

## Suggestions for Social Media Hashtags, Taglines and Internet Challenges

### Travel Hashtags

- #DreamArmenia
- #liveArmenia
- #feelArmenia / #senseArmenia / #embraceArmenia
- #exploreArmenia / #discoverArmenia
- #hearArmenia
- #tasteArmenia (applicable culinary tourism, when prompting eating places)
- #doyoutravel
- #heritageArmenia
- #breatheArmenia
- #BelieveArmenia
- #AdVentureArmenia
- #PostQuarantineTravel
- #NewOld (Speaks to the historic sites of Armenia while also paying homage to the modern sites/advancements in the country)
- #DanceArmenia (for specific festivals/events)
- #ClimbArmenia (This one specifically for adventure tourists/hikers. We gotta use our mountains after all)
- #majesticArmenia
- #whatifArmenia
- #wondermenia
- #hisArmenia / #herArmenia
- #YereWine (for wine festivals)
- #ArtMenia (promoting art in Armenia)
- #FlyArmenia (to promote paragliding in the country)
- #theheartofCaucasus
- #downtownbeats
- #lostinArmenia
- #mustseeArmenia
- #ArmeniaMania
- #արիւնհայաստան / #արիւնարդ
- #արիտես
- #երազանքհայաստան
- #կտեսնվենքհայաստանում
- #սպասումենքհայաստանում
- #ճամփորդիւրհայաստան
- #քոհայաստան

- #դրաՀայաստան / #դրամարզեր / #դրահայրենիք

### Taglines

- Dream. Explore. Discover.
- We live it. You'll love it.
- Better prices. Exceptional people.
- History at your fingertips
- Armenia in your palm
- What if Armenia?
- Get a van! We're going to Yerevan!
- Let's Yerevan it! / Let's Dilijan it! (can be used for other cities)
- Let's Wine It! / Just Wine it! (for wine days or so)
- Your YereWine (for wine days)
- Get your wings, fly the hills! (to promote paragliding in Armenia)
- Connecting traditions
- Where traditions meet
- Where continents meet
- Reviving traditions
- New sights, better people
- Historic treasures
- Meet the culture / Feel the culture / Sense the culture / Experience the culture
- Adventure awaits you
- The heart of Caucasus
- Get lost in Armenia
- Կտեսնվենք Հայաստանում
- Սպասում ենք Հայաստանում
- Երազանքի Հայաստան
- Արի Հայաստան / Արի մարզ / Արի տես
- Սիրով՝ քո Հայաստան

## Challenges

- #Stayathome challenge
  - This challenge is about keeping people at home to help prevent COVID-19 transmission and to hopefully help flatten the curve of infections. Everyone taking part in this challenge can document how long they have self-isolated for as well as their daily activities to keep spirits up. As more people take part in this challenge, others may feel pressured to follow both to keep up with a trend but also out of awareness of the transmission.
- #Bookinadvance challenge
  - We recognized that the COVID-19 crisis is unprecedented and unpredictable; however, people may participate by sharing via social media the sites they want to visit, therefore, maintaining a more positive perspective about the tourism industry for the future. This could be anything from a picture of the country to a story of why they would want to go.
- #tasteArmenia challenge
  - In this challenge, tourists or locals can post on social media the restaurants or other culinary locales they would like to visit, once the pandemic is over while also using the hashtag #tasteArmenia. Another way to participate is by posting a picture of a participant's favorite dish while tagging the place where they tried it. Then the State Tourism Committee can randomly select one winner and provide them with a gift card from a restaurant they mentioned.
- #whatifArmenia challenge
  - The challenge includes asking people to share the pictures of places and destinations in Armenia they would rather be or they would visit once the pandemic is over by also using the hashtag #whatifArmenia. Then the State Tourism Committee can randomly select one winner and provide them with a trip or a special discount, as a prize.
- #solotravel challenge
  - Leisure travel is becoming increasingly common, so travelers who have come to Armenia before or who traveled to Armenia alone can post their tips for solo travel with their choice of must-see destinations.
- #bucketlistArmenia
  - People can share a picture of the sight they want to travel to on Instagram Stories then whoever has the best story as to why they want to go to Armenia can win a prize such as a 3-night stay in one of Armenia's hotels or even a travel voucher for one of many tour companies in Armenia.