

# Goa Tourism 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<sup>st</sup> – February 20th, 2024 [Ends on 23:00 hrs on February 20th, 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 29<sup>th</sup> 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.