

## **Call for contestants: Digital Marketing Contents for Tourism Promotion**

### **1. Organized by**

- ASEAN-Korea Centre (AKC)

### **2. Supported by**

- ASEAN Secretariat (ASEC)
- Korea Tourism Organization (KTO)

### **3. Eligibility**

- The contest invites all ASEAN companies in the tourism marketing business that demonstrates good use of digital marketing skills for local tourism promotion.
  - The company submitting their product must have at least 5 years of experience in the field.

### **4. Language**

- English (Summary on the submitted products and company portfolio must be written in English)

### **5. Deadline and Requirements**

- Submission by 12 September 2021, 15:00 (Korea Standard Time)
- All requirements must be submitted electronically by the submission deadline through the registration link: <https://forms.gle/MmL9PYyiJpstyYRd9>
- Winner announcement: 27 September 2021
- Required documents:
  - Company portfolio
  - Summary(introduction) of the submitted product

### **6. Format**

- The products and services may be in various format that encompasses innovative and up-to-date tourism promotion and tourism facilitation methods:
  - Video clips on tourism promotion (tourism packages, hotels, culinary, tourism activities, cultural experience, etc.)
  - Mobile platform (including mobile applications (ANDROID, IOS)) that facilitates travel (reservation, payments, maps, etc.)
  - Web services (use of tourism big data, etc.)

### **7. Prizes (10 teams to be awarded)**

- Grand Prize (1 team): KRW 2,000,000
- Second Prize (2 teams): KRW 1,000,000
- Third Prize (2 teams): KRW 500,000
- Participation award (5 teams): KRW 200,000

### **8. Judging**

- All eligible entries received will be assessed by a qualified panel of judge chosen by the organizer.



## 9. Notice

- Reference materials (if there may be any) must be properly cited. About the plagiarism policy, refer to [www.plagiarism.org](http://www.plagiarism.org).
- The products and services don't have to be newly created for this contest and they may include those submitted to similar contests prior to this event. However, the products that have experience on winning an award may be excluded from the selection.
- For any inquiries, contact us at [aseankorea.tourism2021@gmail.com](mailto:aseankorea.tourism2021@gmail.com).