

The background image is a high-altitude mountain landscape. In the foreground, a climber wearing a red jacket, black pants, and a large backpack is seen from behind, ascending a steep, snow-covered slope. The climber is holding a rope and has a yellow crampon on their foot. In the background, there are jagged, snow-capped mountain peaks under a clear blue sky. The image is overlaid with several dark blue geometric shapes, including triangles and polygons, which frame the text.

CIVITTA

TOURISM MARKET RESEARCH IN FRANCE, GERMANY, UAE, AND RUSSIA

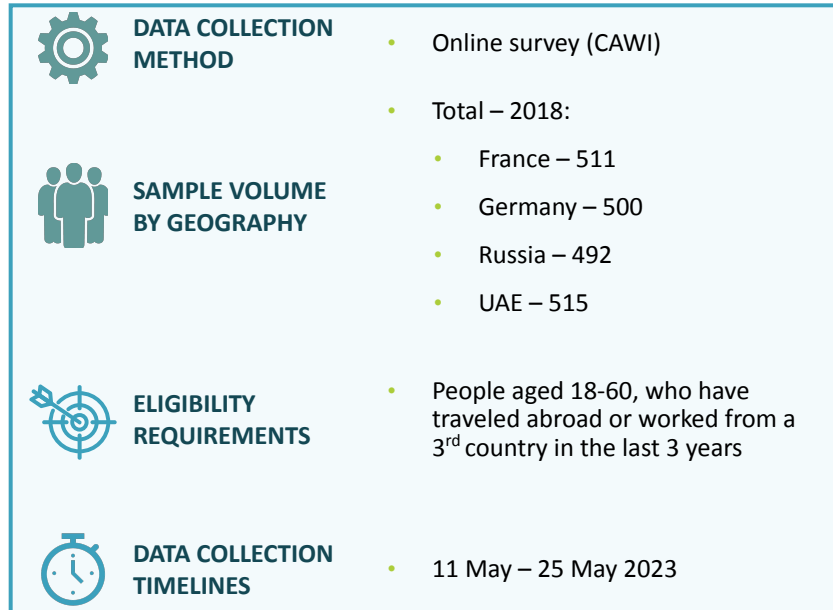
Final Report on Customer Segmentation and
Recommended Marketing Measures for Online
and Offline Campaigning

June 2023

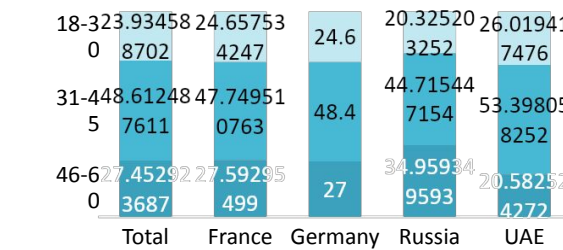
The background of the slide features a world map with a stylized airplane flying over it. The map is divided into several large, semi-transparent geometric shapes in shades of blue, green, and yellow. A hand is visible on the left side, pointing towards the map. The text is overlaid on the left side of the image.

PROFILING AND DESCRIPTION OF ADDRESSABLE CUSTOMER SEGMENTS

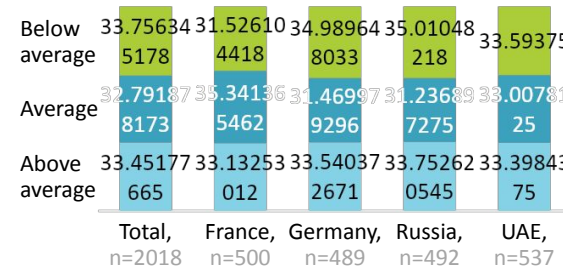
TO PROFILE TOURISTS BY SEGMENT, WE SURVEYED +2000 TOURISTS IN FOUR TARGET COUNTRIES



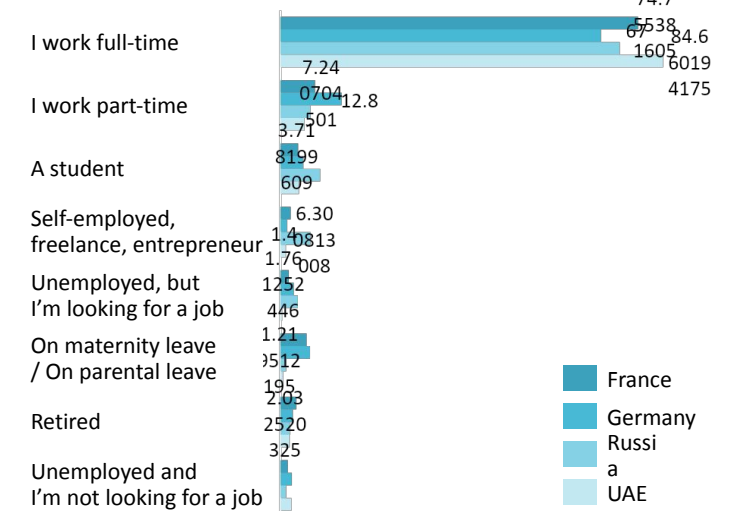
... BY AGE



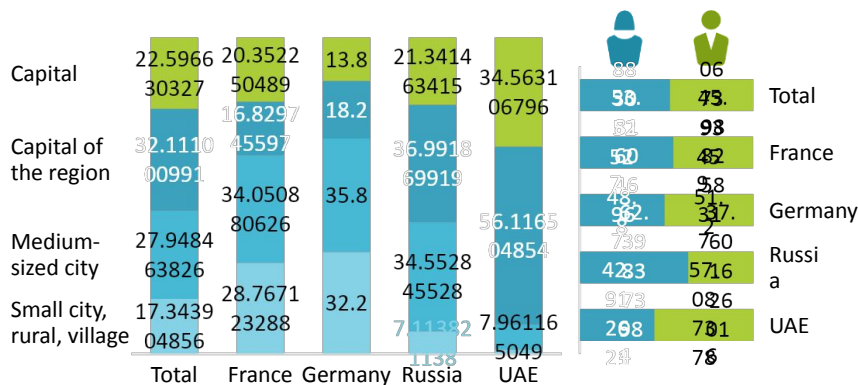
... BY INCOME



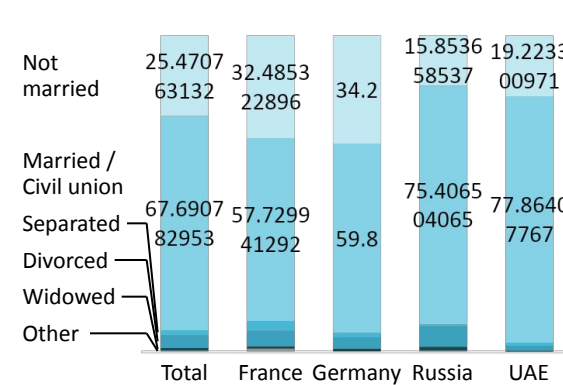
... BY CURRENT OCCUPATION



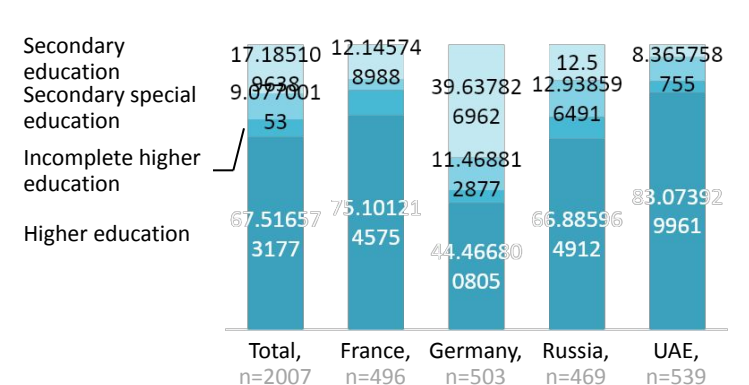
SAMPLE STRUCTURE BY TYPE OF CITY AND GENDER



... BY MARITAL STATUS



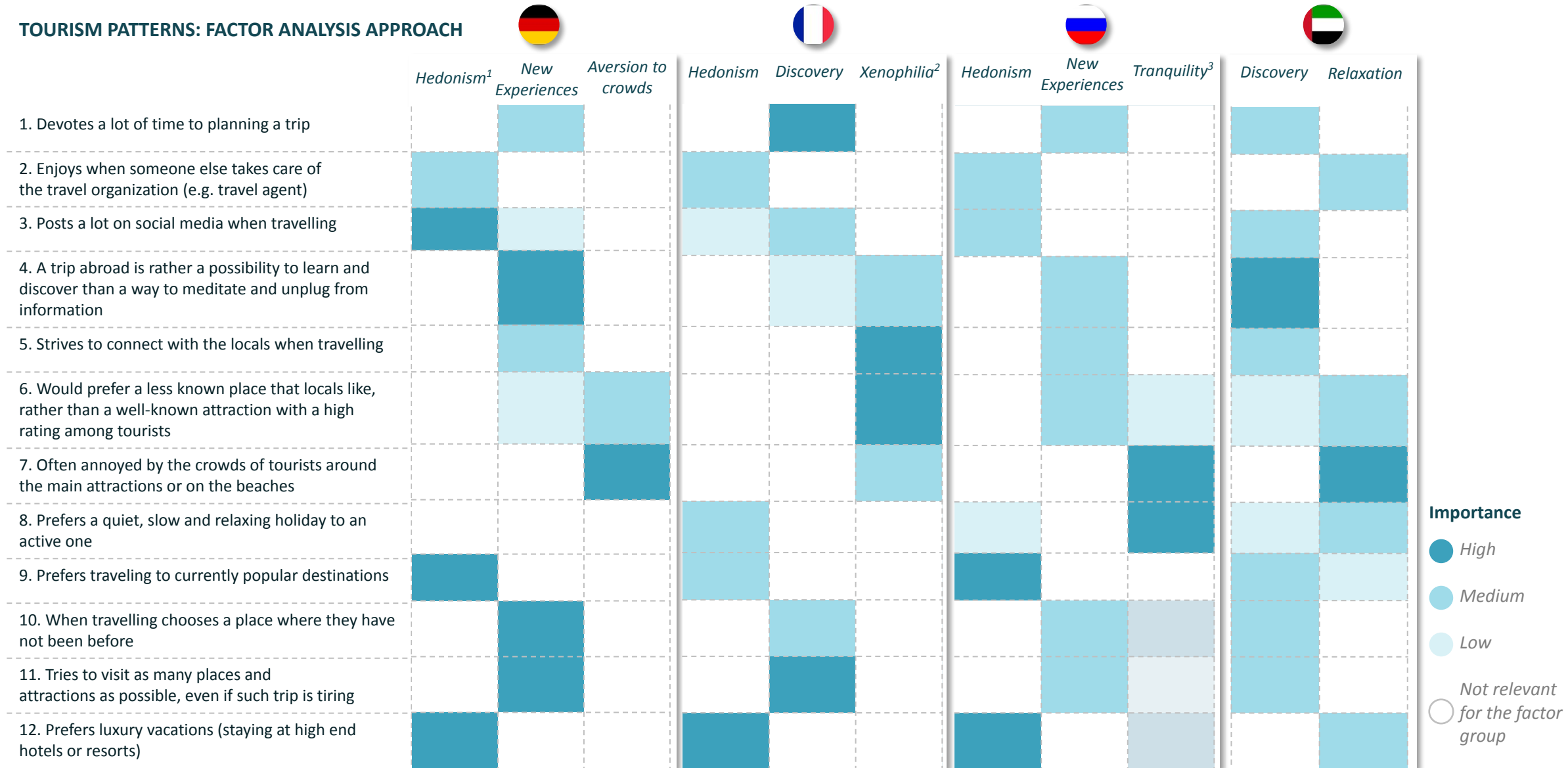
... BY LEVEL OF EDUCATION



Note: Figures here and hereafter may not add up to 100% due to rounding

ANSWERS TO A SET OF STATEMENTS WERE ANALYZED SEPARATELY FOR EACH COUNTRY, AS A RESULT OF WHICH ELEVEN UNIQUE FACTOR GROUPS WERE IDENTIFIED

TOURISM PATTERNS: FACTOR ANALYSIS APPROACH



Source: Civitta analysis

¹ Concept that places pleasure and happiness as the ultimate goals in life

² An attraction to foreign peoples, cultures, or customs

³ The quality or state of being calm

THE RESULTS OF FACTOR ANALYSIS WERE COMBINED WITH COUNTRY-SPECIFIC VARIABLES, AND HIERARCHICAL CLUSTERING METHOD WAS APPLIED FOR IDENTIFYING SEGMENTS IN EACH COUNTRY

SEGMENTATION METHODOLOGY APPROACH



Variables and methods applied: Results of the factor analysis based on product offering preferences and tourism patterns (2 separate). Cluster method – ward, squared Euclidean distance.

	<i>Hedonism</i>	<i>New Experiences</i>	<i>Aversion to Crowds</i>
Lifestyle Adventurers	Highly typical for the segment	Highly typical for the segment	Typical for the segment
Relaxation Seekers	Typical for the segment	Not typical for the segment	Not typical for the segment
Curious Explorers	Not typical for the segment	Highly typical for the segment	Highly typical for the segment
Active Recreation Lovers	Typical for the segment	Not typical for the segment	Not typical for the segment



Variables and methods applied: Results of the factor analysis based on product offering preferences and tourism patterns (2 separate). Cluster method – within-groups linkage, squared Euclidean distance.

	<i>Hedonism</i>	<i>New Experiences</i>	<i>Tranquility</i>
Traditional Vacationers	Highly typical for the segment	Typical for the segment	Not typical for the segment
Novelty Seekers	Typical for the segment	Highly typical for the segment	Typical for the segment
Curious Explorers	Not typical for the segment	Typical for the segment	Highly typical for the segment
Relaxation Seekers	Typical for the segment	Not typical for the segment	Not typical for the segment



Variables and methods applied: Results of the factor analysis based on product offering preferences. Cluster method – within-groups linkage, squared Euclidean distance.

	<i>Hedonism</i>	<i>Discovery</i>	<i>Xenophilia</i>
Cultural Explorers	Not typical for the segment	Not typical for the segment	Typical for the segment
Novelty Seekers	Typical for the segment	Highly typical for the segment	Typical for the segment
Active Recreation Lovers	Highly typical for the segment	Typical for the segment	Not typical for the segment
















Variables and methods applied: Results of the factor analysis based on product offering preferences. Cluster method – ward, squared Euclidean distance.

	<i>Discovery</i>	<i>Relaxation</i>
Nature Explorers	Not typical for the segment	Typical for the segment
Active Recreation Lovers	Highly typical for the segment	Not typical for the segment
Curious Explorers	Highly typical for the segment	Typical for the segment


















BASED ON THE FACTOR AND CLUSTER ANALYSIS, A TOTAL OF SEVEN DISTINCT SEGMENTS OF TOURISTS HAVE BEEN IDENTIFIED


SEGMENT		DESCRIPTION	MESSAGING EMPHASIS
	 LIFESTYLE ADVENTURERS/ EXPERIENCE SEEKERS	Characterized by a curiosity for new cultures and experiences, desire to explore popular destinations, preference for luxury vacations, active social media engagement, reliance on travel organizers, and focus on exploration and discovery rather than relaxation.	<ul style="list-style-type: none"> Nightlife, including clubbing & dancing, trendy bars & lounges, rooftop experiences Gastronomic offerings, exquisite wines Captivating festivals, concerts
	 ACTIVE RECREATION LOVERS	Passionate about outdoor activities and is looking for destinations that offer plenty of opportunities for active leisure. More likely to visit well-known attractions with a high rating among tourists, and less likely to visit unpopular places that locals like.	<ul style="list-style-type: none"> Diverse hiking trails, outdoor adventure activities Nature & wildlife, winter activities
	 CURIOUS EXPLORERS	Seeks for new cultures, experiences, and off-the-beaten-path destinations, showing interest in historical, nature, rural, and ecotourism trips.	<ul style="list-style-type: none"> Gastronomic offerings, exquisite wines, Captivating cultural experiences Nature & cultural heritage
	 RELAXATION SEEKERS	Looking for a quiet, slow, and relaxing holiday. More likely to be interested in beach and sea destinations, as well as wellness tourism and less likely to be interested in historical tourism, rural tourism, ecotourism, nature trips, or winter tourism.	<ul style="list-style-type: none"> Sea and beach experiences Wellness tourism
	 NOVELTY SEEKERS	Looking for new and exciting experiences. May enjoy seeking out new destinations, visiting lesser-known local places, or trying new activities. They are more likely to be interested in festivals, concerts, shows, gastro tourism, wineries, rural tourism, and ecotourism.	<ul style="list-style-type: none"> Diverse hiking trails, outdoor adventure activities Nature & wildlife, winter activities Gastronomic offerings, exquisite wines Captivating festivals, concerts
	 TRADITIONAL VACATIONERS	Looking for a relaxing and enjoyable holiday. More likely to be interested in sea/beach vacations, nature trips, historical tourism, wellness, festivals, and concert and less likely to be interested in novelty seeking or active tourism activities.	<ul style="list-style-type: none"> Nightlife, including clubbing & dancing, trendy bars & lounges, rooftop experiences Diverse hiking trails, outdoor adventure activities Vibrant festivals, captivating concerts, and enthralling shows
	 NATURE EXPLORERS	Interested in exploring nature and learning about different cultures. More likely to be interested in nature trips, sea/beach vacations, and historical tourism, and less likely to be interested in nightlife, active travels, wellness, gastro tourism, or wineries.	<ul style="list-style-type: none"> Immersive nature-related experiences, encompassing forests, mountains, and lakes Rich historical tourism offerings, encompassing archaeological sites, fortresses, and intricate religious monuments




