

# Digital marketing in tourism

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DAUGAVPILS CITY MUNICIPALITY TOURISM DEVELOPMENT AND INFORMATION  
AGENCY

2022

# How do we reach our audience?



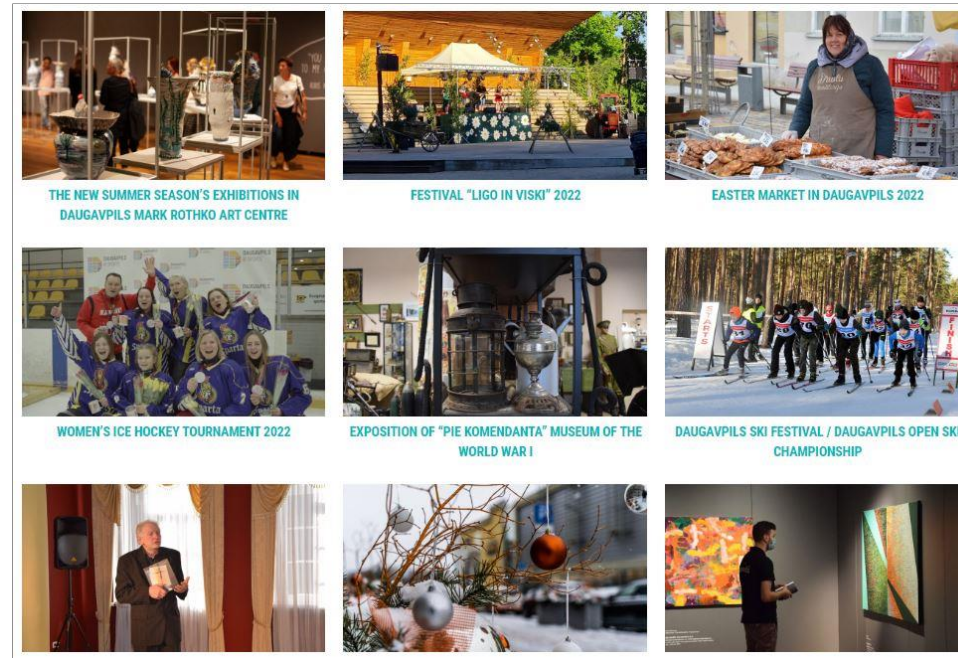
- The total number of page users was approx. 24,000 in 2021.
- Page is visited by travellers and tourism professionals from Latvia, neighbouring countries, US, UK, Russia, Germany, Sweden, Poland and other.
- The total number of page views was approx. 776,000 in 2021.



# Website



- Tourist objects
- Guided tours
- Places to stay and to eat
- Tourism news
- Events in town
- Photos and videos
- Maps



EVERYTHING ABOUT TOURISM IN DAUGAVPILS CITY AND SURROUNDING AREA IN 6 LANGUAGES!

