

# Celebrate the colors #visitmie Instagram Campaign

#visitmie  
Instagram Campaign

Part 1 2019.7.7 - 2019.9.30  
Part 2 2019.10.1 - 2020.1.6

Overnight stay for two at  
"Shima Kanko Hotel  
The Bay Suites"  
Includes dinner at La Mer,  
a MICHELIN GUIDE  
Aichi, Gifu, Mie 2019 one-star  
French Restaurant  
(C) MICHELIN



# Celebrate the colors #visitmie Instagram Campaign

Share your favorite photos or video of Mie on Instagram with hashtag #visitmie for the chance to win prizes!



## How to Enter



Follow Mie Prefecture's official Instagram account @visitmie



Visit Mie Prefecture and take photos or video of festivals, the great outdoors, food — anything you love about Mie. Photos/video you took on past trips to Mie are also fine to share!



Share your photos or video of Mie Prefecture with the hashtag #visitmie!

## Entry Period / Announcement of Winning Entries

Part 1: July 7, 2019 – September 30, 2019  
Part 2: October 1, 2019 – January 6, 2020

(All dates and times are Japan Standard Time)

Winners of Part 1 will be announced in late October.

Winners of Part 2 will be announced in late February, 2020.

The results will be posted on the official #visitmie Instagram Campaign website.

## Selection Process

Winning entries will be selected through an impartial, fair review process by selection committee members based on how well they communicate the appeal of tourism in Mie Prefecture.

Winners will be notified by direct message to their Instagram accounts.

- Winners must be following the official @visitmie account.
- Winners must reply within 48 hours; otherwise they forfeit their right to claim their prize.
- Entry images may be used in official Mie Prefecture websites, social media, posters, flyers, etc.

## Prizes



### Governor's Choice Award

Overnight stay for two at "Shima Kanko Hotel The Bay Suites", dinner included

Part 1 1 pair (2 persons) Part 2 1 pair (2 persons)

"Shima Kanko Hotel The Bay Suites" is a luxury resort nestled between the blue waters of Ago Bay and the verdant hills of Mie's Shima Peninsula. Here you can enjoy an unforgettable and blissful holiday complete with a seafood dinner at La Mer, a MICHELIN GUIDE Aichi, Gifu, Mie 2019 one-star French restaurant that uses local ingredients. Also notable are the exceptional sunset views from the hotel lounge overlooking Ago Bay.

Sponsor: Kintetsu Group Holdings Co.,Ltd.

Win one of many great prizes that show off the appeal of Mie, from our Mie sponsors!



Details will be announced on the #visitmie Instagram Campaign website.



## Now recruiting #visitmie PR Supporters for 2019!

Promote Mie on Instagram and the Web! See website for details. <https://visitmie.jp/en/supporter/>



For details, see website and official social media.

<https://visitmie.jp/en>

Instagram icon Mie Prefecture's official Instagram account @visitmie