AMONG ALL THE IDENTIFIED SEGMENTS, SEVERAL WERE SELECTED AS HIGH-PRIORITY TARGETS FOR PROMOTING ARMENIA AS A TOURIST DESTINATION

TARGET SEGMENTS FOR ARMENIA

				
Adventure Seekers				
Curious Explorers				
Active Recreation Lovers				
Novelty Seekers				
Nature Explorers				
Traditional Vacationers				

 Segments with high priority for Armenia

 Segments with medium priority for Armenia

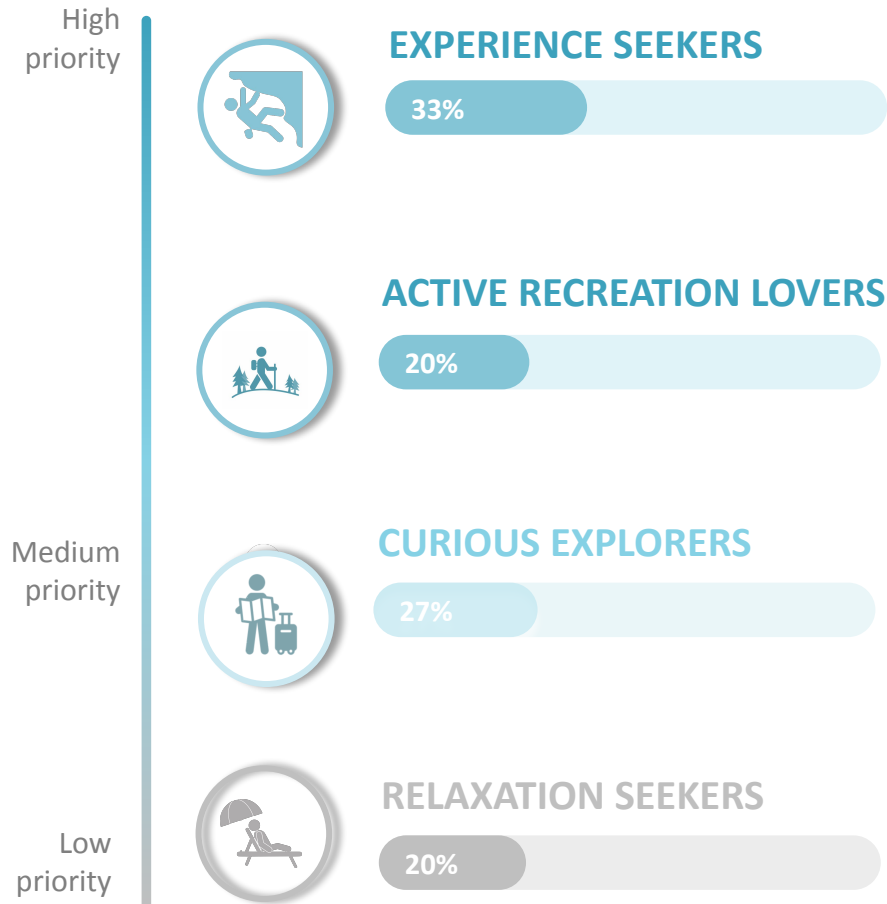


\\ SEGMENTATION RESULTS: GERMANY

SEGMENTS THAT WERE IDENTIFIED AS HAVING THE HIGHEST PRIORITY FOR ARMENIA ARE EXPERIENCE SEEKERS AND ACTIVE RECREATION LOVERS

IDENTIFIED SEGMENTS

% of the cluster in the total sample size of the country



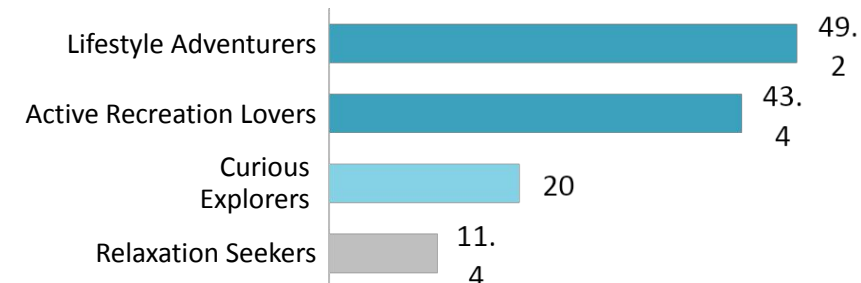
Source: CIVITTA Analysis

PREFERENCE FOR TYPES OF TOURISM BY SEGMENTS

Lifestyle Adventurers	<ul style="list-style-type: none"> Luxury vacations and popular destinations Inclined to explore the lifestyle of local Nightlife, festivals, concerts, gastro tourism 	
Active Recreation Lovers	<ul style="list-style-type: none"> Well-known attractions Inclined to unplug from information Nature trips, winter tourism, active travel 	
Curious Explorers	<ul style="list-style-type: none"> Hidden or unknown places Inclined to learn about locals Historical tourism, nature trips, ecotourism 	
Relaxation Seekers	<ul style="list-style-type: none"> Quiet, slow and relaxing holiday Inclined to unplug from information Beach and sea, wellness 	

LIKELIHOOD TO VISIT ARMENIA

% of respondents answering rather consider or definitely consider visiting



Target segment



Non-target segment*

Note*: Segment description available in annex

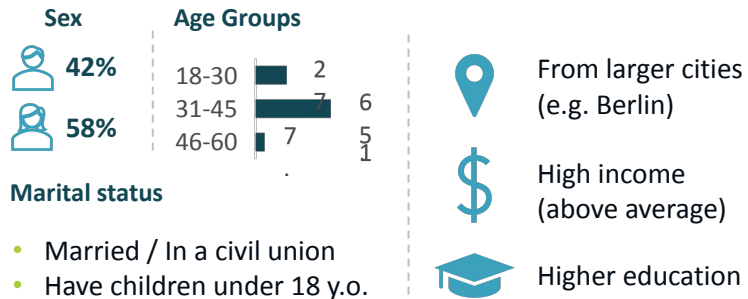


EXPERIENCE SEEKERS: TOURISTS IN THIS SEGMENT DEMONSTRATE A CURIOSITY FOR NEW CULTURES AND EXPERIENCES, EXPRESSING A STRONG DESIRE TO EXPLORE POPULAR DESTINATIONS



EXPERIENCE
SEEKERS

BUYER PERSONA (SOCIAL-DEMOGRAPHIC INSIGHTS)



MEDIA PREFERENCES

The widest range of media sources include:



Facebook



Twitter



Instagram



TikTok

PERCEPTION OF ARMENIA



Positive perception of the country prevails (highest among all segments)

% of respondents answering "rather true"

Armenia has delicious local cuisine

83%

Armenia is famous for its hospitality

80%

Armenia produces one of the highest quality cognac and wine in the world

70%

TRAVEL PREFERENCES

Trip planning duration



2-4 month before (more likely to plan a trip less than 2 weeks in advance compared to others)

Travel companion



Children/friends/family

Preferred product offerings

More Likely

- ✓ Nightlife
- ✓ Festivals, concerts, shows
- ✓ Gastro tourism, wineries
- ✓ Beach and se

TRAVEL BEHAVIOUR

'Hedonistic' travel patterns and likely to follow trends

- Traveling to currently popular destinations
- Preferring luxury vacations
- Posting a lot on social media
- Preferring when someone else takes care of the travel organization

Likely to visit new places or connect with locals

- A trip abroad is rather a possibility to learn and discover than a way to meditate and unplug from information
- When traveling, strive to connect with the locals
- When traveling, try to visit as many places and attractions as possible, even if he/she will be tired after such a trip

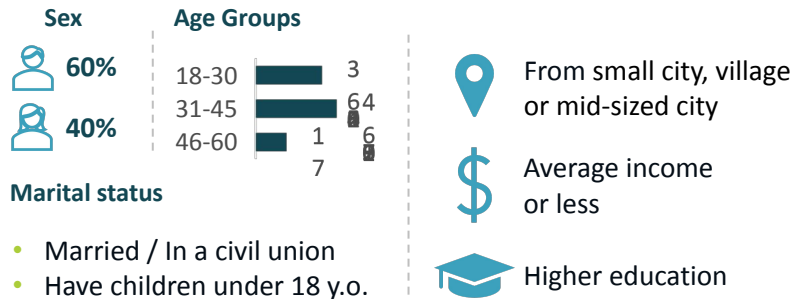


ACTIVE RECREATION LOVERS: THIS SEGMENT HAS A PREFERENCE FOR NATURE TRIPS AND ACTIVE TRAVEL, WHILE ALSO PRIORITIZING COMFORT AND EXPLORATION OF POPULAR PLACES



ACTIVE RECREATION LOVERS

BUYER PERSONA (SOCIAL-DEMOGRAPHIC INSIGHTS)



MEDIA PREFERENCES

The widest range of media sources include:



Facebook



Twitter



Instagram



TikTok



Booking.com



Expedia

PERCEPTION OF ARMENIA



Positive perception of the country prevails

% of respondents answering "rather true"

Armenia has rich cultural heritage

71%

Armenia has a unique nature

71%

There is nothing to do in Armenia

56%

TRAVEL PREFERENCES

Trip planning duration



2-4 month before

Travel companion



Partner/children/family

Preferred product offerings

More Likely

- ✓ Nature trips
- ✓ Active travels
- ✓ Winter tourism

Less Likely

- ✓ Sea/beach vacation
- ✓ Wellness

TRAVEL BEHAVIOUR

Interest in popular destination

- More likely to visit a well-known attraction with a high rating among tourists
- Less likely to visit an unpopular place that locals like

'Hedonistic' travel patterns

- More likely to view a trip abroad as a way to meditate and unplug from information, rather than a possibility to learn and discover
- Preferring when someone else takes care of the travel organization
- Likely to post on social media when travelling

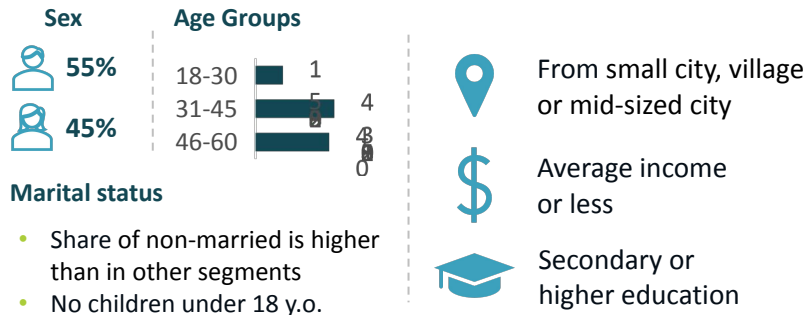


CURIOUS EXPLORERS: TOURISTS IN THIS SEGMENT SEEK NEW CULTURES, EXPERIENCES, AND OFF-THE-BEATEN-PATH DESTINATIONS, SHOWING INTEREST IN HISTORICAL, NATURE, RURAL, AND ECOTOURISM TRIPS



CURIOUS EXPLORERS

BUYER PERSONA (SOCIAL-DEMOGRAPHIC INSIGHTS)



MEDIA PREFERENCES

Mostly use independent planning booking systems:



Booking.com



Airbnb



Tripadvisor

PERCEPTION OF ARMENIA



Mixed perception of the country

% of respondents answering "rather true"

Armenia has rich cultural heritage

86%

Armenian culture is too different from mine

73%

Traveling to Armenia is difficult

43%

TRAVEL PREFERENCES

Trip planning duration



4 months – half a year before

Travel companion



Partner/children/friends

Preferred product offerings

More Likely

- ✓ Historical tourism
- ✓ Nature trips
- ✓ Rural tourism, ecotourism

Less Likely

- ✓ Nightlife
- ✓ Festivals, concerts, shows

TRAVEL BEHAVIOUR

'Active tourism' patterns and likely to visit new places

- These tourists are antagonists to slow and hedonistic travelling
- They are more likely to visit a lot of place within one trip, check hidden or unknown places
- Travelling is viewed as a source of information and new experiences

Likely to visit new places or connect with locals

- More likely to visit a less known place that locals like, rather than a popular attraction with a high rating among tourists
- Less likely to post on social media
- Plan trips independently, without intermediaries or by purchasing a tour package

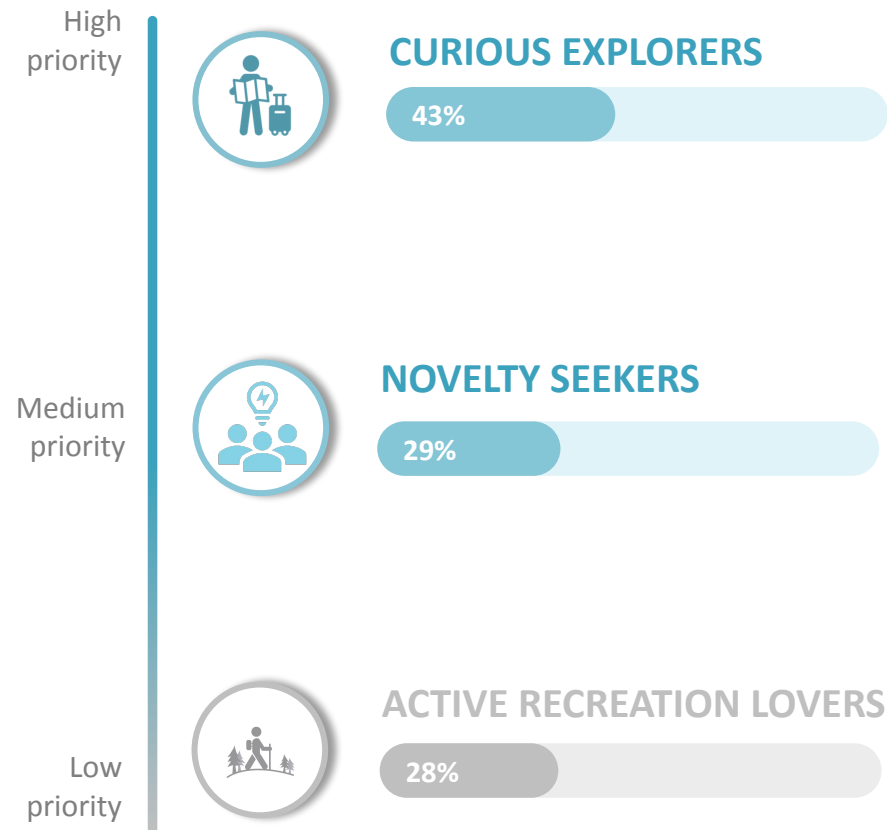
\\ SEGMENTATION RESULTS: FRANCE



AMONG THE IDENTIFIED SEGMENTS, CURIOUS EXPLORERS AND NOVELTY SEEKERS HOLD THE HIGHEST PRIORITY FOR ARMENIA

IDENTIFIED SEGMENTS

% of the cluster in the total sample size of the country



PREFERENCE FOR TYPES OF TOURISM BY SEGMENTS

Curious Explorers

- Exploring cultures that are different from their own
- Striving to connect with the local community
- Gastro tourism, wineries, historical tourism, nature trips



Novelty Seekers

- Explore new and uncharted destinations
- Value the social aspect of travel
- Nature trips, winter tourism, active travel, festivals, concerts, shows



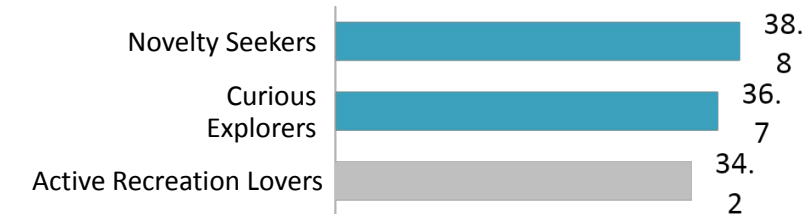
Active Recreation Lovers

- Popular destinations
- Prioritize relaxation over adventure and physical activity
- Beach and sea, wellness, nightlife, festivals, concerts



LIKELIHOOD TO VISIT ARMENIA

% of respondents answering rather consider or definitely consider visiting



Target segment



Non-target segment*

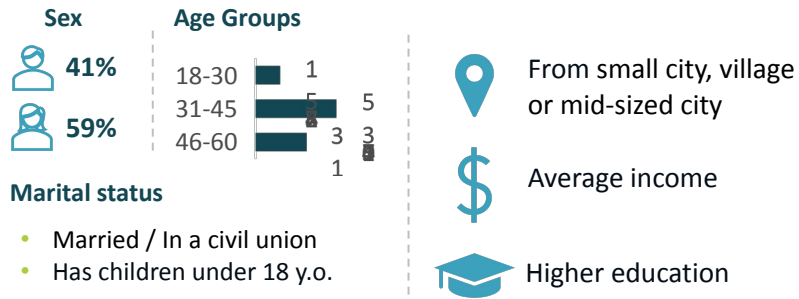


CURIOUS EXPLORERS: THESE TOURISTS SEEK NEW CULTURES, EXPERIENCES, SHOWING INTEREST IN HISTORICAL, NATURE, GASTRO TOURISM



CURIOUS EXPLORERS

BUYER PERSONA (SOCIAL-DEMOGRAPHIC INSIGHTS)



MEDIA PREFERENCES

Mostly use independent planning booking systems:



Booking.com



Airbnb



Tripadvisor

PERCEPTION OF ARMENIA



Positive perception of the country prevails

% of respondents answering "rather true"

Armenia has rich cultural heritage

86%

Armenia is famous for its hospitality

76%

Traveling to Armenia is difficult

43%

TRAVEL PREFERENCES

Trip planning duration



Plan trip 2-4 month before

Travel companion



Partner

Preferred product offerings

More Likely

- ✓ Gastro tourism, wineries
- ✓ Historical tourism
- ✓ Nature trips

Less likely

- ✓ Active travels
- ✓ Winter tourism
- ✓ Nightlife
- ✓ Festivals, concerts, shows
- ✓ Sea/beach

TRAVEL BEHAVIOUR

'Xenophilic' travel patterns and likely to visit new places

- Often interested in exploring and learning about cultures that are different from their own
- Likely to choose places they have never been before
- A trip abroad is rather a possibility to learn and discover than a way to meditate and unplug from information

"Counter-hedonistic" patterns in travel

- Prioritizing authenticity over popularity or luxury, these tourists may be more likely to engage with locals and seek out deeper cultural experiences
- They are striving to connect with the locals during the trip
- Often plan trips independently without intermediaries

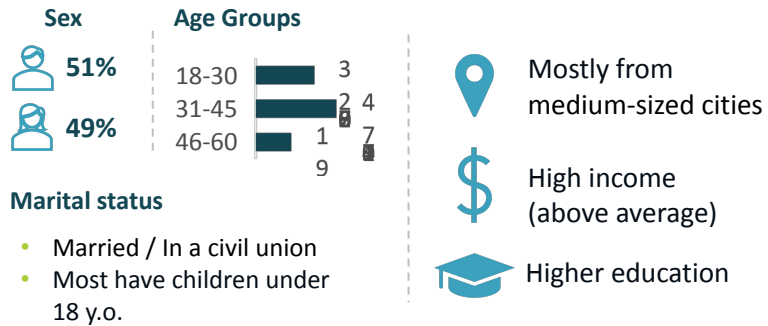


NOVELTY SEEKERS: THESE PEOPLE ENJOY SEEKING OUT NEW DESTINATIONS, VISITING LESSER-KNOWN LOCAL PLACES, TRYING NEW ACTIVITIES



NOVELTY SEEKERS

BUYER PERSONA (SOCIAL-DEMOGRAPHIC INSIGHTS)



MEDIA PREFERENCES

Mostly use independent planning booking systems:



Expedia



Airbnb



Booking.com



Tripadvisor

Social Media:



Instagram

PERCEPTION OF ARMENIA



Positive perception of the country prevails

Armenia is famous for its hospitality

76%

Armenia is attractive for young tourists

58%

There is nothing to do in Armenia

32%

TRAVEL PREFERENCES

Trip planning duration



Plan trip 2-4 month before

Travel companion



Partner/children/friends

Preferred product offerings

More Likely

- ✓ Nature trips
- ✓ Active travels
- ✓ Winter tourism
- ✓ Festivals, concerts, shows
- ✓ Sea/beach vacation

TRAVEL BEHAVIOUR

'Active tourism' patterns

- The cluster prefers to explore new and uncharted destinations, indicating an interest towards novelty and discovery activities
- When traveling, they try to visit as many places and attractions as possible, even if they will be tired after such a trip
- Plan trips independently, without intermediaries or by purchasing a tour package

Valuing the social aspect of travel

- More likely to post on social media while travelling, which suggests that they value the social aspects of travel and enjoy sharing their experiences with others
- A trip abroad is rather a possibility to learn and discover than a way to meditate and unplug from information

\\ SEGMENTATION RESULTS: UAE

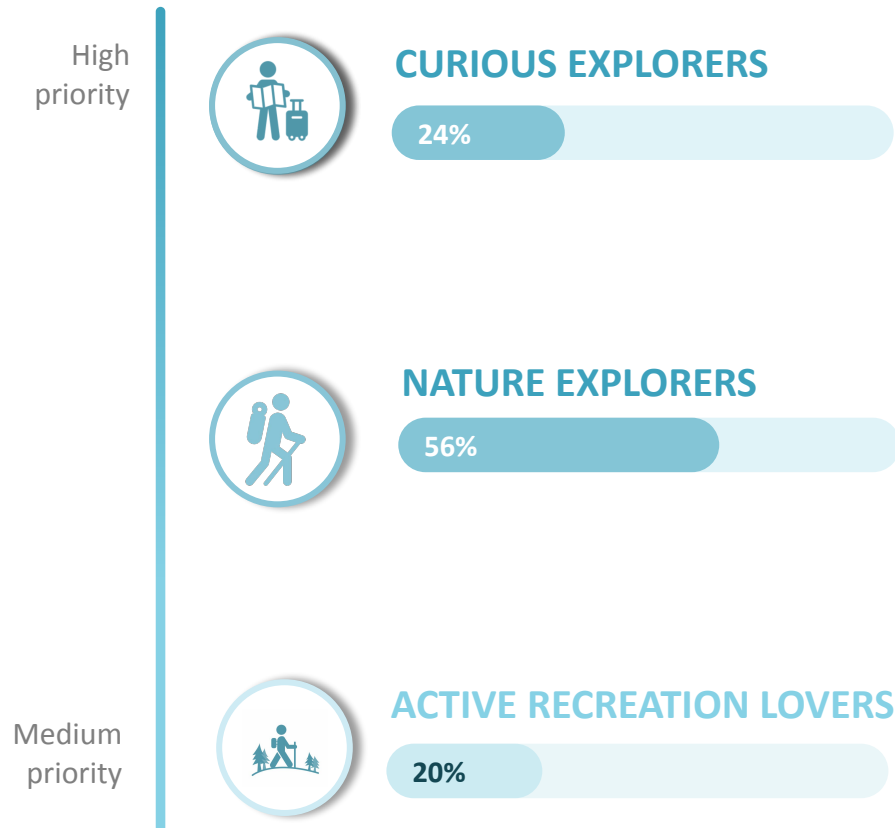




SEGMENTS THAT WERE IDENTIFIED AS HAVING THE HIGHEST PRIORITY FOR ARMENIA ARE CURIOUS AND NATURE EXPLORERS

IDENTIFIED SEGMENTS

% of the cluster in the total sample size of the country



PREFERENCE FOR TYPES OF TOURISM BY SEGMENTS

Curious Explorers

- Exploring cultures that are different from their own
- Focused on discovery and exploration
- Historical tourism, nature trips, sea and beach vacation



Nature Explorers

- Likely to discover and connect with locals
- Involved in sightseeing rather than active discovery
- Nature trips, historical tourism, sea/beach vacation



Active Recreation Lovers

- Interest in popular destination
- Preference for active tourism or "have a rest" activities
- Nightlife, sea/beach, festivals, concerts, active travels



LIKELYHOOD TO VISIT ARMENIA

% of respondents answering rather consider or definitely consider visiting



Target segment



Non-target segment*

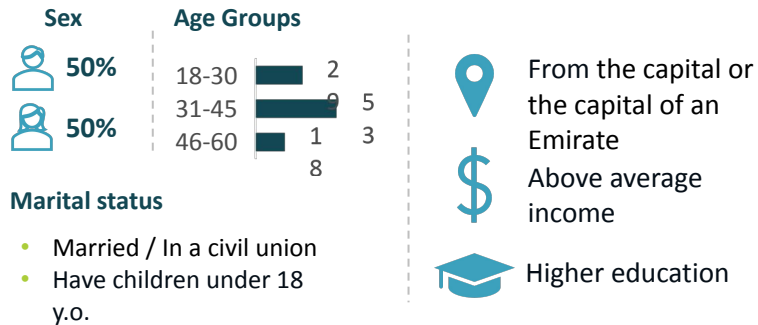


CURIOUS EXPLORERS: THIS SEGMENT IS FOCUSED ON DISCOVERY AND EXPLORATION THROUGH ACTIVITIES SUCH AS HISTORICAL, NATURE AND SEA AND BEACH VACATIONS



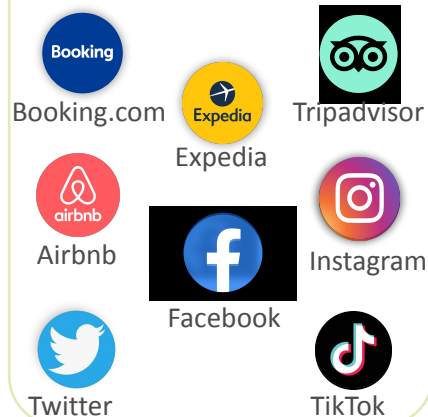
CURIOUS EXPLORERS

BUYER PERSONA (SOCIAL-DEMOGRAPHIC INSIGHTS)



MEDIA PREFERENCES

The widest range of media sources include:



PERCEPTION OF ARMENIA



Positive perception of the country prevails

% of respondents answering "rather true"

Armenia has rich cultural heritage

92%

Armenian culture is too different from mine

58%

Traveling to Armenia is difficult

30%

TRAVEL PREFERENCES

Trip planning duration



Plan trip 2 week to 4 month before

Travel companion



Partner and/or friends

Preferred product offerings

More Likely

- ✓ Historical tourism
- ✓ Rural tourism, ecotourism
- ✓ Gastro tourism, wineries
- ✓ Wellness
- ✓ Festivals, concerts, shows

TRAVEL BEHAVIOUR

'Relaxing trip' patterns with preference for comfort and luxury amenities

- Tourist patterns of this cluster suggest a desire for a well-rounded travel experience that includes both cultural learning and relaxation
- They also prioritize luxury accommodations and amenities, indicating a preference for comfort during their travels
- When travelling, they strive to connect with the locals

Unplugging from social media and internet

- A trip abroad is rather a possibility to learn and discover than a way to meditate and unplug from information
- Would prefer a quiet, slow and relaxing holiday to an active one

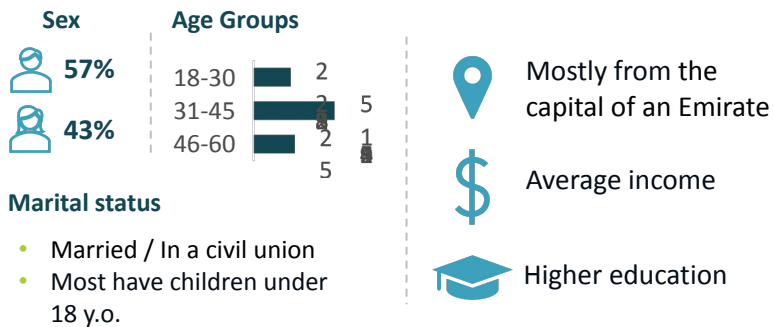


NATURE EXPLORERS: THIS SEGMENT IS MORE LIKELY TO BE INTERESTED IN NATURE TRIPS, SEA/BEACH VACATIONS, AND HISTORICAL TOURISM



NATURE EXPLORERS

BUYER PERSONA (SOCIAL-DEMOGRAPHIC INSIGHTS)



MEDIA PREFERENCES

Use independent planning booking systems :



Booking.com



Tripadvisor

Social Media:



Facebook



Instagram



Twitter



TikTok

PERCEPTION OF ARMENIA



Positive perception of the country prevails

% of respondents answering "rather true"

Armenia has a unique nature

87%

Armenia has very clean air

86%

Traveling to Armenia is difficult

28%

TRAVEL PREFERENCES

Trip planning duration



Plan trip 2 weeks to 4 month before

Travel companion



Partner/children

Preferred product offerings

More Likely

- ✓ Nature trips
- ✓ Sea/beach vacation
- ✓ Historical tourism

Less Likely

- Nightlife
- Active travels
- Wellness
- Gastro tourism, wineries

TRAVEL BEHAVIOUR

Involved in sightseeing activities

- Less likely to be involved in active discovery activities
- More likely to consider sightseeing (culture, city tourism, art)

Likely to discover and connect with locals

- Cluster can be described as focused on learning, discovery, and exploration
- They view a trip abroad as an opportunity to expand their knowledge and experience new cultures
- Choose a tour package or independently plan trips without intermediaries

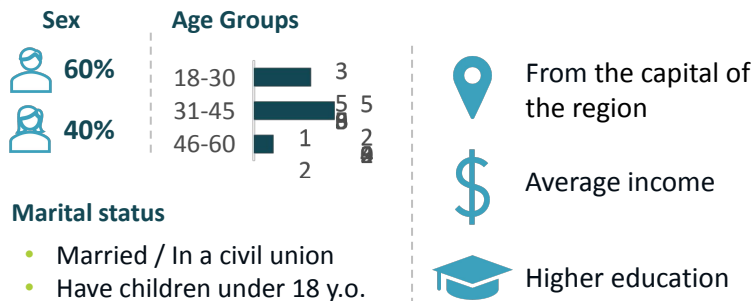


ACTIVE RECREATION LOVERS: THIS SEGMENT HAS A STRONG INTEREST IN POPULAR DESTINATIONS AND MAINLY ENJOYS NIGHTLIFE, FESTIVALS AND CONCERTS



ACTIVE RECREATION LOVERS

BUYER PERSONA (SOCIAL-DEMOGRAPHIC INSIGHTS)



MEDIA PREFERENCES

The widest range of media sources include:



Facebook



Instagram



TikTok



Tripadvisor



Booking.com

PERCEPTION OF ARMENIA



Positive perception of the country prevails

Armenia is attractive for young tourists

80%

Armenia is famous for its hospitality

80%

There is nothing to do in Armenia

16%

TRAVEL PREFERENCES

Trip planning duration



Plan trip 2-4 month before

Travel companion



Partner/friends

Preferred product offerings

More Likely

- ✓ Nightlife
- ✓ Sea/beach
- ✓ Winter tourism
- ✓ Festivals, concerts, shows
- ✓ Active travels

Less Likely

- ✓ Gastro tourism, wineries
- ✓ Rural tourism, ecotourism
- ✓ Historical tourism

TRAVEL BEHAVIOUR

Preference for active tourism or "have a rest" activities

- Prefer 'have a rest' types of activities (nightlife, sea/beach) or active types of tourism (extreme, festivals)
- Less likely to consider activities that involve discovery or sightseeing

Interest in popular destination

- Preference for popular and well-known destinations
- Focused on the entertainment aspect of travel
- Likely to visit as many places and attractions as possible
- Likely to obtain a tour package or plan trips independently without intermediaries

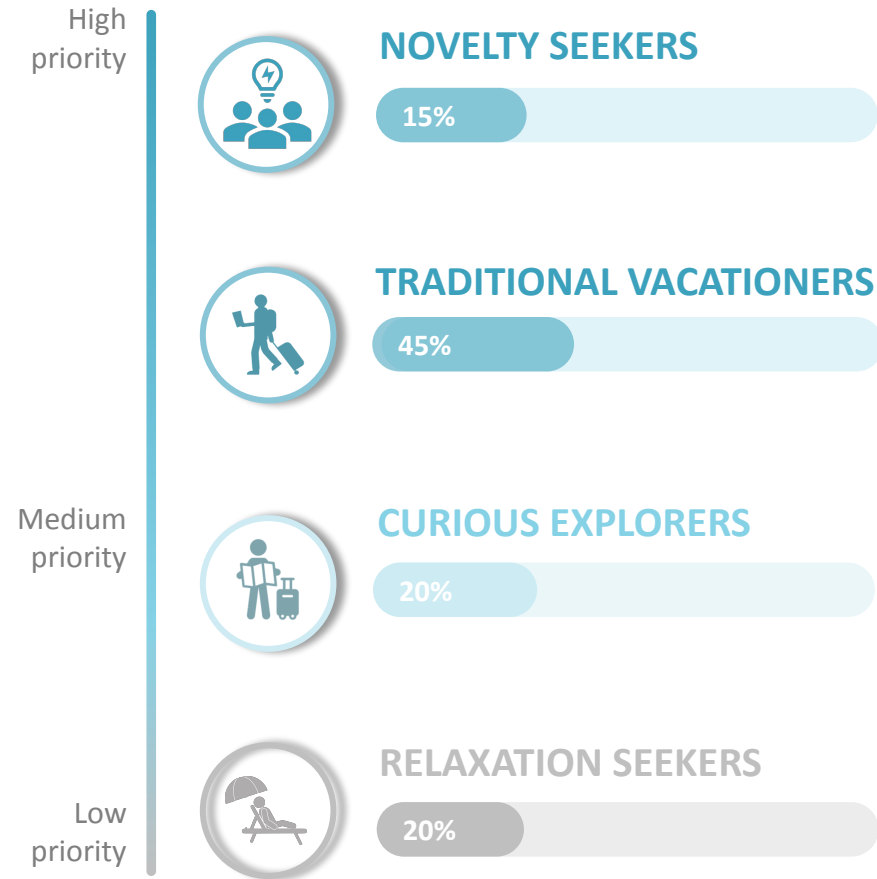
\\ SEGMENTATION RESULTS: RUSSIA



HIGH-PRIORITY SEGEMENTS FOR ARMENIA ARE NOVELTY SEEKERS AND TRADITIONAL VACATIONERS

IDENTIFIED SEGMENTS

% of the cluster in the total sample size of the country



PREFERENCE FOR TYPES OF TOURISM BY SEGMENTS

Novelty Seekers	<ul style="list-style-type: none"> • Lesser-known places over popular destinations • Inclined to learn and discover • Nightlife, festivals, concerts, gastro tourism, wineries, ecotourism 	Target segment
Traditional Vacationers	<ul style="list-style-type: none"> • Well-known attractions • Learn and discover about local community • Nature trips, historical tourism, wellness, festivals, concerts 	Target segment
Curious Explorers	<ul style="list-style-type: none"> • Dislike popular destinations and luxury resorts • Exploring cultures that vary from their own • Historical tourism, nature trips, beach and sea 	Target segment
Relaxation Seekers	<ul style="list-style-type: none"> • Popular destinations • Inclined to unplug from information and relax • Beach and sea, nightlife 	Non-target segment