# Social media

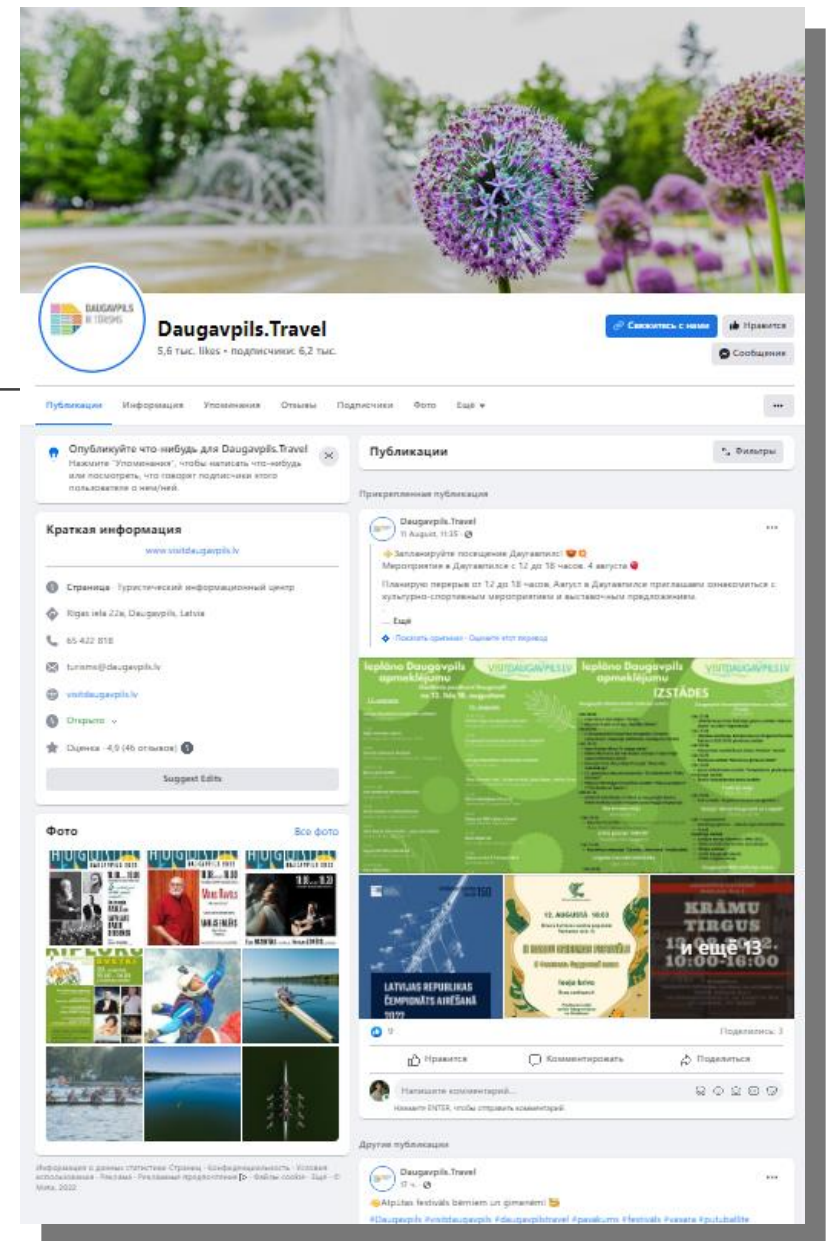
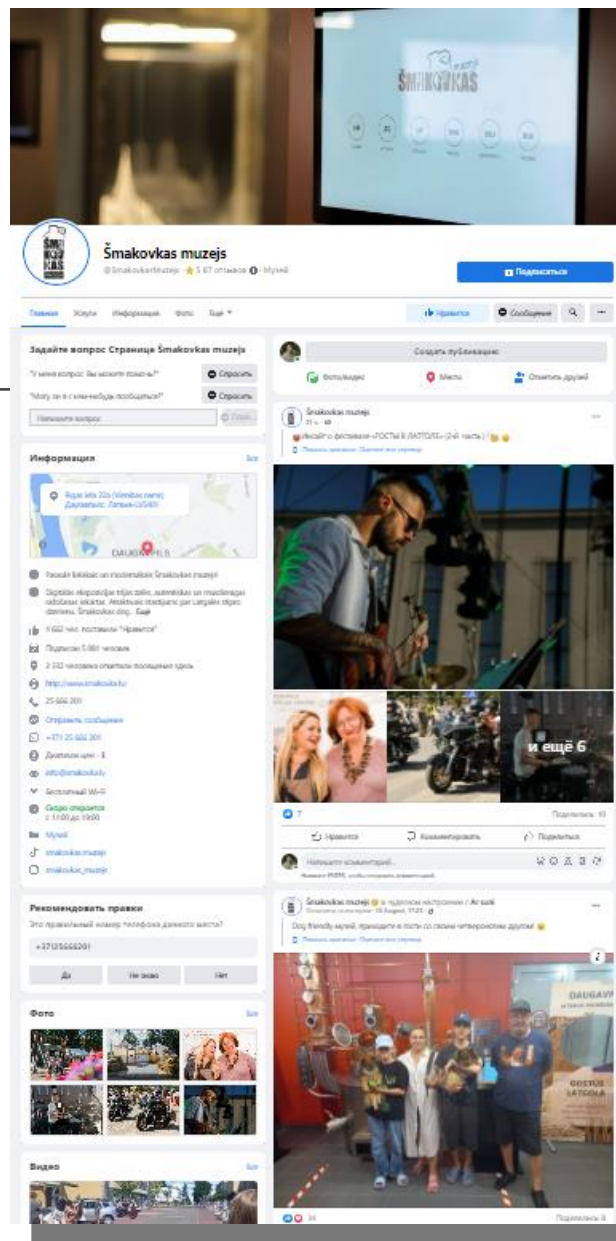
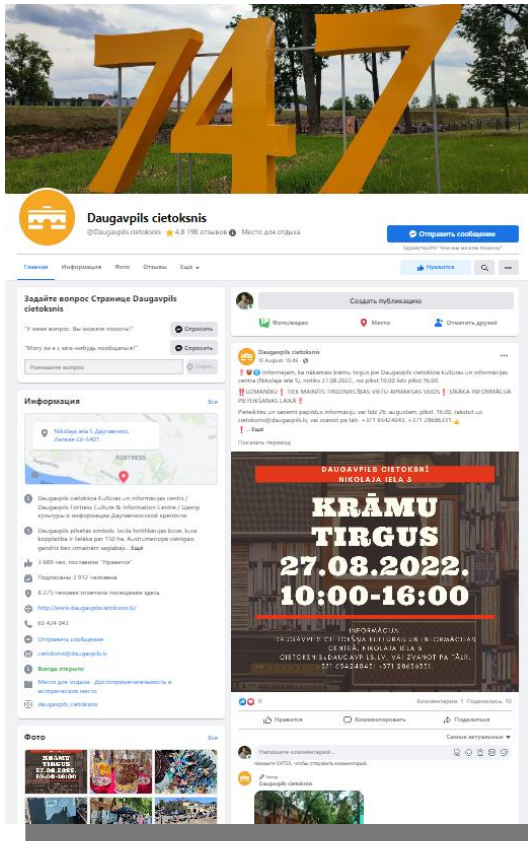
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13 pages. Information in three languages. 21,000 followers in total.



