

RULES OF THE CONTEST

Draw for *Choco Pass Discovery*

Enter the draw organised by Geneva Tourism & Convention Foundation for a chance to win 2 Choco Pass Discovery as part of the Foundation's "Visit Profile" Instagram dark ad campaign.

Conditions for participation

The contest opens on November 20th, 2025, and ends on May 20th, 2026.

Participation is free, no obligation. The contest is open to any person aged 18 or more, except for directors, members and employees of Geneva Tourism & Conventions Foundation, promotional partners, contest organizers, or any other party associated with the development or administration of this contest, including their family members (parents, children, siblings, spouse), and individuals residing in the same household as the persons referred to above. Participants must have an Instagram account and follow the Geneva Tourism account on Instagram. Only one entry per person is allowed.

Odds of winning calculation

A winner will be randomly selected from the followers of the Geneva Tourism Instagram account. The draw will be held once a month among the followers of the Geneva Tourism account for six months, resulting in 6 winners. The use of fake Instagram account automatically disqualifies a participant. Each follower can only be selected as a winner once. Participation in the contest via game services or automated game robots is strictly forbidden.

Description and award of prizes

6 winners will be randomly selected among the participants following the conditions of participation. The draw takes place once a month for six months, from November 20th, 2025, to May 20th, 2026. The winners will be contacted personally by Geneva Tourism staff via Instagram private message (through the Instagram account used to take part in the contest). If a winner cannot be reached or does not respond within 24 hours, the prize will become null and void. The prizes cannot be exchanged nor converted to cash.

Jurisdiction and applicable law

These terms and conditions are governed by Swiss law. For any dispute, the participants in the game contest and/or its organizers agree that the place of jurisdiction shall be the Geneva courts. Any disagreement about interpretation, conclusion or implementation of the present general terms and conditions, which cannot be settled amicably, shall be brought before the ordinary courts of the Canton of Geneva, subject to a possible appeal to the Swiss Federal Court.

General provisions

The Meta Company is not connected in any way to this contest; it is neither sponsor nor responsible for the contest, and therefore cannot be held liable by participants. Participation in the contest is open only to users with an Instagram account.

Geneva, 20.11.25