LIKELYHOOD TO VISIT ARMENIA

% of respondents answering rather consider or definitely consider visiting



Target segment



Non-target segment*

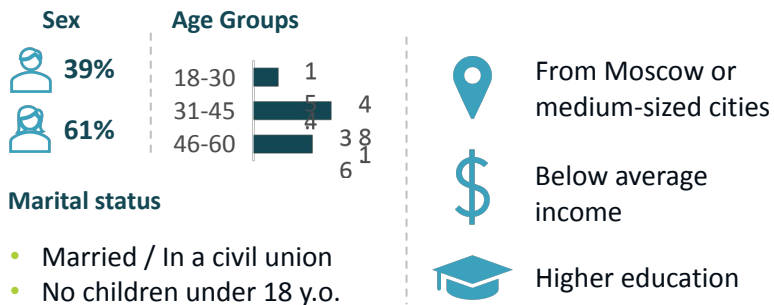


NOVELTY SEEKERS: THIS SEGMENT IS KEEN ON EXPLORING LESSER-KNOWN DESTINATIONS, SEEKING UNIQUE TRAVEL EXPERIENCES AND FOSTERING CONNECTIONS WITH LOCALS



NOVELTY SEEKERS

BUYER PERSONA (SOCIAL-DEMOGRAPHIC INSIGHTS)



MEDIA PREFERENCES

The widest range of media sources include:



Yandex.Travel



Vkontakte



Telegram



Booking.com

Also commonly used:
Aviasales, Tripadvisor

PERCEPTION OF ARMENIA



Positive perception of the country prevails

Armenia is famous for its hospitality

92%

Armenia is attractive for young tourists

84%

There is nothing to do in Armenia

16%

TRAVEL PREFERENCES

Trip planning duration



2-4 month before (more likely to plan less than 2 weeks in advance compared to others)

Travel companion



Children/partner/family

Preferred product offerings

Most Likely

- ✓ Festivals, concerts, shows
- ✓ Gastro tourism, wineries
- ✓ Rural tourism, ecotourism

Less Likely

- ✓ Sea/beach vacation
- ✓ Nightlife
- ✓ Historical tourism

TRAVEL BEHAVIOUR

'Active tourism' travel patterns

- Seeking out new destinations for each travel experience
- Prefers lesser-known local places over popular tourist attractions with high ratings

Likely to discover and connect with locals

- A trip abroad is rather a possibility to learn and discover than a way to meditate and unplug from information
- When traveling, this segment is striving to connect with the locals
- They mostly prefer to plan trips independently without intermediaries

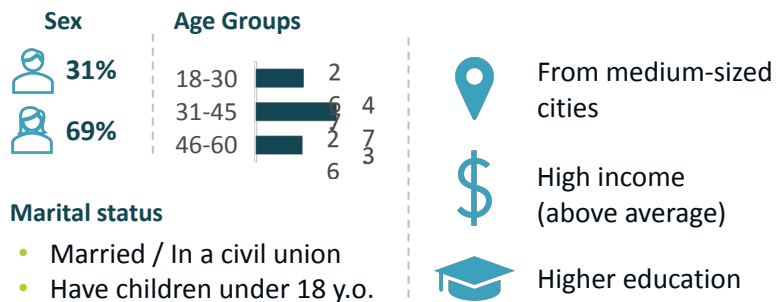


TRADITIONAL VACATIONERS: THIS SEGMENT OF TOURISTS IS SEEKING RELAXING AND ENJOYABLE BEACH VACATIONS, NATURE TRIPS, HISTORICAL TOURISM, WELLNESS EXPERIENCES, AND FESTIVALS.



TRADITIONAL VACATIONERS

BUYER PERSONA (SOCIAL-DEMOGRAPHIC INSIGHTS)



MEDIA PREFERENCES

The widest range of media sources include:



Yandex.Travel



Vkontakte



Telegram



Instagram

Also commonly used:
Aviasales, Tripadvisor, Booking.com

PERCEPTION OF ARMENIA



Positive perception of the country prevails

% of respondents answering "rather true"

Armenia is famous for its hospitality

95%

Armenia has delicious local cuisine

92%

Armenia produces one of the highest quality cognac and wine in the world

88%

TRAVEL PREFERENCES

Trip planning duration



2-4 month before

Travel companion



Children/partner/family

Preferred product offerings

Most Likely

- ✓ Nature trips
- ✓ Historical tourism
- ✓ Wellness
- ✓ Festivals, concerts, shows
- ✓ Sea/beach vacation

TRAVEL BEHAVIOUR

'Hedonistic' travel patterns

- Preference for traveling to currently popular destinations
- When traveling, tend to post a lot on social media
- Would prefer if someone else took care of the travel organization (i.e. travel agent)

'Active tourism' travel patterns

- A trip abroad is rather a possibility to learn and discover than a way to meditate and unplug from information
- When traveling, this segment tends to connect with the locals
- Opt for destinations that they have not previously visited

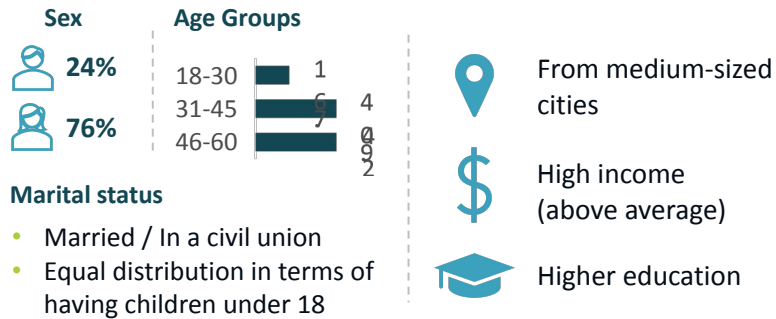


CURIOUS EXPLORERS: THIS SEGMENT TRAVELS TO DISCOVER CULTURES THAT DIFFER FROM THEIR OWN, WHILE EXPRESSING DISLIKE FOR POPULAR DESTINATIONS AND LUXURY RESORTS



CURIOUS EXPLORERS

BUYER PERSONA (SOCIAL-DEMOGRAPHIC INSIGHTS)



MEDIA PREFERENCES

The widest range of media sources include:



Yandex.Travel



Tripadvisor



Telegram



Booking.com

Also commonly used: Aviasales

PERCEPTION OF ARMENIA



Positive perception of the country prevails

% of respondents answering "rather true"

Armenia has rich cultural heritage

97%

Armenian culture is too different from mine

62%

Traveling to Armenia is difficult

14%

TRAVEL PREFERENCES

Trip planning duration



2-4 month before (more likely to plan a trip 4 to 6 months in advance compared to others)

Travel companion



Children/partner/family

Preferred product offerings

Most Likely

- ✓ Historical tourism
- ✓ Sea/beach vacation
- ✓ Nature trips

Less Likely

- ✓ Rural tourism, ecotourism
- ✓ Nightlife
- ✓ Festivals, concerts, shows
- ✓ Winter tourism

TRAVEL BEHAVIOUR

'Xenophilic' travel patterns and likely to visit new places

- Often interested in exploring and learning about cultures that are different from their own
- Likely to choose places they have never been before
- A trip abroad is rather a possibility to learn and discover than a way to meditate and unplug from information

"Counter-hedonistic" patterns in travel

- Explicitly dislike popular destinations and luxury resorts
- They are not likely to post on social media
- Often plan trips independently without intermediaries

A person with long dark hair and a teal headband is holding a large, unfolded map. The map shows a network of roads and geographical features. The person is standing outdoors, with a white car visible in the lower right and a desert landscape in the background. A large, semi-transparent blue geometric shape, resembling a stylized 'V' or a series of overlapping triangles, is overlaid on the image. The text 'SUGGESTION OF MARKETING MEASURES FOR ONLINE AND OFFLINE CAMPAIGNING' is written in white, bold, sans-serif capital letters across the left side of the image, partially overlapping the blue shape.

SUGGESTION OF MARKETING MEASURES FOR ONLINE AND OFFLINE CAMPAIGNING



1. **Suggestion of offline marketing channels**
2. Suggestion of online marketing channels

\ SUGGESTION OF OFFLINE MARKETING CHANNELS



OFFLINE MARKETING CHANNELS WERE ASSESSED BY COST, POTENTIAL REACH AND THEIR IMPACT ON TRAVEL DECISIONS



Mapping of offline marketing channels

B2C CHANNELS

● Events

- International fairs
- Cultural Events and Festivals
- Sporting Events and Contests

● Content creation

- TV reportages
- Magazine articles
- Newspaper articles

● Advertisement

- TV ads
- Magazine ads
- Newspaper ads
- Direct mail
- Branded merchandise
- Billboard ads
- Transit ads
- Radio ads

B2B CHANNELS

● Partnership & Sponsorship

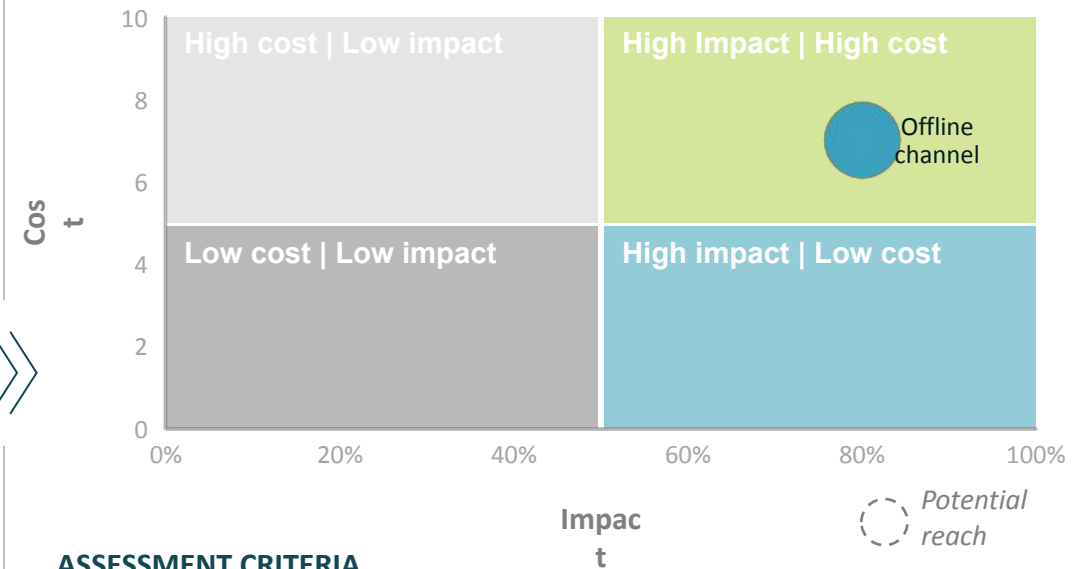
- Airlines
- Diaspora ambassadors
- Hotel chains
- Restaurants
- Tour operators
- Travel agencies
- DMCs (Destination Management Companies)
- Exporting Armenian brands

● Events

- International fairs
- Road show
- Fam trip
- Conferences & business forums



Assessment of offline marketing channels

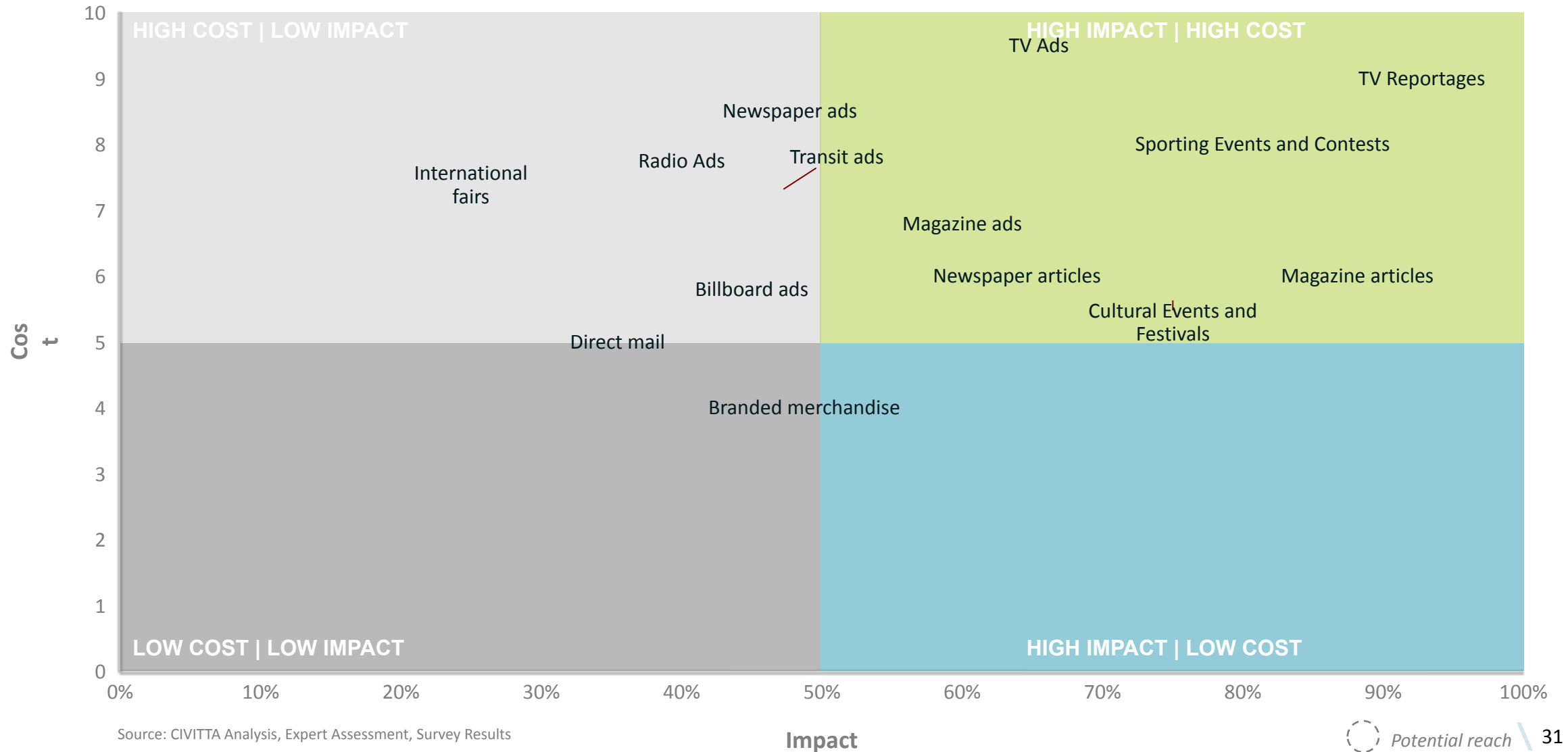


ASSESSMENT CRITERIA

		Compares the observed channels based on the expenses required for advertising through each	1-10 score
	Impact	The extent to which each channel might impact travel decisions of tourists in target markets	%
	Reach	Compares observed channels based on the number of individuals/potential partners who could potentially be exposed to a particular message	1-10 score

\ WITHIN THE REALM OF B2C OFFLINE MARKETING, TV REPORTAGES AND MAGAZINE ARTICLES ARE RECOGNIZED FOR THEIR POTENTIAL TO GENERATE SIGNIFICANT IMPACT

ASSESSMENT OF B2C CHANNELS BY COST, IMPACT AND POTENTIAL REACH





TO EFFECTIVELY ENGAGE THE EXPERIENCE SEEKERS, ARMENIA SHOULD LEVERAGE B2C OFFLINE MARKETING CHANNELS SUCH AS TV COVERAGE, MAGAZINE ARTICLES, AND CULTURAL EVENTS



	TV REPORTAGES	<ul style="list-style-type: none"> • Number of households or individuals exposed to the advertisement • 2-3 times a day, with each airing lasting between 2 to 5 minutes, over a period of 4-6 weeks 	<ul style="list-style-type: none"> • Euronews, ARD, ZDF 	<ul style="list-style-type: none"> • Georgia - Endless Landscapes WDR Travel • Tbilisi by a Local Travel Tips for Tbilisi Visit Georgia DW Documentary • Full Documentary Georgia & The Great Caucasus • Uzbekistan - The Silk Road by train DW Documentary • Uzbekistan crossroad of civilization Uzbekistan Travel • Amazing Places to visit in Albania Joyous Travel 	High
	MAGAZINE ARTICLES	<ul style="list-style-type: none"> • Number of readers • Print circulation • Number of additional media coverages that mention or reference the published content about Armenia 	<ul style="list-style-type: none"> • GEO, National Geographic Deutschland, Condé Nast Traveler Deutschland 	<ul style="list-style-type: none"> • A rare look at a perilous journey in the Caucasus Mountains National Geographic • Breaking bread: experiencing a supra like a true Georgian National Geographic • Why Travelers Should Set Their Sights on Uzbekistan AFAR • Why millions of British holidaymakers could soon be flocking to Albania The Telegraph 	High
	CULTURAL EVENTS & FESTIVALS	<ul style="list-style-type: none"> • At least 2 tour operator participation per event • At least 1 international travel influencers promoting Armenia • Number of inquiries and requests • Number of business networks established between Armenian and foreign tour operators 	<ul style="list-style-type: none"> • Cultural events & festivals occurring in Berlin, Munich, Frankfurt 	<ul style="list-style-type: none"> • The Georgian Wine Trade and Press Tasting in London • Qvevri Wine Festival in London • Silk Road International Film Festival (SRIFF) in China 	Medium



