

#MyEasternCapeExperience Campaign – Terms & Conditions
Eastern Cape Parks & Tourism Agency (ECPTA) | 2026

By participating in the **#MyEasternCapeExperience** campaign, you agree to the following Terms and Conditions.

1. Promoter

Eastern Cape Parks & Tourism Agency (ECPTA).

2. Eligibility

- Open to South African residents aged 18 years or older.
- ECPTA employees, contractors, agents, and their immediate families are not eligible to participate or win.

3. Campaign Period

- The campaign runs for two (2) weeks from the date of official launch.
- The winner will be announced within seven (7) days after campaign closure.

4. How to Enter

To qualify for the grand prize draw, participants must:

1. Follow the official @easterncapetourism Facebook page.
2. Post a photo, video, or story showcasing one of the featured experience themes:
 - Hiking & Outdoors
 - Wildlife & Safari
 - Adventure
 - Culture & Heritage



3. Ensure each entry:
 - Includes the hashtag #MyEasternCapeExperience
 - Tags ECPTA's official Facebook page
4. Submit at least two qualifying entries, each aligned with two different themes featured during the two-week campaign.
 - Multiple posts are allowed, but a minimum of two theme-specific entries is required for eligibility.

5. Winner Selection

- Only participants who submit two valid entries showcasing two different themes within the campaign period will qualify.
- Themes will be revealed weekly (two themes per week).
- ECPTA will verify:
 - Page follow status
 - Use of the required hashtag and tag
 - Alignment with the weekly themes
 - Authenticity and originality of the submitted content
- If multiple entrants qualify, the winner will be chosen through a random draw.
- ECPTA's decision is final and binding, and no correspondence will be entered into.

6. Prize

One (1) winner will receive the:

Ultimate Eastern Cape Mystery Travel Experience

Valued at R15 000

Prize may include:

- Accommodation
- Activities or experiences
- Meals (as arranged by ECPTA)

Prize conditions:

- Elements are subject to availability.
- Must be redeemed within the provided validity period.
- Non-transferable, not for resale, and not redeemable for cash.



Excludes:

- Transport, fuel, flights, beverages, gratuities, personal expenses, or any items not expressly stated.

7. Verification & Disqualification

ECPTA reserves the right to:

- Request proof of identity, age, and residency.
- Disqualify entries that are fraudulent, manipulated, offensive, or incomplete.
- Remove content breaching Facebook community standards or South African law.
- Disqualify entrants who fail to provide required verification within 48 hours.

8. Publicity & Content Usage

By entering, participants grant ECPTA permission to:

- Use their name, social media handle, and submitted content (photos, videos, captions, stories) for marketing and publicity.
- Use the content without additional compensation.

Entrants confirm that all submitted material is original and does not infringe any third-party rights.

9. Data & Privacy

- Personal information will be used solely for campaign administration, winner communication, and prize fulfilment.
- Data will be processed in accordance with the Protection of Personal Information Act (POPIA).
- Information will not be sold or shared for unrelated marketing purposes.

10. General Conditions

- ECPTA may amend, suspend, or cancel the campaign if required for operational, technical, or legal reasons.
- If the winner cannot be reached within five (5) working days, ECPTA may redraw.
- This campaign is in no way sponsored, endorsed, or administered by Facebook/Meta.
- These Terms and Conditions are governed by the laws of the Republic of South Africa.



