

PRESS RELEASE

The Directorate of Tourism, Andaman & Nicobar Administration, in collaboration with tourism stakeholders, is celebrating **World Tourism Day-2026** in the Islands on **27th September, 2026**, on the theme **"Digital Agenda and Artificial Intelligence to Redesign Tourism."**

The celebration aims to promote the adoption of digital technologies and Artificial Intelligence (AI) in tourism, encourage innovation and entrepreneurship among youth and tourism stakeholders, and create greater awareness about the diverse tourism potential of the Andaman & Nicobar Islands.

As part of the World Tourism Day-2026 celebrations, the Directorate of Tourism proposes to organize a Promotional Video/Reels Competition for influencers, digital content creators and other interested participants with the objective of promoting the tourism attractions, experiences, culture and heritage of the Islands through innovative digital content. Participants may create **short Tourism promotional videos/Reels of duration (01-03 minutes)**, showcasing the tourism potential of the Andaman & Nicobar Islands, including its natural beauty, beaches, adventure and water-based activities, eco-tourism, wildlife, culture, heritage, traditions, local cuisine, art, handicrafts and other unique tourism experiences. The winners of the said competitions will be suitably rewarded with the cash prize of **₹10,000/-, ₹8,000/- & ₹5,000/- along with a Certificate, respectively**. The entries will be evaluated on the basis of creativity, originality, quality of content, tourism appeal, effective use of digital media and overall promotional value. A **minimum of 10 eligible entries/participations** shall be required for fair judgement. The Competent Authority reserves the right to accept or reject any entry.

All interested content creators, influencers, digital storytellers and other interested participants are invited to participate in the proposed competition and contribute towards promoting the Andaman & Nicobar Islands as a digitally enabled, innovative and visitor-friendly tourism destination. The entries may be submitted through e-mail at **photounitdeptdepartment@gmail.com** on or before **23rd September, 2026**, by **4:00 PM**.

Asst. Director (Admn.)



F. No. M-17065/22/2026-Operational-Tourism-TOURISM_ANDAMAN
ANDAMAN & NICOBAR ADMINISTRATION
DIRECTORATE OF TOURISM

Sri Vijaya Puram, dated the **10th Sept, 2026**.

Copy to:-

1. PS to Secy. (IP&T) for kind information of Secy. (IP&T).
2. PA to Director (IP&T) for kind information of Director (IP&T).
3. The Chief Editor, Daily Telegrams, Sri Vijaya Puram with the request to publish the above item as press release.
4. The Chief Editor, Dweep Samachar, Sri Vijaya Puram with the request to publish the above item as press release.
5. The Director, Doordarshan Kendra, Sri Vijaya Puram.
6. The Deputy Director (News) All India Radio, Sri Vijaya Puram.
7. The In-charge, IT cell for information with the direction to upload the same in the Tourism website.

Asst. Director (Admn.)

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