TO ATTRACT ACTIVE RECREATION LOVERS MARKETING CAMPAIGN SHOULD FOCUS ON PR CAMPAIGNS THROUGH TV COVERAGE, MAGAZINE ARTICLES, AND SPORTING EVENTS






	TV REPORTAGES	<ul style="list-style-type: none"> • Number of households or individuals exposed to the advertisement • 2-3 times a day, with each airing lasting between 2 to 5 minutes, over a period of 4-6 weeks 	<ul style="list-style-type: none"> • Euronews, ARD, ZDF 	<ul style="list-style-type: none"> • Georgia - Endless Landscapes WDR Travel • Tbilisi by a Local Travel Tips for Tbilisi Visit Georgia DW Documentary • Full Documentary Georgia & The Great Caucasus • Uzbekistan - The Silk Road by train DW Documentary • Uzbekistan crossroad of civilization Uzbekistan Travel • Amazing Places to visit in Albania Joyous Travel 	High
	MAGAZINE ARTICLES	<ul style="list-style-type: none"> • Number of readers • Print circulation • Number of additional media coverages that mention or reference the published content about Armenia 	<ul style="list-style-type: none"> • GEO, National Geographic Deutschland, Condé Nast Traveler Deutschland 	<ul style="list-style-type: none"> • A rare look at a perilous journey in the Caucasus Mountains National Geographic • Breaking bread: experiencing a supra like a true Georgian National Geographic • Why Travelers Should Set Their Sights on Uzbekistan AFAR • Why millions of British holidaymakers could soon be flocking to Albania The Telegraph 	High
	SPORTING EVENTS & CONTESTS	<ul style="list-style-type: none"> • Number of an event participants 	<ul style="list-style-type: none"> • FIFA World Cup, Formula 1 races, Berlin Marathon, Tour de Germany 	<ul style="list-style-type: none"> • 2019 European Games in Minsk, Belarus • 2017 World Athletics Championships in London, UK • 2016 UEFA European Championship in France 	Medium



IN ORDER TO ATTRACT CURIOUS EXPLORERS' SEGMENT FROM FRANCE, ARMENIA CAN LEVERAGE TV REPORTAGES, MAGAZINE ARTICLES, AND CULTURAL EVENTS AS THE MAIN OFFLINE MARKETING CHANNELS



 <p>TV REPORTAGES</p>	<ul style="list-style-type: none"> • Number of households or individuals exposed to the advertisement • 2-3 times a day, with each airing lasting between 2 to 5 minutes, over a period of 4-6 weeks 	<ul style="list-style-type: none"> • Euronews, France Télévisions, TV5 Monde 	<ul style="list-style-type: none"> • Bienvenue en Géorgie France TV • FRANCE24-FR-Reportage-Colonie de Vacances en Géorgie • Full Documentary Georgia & The Great Caucasus • Uzbekistan crossroad of civilization Uzbekistan Travel • Ouzbékistan, sur la route de la soie - Échappées belles • Amazing Places to visit in Albania Joyous Travel 	<p>High</p>
 <p>MAGAZINE ARTICLES</p>	<ul style="list-style-type: none"> • Number of readers • Print circulation • Number of additional media coverages that mention or reference the published content about Armenia 	<ul style="list-style-type: none"> • Le Routard, GEO France, Le Figaro Magazine, Vayager 	<ul style="list-style-type: none"> • A rare look at a perilous journey in the Caucasus Mountains National Geographic • Breaking bread: experiencing a supra like a true Georgian National Geographic • Why Travelers Should Set Their Sights on Uzbekistan AFAR • Why millions of British holidaymakers could soon be flocking to Albania The Telegraph 	<p>High</p>
 <p>CULTURAL EVENTS & FESTIVALS</p>	<ul style="list-style-type: none"> • At least 2 tour operator participation per event • At least 1 international travel influencers promoting Armenia • Number of inquiries and requests • Number of business networks established between Armenian and foreign tour operators 	<ul style="list-style-type: none"> • Cultural events & festivals occurring in Paris, Marseille, Lyon 	<ul style="list-style-type: none"> • The Georgian Wine Trade and Press Tasting in London • Qvevri Wine Festival in London • Silk Road International Film Festival (SRIFF) in China 	<p>Medium</p>



TO ENGAGE THE FRENCH NOVELTY SEEKERS, IT'S CRUCIAL TO UTILIZE OFFLINE MARKETING CHANNELS LIKE TV REPORTAGES, MAGAZINE ARTICLES, SPORTS EVENTS AND CONTESTS



	TV REPORTAGES	<ul style="list-style-type: none"> • Number of households or individuals exposed to the advertisement • 2-3 times a day, with each airing lasting between 2 to 5 minutes, over a period of 4-6 weeks 	<ul style="list-style-type: none"> • Preference should be given to Euronews, France Télévisions, TV5 Monde 	<ul style="list-style-type: none"> • Bienvenue en Géorgie France TV • FRANCE24-FR-Reportage-Colonie de Vacances en Géorgie • Full Documentary Georgia & The Great Caucasus • Uzbekistan crossroad of civilization Uzbekistan Travel • Ouzbékistan, sur la route de la soie - Échappées belles • Amazing Places to visit in Albania Joyous Travel 	High
	MAGAZINE ARTICLES	<ul style="list-style-type: none"> • Number of readers • Print circulation • Number of additional media coverages that mention or reference the published content about Armenia 	<ul style="list-style-type: none"> • Preference should be given to Le Routard, GEO France, Le Figaro Magazine, Voyager 	<ul style="list-style-type: none"> • A rare look at a perilous journey in the Caucasus Mountains National Geographic • Breaking bread: experiencing a supra like a true Georgian National Geographic • Why Travelers Should Set Their Sights on Uzbekistan AFAR • Why millions of British holidaymakers could soon be flocking to Albania The Telegraph 	High
	SPORTING EVENTS & CONTESTS	<ul style="list-style-type: none"> • Number of an event participants 	<ul style="list-style-type: none"> • Preference should be given to Tour de France, Paris Marathon, French Grand Prix 	<ul style="list-style-type: none"> • 2019 European Games in Minsk, Belarus • 2017 World Athletics Championships in London, UK • 2016 UEFA European Championship in France 	Medium



MARKETING MESSAGES TARGETED AT CURIOUS EXPLORERS SEGMENT OF UAE CAN BE CHanneled THROUGH TV REPORTAGES, MAGAZINE ARTICLES, CULTURAL EVENTS AND FESTIVALS



	TV REPORTAGES	<ul style="list-style-type: none"> • Number of households or individuals exposed to the advertisement • 2-3 times a day, with each airing lasting between 2 to 5 minutes, over a period of 4-6 weeks 	<ul style="list-style-type: none"> • Preference should be given to Dubai TV, Abu Dhabi TV, Al Arabiya 	<ul style="list-style-type: none"> • Full Documentary Georgia & The Great Caucasus • Uzbekistan crossroad of civilization Uzbekistan Travel • Amazing Places to visit in Albania Joyous Travel 	High
	MAGAZINE ARTICLES	<ul style="list-style-type: none"> • Number of readers • Print circulation • Number of additional media coverages that mention or reference the published content about Armenia 	<ul style="list-style-type: none"> • Preference should be given to Gulf News Weekend, Condé Nast Traveler Middle East, Lonely Planet Middle East 	<ul style="list-style-type: none"> • A rare look at a perilous journey in the Caucasus Mountains National Geographic • Breaking bread: experiencing a supra like a true Georgian National Geographic • Why Travelers Should Set Their Sights on Uzbekistan AFAR • Why millions of British holidaymakers could soon be flocking to Albania The Telegraph 	High
	CULTURAL EVENTS & FESTIVALS	<ul style="list-style-type: none"> • At least 2 tour operator participation per event • At least 1 international travel influencers promoting Armenia • Number of inquiries and requests • Number of business networks established between Armenian and foreign tour operators 	<ul style="list-style-type: none"> • Preference should be given to Dubai Shopping Festival, Sharjah Heritage Days, Global Village 	<ul style="list-style-type: none"> • The Georgian Wine Trade and Press Tasting in London • Qvevri Wine Festival in London • Silk Road International Film Festival (SRIFF) in China 	Medium



UAE NATURE EXPLORERS SHOULD BE TARGETED THROUGH MARKETING CHANNELS SUCH AS TV REPORTAGES, MAGAZINE ARTICLES, CULTURAL EVENTS AND FESTIVALS



	TV REPORTAGES	<ul style="list-style-type: none"> • Number of households or individuals exposed to the advertisement • 2-3 times a day, with each airing lasting between 2 to 5 minutes, over a period of 4-6 weeks 	<ul style="list-style-type: none"> • Preference should be given to Dubai TV, Abu Dhabi TV, Al Arabiya 	<ul style="list-style-type: none"> • Full Documentary Georgia & The Great Caucasus • Uzbekistan crossroad of civilization Uzbekistan Travel • Amazing Places to visit in Albania Joyous Travel 	High
	MAGAZINE ARTICLES	<ul style="list-style-type: none"> • Number of readers • Print circulation • Number of additional media coverages that mention or reference the published content about Armenia 	<ul style="list-style-type: none"> • Preference should be given to Gulf News Weekend, Condé Nast Traveler Middle East, Lonely Planet Middle East 	<ul style="list-style-type: none"> • A rare look at a perilous journey in the Caucasus Mountains National Geographic • Breaking bread: experiencing a supra like a true Georgian National Geographic • Why Travelers Should Set Their Sights on Uzbekistan AFAR • Why millions of British holidaymakers could soon be flocking to Albania The Telegraph 	High
	CULTURAL EVENTS & FESTIVALS	<ul style="list-style-type: none"> • At least 2 tour operator participation per event • At least 1 international travel influencers promoting Armenia • Number of inquiries and requests • Number of business networks established between Armenian and foreign tour operators 	<ul style="list-style-type: none"> • Preference should be given to Dubai Shopping Festival, Sharjah Heritage Days, Global Village 	<ul style="list-style-type: none"> • The Georgian Wine Trade and Press Tasting in London • Qvevri Wine Festival in London • Silk Road International Film Festival (SRIFF) in China 	Medium



ACTIVE RECREATION LOVERS', CAN BE REACHED THROUGH PR CAMPAIGNS VIA TV REPORTAGES, MAGAZINE ARTICLES, AND PROMOTION THROUGH ORGANIZATION OF SPORTING EVENTS AND CONTESTS

	TV REPORTAGES	<ul style="list-style-type: none"> • Number of households or individuals exposed to the advertisement • 2-3 times a day, with each airing lasting between 2 to 5 minutes, over a period of 4-6 weeks 	<ul style="list-style-type: none"> • Preference should be given to Dubai TV, Abu Dhabi TV, Al Arabiya 	<ul style="list-style-type: none"> • Full Documentary Georgia & The Great Caucasus • Uzbekistan crossroad of civilization Uzbekistan Travel • Amazing Places to visit in Albania Joyous Travel 	High
	MAGAZINE ARTICLES	<ul style="list-style-type: none"> • Number of readers • Print circulation • Number of additional media coverages that mention or reference the published content about Armenia 	<ul style="list-style-type: none"> • Preference should be given to Gulf News Weekend, Condé Nast Traveler Middle East, Lonely Planet Middle East 	<ul style="list-style-type: none"> • A rare look at a perilous journey in the Caucasus Mountains National Geographic • Breaking bread: experiencing a supra like a true Georgian National Geographic • Why Travelers Should Set Their Sights on Uzbekistan AFAR • Why millions of British holidaymakers could soon be flocking to Albania The Telegraph 	High
	SPORTING EVENTS & CONTESTS	<ul style="list-style-type: none"> • At least 2 tour operator participation per event • At least 1 international travel influencers promoting the fair • Number of inquiries and requests • Number of business networks established between Armenian and foreign tour operators 	<ul style="list-style-type: none"> • Preference should be given to Dubai World Cup, Abu Dhabi Formula 1 Grand Prix, Dubai Shopping Festival 	<ul style="list-style-type: none"> • 2019 European Games in Minsk, Belarus • 2017 World Athletics Championships in London, UK • 2016 UEFA European Championship in France 	Medium



TV REPORTAGES, MAGAZINE ARTICLES, CULTURAL EVENTS AND FESTIVALS SHOULD BE LEVERAGED TO TARGET NOVELTY SEEKERS' SEGMENT FROM RUSSIA



	TV REPORTAGES	<ul style="list-style-type: none"> • Number of households or individuals exposed to the advertisement • 2-3 times a day, with each airing lasting between 2 to 5 minutes, over a period of 4-6 weeks 	<ul style="list-style-type: none"> • Preference should be given to Channel One Russia (Первый канал), Russia-1 (Россия-1) 	<ul style="list-style-type: none"> • ГРУЗИЯ В КОТОРУЮ УЕХАЛИ ВСЕ. ОБСТАНОВКА И ЦЕНЫ В БАТУМИ 2022 DREAM AND TRAVEL • Узбекистан - УЛИЧНАЯ ЕДА Что Едят Узбеки – САМАРКАНД True Story • Full Documentary Georgia & The Great Caucasus • Uzbekistan crossroad of civilization Uzbekistan Travel • Amazing Places to visit in Albania Joyous Travel 	High
	MAGAZINE ARTICLES	<ul style="list-style-type: none"> • Number of readers • Print circulation • Number of additional media coverages that mention or reference the published content about Armenia 	<ul style="list-style-type: none"> • Preference should be given to National Geographic Russia, GEO Russia, Lonely Planet Russia, Condé Nast Traveler Russia 	<ul style="list-style-type: none"> • A rare look at a perilous journey in the Caucasus Mountains National Geographic • Breaking bread: experiencing a supra like a true Georgian National Geographic • Why Travelers Should Set Their Sights on Uzbekistan AFAR • Why millions of British holidaymakers could soon be flocking to Albania The Telegraph 	High
	CULTURAL EVENTS & FESTIVALS	<ul style="list-style-type: none"> • At least 2 tour operator participation per event • At least 1 international travel influencers promoting Armenia • Number of inquiries and requests • Number of business networks established between Armenian and foreign tour operators 	<ul style="list-style-type: none"> • Cultural events & festivals occurring in Moscow, Saint Petersburg 	<ul style="list-style-type: none"> • The Georgian Wine Trade and Press Tasting in London • Qvevri Wine Festival in London • Silk Road International Film Festival (SRIFF) in China 	Medium



TO ENGAGE THE TRADITIONAL VACATIONERS, IT'S RECOMMENDED TO UTILIZE OFFLINE MARKETING CHANNELS SUCH AS TV COVERAGE, MAGAZINE ARTICLES AND TV ADS



	TV REPORTAGES	<ul style="list-style-type: none"> • Number of households or individuals exposed to the advertisement • 2-3 times a day, with each airing lasting between 2 to 5 minutes, over a period of 4-6 weeks 	<ul style="list-style-type: none"> • Preference should be given to Channel One Russia (Первый канал), Russia-1 (Россия-1) 	<ul style="list-style-type: none"> • ГРУЗИЯ В КОТОРУЮ УЕХАЛИ ВСЕ. ОБСТАНОВКА И ЦЕНЫ В БАТУМИ 2022 DREAM AND TRAVEL • Узбекистан - УЛИЧНАЯ ЕДА Что Едят Узбеки – САМАРКАНД True Story • Full Documentary Georgia & The Great Caucasus • Uzbekistan crossroad of civilization Uzbekistan Travel • Amazing Places to visit in Albania Joyous Travel 	High
	MAGAZINE ARTICLES	<ul style="list-style-type: none"> • Number of readers • Print circulation • Number of additional media coverages that mention or reference the published content about Armenia 	<ul style="list-style-type: none"> • Preference should be given to National Geographic Russia, GEO Russia, Lonely Planet Russia, Condé Nast Traveler Russia 	<ul style="list-style-type: none"> • A rare look at a perilous journey in the Caucasus Mountains National Geographic • Breaking bread: experiencing a supra like a true Georgian National Geographic • Why Travelers Should Set Their Sights on Uzbekistan AFAR • Why millions of British holidaymakers could soon be flocking to Albania The Telegraph 	High
	TV ADS	<ul style="list-style-type: none"> • Number of households or individuals exposed to the advertisement 	<ul style="list-style-type: none"> • Preference should be given to Channel One Russia (Первый канал), Russia-1 (Россия-1) 	<ul style="list-style-type: none"> • Albania's tourism board has utilized TV ads to promote the country's unspoiled beaches and mountains. The ads showcase stunning scenery and individuals enjoying the outdoors, exemplified by the advertisement titled "ALBANIA: Go Your Own Way." • Uzbekistan's tourism board has used TV ads to promote the country's ancient Silk Road cities. The ads feature stunning footage of the cities' architecture and historical sites. 	Medium



