Press Release

**Rajasthan Tourism digital contest attracts hits**

**‘MYSTHAN’ PROMOTES TOURISTS TO RAJASTHAN**

Jaipur, 18 June: Ever since the Rajasthan Tourism launched its aggressive multi-model campaign for promoting the State as a tourism destination, the digital platform is playing a pivotal role in the promotion of the sector. As a part of the digital ‘Claim #MySthan’ contest, the followers were asked not just come to Rajasthan, but also claim a part of it for themselves.

The contest ran across all social media platforms of Rajasthan Tourism. It encouraged the followers to claim their favourite thing about Rajasthan by naming it after themselves, or a name of their liking. Once the user did this, they received a digital certificate signed by honourable Chief Minister of Rajasthan, Mrs. Vasundhara Raje. They also received the ‘bragging rights’ to having their own digital stamp on Rajasthan. For instance, through the eyes of Arya, it becomes Aryasthan. Through the eyes of Meera, it becomes ‘Meerasthan’.  This reflected that Rajasthan looks different through the eyes of different travellers. This activity not only helped the Department to familiarize their audiences with various attractions and destinations in Rajasthan but also getting connected with them.

The contest was held between from 25 May to 31 May across all major social media platforms like Twitter, Facebook and Instagram. All social channels redirected the users to a microsite where they could participate in the contest and claim a piece of Rajasthan. The microsite recorded a total of about 900 entries along with enthusiastic interaction on Twitter with a reach of more than 5,59,579 followers, 548 favourites, 248 replies and140+ users tweeting with the official hashtag #MySthan. The handle also marked a progressive 40.5% growth in followers. Along with Twitter, Facebook and Instagram also observed a reasonable increase in followers and interaction making Claim #MySthan a great success on digital media.

As a result of this engaging activity, five lucky winners – two international and three from India, have been awarded with a free 2 days, 1 night stay in Rajasthan. The winners are : Tina Xiong from Germany, J. Matt Cox from the USA while Asha Dixit, Hemant Kunawat and Amit Bhat are from India.