

2026 Global City Tourism Content Contest

[Contest Information]

Once you experience Busan, you'll want to come back!

- To celebrate 「The 2nd Global City Tourism Summit」, Busan Metropolitan City and TPO present the 「2026 Global City Tourism Content Contest」 to showcase Busan's unique charms.
- Share your own special moments and experiences that capture the irresistible appeal of "Busan Fever."

1 Contest Overview

- **Eligibility** : Open to anyone interested in tourism and urban culture
(No restrictions on nationality or country of residence)
- **Contest Category** : Short-form Video
- **Number of Entries** : Each individual/team may submit one entry per category
(up to three entries in total)
- **Contest Schedule** :

Category	Schedule	Details
Submission Period	Aug. 14 (Fri.) – Sept. 30 (Wed.)	Contest poster announcement
Judging	Oct. 1 (Thu.) – Oct. 7 (Wed.)	-
Winner Announcement	Oct. 8 (Thu.)	Individual notification

* The above schedule is subject to change depending on circumstances.

2 Contest Guidelines

○ Contest Themes

① 「Caught the Busan Fever!」

- Why one visit to Busan makes you want to come back again
- Hidden charms of Busan that only you know and want to share
- Original content showcasing what makes people fall in love with Busan

② 「Promote The 2nd Global City Tourism Summit」

- Creative content freely promoting the appeal of Busan as a global tourism city and The 2nd Global City Tourism Summit
- Creative content that inspires people to join the Summit

2026 The 2nd Global City Tourism Summit	Local Tourism; Connecting Urban Economies and Tourism Innovation
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③ 「Discover the Hidden Charms of TPO Member Cities」

- Share local experiences or hidden gems from a TPO member city you have visited or lived in
- Showcase a TPO member city through its culture, food, people, places, and everyday life
- Tell a story that shows what makes the TPO member city special

○ Submission Requirements

- Video Length: At least 30 seconds and no longer than 1 minute
- Resolution: HD resolution suitable for Instagram uploads
(minimum 720 × 1280) recommended
Original video file must be submitted in Full HD resolution
(1920 × 1080 or 1080 × 1920)
- File Format: mp4
- Entry Description: The intention behind the video, storyline, and other relevant details must be included in the description of the entry
(*Please refer to the submission form template.)

○ Entry Restrictions

- Works previously published, submitted to, or awarded in other contests
- Plagiarized or copied works
- Works that infringe on third-party copyrights
※ Applicants are responsible for any copyright, portrait rights, or related issues.
- Any other entries deemed inappropriate for the contest

○ SNS Posting Requirements

- SNS account on which the submitted video is posted must be set to public
- Submitted posts must not be deleted or changed to private until the end of the event
(Oct. 28, 2026)

○ Other Information

- Winning entries may be used for online and offline promotional activities for Summit and TPO
- Additional prizes may be provided in the future

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How to Enter

○ Submission Process

- ❶ Follow the official Instagram account @gctsbusan
 - ❷ Upload your contest video to your SNS account with the required hashtags :
#GlobalCityTourismSummit #gctsbusan #busan
 - ❸ Download the application form from Google Drive, complete it, and submit it by email.
(https://drive.google.com/drive/folders/1_N4ouEUeP0_vXOK7hdQr9ltRaZRcFCBj?usp=drive_link)
- **Required Documents** : Application Form, Consent Form for Use of Submitted Work, Contest Video
- **Submission Email** : gctsbusan@gmail.com

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Awards

- Total Prize Money: KRW 5,000,000

*The award details may be partially adjusted depending on the results of the internal review.

Category		Remarks
Grand Prize by Theme (3 winners)	KRW 1,000,000 and Certificate	- The Popularity Award will be given to one individual/team, based on SNS "Likes" and judging, separately from the Grand and Excellence Awards. - All judging will be conducted confidentially.
Excellence Award by Theme (3 winners)	KRW 500,000 and Certificate	
Popularity Award (1 winner)	KRW 500,000 and Certificate	

※ If no entries meet the judging criteria, the number of awards may be adjusted or no awards may be given.

Category	Details
Entry Requirements	• Team entries are allowed.
	• One entry per category per individual/team.
	• Series entries are not accepted.
Copyright & Use	• Copyright remains with the creator. The organizer may use, edit, and publish winning works for promotional purposes.
	• Submission constitutes consent to such use.
Original Files	• Winners must submit editable source files (AI, PSD, etc.).
	• Failure to submit may result in cancellation of the award.
Entry Guidelines	• Only unpublished original works are accepted.
	• Entrants are responsible for copyright, image, font, and portrait rights.
Disqualification & Award Cancellation	• Plagiarized, adapted, previously awarded, or similar works will be disqualified.
	• Violations found after selection may result in award cancellation and prize repayment.
Disposal of Entries	• Non-winning entries may be disposed of upon request.
	• Requests may be made after the winners are announced.
Judging & Operation	• The schedule and award details are subject to change.
	• Judging results will not be disclosed. No winner may be selected if no entry qualifies.
Personal Information & Prize Money	• Entrants must consent to the use of personal information.
	• Winners must provide additional information for prize payment. Applicable taxes will be withheld.