# Facebook



UpToDate information about tourism services, events and offers.

# Instagram

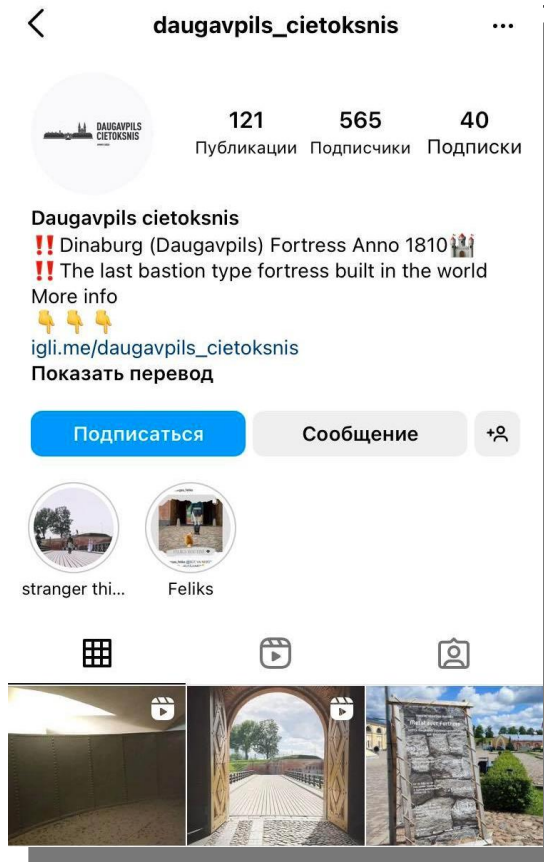
daugavpils\_cietoksnis

121 565 40  
Publicācijas Podpisciņi Podpiski

**Daugavpils cietoksnis**  
!! Dinaburg (Daugavpils) Fortress Anno 1810  
!! The last bastion type fortress built in the world  
More info  
igli.me/daugavpils\_cietoksnis  
Показать перевод

