

GOA TOURISM PRESENTS The Ultimate REEL SHOWDOWN

Themes

- › Spiritual Tourism in Goa
- › Homestays in Goa
- › Goa Beyond Beaches
- › Treks of Goa
- › Nature of Goa
- › Cuisines of Goa

Scan QR Code
for detailed guidelines
and submission process



Prizes for Top 3 Winners

- › **First Prize:**
Cash Prize of INR **1,00,000/-**
- › **Second Prize:**
Cash Prize of INR **50,000/-**
- › **Third Prize:**
Cash Prize of INR **25,000/-**

Closing date:

31.01.2024

Influencers/Bloggers Reel Competition Guidelines

◆ Theme:

1. Spiritual Tourism in Goa

Showcase the spiritual side of Goa by exploring its religious rituals and serene retreats where the search for well-being relates to a deep connection to the land.

2. Home stays in Goa

Capture the essence of Goan homestays by showcasing their lifestyle, local cultural traditions, and cuisines.

3. Goa beyond beaches

Redefine Goa's story by showing unexplored gems like architecture, culture, tradition, and hinterland treasures.

4. Treks of Goa

Capture the hidden treasures of Goa's trekking sites, each offering a distinct and thrilling adventure experience. Bring the adventure and beauty of these attractions to life.

5. Nature of Goa

Showcase Goa's natural beauty its mesmerizing green landscapes, mountains, lakes, rivers, and wildlife (ecosystem).

6. Cuisines of Goa

Capture Goa's flavour's, where an explosion of spices and fresh seafood creates a delightful blend of coastal and Portuguese cuisines.

◆ Submission:

- January 01 – 31st, 2024 [Ends on 23:00 hrs on January 31, 2024]

◆ How to Participate:

- Create a 60 to 90 second Instagram Reel [9:16 ratio] based on the theme.
- Use our official hashtag: **#TheReelGoa**
- Tag **@goatourism** in your Reel while posting
- Also submit the form and upload the high-resolution MP4 file: [Click to Submit](#)

◆ Eligibility:

- Open to participants of all ages.
- Make sure your profile is public during the competition.

◆ Judging Criteria:

- Creativity and Originality
- Adherence to the Theme
- Production Quality (clear visuals, good audio)
- Engagement (likes, comments, shares, Reach)

♦ Evaluation Criteria:

- Likes - 1 point per like
- Comments - 2 points per comment
- Share – 2 points per Share
- Views - 1 points per 1000 plays
- Judged by panel of experts.

♦ Prizes:

- Prizes for Top 3 Winners:
- First Prize: Cash Prize of INR 1,00,000/-.
- Second Prize: Cash Prize of INR 50,000/-
- Third Prize: Cash Prize of INR 25,000/-

♦ Winner Announcement:

- Winners will be announced on 10th February, 2024 on our Instagram account.
- Make sure to follow us to stay updated.

♦ Terms and Conditions:

- Multiple entries not allowed.
- Ensure your content complies with Instagram's guidelines.
- Participation implies agreement that the Department of Tourism retains the right to utilise the video and remains the ultimate decision-making authority in the event of any disputes.

♦ Tips for a Winning Reel:

- Showcase your unique style.
- Keep it engaging and entertaining.
- Pay attention to video and sound quality.
- Interact with your audience through captions and comments.

♦ Questions and Support:

- DM us for any queries or assistance.

Note- A budget of 12000 maybe needed towards boosting of the post for a higher reach.