Contest Submission & Inquiries

- Submission & Inquiries : gctsbusan@gmail.com

※ Attachments: [Attachment 1] Application Form – 2026 Global City Tourism Content Contest

[Attachment 2] Team Member Information Form – 2026 Global City Tourism Content Contest

[Attachment 3] Consent Form for Use of Submitted Work – 2026 Global City Tourism Content Contest

[Attachment 1]

2026 Global City Tourism Content Contest – Application Form

■ Contest Theme (Select One)			
☐ 1. Caught the Busan Fever! ☐ 2. Promote the 2nd Global City Tourism Summit ☐ 3. Discover the Hidden Charms of TPO Member Cities			
※ TPO Member Cities		TPO Website (*Please visit the website to check the list of TPO member cities.)	
■ Personal Information <i>*For team entries, provide the team representative's name and team name. Each team may have up to four members. *Please provide team member information in Attachment 2. (Individual applicants only need to submit Attachment 1.)</i>			
Name (Team Name)		Date of Birth	
Email		Mobile Number	
Address		Affiliation (Company/School, etc.)	
■ Entry Information			
Title			
Entry Images	<i>* Insert images at a reduced size for easy viewing. (Insert two screenshots from the video: one intro scene and one key scene.)</i>		
Entry Description	<i>* Describe the concept, story, creative intent, and other relevant details. * If AI tools were used, specify the tool, prompts/input, and creation date. If retouched, describe the edits made.</i>		
Entry Upload Link	<i>* Provide the SNS link where your entry was uploaded. Entries may be excluded from judging if the link cannot be accessed, including due to a private account.</i>		
Submission Email	gctsbusan@gmail.com	Inquiries	051-711-0044

※ Attachment: 1 original video file
(*Please submit the Application Form, Consent Form for Use of Submitted Work, and original video file by email to the Secretariat.)

I hereby submit this application to participate in the 2026 Global City Tourism Content Contest.

Date: _____, 2026

Applicant:

(Signature)

[Attachment 2]

2026 Global City Tourism Content Contest – Team Member Information Form

※ All fields marked with * and signatures are required.

※ If any required information is missing, the team member's name may be excluded from the list of winners.

■ Team Member Information		* Team Name:	
*Name		*Date of Birth	
Email		*Mobile Number	
※ I confirm that I have reviewed the 『2026 Global City Tourism Content Contest』 Application Form as a team member and agree to the contest rules by signing below.			
*Name: _____(Signature)_____			
■ Team Member Information		* Team Name:	
*Name		*Date of Birth	
Email		*Mobile Number	
※ I confirm that I have reviewed the 『2026 Global City Tourism Content Contest』 Application Form as a team member and agree to the contest rules by signing below.			
*Name: _____(Signature)_____			
■ Team Member Information		* Team Name:	
*Name		*Date of Birth	
Email		*Mobile Number	
※ I confirm that I have reviewed the 『2026 Global City Tourism Content Contest』 Application Form as a team member and agree to the contest rules by signing below.			
*Name: _____(Signature)_____			
■ Team Member Information		* Team Name:	
*Name		*Date of Birth	
Email		*Mobile Number	
※ I confirm that I have reviewed the 『2026 Global City Tourism Content Contest』 Application Form as a team member and agree to the contest rules by signing below.			
*Name: _____(Signature)_____			
■ Team Member Information		* Team Name:	
*Name		*Date of Birth	
Email		*Mobile Number	
※ I confirm that I have reviewed the 『2026 Global City Tourism Content Contest』 Application Form as a team member and agree to the contest rules by signing below.			
*Name: _____(Signature)_____			

2026 Global City Tourism Content Contest -Consent Form for Use of Submitted Work

DECLARATION AND CONSENT

- 1) In entering the 2026 Global City Tourism Content Contest, I/we (individual or team) confirm that all submitted information is true and provided in good faith. If the entry is found to involve imitation, plagiarism, or infringement of any intellectual property or other third-party rights, all legal responsibility shall rest with the entrant(s).
- 2) If my/our entry is selected as a winning work, its copyright and intellectual property rights shall belong to the Tourism Promotion Organization for Global Cities (TPO), and I/we consent to its use in various forms.
- 3) If plagiarism or any other serious grounds for disqualification are discovered after selection, the award may be revoked, and I/we will not object to any action taken by the organizer.
- 4) I/we will not disclose any information obtained through this contest or provide or lend related information or materials to others without TPO's approval. If failure to comply causes any tangible or intangible security issue, I/we accept any resulting action or penalty.