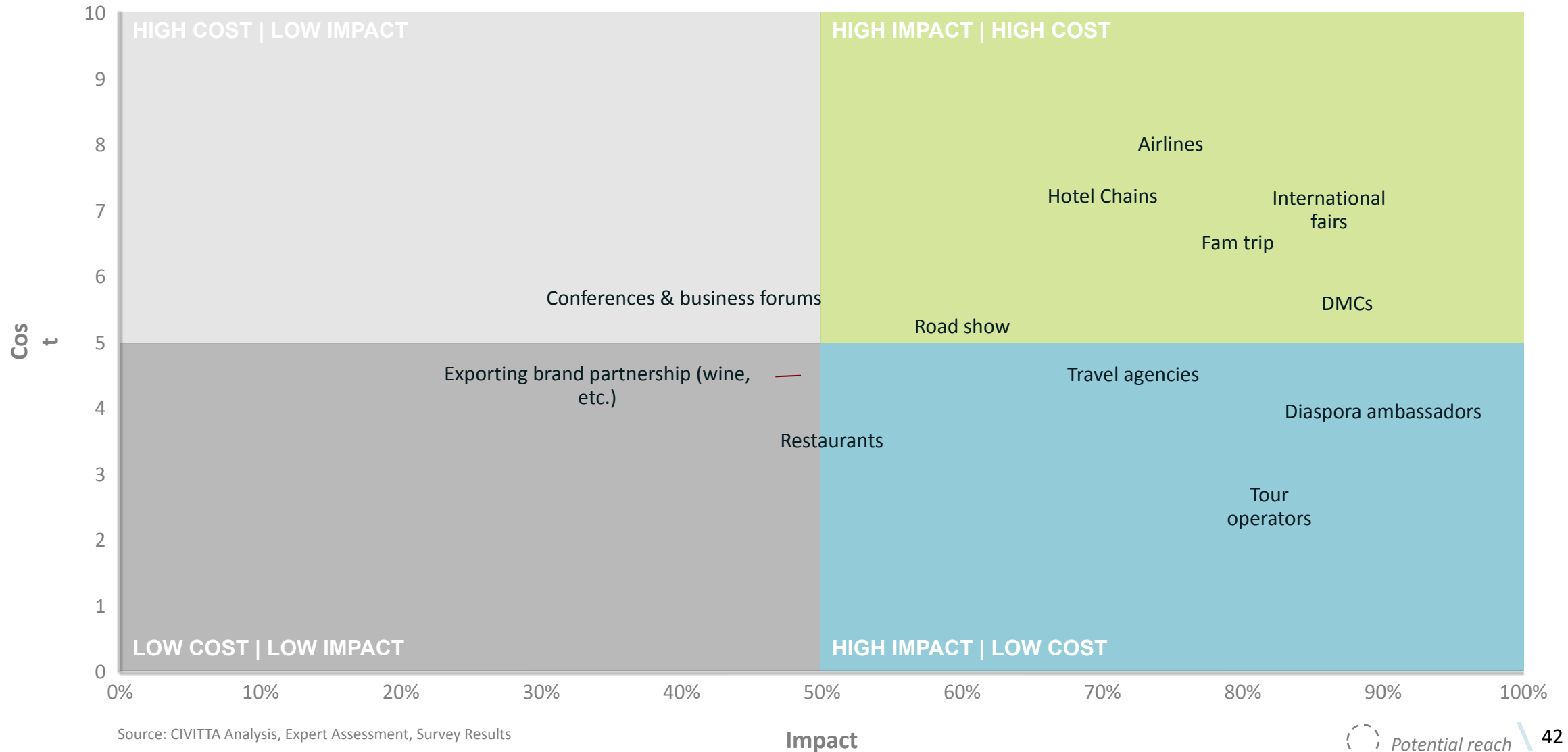
TV COVERAGE, MAGAZINE ARTICLES AND TV ADS ARE GIVEN HIGH PRIORITY FOR ATTRACTING LUXURY SEEKERS' SEGMENT FROM RUSSIA



	TV REPORTAGES	<ul style="list-style-type: none"> • Number of households or individuals exposed to the advertisement • 2-3 times a day, with each airing lasting between 2 to 5 minutes, over a period of 4-6 weeks 	<ul style="list-style-type: none"> • Preference should be given to Channel One Russia (Первый канал), Russia-1 (Россия-1) 	<ul style="list-style-type: none"> • ГРУЗИЯ В КОТОРУЮ УЕХАЛИ ВСЕ. ОБСТАНОВКА И ЦЕНЫ В БАТУМИ 2022 DREAM AND TRAVEL • Узбекистан - УЛИЧНАЯ ЕДА Что Едят Узбеки – САМАРКАНД True Story • Full Documentary Georgia & The Great Caucasus • Uzbekistan crossroad of civilization Uzbekistan Travel • Amazing Places to visit in Albania Joyous Travel 	High
	MAGAZINE ARTICLES	<ul style="list-style-type: none"> • Number of readers • Print circulation • Number of additional media coverages that mention or reference the published content about Armenia 	<ul style="list-style-type: none"> • Preference should be given to National Geographic Russia, GEO Russia, Lonely Planet Russia, Condé Nast Traveler Russia 	<ul style="list-style-type: none"> • A rare look at a perilous journey in the Caucasus Mountains National Geographic • Breaking bread: experiencing a supra like a true Georgian National Geographic • Why Travelers Should Set Their Sights on Uzbekistan AFAR • Why millions of British holidaymakers could soon be flocking to Albania The Telegraph 	High
	TV ADS	<ul style="list-style-type: none"> • Number of households or individuals exposed to the advertisement 	<ul style="list-style-type: none"> • Preference should be given to Channel One Russia (Первый канал), Russia-1 (Россия-1) 	<ul style="list-style-type: none"> • Albania's tourism board has utilized TV ads to promote the country's unspoiled beaches and mountains. The ads showcase stunning scenery and individuals enjoying the outdoors, exemplified by the advertisement titled "ALBANIA: Go Your Own Way." • Uzbekistan's tourism board has used TV ads to promote the country's ancient Silk Road cities. The ads feature stunning footage of the cities' architecture and historical sites. 	Medium

\ AIRLINES, INTERNATIONAL FAIRS, ROAD SHOWS AND DESTINATION AMBASSADORS HAVE THE HIGHEST IMPACT AND COST AMONG B2B OFFLINE MARKETING CHANNELS

ASSESSMENT OF B2B CHANNELS BY COST, IMPACT AND POTENTIAL REACH





TO EFFECTIVELY ENGAGE THE LIFESTYLE ADVENTURERS' SEGMENT FROM GERMANY, IT IS RECOMMENDED TO PARTNER WITH DESTINATION MANAGEMENT COMPANIES, ORGANIZE FAM TRIPS AND PARTICIPATE IN INTERNATIONAL FAIRS



	INTERNATIONAL FAIRS	<ul style="list-style-type: none"> • At least 5 tour operator participation per fair • At least 2 international travel influencers promoting the fair • Number of inquiries and requests • Number of business networks established between Armenian and foreign tour operators 	<ul style="list-style-type: none"> • ITB Berlin 	<ul style="list-style-type: none"> • The tourism boards of Georgia, Uzbekistan, and Albania have participated in several international fairs, such as the World Travel Market in London, the International Tourism Trade Fair in Berlin, and the Arabian Travel Market in Dubai. The boards have reported that these fairs have proven highly effective in generating leads and media coverage. 	High
	DMCs	<ul style="list-style-type: none"> • At least 2 DMCs promoting Armenia as a tourist destination • Number of inquiries and requests 	<ul style="list-style-type: none"> • Meeting Point Germany, Studiosus Intensiverleben, DER Touristik Group 	<ul style="list-style-type: none"> • The tourism boards of Georgia, Uzbekistan, and Albania have collaborated with a number of DMCs, including Cox & Kings, Intrepid Travel, G Adventures, Steppe Travel, Wild Frontiers, Journey Beyond, and so on. 	High
	FAM TRIP	<ul style="list-style-type: none"> • At least one influential blogger representing Germany during the fam trip • At least one recognized media representative from Germany during the fam trip • Distribution of Armenia-branded merchandise (bags, drinkware, apparel) 	<ul style="list-style-type: none"> • Sanne Vloet, The Blonde Abroad (influential travel bloggers) • Der Spiegel, ARD, ZDF (media representatives) 	<ul style="list-style-type: none"> • In 2018, the GNTA organized a FAM trip for international media representatives to showcase Georgia's winter tourism potential. The trip included visits to ski resorts, cultural attractions, and local restaurants. The resulting media coverage generated over 300 articles and TV segments in international media outlets, including CNN, BBC, and National Geographic. 	High



ACTIVE RECREATION LOVERS' CAN BE TARGETED BY LEVERAGING OFFLINE MARKETING CHANNELS SUCH AS INTERNATIONAL FAIRS, DESTINATION MANAGEMENT COMPANIES AND FAM TRIPS





	INTERNATIONAL FAIRS	<ul style="list-style-type: none"> • At least 5 tour operator participation per fair • At least 2 international travel influencers promoting the fair • Number of inquiries and requests • Number of business networks established between Armenian and foreign tour operators 	<ul style="list-style-type: none"> • ITB Berlin 	<ul style="list-style-type: none"> • The tourism boards of Georgia, Uzbekistan, and Albania have participated in several international fairs, such as the World Travel Market in London, the International Tourism Trade Fair in Berlin, and the Arabian Travel Market in Dubai. The boards have reported that these fairs have proven highly effective in generating leads and media coverage. 	High
	DMCs	<ul style="list-style-type: none"> • At least 2 DMCs promoting Armenia as a tourist destination • Number of inquiries and requests 	<ul style="list-style-type: none"> • Meeting Point Germany, Studiosus Intensiverleben, DER Touristik Group 	<ul style="list-style-type: none"> • The tourism boards of Georgia, Uzbekistan, and Albania have collaborated with a number of DMCs, including Cox & Kings, Intrepid Travel, G Adventures, Steppe Travel, Wild Frontiers, Journey Beyond, and so on. 	High
	FAM TRIP	<ul style="list-style-type: none"> • At least one influential blogger representing Germany during the fam trip • At least one recognized media representative from Germany during the fam trip • Distribution of Armenia-branded merchandise (bags, drinkware, apparel) 	<ul style="list-style-type: none"> • Sanne Vloet, The Blonde Abroad (travel bloggers) • Der Spiegel, ARD, ZDF (media representatives) 	<ul style="list-style-type: none"> • In 2018, the GNTA organized a FAM trip for international media representatives to showcase Georgia's winter tourism potential. The trip included visits to ski resorts, cultural attractions, and local restaurants. The resulting media coverage generated over 300 articles and TV segments in international media outlets, including CNN, BBC, and National Geographic. 	High



INTERNATIONAL FAIRS, FAM TRIPS AND PARTNERSHIP WITH AIRLINES ARE IDENTIFIED AS THE KEY OFFLINE MARKETING CHANNELS FOR FRENCH CURIOUS EXPLORERS



 <p>INTERNATIONAL FAIRS</p>	<ul style="list-style-type: none"> • At least 5 tour operator participation per fair • At least 2 international travel influencers promoting the fair • Number of business networks established between Armenian and foreign tour operators 	<ul style="list-style-type: none"> • Preference should be given to IFTM Top Resa Paris, Vinexpo Bordeaux, Foire de Paris, etc. 	<ul style="list-style-type: none"> • The tourism boards of Georgia, Uzbekistan, and Albania have participated in several international fairs, such as the World Travel Market in London, the International Tourism Trade Fair in Berlin, and the Arabian Travel Market in Dubai. The boards have reported that these fairs have proven highly effective in generating leads and media coverage. 	<p>High</p>
 <p>FAM TRIPS</p>	<ul style="list-style-type: none"> • At least one recognized media representative from each respective country during the fam trip • Distribution of Armenia-branded merchandise (bags, drinkware, apparel) 	<ul style="list-style-type: none"> • Preference should be given to organizing tours to natural landscapes, such as Lake Sevan, Garni Gorge, etc 	<ul style="list-style-type: none"> • The tourism boards of Georgia, Uzbekistan, and Albania have collaborated with a number of DMCs, including Cox & Kings, Intrepid Travel, G Adventures, Steppe Travel, Wild Frontiers, Journey Beyond, and so on. 	<p>High</p>
 <p>PARTNERSHIP WITH AIRLINES</p>	<ul style="list-style-type: none"> • Number of printed information materials about Armenia • Number of mentions of Armenia as a tourist destination on airlines' digital platforms 	<ul style="list-style-type: none"> • Preference should be given to Air France, Ryanair, etc. 	<ul style="list-style-type: none"> • Georgia has partnered with a number of airlines, including Air France, Turkish Airlines, and Emirates. • Albania has partnered with a number of airlines, including Wizz Air, Ryanair, and Turkish Airlines. • Uzbekistan has partnered with a number of airlines, including Uzbekistan Airways, Turkish Airlines, and Etihad Airways. 	<p>Medium</p>



PARTICIPATION IN INTERNATIONAL FAIRS AND PARTNERSHIP WITH DMCs AND DIASPORA AMBASSADORS WERE SELECTED AS THE MAIN B2B CHANNELS FOR TARGETING NOVELTY SEEKER SEGMENT IN FRANCE



	INTERNATIONAL FAIRS	<ul style="list-style-type: none"> At least 5 tour operator participation per fair At least 2 international travel influencers promoting the fair Number of business networks established between Armenian and foreign tour operators 	<ul style="list-style-type: none"> Preference should be given IFTM Top Resa Paris, Foire de Paris, etc. 	<ul style="list-style-type: none"> The tourism boards of Georgia, Uzbekistan, and Albania have participated in several international fairs, such as the World Travel Market in London, the International Tourism Trade Fair in Berlin, and the Arabian Travel Market in Dubai. The boards have reported that these fairs have proven highly effective in generating leads and media coverage. 	High
	DMCs	<ul style="list-style-type: none"> Number of printed information materials about Armenia Number of mentions of Armenia as a tourist destination on airlines' digital platforms 	<ul style="list-style-type: none"> Preference should be given to DMCs like Voyageurs du Monde (France), Meeting Point DMC (international) 	<ul style="list-style-type: none"> The tourism boards of Georgia, Uzbekistan, and Albania have collaborated with a number of DMCs, including Cox & Kings, Intrepid Travel, G Adventures, Steppe Travel, Wild Frontiers, Journey Beyond, and so on. 	High
	DIASPORA AMBASSADORS	<ul style="list-style-type: none"> At least 2 internationally known Armenian Diaspora representatives promoting Armenia as a destination 	<ul style="list-style-type: none"> Well-known people with Armenian origin such as Nicolas Aznavour should be considered 	<ul style="list-style-type: none"> Kakha Kaladze, Feruza Nazirova, Bujar Asllani 	Medium



TO TARGET CURIOUS EXPLORERS' SEGMENT FROM THE UAE, IT IS RECOMMENDED TO LEVERAGE B2B CHANNELS SUCH AS INTERNATIONAL FAIRS, DESTINATION MANAGEMENT COMPANIES, AND FAM TRIPS



	INTERNATIONAL FAIRS	<ul style="list-style-type: none"> • At least 5 tour operator participation per fair • At least 2 international travel influencers promoting the fair • Number of inquiries and requests • Number of business networks established between Armenian and foreign tour operators 	<ul style="list-style-type: none"> • Arabian Travel Market (ATM) 	<ul style="list-style-type: none"> • The tourism boards of Georgia, Uzbekistan, and Albania have participated in several international fairs, such as the World Travel Market in London, the International Tourism Trade Fair in Berlin, and the Arabian Travel Market in Dubai. The boards have reported that these fairs have proven highly effective in generating leads and media coverage. 	High
	DMCS	<ul style="list-style-type: none"> • At least 2 DMCs promoting Armenia as a tourist destination • Number of inquiries and requests 	<ul style="list-style-type: none"> • Arabian Adventures, Orient Tours 	<ul style="list-style-type: none"> • The tourism boards of Georgia, Uzbekistan, and Albania have collaborated with a number of DMCs, including Cox & Kings, Intrepid Travel, G Adventures, Steppe Travel, Wild Frontiers, Journey Beyond, and so on. 	High
	FAM TRIP	<ul style="list-style-type: none"> • At least one influential blogger representing Germany during the fam trip • At least one recognized media representative from Germany during the fam trip • Distribution of Armenia-branded merchandise (bags, drinkware, apparel) 	<ul style="list-style-type: none"> • Time Out Dubai, Arabian Travel News 	<ul style="list-style-type: none"> • In 2018, the GNTA organized a FAM trip for international media representatives to showcase Georgia's winter tourism potential. The trip included visits to ski resorts, cultural attractions, and local restaurants. The resulting media coverage generated over 300 articles and TV segments in international media outlets, including CNN, BBC, and National Geographic. 	High



TO EFFECTIVELY REACH NATURE EXPLORERS FROM THE UAE, IT IS ADVISABLE TO UTILIZE B2B OFFLINE MARKETING CHANNELS LIKE INTERNATIONAL FAIRS, DESTINATION MANAGEMENT COMPANIES, AND TOUR OPERATORS



	INTERNATIONAL FAIRS	<ul style="list-style-type: none"> • At least 5 tour operator participation per fair • At least 2 international travel influencers promoting the fair • Number of inquiries and requests • Number of business networks established between Armenian and foreign tour operators 	<ul style="list-style-type: none"> • Arabian Travel Market (ATM) 	<ul style="list-style-type: none"> • The tourism boards of Georgia, Uzbekistan, and Albania have participated in several international fairs, such as the World Travel Market in London, the International Tourism Trade Fair in Berlin, and the Arabian Travel Market in Dubai. The boards have reported that these fairs have proven highly effective in generating leads and media coverage. 	High
	DMCS	<ul style="list-style-type: none"> • At least 2 DMCs promoting Armenia as a tourist destination • Number of inquiries and requests 	<ul style="list-style-type: none"> • Arabian Adventures, Orient Tours 	<ul style="list-style-type: none"> • The tourism boards of Georgia, Uzbekistan, and Albania have collaborated with a number of DMCs, including Cox & Kings, Intrepid Travel, G Adventures, Steppe Travel, Wild Frontiers, Journey Beyond, and so on. 	High
	TOUR OPERATORS	<ul style="list-style-type: none"> • At least 5 well-known tour operators based in the UAE 	<ul style="list-style-type: none"> • Emirates Holidays, AL Tayer Travel 	<ul style="list-style-type: none"> • Uzbekistan has collaborated with Steppe Travel, Wild frontiers, Journey Beyond 	Medium



