia**  @visitestonia · 2d

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**Never Bet Against the House** @je... · 39m

I love this travel campaign.



**Visit Estonia** @visitestonia · 2d

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visit  
estonia  
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**re-awakened EREH** @realThyodus · 3h

Estonians ahead of Lithuania once again 🙄



**Visit Estonia** @visitestonia · 2d

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visit  
estonia  
...later  
#stayhome





**Peter Horspool** @petermikeman · 5h

After seeing this, Estonia is my next holiday destination when it all blows over!



**Visit Estonia** @visitestonia · 2d

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





**cooper** @scoopzart · 2h

estonia, the country with the best travel campaigns. [#staythefuckhome](#)



**Visit Estonia** ✓ @visitestonia · 2d

Please stay safe and stay home. [#travel](#)  
[#estonia](#) [#staythefuckhome](#)

visit  
estonia  
...later  
[#stayhome](#)





**Brian Tyler Cohen**  @briantylercoh... · 1d 

The person who runs Estonia's Twitter account has clearer messaging than the president of the United States.



**Visit Estonia**  @visitestonia · 3d

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estonia  
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12



159



746

