

2017 Murayama Tourism PR Video Contest

1 Purpose

In order to create greater awareness amongst foreign visitors and residents of tourist attractions available in the Murayama Region, we invite creators to make a video to introduce their favourite Murayama tourist attractions to friends and family in their home country, and upload publicly through social media.

2 Outline

Entrants are to make a video in English introducing an attraction that they would like family, friends and other foreigners to know about – and how to find this attraction – and upload through Facebook and video sharing sites (e.g. Youtube) publicly. The winning entry will then be announced out of these videos.

3 Details

Videos introducing tourist attractions in English or Traditional Chinese (for Taiwanese audiences) must adhere to the following rules:

- (1) Language: English or Traditional Chinese (Taiwan)
- (2) Length of less than 10 minutes
- (3) Must be a newly entered and publicized video
- (4) The video must contain a tourist attraction in the Murayama region that the entrant would like to introduce to their friends and family, and details on how to reach the attraction.
- (5) The video must contain an English or Traditional Chinese (Taiwan) introduction and explanation.
- (6) No inappropriate language may be used in the video.
- (7) Copyright in the video used is to be attributed to the Yamagata Area Tourism Association.

4 Application Requirements

People with an interest in Yamagata and are able to go to the Murayama region and film a video

5 Application Deadline

1st Session: 20th November 2017

2nd Session: 12th March 2018

6 How to Submit

Entrants may submit using one of the two methods below:

- (1) Upload the video to Youtube or another video sharing site, and send an email to ymurayamasangyo@pref.yamagata.jp including the URL and the creator's name, address, phone number and email address.
- (2) Upload the video to Facebook, and send an email to ymurayamasangyo@pref.yamagata.jp including the creator's name, address, phone number and email address.

7 Prize

The winning entrant will receive a trip for two to an onsen lodge in the Murayama region. Other entrants will receive a participation prize.

8 Judging

Judging will be managed by the Yamagata Area Tourism Association Visitor Reception Department

9 Application and Contact

Yamagata Prefecture Murayama Region Office Department of Industry and Economy, Regional Industry and Economy Section, Tourism Development Office

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