INTERNATIONAL FAIRS, FAM TRIPS AND PARTNERSHIP WITH AIRLINES SHOULD BE USED TO ENGAGE THE ACTIVE RECREATION LOVERS SEGMENT IN UAE

	FAM TRIPS	<ul style="list-style-type: none"> At least one recognized media representative from each respective country during the fam trip Distribution of Armenia-branded merchandise (bags, drinkware, apparel) 	<ul style="list-style-type: none"> Preference should be given to arranging adventurous activities and exploring diverse attractions Time Out Dubai, Arabian Travel News 	<ul style="list-style-type: none"> In 2018, the GNTA organized a FAM trip for international media representatives to showcase Georgia's winter tourism potential. The trip included visits to ski resorts, cultural attractions, and local restaurants. The resulting media coverage generated over 300 articles and TV segments in international media outlets, including CNN, BBC, and National Geographic. 	High
	INTERNATIONAL FAIRS	<ul style="list-style-type: none"> At least 5 tour operator participation per fair At least 2 international travel influencers promoting the fair Number of inquiries and requests Number of business networks established between Armenian and foreign tour operators 	<ul style="list-style-type: none"> Priority should be given to Arabian Travel Market (ATM) Dubai 	<ul style="list-style-type: none"> The tourism boards of Georgia, Uzbekistan, and Albania have participated in several international fairs, such as the World Travel Market in London, the International Tourism Trade Fair in Berlin, and the Arabian Travel Market in Dubai. The boards have reported that these fairs have proven highly effective in generating leads and media coverage. 	High
	PARTNERSHIP WITH AIRLINES	<ul style="list-style-type: none"> Number of printed information materials about Armenia Number of mentions of Armenia as a tourist destination on airlines' digital platforms 	<ul style="list-style-type: none"> Priority should be given to Emirates, flydubai 	<ul style="list-style-type: none"> Georgia has partnered with a number of airlines, including Air France, Turkish Airlines, and Emirates. Albania has partnered with a number of airlines, including Wizz Air, Ryanair, and Turkish Airlines. Uzbekistan has partnered with a number of airlines, including Uzbekistan Airways, Turkish Airlines, and Etihad Airways. 	Medium



MARKETING MESSAGES FOR NOVELTY SEEKERS' SEGMENT FROM RUSSIA CAN BE CHanneled THROUGH INTERNATIONAL FAIRS, DESTINATION MANAGEMENT COMPANIES, AND DIASPORA AMBASSADORS



	INTERNATIONAL FAIRS	<ul style="list-style-type: none"> • At least 5 tour operator participation per fair • At least 2 international travel influencers promoting the fair • Number of inquiries and requests • Number of business networks established between Armenian and foreign tour operators 	<ul style="list-style-type: none"> • Intourmarket (ITM) Moscow, MITT Moscow 	<ul style="list-style-type: none"> • The tourism boards of Georgia, Uzbekistan, and Albania have participated in several international fairs, such as the World Travel Market in London, the International Tourism Trade Fair in Berlin, and the Arabian Travel Market in Dubai. The boards have reported that these fairs have proven highly effective in generating leads and media coverage. 	High
	DMCS	<ul style="list-style-type: none"> • At least 2 DMCs promoting Armenia as a tourist destination • Number of inquiries and requests 	<ul style="list-style-type: none"> • Pac Group, Arara Tour 	<ul style="list-style-type: none"> • The tourism boards of Georgia, Uzbekistan, and Albania have collaborated with a number of DMCs, including Cox & Kings, Intrepid Travel, G Adventures, Steppe Travel, Wild Frontiers, Journey Beyond, and so on. 	High
	DIASPORA AMBASSADORS	<ul style="list-style-type: none"> • At least 2 well-known Armenian Diaspora representatives with recognition in Russia 	<ul style="list-style-type: none"> • Levon Aronian, Garik Martirosyan 	<ul style="list-style-type: none"> • Kakha Kaladze, Feruza Nazirova, Bujar Asllani 	High



DELIVERING MARKETING MESSAGES THROUGH INTERNATIONAL FAIRS, DESTINATION MANAGEMENT COMPANIES, AND DIASPORA AMBASSADORS IS RECOMMENDED TO ATTRACT TRADITIONAL VACATIONERS OF RUSSIA



	INTERNATIONAL FAIRS	<ul style="list-style-type: none"> • At least 5 tour operator participation per fair • At least 2 international travel influencers promoting the fair • Number of inquiries and requests • Number of business networks established between Armenian and foreign tour operators 	<ul style="list-style-type: none"> • Intourmarket (ITM) Moscow, MITT Moscow 	<ul style="list-style-type: none"> • The tourism boards of Georgia, Uzbekistan, and Albania have participated in several international fairs, such as the World Travel Market in London, the International Tourism Trade Fair in Berlin, and the Arabian Travel Market in Dubai. The boards have reported that these fairs have proven highly effective in generating leads and media coverage. 	High
	DMCS	<ul style="list-style-type: none"> • At least 2 DMCs promoting Armenia as a tourist destination • Number of inquiries and requests 	<ul style="list-style-type: none"> • Pac Group, Arara Tour 	<ul style="list-style-type: none"> • The tourism boards of Georgia, Uzbekistan, and Albania have collaborated with a number of DMCs, including Cox & Kings, Intrepid Travel, G Adventures, Steppe Travel, Wild Frontiers, Journey Beyond, and so on. 	High
	DIASPORA AMBASSADORS	<ul style="list-style-type: none"> • At least 2 well-known Armenian Diaspora representatives with recognition in Russia 	<ul style="list-style-type: none"> • Levon Aronian, Garik Martirosyan 	<ul style="list-style-type: none"> • Kakha Kaladze, Feruza Nazirova, Bujar Asllani 	Medium



LUXURY SEEKERS' SEGMENT FROM RUSSIA CAN BE REACHED THROUGH PARTNERSHIP WITH DESTINATION MANAGEMENT COMPANIES, DIASPORA AMBASSADORS AND TOUR OPERATORS



	DMCS	<ul style="list-style-type: none"> • At least 2 DMCs promoting Armenia as a tourist destination • Number of inquiries and requests 	<ul style="list-style-type: none"> • Pac Group, Arara Tour 	<ul style="list-style-type: none"> • The tourism boards of Georgia, Uzbekistan, and Albania have collaborated with a number of DMCs, including Cox & Kings, Intrepid Travel, G Adventures, Steppe Travel, Wild Frontiers, Journey Beyond, and so on. 	High
	DIASPORA AMBASSADORS	<ul style="list-style-type: none"> • At least 2 well-known Armenian Diaspora representatives with recognition in Russia 	<ul style="list-style-type: none"> • Levon Aronian, Garik Martirosyan 	<ul style="list-style-type: none"> • Kakha Kaladze, Feruza Nazirova, Bujar Asllani 	High
	TOUR OPERATORS	<ul style="list-style-type: none"> • At least 5 well-known Russian tour operators 	<ul style="list-style-type: none"> • Tez Tour, Biblio Globus, Pangea Travel, Natalie Tours, Nasha Rodina 	<ul style="list-style-type: none"> • Uzbekistan has collaborated with Wild frontiers, Journey Beyond 	Medium



1. Suggestion of offline marketing channels
2. **Suggestion of online marketing channels**

\ SUGGESTION OF ONLINE MARKETING CHANNELS



FACEBOOK AND YOUTUBE HAVE COMMONLY EMERGED AS THE PRIMARY MARKETING CHANNELS FOR ATTRACTING TARGET SEGMENTS TO ARMENIA



LIFESTYLE ADVENTURERS

MARKETING CHANNELS

Digital marketing and content marketing platforms

Primary channels

- Facebook
- Instagram
- YouTube
- TikTok
- PR articles on famous online travel publications

Secondary channels

- Twitter

ADVERTISING CHANNELS

Digital advertising channels

Primary channels

- Instagram
- YouTube
- Google
- Influencer marketing (YouTube, Instagram, TikTok)

Secondary channels

- TikTok
- Facebook



CURIOUS EXPLORERS

MARKETING CHANNELS

Digital marketing and content marketing platforms

Primary channels

- Facebook
- YouTube
- Twitter

Secondary channels

- Instagram

ADVERTISING CHANNELS

Digital advertising channels

Primary channels

- Facebook
- YouTube
- Google

Secondary channels

- Instagram



ACTIVE RECREATION LOVERS

MARKETING CHANNELS

Digital marketing and content marketing platforms

Primary channels

- Facebook
- Instagram
- YouTube
- TikTok

Secondary channels

- Twitter

ADVERTISING CHANNELS

Digital advertising channels

Primary channels

- Instagram
- YouTube
- Google
- Influencer marketing (YouTube, Instagram, TikTok)

Secondary channels

- TikTok
- Facebook



GOOGLE, YOUTUBE, AND FACEBOOK OFFER THE LOWEST AVERAGE COST PER CLICK (CPC) IN THE INDUSTRY, MAKING THEM HIGHLY COST-EFFECTIVE OPTIONS FOR ADVERTISING

ADVERTISING TYPES PER CHANNEL

Facebook, Instagram & TikTok

- Reach/Awareness ads
- Traffic ads
- Story ads
- Ads with Reels placement
- Photo/Carousel ads
- Video ads

TikTok

- TikTok In-feed ads
- TikTok top view ads

Google & YouTube

- Google search ads (Branded & competitor search campaigns)
- Google display ads (via interest/topic targeting)
- Google display ads (for retargeting)
- YouTube Skippable In-stream ads

ADVERTISING PRICES

Facebook ad prices

- Facebook avg. CPC - \$0.65
- Facebook avg. CPM - \$7.6
- Facebook avg. CTR – 1.17%

TikTok ads prices

- Average CPM - \$11.81 - \$12.46
- Average CPA- \$10 - \$30

Instagram ad prices

- Instagram avg. CPC - \$0.84
- Instagram avg. CPM - \$5.7
- Instagram avg. CTR – 0.84%

TikTok ads prices

*TikTok requires the minimum spend of \$500.

ADVERTISING PRICES

Google Search ad prices

- CPC - \$0.44

Google Display ad prices

- CPC - \$0.22
- CPM - \$0.75-\$1.5

YouTube ad prices

- Avg. CPC - \$0.49
- Avg. CPM - \$18.79
- Avg. CPV - \$0.047
- Avg. view rate – 29.6%
- Avg. CTR – 0.78%



FACEBOOK, INSTAGRAM, AND YOUTUBE HAVE COMMONLY EMERGED AS THE PRIMARY MARKETING CHANNELS FOR ATTRACTING TARGET SEGMENTS TO ARMENIA



CURIOUS EXPLORERS

MARKETING CHANNELS

Digital marketing and content marketing platforms

Primary channels

- Facebook
- Instagram
- YouTube
- PR articles on famous online travel publications

Secondary channels

- Twitter

ADVERTISING CHANNELS

Digital advertising channels

Primary channels

- Instagram
- YouTube
- Google
- Influencer marketing (YouTube, Instagram, TikTok)

Secondary channels

- TikTok
- Facebook



NOVELTY SEEKERS

MARKETING CHANNELS

Digital marketing and content marketing platforms

Primary channels

- Instagram
- Facebook & messenger
- YouTube
- Google

Secondary channels

- Influencer marketing (YouTube, Instagram)

ADVERTISING CHANNELS

Digital advertising channels

Primary channels

- Instagram
- Facebook & messenger
- YouTube
- Google

Secondary channels

- Influencer marketing (YouTube, Instagram)



FOR THE FRENCH MARKET, GOOGLE ADS ARE A HIGHLY COST-EFFECTIVE OPTION FOR ADVERTISING, DUE TO THEIR LOW AVERAGE COST PER CLICK (CPC) RANGING FROM 0.16 TO 1.3 USD

ADVERTISING TYPES PER CHANNEL

Facebook, Instagram

- Reach/Awareness ads
- Traffic ads
- Story ads
- Ads with Reels placement
- Photo/Carousel ads
- Video ads

Google & YouTube

- Google search ads (Branded & competitor search campaigns)
- Google display ads (via interest/topic targeting)
- Google display ads (for retargeting)
- YouTube Skippable In-stream ads

ADVERTISING PRICES

Facebook & Instagram ad prices

- Avg. CPC - \$1.8
- Avg. CPM - \$2 - \$11
- Avg. CTR - 2.6%

ADVERTISING PRICES

Google search ads

- CPC - \$0.16-\$3.72

Google display ads

- Avg. CPC - \$0.18- \$1.3
- Avg. CPM - \$0.28
- Avg. CTR - 0.12% - 0.15%

YouTube ads

- Avg. CPM - \$14.67- \$15.53



GOOGLE AND YOUTUBE HAVE BEEN IDENTIFIED AS THE PREDOMINANT ADVERTISING CHANNELS FOR ATTRACTING TARGET SEGMENTS TO ARMENIA



CURIOUS EXPLORERS

MARKETING CHANNELS

Digital marketing and content marketing platforms

Primary channels

- Facebook
- Instagram
- TikTok
- PR articles on famous online travel publications

Secondary channels

- Twitter
- Telegram

ADVERTISING CHANNELS

Digital advertising channels

Primary channels

- Instagram
- YouTube
- Google
- TikTok
- Influencer marketing (YouTube, Instagram, TikTok)

Secondary channels

- Telegram
- Facebook, Messenger



ACTIVE RECREATION LOVERS

MARKETING CHANNELS

Digital marketing and content marketing platforms

Primary channels

- Facebook
- YouTube
- Twitter
- PR articles on famous online travel publications

Secondary channels

- Instagram

ADVERTISING CHANNELS

Digital advertising channels

Primary channels

- Facebook
- YouTube
- Google

Secondary channels

- Instagram



NATURE EXPLORERS

MARKETING CHANNELS

Digital marketing and content marketing platforms

Primary channels

- Facebook
- Instagram
- YouTube
- TikTok

Secondary channels

- Twitter

ADVERTISING CHANNELS

Digital advertising channels

Primary channels

- Instagram
- YouTube
- Google
- Influencer marketing (YouTube, Instagram, TikTok)

Secondary channels

- TikTok
- Facebook



IN THE UAE MARKET, GOOGLE ADS, FACEBOOK ADS, AND INSTAGRAM ADS HAVE PROVEN TO BE EXCEPTIONALLY COST-EFFECTIVE CHOICES FOR ADVERTISING, THANKS TO THEIR REMARKABLY LOW AVERAGE COST PER CLICK (CPC), WHICH RANGES FROM 0.15 TO 2 USD

ADVERTISING TYPES PER CHANNEL

Facebook, Instagram & TikTok

Facebook & Instagram

- Reach/Awareness ads
- Traffic ads
- Story ads
- Ads with Reels placement
- Photo/Carousel ads
- Video ads

TikTok

- TikTok In-feed ads
- TikTok top view ads

Google & YouTube

- Google search ads (Branded & competitor search campaigns)
- Google display ads (via interest/topic targeting)
- Google display ads (for retargeting)
- YouTube In-stream ads

ADVERTISING PRICES

Facebook ad prices

- Avg . CPC -\$0.31
- Avg. CPM- \$3.08 - \$4.5

Instagram ad prices

- Avg . CPC - \$0.2 - \$2
- Avg. CPM - \$2.7 - \$13.5

TikTok ad prices

- Avg . CPC -\$10-\$16
- Avg. CPM – \$5 - \$10

What comes to influencer marketing, prices depend on influencer and the number of their followers, can vary from \$200-\$2000 and higher.