Подписаться Сообщение +

stranger thi... Feliks



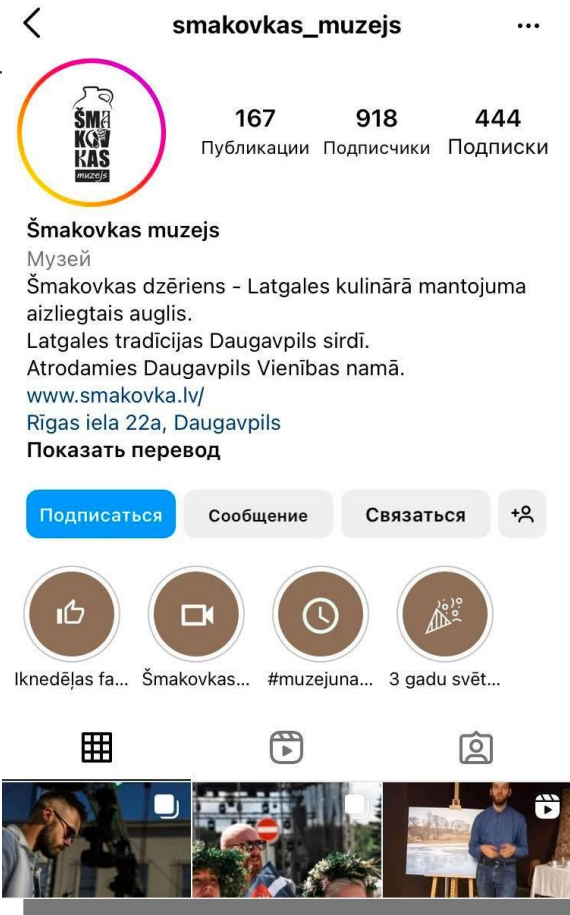
smakovkas\_muzejs

167 918 444  
Publicācijas Podpisciņi Podpiski

**Šmakovkas muzejs**  
Музей  
Šmakovkas dzēriens - Latgales kulinārā mantojuma aizliegtais auglis.  
Latgales tradīcijas Daugavpils sirdī.  
Atrodamies Daugavpils Vienības namā.  
www.smakovka.lv/  
Rīgas iela 22a, Daugavpils  
Показать перевод

Подписаться Сообщение Связаться +

Iknedēļas fa... Šmakovkas... #muzejuna... 3 gadu svēt...