I/we agree to the above terms and authorize TPO to exercise all rights of use related to this contest.

Date: _____, 2026

※ Individual Entry: Signature of the applicant only

※ Team Entry: Signatures of the representative and all team members

Representative Name : _____ (Signature or Seal)

Team Name : _____

Team Member 1 : _____ (Signature or Seal)

Team Member 2 : _____ (Signature or Seal)

Team Member 3 : _____ (Signature or Seal)

Team Member 4 : _____ (Signature or Seal)

Secretary-General, Tourism Promotion Organization for Global Cities (TPO)

1. Judging Overview

- Eligible Entries : All entries meeting the contest requirements
- Method : Winners selected by total judges’ scores, in descending order
- Criteria : Theme Relevance, Creativity & Originality, Storytelling, Content Quality, and Shareability & Appeal
- Popularity Award : Selected separately based on SNS engagement, including Likes

2. Judging Criteria

Category	Points	Key Criteria
Theme Relevance	30	Clear understanding and effective expression of the chosen theme
Creativity & Originality	25	Fresh and distinctive ideas, perspectives, and presentation
Storytelling	20	Clear and engaging message and story within a short-form video
Content Quality	15	Overall quality of filming, editing, subtitles, sound, and composition
Shareability & Appeal	10	Ability to engage audiences and encourage sharing on SNS
Total	100	

3. Key Judging Focus by Theme

① 「Caught the Busan Fever!」

- Key Focus: Does it make people want to visit Busan?
- Effectively showcases Busan’s unique appeal
- Reveals new sides of Busan from a personal perspective
- Inspires interest in visiting or revisiting Busan
- Clearly conveys the “Busan Fever” concept

② 「Promote The 2nd Global City Tourism Summit」

- Key Focus: Can it be used to promote the Summit?
- Clearly conveys the Summit’s purpose and message
- Creatively uses official branding, including the logo and key visual
- Builds interest and encourages participation
- Suitable for online and offline promotion, including official SNS

③ 「Discover the Hidden Charms of TPO Member Cities」

- Key Focus: Is it creative, distinctive, and true to the city’s character?
- Effectively presents the city’s tourism assets and stories
- Highlights its hidden charms and unique character
- Makes viewers want to visit the city

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2026 Global City Tourism Content Contest Poster / Social Media Cards

The 2nd GLOBAL CITY TOURISM SUMMIT

2026
Global City Tourism
Content Contest

2026. 8.14^{Fri} – 9.30^{Wed}

BUSAN FEVER!
Caught the Busan Fever?

☐ Always wanting to revisit Busan ☐ Knowing a hidden Busan spot
☐ Still keeping those Busan photos ☐ So much to say about Busan

Two or more? Already caught Busan Fever!
Show us your Busan Fever in 30 seconds!

Short-Form Video Contest 30 sec-1 min

THEME 1 Caught the Busan Fever!
THEME 2 Promote The 2nd Global City Tourism Summit
THEME 3 Discover the hidden charms of TPO member cities

KRW 5 million in total Prizes!

Grand Prize	Excellence Award	Popularity Award
KRW 1 Million	KRW 500,000	KRW 500,000
× 3 Teams	× 3 Teams	× 1 Teams

Hosted and Organized by 부산광역시 부산관광공사

Supported by 문화체육관광부 UN Tourism

Go to Application

Poster

The 2nd GLOBAL CITY TOURISM SUMMIT

BUSAN FEVER!
Caught the Busan Bug!
Show us your Busan Fever in 30 seconds!

2026
Global City Tourism
Content Contest

2026. 8.14^{Fri} – 9.30^{Wed}

Short-Form Video Contest 30 sec-1 min

THEME 1 Caught the Busan Fever!
THEME 2 Promote The 2nd Global City Tourism Summit
THEME 3 Discover the hidden charms of TPO member cities

Prizes worth a total of 5 million KRW!

Grand Prize	Excellence Award	Popularity Award
KRW 1 Million	KRW 500,000	KRW 500,000
× 3 Teams	× 3 Teams	× 1 Teams

Contest Schedule

Submission Period Aug. 14 (Fri)–Sept. 30 (Wed), 2026
Judging: Oct. 1 (Thu)–Oct. 1 (Thu), 2026
Winner Announcement Oct. 8 (Thu), 2026 (tentative)
* The schedule is subject to change.

How to Enter

- Follow @gctsbusan on Instagram.
- Upload your video to your social media account with the required hashtags: #제2회글로벌도시관광축제 #gctsbusan #busan
- Scan the QR code, download and complete the application form from Google Drive, then submit it via email to gctsbusan@gmail.com

Hosted and Organized by 부산광역시 부산관광공사

Supported by 문화체육관광부 UN Tourism

Go to Application

Social Media Cards