ADVERTISING PRICES

Google search ads

- CPC - \$1.12

Google display ads

- Avg. CPC - \$0.15
- Avg. CPM - \$0.35- \$0.5
- Avg. CTR –0.35%

YouTube ads

- Avg. CPM - \$8.13



TELEGRAM IS THE PREDOMINANT MARKETING AND ADVERTISING CHANNEL FOR ATTRACTING TARGET SEGMENTS TO ARMENIA



NOVELTY SEEKERS

MARKETING CHANNELS

Digital marketing and content marketing platforms

Primary channels

- VK
- Telegram
- YouTube
- PR articles on famous online travel publications

Secondary channels

- RuTube
- Instagram

ADVERTISING CHANNELS

Digital advertising channels

Primary channels

- Yandex
- VK
- Telegram
- Influencer marketing (YouTube, Instagram, VK)

Secondary channels

- Programmatic buying (via platforms such as Adroll, BYYD, Adriver)



CURIOUS EXPLORERS

MARKETING CHANNELS

Digital marketing and content marketing platforms

Primary channels

- Instagram
- Telegram
- YouTube
- PR articles on famous online travel publications

Secondary channels

- RuTube
- VK

ADVERTISING CHANNELS

Digital advertising channels

Primary channels

- Yandex
- VK
- Telegram
- Influencer marketing (YouTube, Instagram)

Secondary channels

- Programmatic buying (via platforms such as Adroll, BYYD, Adriver)



TRADITIONAL VACATIONERS

MARKETING CHANNELS

Digital marketing and content marketing platforms

Primary channels

- VK
- Telegram
- YouTube

Secondary channels

- RuTube
- Instagram

ADVERTISING CHANNELS

Digital advertising channels

Primary channels

- Yandex
- VK
- Telegram
- Influencer marketing (YouTube, Instagram, VK)

Secondary channels

- Programmatic buying (via platforms such as Adroll, BYYD, Adriver)



BUSINESSES CAN EXPECT TO PAY BETWEEN 300 RUBLES AND 35,000 RUBLES FOR A TELEGRAM AD

ADVERTISING TYPES PER CHANNEL

VK

- Website promotion: target actions impression
- Website promotion: target action clicks
- Versatile ads images: placement format: feed, native integration, clips, stories, in-stream, fullscreen
- Versatile ads videos: placement format: feed, native integration, clips, stories, in-stream, fullscreen
- Platform placements: Vkontakte, VK projects, Ads network (venues within VK's ad network: Youla, Avito, Auto.ru, Edadeal, etc.)
- Location placements: feed, in-stream, stories, clips, native

Yandex & Telegram

Yandex

- Yandex search ads
- Yandex advertising network: Image and Video ads
- Brand awareness Display banners
- Brand awareness In-stream video ads
- Brand awareness In page ads
- Brand awareness Video banner ads
- Brand awareness Display banner on a Yandex Browser tab

Telegram

- Post ad/sponsored post in targeted Telegram channels and bots via Ads platforms on Telegram (such as Telega.io)
- Directly reach out to the carefully chosen Telegram channel owners/admins and pay for a sponsored post

ADVERTISING PRICES

VK ad prices

In VK advertiser bids for a click by himself, thus you decide how much are you ready to pay for a click.

- Min. CPC – 0.1 rub- 2 rub (depending on placement)
- Min. CPM for stories – 1.2 rub - 50 rub (depending on placement)

There is no maximum amount for CPC or CPM, bidder decides the price himself.

- Prices in VK groups – 300 rub – 30.000 rub (depending on the group and the number of users in the group)

ADVERTISING PRICES

Yandex ad prices

- Banner Ad Avg. CPM – 300 Rub – 600 Rub (app. \$3.6-\$7.2)
- Video format Avg. CPM – 500 Rub (app. \$6)
- Avg. CPC – \$0.01- \$0.03

Telegram ads

- Ad prices in Telegram groups and channels can be very different as the admins of the channels decide the ad price in their channels. Prices can range from minimum of 300 rub up to around 35000 rub.
- Specialized platforms such as Telega.io have their packages. For example \$900 package offers around 78.000 views.

A hand holding a small airplane model over a world map with diagonal stripes. The background is a dark, textured surface. A hand is holding a small, light-colored airplane model. The map shows continents in various colors: North America in green, South America in dark blue, Africa in yellow, Europe in green, Asia in blue, and Australia in orange. Diagonal stripes in shades of blue and green run across the map.

APPENDICES

DESCRIPTION OF NON-ADDRESSABLE SEGMENTS



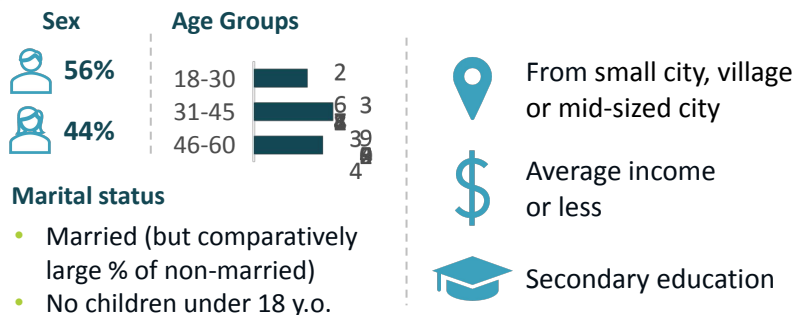


RELAXATION SEEKERS: THIS SEGMENT TRAVELS WITH THE PURPOSE OF RELAXATION AND HOLDS A PREFERENCE FOR SEA AND WELLNESS ACTIVITIES



RELAXATION SEEKERS

SOCIAL-DEMOGRAPHIC INSIGHTS



MEDIA PREFERENCES

- Unlikely to use social media
- They use specialized travelling information platforms like:



Tripadvisor



Expedia

PERCEPTION OF ARMENIA



Have mixed perception of the country and less often describe Armenia positively

% of respondents answering "rather true"

Armenia is famous for its hospitality

72%

Armenia is a very poor country

62%

There is nothing to do in Armenia

42%

TRAVEL PREFERENCES

Trip planning duration



4-6 months before the trip

Travel companion



Partner/children/friends

Preferred product offerings

More Likely

- Beach and sea
- Wellness

Less Likely

- Historical tourism
- Rural tourism, ecotourism
- Nature trips, winter tourism

TRAVEL BEHAVIOUR

Preference for slow tourism

- They often prefer a quiet, slow and relaxing holiday to an active one
- They are often engaged in relaxing tourism activities

Not interested in active and fast travelling

- A trip abroad is rather a possibility to meditate and unplug from information, rather than a way to learn and discover
- When traveling, they are unlikely to visit as many places and attractions as possible

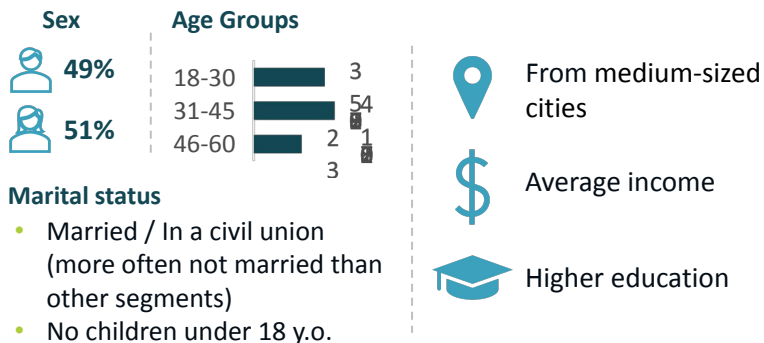


ACTIVE RECREATION LOVERS: THESE TOURISTS PREFER POPULAR DESTINATIONS AND ENGAGE IN ACTIVE TOURISM ACTIVITIES THAT ALLOW THEM TO RELAX RATHER THAN EXPLORE



ACTIVE RECREATION LOVERS

SOCIAL-DEMOGRAPHIC INSIGHTS



MEDIA PREFERENCES

The widest range of media sources include:



Airbnb



Booking.com



Tripadvisor



TikTok

PERCEPTION OF ARMENIA



Positive perception of the country prevails

Armenia has a unique nature

85%

Armenia has rich cultural heritage

79%

There is nothing to do in Armenia

32%

TRAVEL PREFERENCES

Trip planning duration



Plan trip 2-4 month before

Travel companion



Partner/children

Preferred product offerings

More Likely

- ✓ Sea/beach
- ✓ Festivals, concerts, shows
- ✓ Wellness
- ✓ Nightlife

Less Likely

- ✓ Historical tourism
- ✓ Rural tourism, ecotourism
- ✓ Nature trips
- ✓ Gastro tourism, wineries

TRAVEL BEHAVIOUR

'Hedonistic' travel patterns

- Likely to post on social media when travelling
- They prefer travelling to currently popular destinations
- Likely to prioritize rest and relaxation over adventure and physical activity
- Often prefer when travel organization is taken care of by others (such as travel agents)

Interest in popular destination

- Would rather prefer to visit a well-known attraction with a high rating among tourists, than a less known place that locals like
- Less likely to be involved in any kind of discovery/sightseeing activities

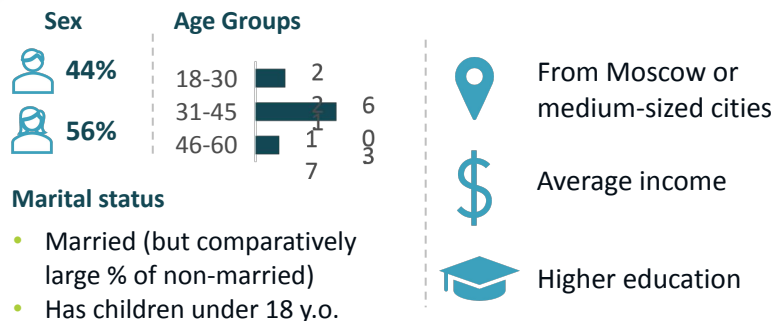


RELAXATION SEEKERS: THIS SEGMENT TYPICALLY AVOIDS VISITING MANY ATTRACTIONS, AS THEY TRAVEL FOR THE PURPOSE OF DISCONNECTING AND RELAXING



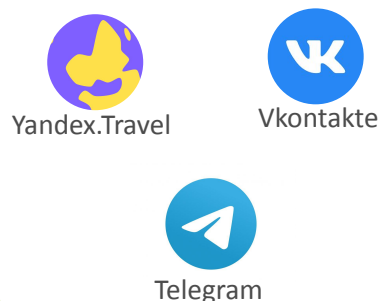
RELAXATION SEEKERS

SOCIAL-DEMOGRAPHIC INSIGHTS



MEDIA PREFERENCES

The widest range of media sources include:



PERCEPTION OF ARMENIA



Positive perception of the country prevails

% of respondents answering "rather true"

Armenia is famous for its hospitality

95%

Armenia is a very poor country

22%

There is nothing to do in Armenia

22%

TRAVEL PREFERENCES

Trip planning duration



2-4 weeks before (more likely to plan a year in advance compared to others)

Travel companion



Children/friends/family

Preferred product offerings

Most Likely

- ✓ Sea/beach vacation
- ✓ Nightlife

Less Likely

- ✓ Historical tourism
- ✓ Nature trips
- ✓ Rural tourism, ecotourism
- ✓ Gastro tourism, wineries
- ✓ Festivals, concerts, shows

TRAVEL BEHAVIOUR

'Hedonistic' travel patterns

- Preference for traveling to currently popular destinations rather than looking for new experiences
- This segment tends to post relatively more on social media when traveling

Prioritizing comfort and relaxation

- Usually prefer when trip is organized by a travel agent
- Least likely to try visiting as many attractions as possible, as the latter is perceived as quite tiring
- relatively more on social media when traveling
- A trip abroad is rather a possibility to meditate and unplug from information, rather than learn and discover new experiences

FINDINGS OF KEYWORD RESEARCH ANALYSIS



ARMENIA SHOULD POSITION ITSELF DIFFERENTLY IN EACH TARGET MARKET – KEYWORD RESEARCH ANALYSIS INDICATES THAT PREFERENCES OF TOURISTS DIFFER WITH EUROPEAN TOURISTS LOOKING FOR MORE ADVENTUROUS AND CHEAP DESTINATIONS, WHILE RUSSIANS PREFER MORE CONVENTIONAL VACATIONS



HIKING



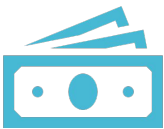
Based on the searches conducted during the destination decision-making stage, it is evident that hiking is a significant area of interest in both France and Germany. Therefore, it is imperative to consider marketing strategies that highlight hiking trails, mountain destinations, and adventure tourism offerings in these two markets.



OFF THE BEATEN TRACK



French and German tourists often search for "off the beaten track" and unconventional destinations, which have been gaining popularity in recent times. However, it is worth noting that people still conduct searches using keywords such as "best destinations," "top destinations," and "the most beautiful destinations." Understanding this search behavior is crucial in order to incorporate these terms into headlines and optimize SEO practices.



CHEAP DESTINATIONS



"Cheap destinations" is also a common search among travelers in France and Germany, indicating that price plays an important role in their destination selection process. Consequently, positioning Armenia as an affordable destination, offering great experiences without burdening their bank accounts, is crucial for attracting tourists from these markets.



RELAX



When it comes to Russians, they are searching destinations to "relax". Hiking and other activities are not popular in Russia. However, Russians seem to make more concrete searches and know the destination better than French and German travelers. Russians also seem to search a lot about destinations/places to visit inside Russia, as well as "sea vacations", while French and German travelers search "European destinations" a lot.

EXPANDING TOURISM AWARENESS: ARMENIA SHOULD ALSO INCREASE AWARENESS THROUGH MARKETING CAMPAIGNS IN LOCAL LANGUAGES SINCE SEARCH VOLUMES INDICATE THAT IT IS NOT A WELL-KNOWN DESTINATION



LOW VISIBILITY

Separate/concrete searches, such as culture related searches, searches of separate cities and attractions of Armenia are not common, showing that they are not known among potential tourists. Tourists from UAE tend to search “Package holidays” , which is not the case in case of Russia, France and Germany.



LANGUAGE CONSIDERATIONS

Tourists in France, Germany and Russia use their native languages for search purposes. This means that marketing and PR content should be created in French, German and Russian as well, and not only in English (local customization of language and tourism offering). UAE market does not use a lot of Arabic while searching, thus English works well for this market.



COUNTRY IMAGE

Artsakh related searches are common in France and Germany, showing that they are aware about the conflict and safety related questions must be solved via PR. Accommodation related searches are not very common, allowing us to conclude that accommodations are mainly directly searched and booked via OTAs.



ALL YEAR OFFERINGS

Weather and seasonality has a big role for choosing a destination to visit. Tourists commonly search “Best destinations to visit in April/June/etc. or weather in this location in winter.

DESCRIPTION OF OFFLINE MARKETING CHANNELS



\ B2C CHANNELS DEFINITIONS

BILLBOARD ADS	Billboard ads refer to advertisements displayed on large structures or boards placed in high-traffic areas, typically along highways, roadsides, or in urban areas.
BRANDED MERCHANDISE	Branded merchandise refers to customized or branded items that are used as a marketing channel to promote tourism destinations, attractions, travel-related businesses, or tourism organizations.
CULTURAL EVENTS AND FESTIVALS	Cultural events and festivals refer to organized gatherings held abroad that celebrate and showcase the traditions, customs, arts, and heritage of a particular country.
DIRECT MAIL	Direct mail in terms of tourism marketing refers to a promotional strategy that involves sending physical mail directly to potential tourists or target audiences.
INTERNATIONAL FAIRS	International fairs are large-scale events that bring together businesses, industries, organizations, and professionals from around the world to showcase their products, services, innovations, and expertise.
MAGAZINE ADS	Magazine ads are advertisements that appear within the pages of printed magazines.
MAGAZINE ARTICLES	Magazine articles are written pieces of content that appear within the pages of magazines.
NEWSPAPER ADS	Newspaper ads are advertisements that appear within the pages of printed newspapers.
NEWSPAPER ARTICLES	Newspaper articles are written pieces of content that appear within the pages of a printed newspaper.
RADIO ADS	Radio ads are audio advertisements that are broadcasted over radio stations.
SPORTING EVENTS AND CONTESTS	Sporting events and contests refer to organized competitions or matches held internationally that involve physical or skill-based activities and primarily focus on sports.
TRANSIT ADS	Transit ads refer to advertisements that are placed on various modes of public transportation or within transportation facilities.
TV ADS	TV ads are promotional messages or commercials that are broadcasted on television networks or channels.
TV REPORTAGES	TV reportages refer to television news reports or features that focus on promoting and showcasing destinations, attractions, or tourism-related activities.

\ B2B CHANNELS DEFINITIONS

PARTNERSHIP WITH AIRLINES	Partnerships with airlines in terms of tourism marketing refer to collaborative efforts between tourism organizations and airlines to promote a specific destination or tourism offering.
CONFERENCES & BUSINESS FORUMS	Conferences and business forums refer to organized events and gatherings that bring together professionals, stakeholders, experts, and decision-makers from the tourism industry to exchange knowledge, share insights, discuss trends, and foster collaboration.
DIASPORA AMBASSADORS	Diaspora ambassadors are individuals from a specific diaspora community who are appointed or recognized as representatives or advocates for promoting tourism to their country of origin or ancestral homeland.
DMCS	DMCs are professional entities based abroad that provide comprehensive destination management and marketing services to clients, including tour operators, travel agencies, event planners, and corporate groups.
EXPORTING BRAND PARTNERSHIP (WINE, ETC.)	Exporting brand partnerships refer to collaborations between tourism destinations or tourism organizations and local producers or brands of products such as wine, food, beverages, handicrafts, or other specialty goods.
FAM TRIPS	Fam trips are specially organized trips or tours offered to travel industry professionals, such as travel agents, tour operators, journalists, or travel bloggers.
PARTNERSHIP WITH HOTELS	Partnerships with local hotels refer to collaborative efforts between tourism destinations or organizations and hotels within a specific region or destination.
INTERNATIONAL FAIRS	International fairs are large-scale events that bring together businesses, industries, organizations, and professionals from around the world to showcase their products, services, innovations, and expertise.
PARTNERSHIP WITH RESTAURANTS	Partnerships with local restaurants refer to collaborative efforts between tourism destinations or organizations and restaurants within a specific region or destination.
ROAD SHOWS	Road shows refer to organized promotional events or tours that travel industry professionals undertake to promote a tourism destination or product in various locations.
PARTNERSHIP WITH TOUR OPERATORS	Partnerships with tour operators in tourism marketing refer to collaborative relationships between tourism destinations or organizations and tour operators based abroad.
PARTNERSHIP WITH TRAVEL AGENCIES	Partnerships with tour operators in tourism marketing refer to collaborative relationships between tourism destinations or organizations and travel agencies based abroad.

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