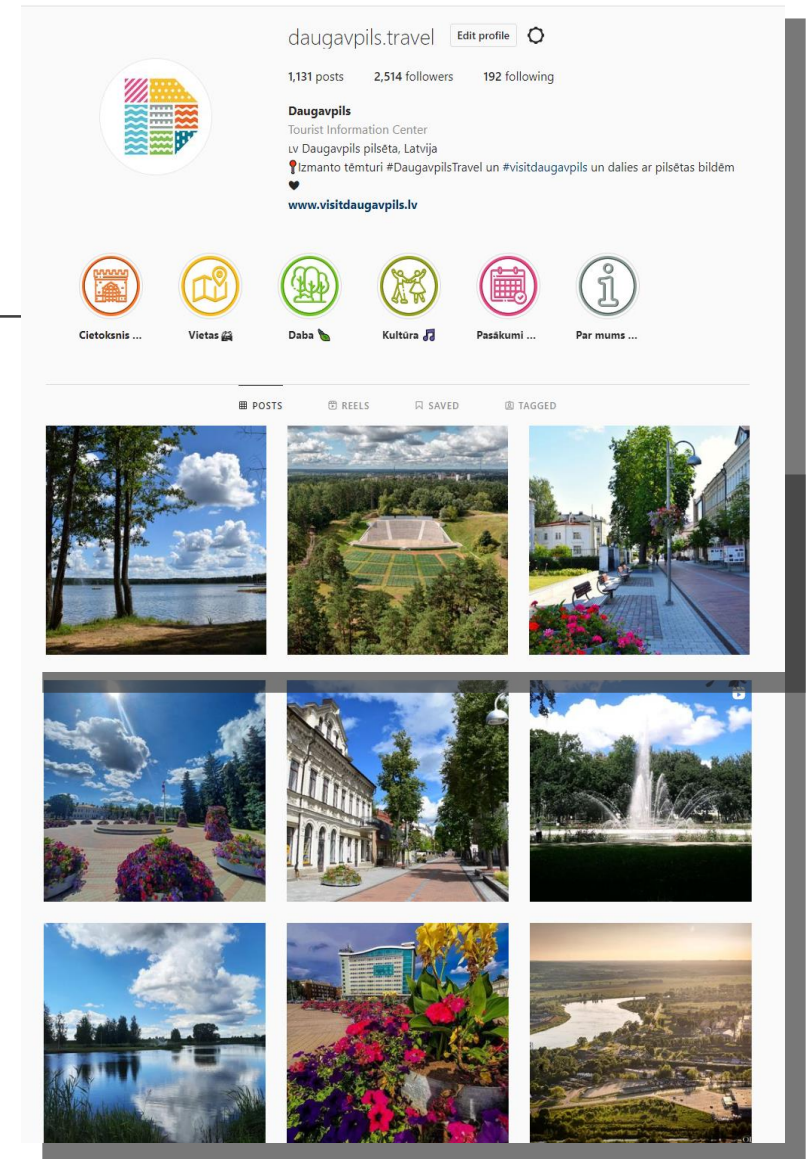
daugavpils.travel Edit profile

1,131 posts 2,514 followers 192 following

**Daugavpils**  
Tourist Information Center  
lv Daugavpils pilsēta, Latvija  
Izmanto tēmturi #DaugavpilsTravel un #visitdaugavpils un dalies ar pilsētas bildēm  
www.visitdaugavpils.lv

Cietoksnis... Vietas Daba Kultūra Pasākumi Par mums

POSTS REELS SAVED TAGGED



Photos that create a desire to visit the city/tourist object.





























# DAUGAVPILS

**Daugavpils Travel**  
260 subscribers

CUSTOMIZE CHANNEL MANAGE VIDEOS

HOME VIDEOS PLAYLISTS CHANNELS ABOUT

Uploads SORT BY

 Koncerts Prāta Vētra 6. augustā Daugavpilī 316 views • 1 month ago	 "Prāta Vētras" koncerts 6. augustā Daugavpilī 447 views • 1 month ago	 Valdība piešķir finansējumu kārtējam Latgales zoodārza... 13 views • 1 month ago	 DAUGAVPILS NOSVĪNEJA 747. DZIMŠANAS DIENU 18 views • 2 months ago	 Divas Stropu pludmales ieguvušas Zilā karoga... 18 views • 2 months ago	 Dea plaža в Стропах удостоилась Голубых... 11 views • 2 months ago
 Daugavpils Marka Rotko mākslas centrs pavasara... 92 views • 3 months ago	 Videoklips SAPNIS 285 views • 3 months ago	 'Sapnis' - 15 sek. videoklipa tīzeris 629 views • 3 months ago	 Šovasar ceļojums pa Latgales zoodārzu kļūs vēl... 27 views • 3 months ago	 Этим летом путешествие по Латгальскому зоопарк... 65 views • 3 months ago	 Šovasar Daugavpilī atgrieziesies 'Ghetto Games'... 22 views • 4 months ago
 Этим летом в Даугавпилс вернется спортивный... 24 views • 4 months ago	 Daugavpilī šogad turpināsies parku un skvēru... 26 views • 5 months ago	 В Даугавпилсе продолжается... 23 views • 5 months ago	 В крепости завершены строительные работы на... 40 views • 5 months ago	 Daugavpils cietoksnī noslēgušies būvdarbi... 70 views • 5 months ago	 Daugavpils muzejs aicina apmeklēt trīs izcili... 11 views • 5 months ago
					

Videos presenting Daugavpils city as a great place for living and traveling.





# Digital advertising stands



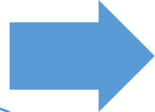
Digital advertisement stand in a public place – Rigas Street in Daugavpils.

# How do we reach our partners and entrepreneurs through digital channels?



## Content creation

- Press releases
- Posters/marketing campaigns



## E-mail marketing

- E-mail newsletters.
- Acquisition E-mails
- Promotional E-mails



## Relationship building

- Tourism professionals
- Travel agencies
- Bloggers
- Popular travel websites
- Media

# Contacts

DAUGAVPILS CITY MUNICIPALITY  
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[turisms@daugavpils.lv](mailto:turisms@daugavpils.lv)

